

DOMESTIC TOURIST DESTINATION SATISFACTION: A CASE OF KUALA SELANGOR

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Abstract: *This present study attempts to determine the satisfaction of visitors from the importance and ability of attractiveness attribute. From the importance and ability assigned by the visitor, an IPA analysis was conducted. A survey has been conducted between May to June 2017 in multiple attraction sites in Kuala Selangor. A total of 390 responses were analysed using SPSS software programme. The result finds that heritage, history and cultural attraction is the only attractiveness attribute that satisfied visitor. In conclusion, these findings will provide additional knowledge on how domestic visitor perceived the attraction in Kuala Selangor in term of satisfaction and which attribute need to be focused by destination marketers for future marketing strategy.*

Keywords: *Satisfaction, Kuala Selangor*

Introduction

The contribution of the tourism industry in Malaysia accounts for 14.4% of the economy. From 2013 to 2015, domestic tourism supports the continuous growth from 2013 (9.6%), 2014 (11.5%) and 2015 (9.7%). While the domestic tourism expenditure decreases in 2015 (RM 60.5b), Selangor maintains as one of the main destinations preferred by domestic visitors (DOSM, 2016).

Table 1: Place of interest around Kuala Selangor

Attraction Type	Place of Interest
Ecotourism	Bukit Malawati Kelip-kelip Kampung Kuantan Taman Alam Kuala Selangor Pantai Remis Jeram Kelip-kelip Bukit Belimbing Pantai Sungai Sembilang Jeram Bagan Pasir Penambang Kuala Selangor
Agro tourism	Peladang Agrotourism Centre Homestay
Cultural and Heritage Tourism	Muzium Sejarah Kuala Selangor Pameran Bukit Malawati
Homestay	Homestay Sg. Sireh
Sport Tourism	Royal Golf Club Kg. Kuantan
Edu-tourism	INPENS International College Universiti Selangor (UNISEL) 3
Gastronomy and Shopping	Restaurant Ikan Bakar Pantai Jeram Aroma Ikan Bakar Pantai Jeram Restaurant Kuala Selangor Pasir Penambang Satay Hut Tanjung Karang Bagan Pasir Penambang Kompleks Ikan Masin, Pasir Penambang

Source: *Tourism Selangor Berhad (2014), Kajian Rancangan Struktur Negeri Selangor 2035*

As one of the tourism destinations in Selangor and a place for multiple attractions and products (Table 1), Kuala Selangor provides many types of attractions such as heritage, natural area, gastronomy and recreation area. The location of Kuala Selangor situated near to Klang Valley and the development of Lebuhraya KL-Kuala Selangor- (Latar) expressway have improved the accessibility for visitors that attracts more visitors to visit Kuala Selangor in the recent years. The increase in the number of visitors is also influenced by new housing areas that were planned and developed in Puncak Alam, Saujana Utama, Jeram and Kuala Selangor city which in turns increase the population of the people around the area.

However, from Table 2, the number of visitors that have visited Kuala Selangor was un-even in which that they were only concentrated in one particular destination instead of visiting other attractions that were offered in the said destination such as at Bukit Melawati. In 2013, Bukit Melawati has the highest number of visitor while other attractions such as Kg Kuantan (firefly), Taman Ikan Air Tawar and Taman Alam Kuala Selangor received 50% less number of visitors. Such uneven distribution of visitors affects the current tourism activities and development in Kuala Selangor.

Putrajaya and Shah Alam, Kuala Selangor offers quite some unique tourism attractions which are depicted in Table 1. Basically, Kuala Selangor is a multi-facet destination which has the potential to diversify tourism in the state of Selangor.

Table 2: Number of Visitors Entered Kuala Selangor

Attraction/Place	Number of Visitor
Kuala Selangor	286,691
Bukit Malawati	111,741
Kg. Kuantan (Kelip-Kelip)	46,317
Taman Ikan Air Tawar	41,426
Taman Alam Kuala Selangor	36,832
Muzium Sejarah Daerah Kuala Selangor	50,375

Source: *Tourism Selangor Berhad (2014), Kajian Rancangan Struktur Negeri Selangor 2035*

For this strong reason, planners, marketer and service providers at Kuala Selangor must be able to create strategic tourism marketing plans to encourage more visitors and fulfil the expectations of the market. Thus, a research is needed to evaluate the satisfaction of Kuala Selangor as it can provide necessary information and knowledge.

Ultimately, this study was designed to evaluate how visitor perceived Kuala Selangor in term of satisfaction, determine whether Kuala Selangor meet the expectation of the visitor, their perception of different attractiveness in Kuala Selangor and the difference in the perception of domestic and foreign visitor.

Literature Review

Satisfaction

Attributes such as climate, good accommodation, reasonable prices, safety and security are among the commonly used indicators in the evaluation of satisfaction level among visitors in different destinations (Alegre and Cladera, 2009; Shih, 1986). Garín-Muñoz and Moral (2017) had stated that satisfaction is one of the most important information in all market sector including tourism. The increase of visitors' demand in terms of service quality and its value for money has made satisfaction a fundamental goal in any visitor-oriented business (Bernini and Cagnone, 2014). As mentioned by Baker and Crompton (2000), acceptance of visitor in the increase of service quality correlates to a higher level of satisfaction.

According to Baker and Crompton (2000), tourism satisfaction refers to the emotional state of visitors after exposure to an opportunity or experience. The feedback from visitors can determine whether they are satisfied with a particular destination's attributes thus revealing the strengths and weaknesses which is vital in promotions and development of tourism destinations.

In contrary, few researchers had suggested that satisfaction is an individual evaluation from consuming and purchasing experience in a psychological state (Vanhamme, 2002). Oliver and Swan (1989) mentioned that satisfaction is the relationship between purchase and cost including price, time, effort and the benefits they anticipate. This finding proved that satisfaction is related with the emotional state of the visitor and the experience when consuming a product or service in a particular destination.

Few previous researchers have stated that visitor satisfaction is the assessment of visitor towards the performance of a product whether the product has met or exceeded desires and expectations (Spreng, MacKenzie, and Olshavsky, 1996; Ibrahim and Gill, 2005). Therefore, the competitive ability of a destination to offer high performance attractiveness can be evaluated through satisfaction or feeling of the visitor's well-being (Cracolici, Nijkamp and Rietveld, 2008). The result of the assessments also contributes to the development of the destinations' positioning or repositioning strategy by identifying the determinant (Ibrahim and Gill, 2005).

The determinant of satisfaction has been studied by many previous researchers (Alegre and Garau, 2010; Chi and Qu, 2009; Jarvis, Stoeckl, and Liu, 2016; Lee and Kim, 2014; Kozak, 2003; Maunier and Camelis, 2013; Neal and Gursoy, 2008; Yüksel and Yüksel, 2003). This approach proved that visitor's satisfaction is important in the tourism industry. Alegre and Garau (2010) studied a group of visitors to Mediterranean's main sun and sand tourists' destinations in the island of Majorca. Their study identified 25 determinants which includes beaches, climate, cleanliness and hygiene, scenery, peace and quiet, accommodation, safety, historic sites or places, cultural activities, the local cuisine, interesting towns or cities, contact with nature, presence of friends and family, nightlife, sports activities, tourist attractions and many more.

Similarly, a study by Jarvis, Stoeckl, and Liu (2016) found 3 main factors that affect trip satisfaction which includes economic, social and environmental factors. Furthermore, study done by Neal and Gursoy (2008) found 3 determinants of satisfaction during various stage of tourism experience which includes quality of service, efficiency and cost. In order to measure visitor's satisfaction, this study focused on the gap importance and performance of attractiveness attribute as well as the overall satisfaction of visitor.

Importance Performance analysis (IPA)

As mention by Martilla and James (1977), Importance Performance analysis (IPA) is a simple and useful method to assess importance and performance attribute in decision making. It is a simple, easy-to-apply technique for marketer to evaluate importance and performance and thus develop a marketing strategy.

This method was adopted to examine the attractiveness attribute in Kuala Selangor. Visitors' perceived importance of each attractiveness attribute is indicated by vertical axis (Y-axis) while horizontal axis (X-axis) denotes the visitors' perceived performance of the respective attractiveness attribute. The mean value of importance and performance is calculated to form the cross-hair (grand mean). Each attractiveness attributes' mean score is plotted in the four quadrants. Each quadrant has different meaning and labelled as 'possible overkill', 'keep up the good work', 'low priority' and 'concentrate here' (Mullins and Spetich, 1987).

Lai and to (2010) adopted this technique to measure the potential factors that influence the decision of destination choice for conventions and exhibitions. The concept of IP has also been applied by Su (2013) in evaluating the dining attributes in terms of importance and performance as perceived by individual and packaged tourist in Taiwan. Besides that, Dwyer, Dragcevic, Armenski, Mihalic and Cvelbar (2014) adopted IP technique to examine the importance and performance of tourism activities that has the potential to improve Serbia's competitiveness among the country's tourism stakeholders. Choi (2015) intellectualized the technique to assess the attractiveness of Sobaeksan Royal Azalea Festival in South Korea and produced an action plan to enhance the attractiveness of the event.

Therefore, there is a need to access each of the attractiveness attributes in addition to the importance and performance of the attributes from the visitor's perspective in order to better understand if a destination is performing in accordance to the end-user's expectations.

Q1: CONCENTRATE HERE	Q2: KEEP UP THE GOOD WORK
Q3: LOW PRIORITY	Q4: POSSIBLE OVERKILL

Figure 1: An Importance-Performance Grid

In this study, each destination attributes were distributed in the matrix according to their importance and performance rating assigned by the respondents. The distributed attractiveness attribute in the IP grid may help to translate attribute into action. Strategy for improvement and the need for immediate attention can be suggested from the finding

Sample

The sampling population of this study consisted of domestic visitors arriving in Kuala Selangor, who are 18 years old or older. Potential respondents were randomly selected from any of the selected important attractions in Kuala Selangor such as Bukit Melawati, Muzium Sejarah Kuala Selangor and Kelip-kelip Kg Kuantan.

Sampling technique

Temporal stratified random sampling was used in this study. Respondents were divided into 4 strata based on the different period that are weekday, weekend, public holiday and school holiday. For each location, the number of respondents selected were based on the number of visitors in each attraction. The population item was divided into visitor and non-visitor.

Table 3: Number of Respondent Selected in Each Attraction

Attraction/Place	Number of Visitor	Percentage in each attraction (%)	Total number of questionnaire distributed in each attraction
Kuala Selangor	286,691		
Bukit Malawati	111,741	38.97611	152
Kg. Kuantan (Kelip-Kelip)	46,317	16.15572	63
Taman Ikan Air Tawar	41,426	14.4497	56
Taman Alam Kuala Selangor	36,832	12.84728	50
Muzium Sejarah Daerah Kuala Selangor	50,375	17.57118	69
Total		100	390

Table 4: Number of Respondent Selected Based on Period

Attraction/ Place	Total number of questionnaire distributed in each attraction	Weekday (Exclude Public and School Holiday)	Weekend	Public Holiday	School Holiday (Exclude Weekend and Public Holiday)
Bukit Malawati	152	15	56	54	27
Kg. Kuantan (Kelip-Kelip)	63	9	20	23	11
Taman Ikan Air Tawar	56	4	19	18	15
Taman Alam Kuala Selangor	50	8	15	17	10
Muzium Sejarah Daerah Kuala Selangor	69	11	25	23	21

The study only focused on domestic visitor in Kuala Selangor. This sampling technique allows for the variability through time of the gathered information from the visitor (Rivest 2002; Allee and Hidioglou, 1988). Based on Table 3 and Table 4, the number of respondents in each attraction differed according to the number of visitor visiting the attraction and the period.

Sampling size

The sample size of this study was based on the number of visitor that visit Kuala Selangor. From the data prepared by Tourism Selangor Berhad in 2014, the number of visitor that visited Kuala Selangor in the year 2013 was 286,691. The sample size is estimated using formula given by Yamane (1967). The formula used to determine the sample size:

$$n = \frac{N}{1 + N(e)^2}$$

Where:

n = sample size

N = Population size

e = Maximum error of estimation

From the formula, the sample size of this study was N = 390

Questionnaire Design

The questionnaire was developed and constructed in English then was translated into Malaysian Malay language. The translation of this questionnaire will ensure that the data collected is accurate and shall minimize the error as not all Malaysian are proficient in English. The same dual language questionnaire will be used in the pilot test of this study. The questionnaire was divided into four sections:

Section 1: Information about visitor's trip from home to Kuala Selangor

Section 2: Information about the current trip by visitor

Section 3: Information about the travel trend and;

Section 4: Respondent's socio-demographic characteristic such as age, gender, education level, income, occupation, and ethnicity.

The questionnaire was constructed based on two types of validity, which are face validity and content validity. For content validity, an expert panel lead by Associate Professor Dr Azlizam Aziz was used to validate the instrument. This is to ensure the attribute in the questionnaire represents the purpose and the objective of the instrument (Gall, Gall, and Borg, 2003). Before the pilot study, 15 questionnaires were distributed in 3 different attractions in Kuala Selangor that are, Bukit Melawati, Taman Rimba Alam and Kelip-kelip Kg Kuantan to established face validity. The process was to ensure the questionnaire is applicable to be used as the present research instrument (Ary, Jacobs, and Razavieh, 2002).

Measurement of Satisfaction - Gap (P-I)

The study of satisfaction is one of the most effective tool in gathering information on the tourist's need in a destination. Satisfaction survey is one of the most essential tools that are used in gathering information about tourist's opinions of a destination. The study by Farcken and Van Raaji (1981) found that the consumer satisfaction is evaluated by the perceived gap between the preferred and actual leisure experiences as well as the barriers that prevent the consumer from achieving the desired experience.

Tse and Wilton (1981) developed a model named as Perceived Performance Model that suggests that consumer satisfaction can be determined by evaluating the actual performance of a product. These researchers also mentioned that the evaluation of perceived expectations and perceived performance are redundant and the primary determinant is only the perceived performance.

Besides that, the expectation-disconfirmation model by Oliver (1980) suggested that the consumer had an expectation before the process of purchasing. From their experience, the consumer will make comparisons between the actual performance and their expectations. A positive disconfirmation suggests that the consumer is highly satisfied.

Similarly, Mercer (1971) mentioned that the gap between consumers expected and perceived service quality in his research are reliable to determine the consumer satisfaction with the destination vacation experience. The researcher relates the anticipation and recollection which are the first and last stages of the Clawson–Knetch model in evaluating satisfaction.

In this study, the gap between the performance and importance were used to determine the visitor's satisfaction. Specifically, the difference between the strength of respondents' belief or perceived importance of a particular attractiveness attribute is possessed by destination and the degree of performance or ability of attractiveness attribute to satisfy respondents' own need. There is dissatisfaction when the destination attribute was perceived as important by the visitor but the it could not fulfill the need of the visitor. The use of the gap in this study could improve the information gathered from the visitor in which attribute was perceived as important and has the ability to fulfill the visitor's need.

Result

Socio-demographic Characteristics of Respondents

The information on visitors' socio-demographic profile would be useful because of its influence on their attitude towards the destination satisfaction of Kuala Selangor. Table 5 summarizes the age, gender, household monthly income, level of education, employment status, country of origin and ethnic group of respondents.

According to the Table 5, majority of the respondents surveyed was between the age of 21–30 years old which accounted for 38.2 % (f=149) of the total respondents followed by 31–40 years old (25.4%, 15-20 years old (24.9%) and 41-50 years old (9%). The least age group was 51 years old and above (2.6%). The second item of socio-demographic characteristic is the gender of respondents. The frequencies of male are 152 (39%) and frequencies of female is 238 (61%).

Next is household monthly income. Majority of the respondents fell within between RM0 – RM2000 income group (63.3%) followed by RM2001 – RM3000 income group (13.1%) and RM6001 and above income category (9.2%). For income group RM3000 – RM4000 the frequency is 24 (6.2%) while income group RM4001 – RM5000 is represented by 21 respondents (5.4%). The smallest income group is RM5001 – RM6000 (2.8%).

For the level of education, respondents were asked to state their latest level of education either primary school, high school, university/college or no formal education. Majority of the respondent attended university / college which accounts for 259 (66.4%) followed by high school (32.3%), primary school (0.8%) and for no formal education (0.5%).

In terms of employment status, most of them are students that accounts for 179 respondents (45.9%) and employed full time with the frequency of 159 respondent (40.8%). Other employment status shows a big different from these two categories. For own business category, the frequency is 25 respondents (6.4%), employed part-time with 14 respondents (3.6%) and lastly unemployed category with 11 respondents (3.3%) along with the students (15.3%) and unemployed (14.4%).

As for the ethnic group of respondents, Malay is the largest group that is represented by 302 respondents (77.4%) followed by Chinese, 37 respondents (9.5%), Indian that is 34 respondents (8.7%) and lastly other ethnic groups that is 4 respondents (1%).

Table 5: Socio-Demographic Characteristics of Respondent

Items	Categories	Frequencies	Percentage (%)
Age*	15 - 20 years old	97	24.9
	21 - 30 years old	149	38.2
	31 - 40 years old above	99	25.4
	41 - 50 years old above	35	9.0
	51 – above	10	2.6
Gender	Male	152	39.0
	Female	238	61.0
Household monthly income	0 – 2000	247	63.3
	2001 – 3000	51	13.1
	3001 – 4000	24	6.2
	4001 – 5000	21	5.4
	5001 – 6000	11	2.8
	6001 – above	36	9.2
Level of education	Primary school	3	0.8
	High school	126	32.3
	University / College	259	66.4
	No formal education	2	0.5

Employment status	Employed full time	159	40.8
	Employed part-time	14	3.6
	Student	179	45.9
	Own business	25	6.4
	Unemployed	13	3.3
Ethnic group	Malay	302	77.4
	Chinese	37	9.5
	Indian	34	8.7
	Others	4	1.0

Visitor Satisfaction with Attractiveness Attributes in Kuala Selangor

This section attempts to answer the main research aim, to investigate visitor satisfaction towards the attraction in Kuala Selangor. Visitors' satisfaction towards the attraction of Kuala Selangor was measured by using the importance and performance ratings, paired samples t-test and the importance-performance grid (Phan, 2017; Crilley, Weber and Taplin, 2012; Tonge, Moore, and Taplin, 2011)

The means of attractiveness attribute of Kuala Selangor were tested in pairs using paired samples t-test to analyse whether there was a significant difference between the importance means and performance means. The importance of statistical significance is to confirm that the difference is real and does not happen by chance.

When the p-value is less than or equal to 0.05, the difference between the importance means and performance means is statistically significant. So, we can state confidently that there was a significant difference between the importance and performance means whereas if the Gap (P – I) is in (-), the importance of attractiveness attribute is higher than performance of the attractiveness attribute thus it indicates that the visitor is not satisfied with the attractiveness attribute and vice versa with (+). The p-values (two-tailed) and t-values of services for attractiveness attribute of Kuala Selangor are presented in Table 3.0

From the paired t-test, it is shown that all the means importance was statistically different from their corresponding means performance except one attractiveness attribute that is shopping. This showed that the importance of visitors for other 7 attractiveness attributes did not significantly influence their performance rating.

For the first attractiveness attribute that is heritage, history and cultural attraction the importance mean is significantly lower than the performance mean (4.28, 4.05; p=0.00). However, the attractiveness attributes shown that there is no significant difference (p>0.05). The table also present the other six attractiveness attribute that are culture and community attraction (2.78, 3.89; p=0.00), agrotourism (2.36, 3.61; p=0.00), cuisine (3.30, 3.46; p=0.07), event (2.92, 3.29; p=0.00), adventure and sport attraction (3.08,3.40; p=0.00), shopping (2.75, 2.86; p=0.79) and nature attraction (2.54,4.35; p=0.00). the mean importance for all of the six-attractiveness attribute is significantly higher than the performance means and from the test showed that there was significant difference in all six-attractiveness attribute (p<0.05) except for shopping.

Table 6: Paired Sample T-Test for Mean Importance and Mean Ability of Attractiveness Attribute of Kuala Selangor

Attractiveness Attribute	Performance Means	Importance Means	Gap (P – I)	t	Sig. (2-tailed)
Heritage, History and Cultural Attraction	4.28	4.05	0.23	-4.53	.000
Culture and Community Attraction	2.78	3.89	-1.11	21.09	.000
Agrotourism	2.36	3.61	-1.25	21.56	.000
Cuisine	3.30	3.46	-0.16	2.74	.007
Event	2.92	3.29	-0.37	6.28	.000
Adventure and Sport Attraction	3.08	3.40	-0.32	5.48	.000
Nature Attraction	2.54	4.35	-1.81	37.78	.000
Shopping	2.75	2.86	-0.11	1.76	.079
Average	3.43	3.6			

As there are 6 from 8 attractiveness attributes were significantly significant, there are rooms from improvement. From gap (P – I), the result shows that there is difference in performance and importance. The higher rating of importance rather than performance indicates that there are rooms for improvement effort (Abola, Valera and Manzano, 2007).

Importance-Performance Analysis (IPA)

IPA was conducted to identify which attractiveness attributes are weak and which one is really strong. Based on this study, the importance-performance distribution of attributes gathered from the visitors that visit Kuala Selangor are depicted in Figure 2.0. From the figure, it shows that there are 3 attributes in quadrant 1. The attributes are nature attraction (G), culture and community attraction (B), and Agrotourism (C). All of these items in this quadrant need improvement and a top priority. This is because the attributes are considered important to visitor but it is low in performance based on their experience.

In the ‘Keep up the good work’ quadrant. There is only one attractiveness attribute that is heritage, history and cultural (A). The attractiveness attribute in this quadrant shown that it has high importance and high performance from the visitor rating. Item in this quadrant is the major strength of a destination attributes and should be maintained the good work.

The third quadrant represents the attractiveness attribute that is low priority. The attractiveness attribute includes event (E) and Shopping (H). All the attractiveness in this quadrant show there is room for improvement but it is unnecessary for the management to focus additional effort here.

Meanwhile, in quadrant 4, it is an overkill to focus on cuisine (D) and adventure and sports attraction (F). Two attractiveness attributes in this quadrant has been overly emphasized and it is shown that the attribute has been misused (Dabphet, 2017).

From this analysis, the management can use these three attributes, nature attraction, heritage, history and cultural attraction, culture and community attraction to market Kuala Selangor as the promotional tourism image as there are high importance and high performance (Dabphet, S., 2017).

Table 7.0: Grand Mean of Attractiveness Attribute

Attractiveness Attribute	Importance Means	Performance Means	Quadrant
Heritage, History and Cultural Attraction	4.05	4.28	2
Culture and Community Attraction	3.89	2.78	1
Agrotourism	3.61	2.36	1
Cuisine	3.46	3.3	4
Event	3.29	2.92	3
Adventure and Sports Attraction	3.40	3.08	4
Nature Attraction	4.35	2.54	1
Shopping	2.86	2.75	3
Grand Mean	3.61	3.00	

As for nature attraction, the visitor considered it very important to them. This is aligned with the study by Azman (2012) that stated that locals prefer nature attraction such as recreational forest as destination for relaxation. Thus, destination management should put extra effort into increasing its performance and reside it in the second quadrant.

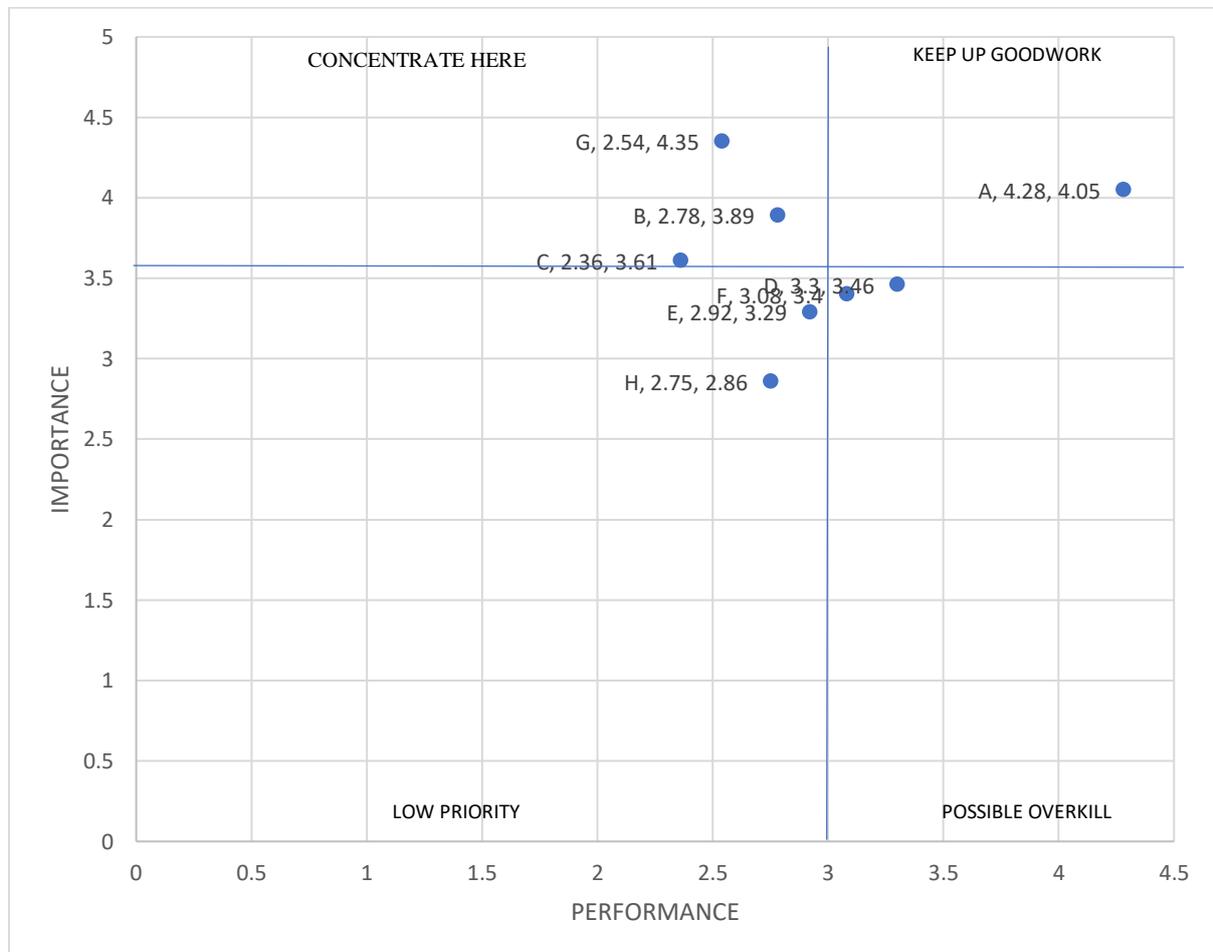


Figure 2: IP Distribution of Attractiveness Attributes

LEGEND

- | | | |
|--|--------------------------------|----------------------|
| A. Heritage, history and cultural attraction | E. Event | G. Nature attraction |
| B. Culture and community attraction | F. Adventure and sport tourism | H. Shopping |
| C. Agrotourism | D. Cuisine | |

The attractiveness attribute such as adventure and sports attraction that fall in ‘possible overkill’ quadrant showed that the visitor that came to Kuala Selangor is not here for an active holiday but preferred heritage, history and cultural attraction (Sörensson, and von Friedrichs, 2013). The destination should provide more resources to manage the attributes that falls in this quadrant (Dabphet, 2017).

Shopping received low importance and low performance. The visitors perceived that shopping attractiveness is a low priority for them. This show that most of the visitors that visit Kuala Selangor are not here for shopping activity.

Overall, from the IP distribution of attractiveness attribute in Kuala Selangor, management should concentrate on improving nature attraction, culture and community attraction and agrotourism while keep up the good work with heritage, history and cultural attractiveness attribute. Briefly, by using IPA, we can easily measure the importance and performance on the attractiveness attribute of Kuala Selangor, and managers may know for sure which attribute they have to maintain and which one has to be repaired to attract domestic visitor to visit each attraction. it is necessary to improve on the attributes that have high importance such as nature attraction, culture and community attraction, and agrotourism. These three attributes high potential to become top attraction in Kuala Selangor.

Conclusion

The result showed that the visitor is satisfied the most are heritage, history and cultural attraction while nature attraction was deemed the least satisfying attraction for visitor in Kuala Selangor.

By using the importance-performance distribution, culture and community attraction, agrotourism and nature attractions were placed at quadrant one (concentrate here) which require immediate attention from management. Heritage, history and cultural attraction attribute was performed well in the destination and placed at quadrant two (keep up a good work). Other attributes including event and shopping at quadrant three (low priority) and cuisine and sport and adventure attraction at quadrant four (possible overkill) which are not too important for the visitors and the visitors were only marginally satisfied.

By looking at the IPA matrix, it is necessary to improve on the attributes that have high importance such as nature attraction, culture and community attraction, and agrotourism. These three attributes high potential to become top attraction in Kuala Selangor.

Besides that, future research may include foreign visitor as respondent. The perception of domestic and foreign visitor may differ from one another. The study with domestic and foreign visitor may increase the knowledge on how the visitor perceived the attraction in Kuala Selangor in term of satisfaction.

Limitation

Furthermore, to obtain deeper understanding on how Kuala Selangor is being perceived and evaluated by visitors, the questionnaire can include various type of attractions in detail. From this improvement, researcher can examine in details about factors influencing visitors to come to visit Kuala Selangor. Also, towards the goal of obtaining deeper information from the visitors, future research is therefore encouraged to look into the subject from different perspectives such as marketing, resource management, visitor/crowd management, conservation communication, sociology and so on. As such, in the future, the management and authority will have a more comprehensive data to base their decision in managing the resources at Kuala Selangor for public enjoyment and its sustainability.

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