

A STUDY OF CUSTOMERS' SATISFACTION ON TASIK KENYIR HOUSEBOAT

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ABSTRACT

Marine tourism and recreation can be defined as a key component in a country's development. The tourism and recreation industry have become the world's largest business in response. This, combined with respect for marine environments and local people, builds ambivalent sentiments for the tourist. Tourism activity can be studied sociologically as a symbolic interaction that encourages social solidarity. It is suggested that ecotourism, a current phenomenon linked to the idea of sustainable development, emerge through the restoration and improvement processes of social construction. Moreover, people have now shifted their interest to marine tourism and nature recreation. Many famous lakes in Malaysia can be a major attraction for tourism and recreational activities such as Tasik Kenyir, Tasik Temenggor, and Tasik Chini. The purpose of this research is to identify tourism satisfaction in terms of activity, attraction, accommodation at the Tasik Kenyir Houseboat, Terengganu. The attraction at Tasik Kenyir, Terengganu, includes the facilities and environment.

Key words: Marine Tourism and Recreation, Customer Satisfaction, Tourism Satisfaction

INTRODUCTION

Tasik Kenyir is in Southeast Asia and the largest human-made lake, which is about 260,000 hectares. It is the biggest dam in Malaysia. Most hills are above the water level when the place is flooded, causing around 340 human-made islands. Furnishing the lake with an amazing variety of flora and fauna is the rainforest that cradles the area. In addition, Rare ferns, orchids, exotic, hornbills, elephants, and panthers are among them in the forest. It also houses over 8,000 flowers species, 2,500 plant and trees species, 800 orchid species, and 300 fungus species. It surrounded by luxurious tropical forest; it is a famous retreat for nature enthusiasts. This lake also has hundreds of freshwater fish species such as Baung, Lampam, Toman, Kelisa, and Kelah. In this lake area have an accessible location for canoeing, jungle trekking, boating, angling, and golf, surrounded by a vast tropical jungle. Accommodation for the tourist varies from a 3-star resort, island chalets, houseboats where room and meal are provided. The beautiful houseboat also travels to waterfalls area and fishing area offering nature enthusiasts an exciting adventure. Tasik Kenyir is also a gateway through Tanjung Mentong to Taman Negara. Tasik Kenyir became one of Terengganu and Malaysia's most beautiful tourist attractions. Luxurious forest of Kenyir is in the district of Hulu Terengganu, at a length of 102 degrees 40 minutes and 4 degrees and 40 minutes in latitude. The rainforest is assumed to be the world's oldest tropical rainforest. The forest is also component of the National Park of Malaysia. Below is the problem highlighted by local tourist and foreign tourism are the houseboat condition which is customer satisfaction toward the services offered not in average higher than customer expectation and issue lead to unsatisfaction to other customer and give bad reputation to that company and the service. Secondly, cost of the houseboat rental service which is the houseboat company make own decision to their service of the houseboat rental. This makes customer argue the cost of rental and the service provide. If the cost of rental is cheap, the package appears interesting to the visitors.

In addressing the above issues, the research is carried out with the following objectives:

- I. To measure the level of customers' satisfaction towards marine tourism and recreation at Tasik Kenyir Houseboats
- II. To analyse the factors that affect customers' satisfaction on marine tourism and recreation activity

Thus, this paper investigates customers' satisfaction towards Tasik Kenyir Houseboat and proposes whether there is a need to improve any part on the customer satisfaction. This research significant will be contributed to the houseboat owner and government agency towards the development of Tasik Kenyir.

LITERATURE REVIEW

Key Terms

Customer is an individual or business buying from another company good and services.

Satisfaction is the act of satisfying a need, desire, or appetite, or the feeling gained from such satisfaction. Customer satisfaction is the degree of satisfaction provided for a company's products or services in terms of the number of repeated customers according to the English business dictionary.

Maritime tourism can be referring to activities focused on sea such as boating, yachting, fishing, nautical sports, and their terrestrial facilities (Ecorys, 2013).

Recreation is an activity of leisure, leisure being flexible time. Leisure activities are often performed for recreation, entertainment and fun and are "social" with friends and family.

Customer Satisfaction

Customer satisfaction is a well-recognized and well-proven term in various fields such as consumer research, marketing, economic psychology, healthcare, and economics. In other opinion, Customer satisfaction is defined in several ways but the conceptualization which is most widely accepted seems to be that satisfaction is an assessment of a specific transaction after choice (Bastos and Gallego, 2008). Customers are the connection to a successful business. For this customer satisfaction and retention should be incorporated along the long-term goals, a business organization should focus on many customers. Moreover, According Hallowell, 1996; Heskett et al., 1990; Blanchard and Galloway, 1994, Customer satisfaction is a result of the perception by customers of the value received by a transaction or relationship, in which price and customer acquisition costs value are equal to perceived quality of service.

Marine Tourism and Recreation

The tourism sector has grown drastically over the past three decades, both in terms of tourist arrivals and receipts from tourism. Growth reflects the importance in the global economy of the tourism sector, as well as the moving social and economic perception of the world population, an increase in per capita spending power, more spare time, better informed people (and thus more discerning) and major population changes in the developed and somewhat developing world, which lead to major changes. Additionally, according to Galston & Baehler, 1995, tourism also can be defined the sum of process of attracting and hosting these tourist and other visitors cause of the phenomena and link arising from the interaction of tourists, governments, and local communities. Also, research subject in community development become favourite in tourism research.

The maritime tourism includes those leisure activities which involve traveling away from one place to another place and which mostly focus the marine environment. This activities includes a wide variety of activities such as scuba diving, , wind surfing, snorkelling, sea fishing, cruise and ferry trips, beach games, bird watching maritime, kayaking, fishermen's villages and lighthouses, maritime museums, marine festivals, Arctic and Antarctic tourism etc. Marine tourism includes small one-person operations including charter fishermen, boat owners, tour guides and instructors for diving. These can include small companies, such as whale watch companies, tour operators and charter yacht companies. In addition, according to Paul and Stephen (2004: 216-226), marine tourism is the activity or activities of nautical tourism in conservation or protected area has many forms. Forms of activities were divided into two, the first is the "passive" in which these types of activities include sunbathing or photography, while the activity of "active" includes surfing and boating. The value of the maritime tourism industry is not estimated.

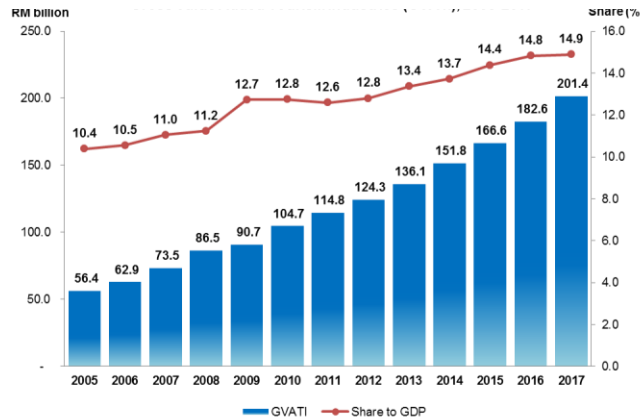


Figure 1: Graph of Economic growth

Destination Attraction

Before travelling, the tourists generally consider all their destinations (Kozak & Rimmington, 1998). The attractiveness of destinations is thus significantly influenced by the advice and inspiration of others to rethink to visit a venue (Enright & Newton, 2004). To attracting visitors, the tourist place must attract more tourists than other places. Leisen (2001) stated that, without the attraction element, destination attraction has more important than enjoying beautiful scenery and fails as a tourist destination. In addition, Touristic impression to attraction is also important as most visitors consider attraction as a cross-cultural and intercultural experience as something more familiar and repeated than something often colourful and perhaps more interesting.

Water-Based Tourism

Tourism in based of water areas specifically applies to based tourism water activity such rivers, barrages, canals, lakes, waterway channels, waterways, coastal coasts, shore, oceans, and ice-related areas. Several researchers also described tourism based on water tourism as a very extensive and complex concept although they are not currently clearly defined. However, commonly used definitions of maritime and coastal change in previous studies include activities, the main motive of tourism activities and activities held on in marine places. (Hall, 2001: Orams, 1008).

Tasik Kenyir Houseboat

A houseboat is a type of boat built or adapted specifically to be used as a house. Most houseboats are not commonly motorized, and they are typically moored, stayed stationary at a fixed point, and often attached to land to provide utilities. However, many can operate under own control. Float house is a Canadian and American word for a float (raft) house; in Western countries a rough house can be called as shanty boat. Houseboats can be either privately owned or rented to holiday, and people live in houseboats throughout the year on some of Europe's canals. Examples of this are Amsterdam, London, and Paris, but are not limited to that country. In addition, with 340 islands, 14 waterfalls, rapids, forest reserves and limestone caves, Lake Kenyir is indeed full of attractions that would appeal to any lover of nature. Since being taken over by the Terengganu Tengah Development Authority (Ketengah), the region has undergone rapid development. The Tasik Kenyir was also declared as a duty-free zone starting August 1, 2018, giving it an extra boost as a destination for tourism. Spending a couple of nights in a houseboat is a good way to explore all the expansive lake has to offer.

Houseboat in Tasik Kenyir

In Lake Kenyir there are 79 houseboats, 79 speedboats and 53 car topper boats approved for operation. The Bahtera Kenyir 1 is the largest houseboat here. At any given time, the three-storey houseboat can hold 100 passengers. The smallest houseboat can hold up to 10 passengers, but most houseboats can carry up to 25 to 30 passengers. Each houseboat has different characteristics, facilities, and rentals. Additional, sleeping quarters, a common room, cooking and barbecue facilities, television and karaoke sets as well as angling equipment are typically provided by houseboats on the lake. Boats such as the Pesona Houseboat 2 (Figure 2-3 (Leisen, 2011) (Enright & Newton, 2004)) also have a multi-purpose room that can be transformed into an activity room, mini theater and meeting room.

Rental

There are two types of boat rentals available, depending on whether passengers want to cook their own meals or hire the boathouse staff's services. Those who choose to cook their own meals will have to pay for a two-day one-night package depending on the company between RM1,000 and RM12,00. The price is related to the boat's size and facilities. Houseboats with a capacity of up to 30 people such as the Pesona Houseboat 2 can be rented for the specified amount of RM2,500. Those who choose the package must prepare their own raw supplies of cooking to be carried to the ship. They can use the onboard utensils for cooking, refrigerator, and tableware. Those who want to employ a cook's services on Pesona Houseboat 2 would have to charge RM250 per head for a two-day one-night package with a minimum order from 20 passengers. Breakfast, lunch, coffee, and dinner are included.

PROBLEM STATEMENT

Below is the problem highlighted by local tourist and foreign tourism are:

1. The houseboat condition and the service.

Customer satisfaction toward the services offered must be in average higher than customer expectation. Below is the figure that related to the customer satisfaction after using the service or facilities that offering by the company. This issue led to unsatisfaction to other customer and give bad reputation to that company.

2. Cost of the houseboat rental service

The houseboat company makes own decision to their service of the houseboat rental. This makes customer argue the cost of rental and the service provide. If the cost of rental is cheap, the package appears interesting to the visitors.

SIGNIFICANCE OF RESEARCH

To evaluate the satisfaction of customer toward marine tourism and recreation activity at Tasik Kenyir Houseboat is the research objective. Tasik Kenyir is one of the attraction places of Malaysia, so that marine tourism and recreation activity give the impact toward the robust tourism development. Customer or tourism are people with a higher level of curiosity and expectation for enjoyment. They are willing to spend a lot of money on activity on tourism and recreation place as unforgettable memories.

Also, this research will contribute to the all the houseboat owner to toward customer satisfaction. This research result will help in various part of the service because the customer will give the feedback on that service.

So, with good marine tourism and recreation activity, it can attract a lot of tourist from inside and outside the country. Besides, people feel worth it to pay more for tourism and recreation activity because it can release stress and bring back the joyful and beautiful memory that can make them happy.

RESEARCH METHODOLOGY

Research Design

The research design is important to determine the success or failure of the research. Study design is the basis for researching the problem after the study problems have been developed. A set of conditions for data collection and analytics can also be defined as the research design. Also, the research study articulates what data is needed, how this information is collected and analysed and how the research question is properly answered. In nature, descriptive and comparative is the study research design. For the classification of a large population, an original data will be used descriptive survey. This survey method was chosen because it offers an accurate account of the characteristics of a person, situation, or community, such as behaviour, attitudes, skills, views, and information.

Conceptual Framework

According to website businessdictionary.com, a Conceptual framework can be characterized as the conceptual structure theories, principles and the rules integrate with the ideas of general theory. A conceptual framework is a literature synthesis by the author on how a concept is described. This defines the actions required during the analysis given his previous knowledge of the points of view of other researchers and his findings involving research. Figure 2 below

outlined the conceptual framework concept of this study as to visualizing the relationship of the variables, since of this research was intending to examine and analysing the factor that could contributing to the customer satisfaction.

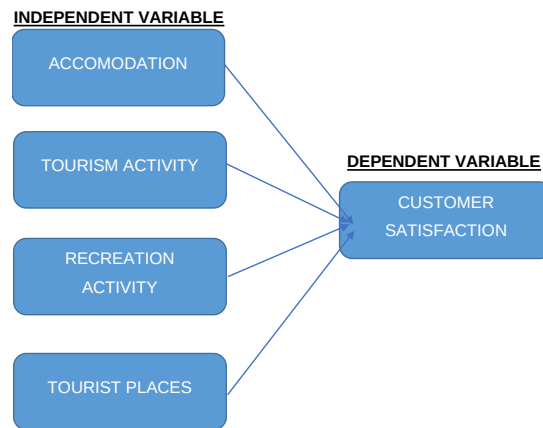


Figure 2: Conceptual Framework

There were four sections in the questionnaire. Each section is planned to fulfil the research goals based on the research question. The following sections divide the questions into.

- I. Section 1: business background information; it is useful to know the basic information of the customer.
- II. Section 2: requested to acquire information which defines the customer satisfaction. In these sections, the questions are more to identify the characteristics of marine tourism and recreation activity toward the houseboat in Tasik Kenyir.
- III. Section 3: the factors that affect the customer satisfaction on marine tourism and recreation activity.
- IV. Section 4: the recommendation or improvement plan from the respondents.

Development of Hypothesis

For information, a tentative statement about the relationship between two or more variable of hypothesis. In expected outcome of the research, hypothesis is very specific and testable prediction. In other words, research main question and elements of the research hypothesis was developed. For example, comparison, sampling strategy, and outcome of variables are summarized in a form that establishes the basis for testing, statistical and ultimately explain a set of facts or natural phenomenon studied. In fact, this will affect the study type of research design and support the design of a research hypothesis with the good research question.

The following theories have been derived from the above conceptual framework in Figure 2:

H0: There is no significant relationship between the customers' satisfaction and marine tourism and activities.

H1: There is a significant relationship between the customers' satisfaction and marine tourism and activities.

Population of Sample

The survey population for this study shall consist of all customer categories of marine tourism and recreation houseboat in Tasik Kenyir, Terengganu. The target group identified as houseboat Tasik Kenyir customer. Next, a stratified selection process was used to construct the survey population (i.e. the participants of the survey).

Focus on the Stratified sampling technique and due to numbers of houseboat and limited time. Many researchers have recommended that the sample size be greater than 35 and less than 100 to maintain the research's quality and reliability. Since the houseboat customer in the Tasik Kenyir are many, the researcher used the stratified sampling method at all the tourist in area to get make sure all can get equal chance to be selected. The questionnaires were distributed to 100 of houseboat costumer and were identified through the survey approach at the location of the study area. The customer of houseboat will be divided by the houseboat quantity to make sure all the members represented the population. The members from each houseboat are chosen randomly. For example, every 1 houseboat will be chosen 10 people, and total will be 80 people for 8 houseboats. In stratified sampling, maybe in each of the group can choose non-equal sample size because not all the group have equal of sample. For illustration, in a houseboat customer have three houseboats with different numbers of customers (houseboat A, 40 customers, houseboat B, 30 customers and houseboat C, 20 customers), proportionally to choose every of houseboat sample of the customer (e.g. 20 from houseboat A, 15 from houseboat B and 10 from houseboat C).

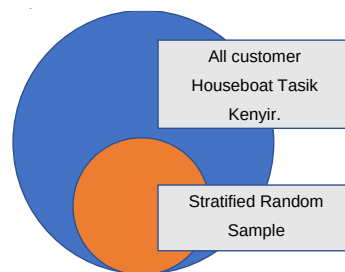


Figure 3: Stratified Random Sampling

Pilot Test

Before the questionnaire will distribute to the target audience, the research question must reliable and quality questionnaire. This is to make sure the participant understands what the question objective, answer the question with time provide and bias in the question. Pilot test is allowing the research question research with the small number of test participant before conducting main research. The test participant will critique, test, and improve the question design before going to the next phase.

Data analysis using software SPSS

Procedure used to describe, illustrate, and evaluate the data in a systematic way using logical and statistical technique is in the data analysis. In this study all responses must be processed and analysed using statist methods such as the Social Science Statistical Package (SPSS) version 25, using the respondent's feedback. Typically, SPSS is one of the most used software programs, which is used for the authoring and implementation of surveys, statistical analysis, data mining, text analysis and the collaboration and execution. To describe the basic data characteristics of a study is using descriptive statistics. The experiment and the measurements were summarized in clear detail. Along with simple graphical analysis, almost all quantitative data analyses are based on this. To get more analyse data, SPSS provide more option to the generate unrestricted and easy statistical result. For example, simple frequency distribution tables, graphs, polygons, pie charts, binomial, percentages cumulative frequencies and more other distribution.

Correlation

Simply as a relationship among two variables called as correlation. For example, using correlations in research is to decide that variables are related to each other is also aim of using correlation. Correlation analysis seeks variables that tend to connect, so when the other change will cause by the change of one changing. This often leads to the researcher using uncontrolled variables. This study, for example, defines customer satisfaction in houseboat services. As we focus on research correlation, be positive or negative was affected by the correlation. For example, positive correlations mean that variable B increases simultaneously with variable A. If variable A is increased, variable B is decreased and vice versa, a negative correlation is established. Next, data can be collected on two numerical or quantitative variables for basic correlation and regression tests, to see if a connection exists between variables. The independent and dependent variables can be plotted on a graph called a scatter plot. The independent variable x is plotted on the horizontal axis, and the dependent variable y is plotted on the vertical axis. The scatter plot is a visual way to describe the nature of the relationship between the independent and dependent variables. The scales of the variables can be different, and the coordinates of the axes are determined by the smallest and largest data values of the variables. (Bluman, 2009)

RESULTS AND DISCUSSION

Data analysis

Analysis of data is a process systematically uses the statistical techniques. The logic which are describe, explain, and evaluate data were presented by using chart, table, descriptive data, and Cronbach's Alpha. Those were the technique used to make the information more clarify and clear, to investigate by using SPSS software.

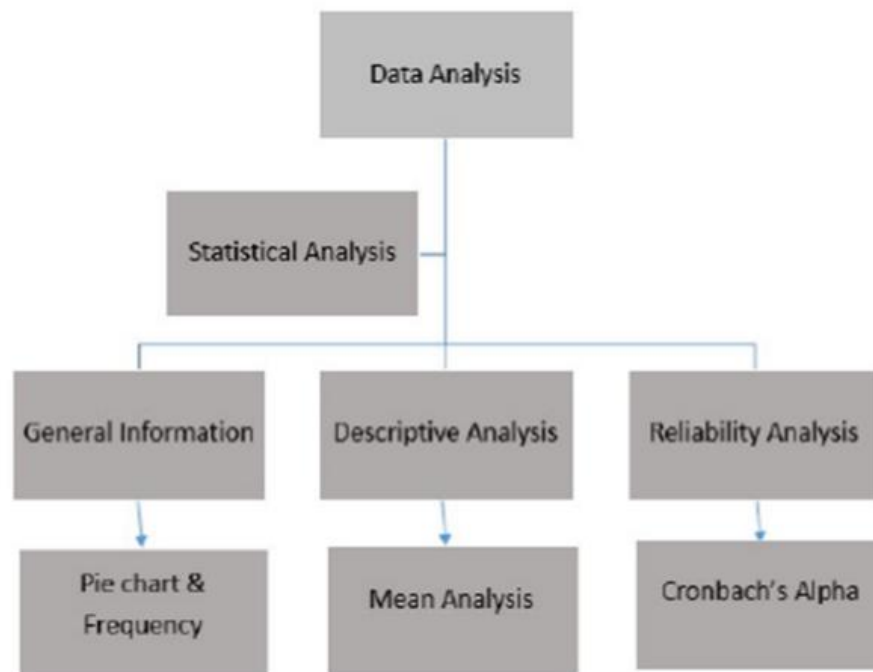


Figure 4: Data analysis method

Cronbach Alpha

Cronbach's Alpha is used to measure reliability of the questionnaire. Usually, Cronbach's Alpha used to determine the dimensionality of the Likert scale questions. It also computing the reliability of Likert scale questions (SPSS FAQ, 2019). In this research the reliability of the questions using Likert scale is tested using Cronbach's Alpha. The table below shows the internal consistency value of the Cronbach's alpha.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.963	.963	40

Figure 5: Cronbach's Alpha Result Value

Refer to table above, the value of Cronbach's Alpha for Likert scale questions is 0.963. Therefore, the reliability of the questionnaire is acceptable since the value is more than 0.7.

Mean Analysis

Report					
	PRICE Satisfied with the pricing of the houseboat package	PRICE Satisfied this houseboat package expensive with another place	PRICE Do you think this houseboat price for this package is cheaper compared to another houseboat	PRICE Satisfied with diversity of houseboat package sold.	PRICE Would you recommend this houseboat to other family and friends
Mean	3.57	3.44	3.40	3.72	3.85
N	100	100	100	100	100
Std. Deviation	.742	.857	.899	.805	.925

Figure 6: Mean Analysis of Price

Report					
	FACILITIES The facilities provided at the houseboat are enough for the tourists.	FACILITIES The public transports are readily available for the tourist.	FACILITIES The houseboat toilets are clean and comfortable to be used. /	FACILITIES The authorities can guarantee the safety of the tourists.	FACILITIES The workers such as tour guide, lifeguard and helmsman are experienced and skilled.
Mean	3.75	3.39	3.65	3.86	4.07
N	100	100	100	100	100
Std. Deviation	.770	.920	.869	.829	.756

Figure 7: Mean Analysis of Facilities

Report					
	FOOD The price of food is reasonable.	FOOD Cleanliness of food and kitchen is good.	FOOD Availability and space of eating places is good.	FOOD / Diversity of menu of food sold.	FOOD Food is one of the attractiveness at Houseboat.
Mean	3.47	3.61	3.66	3.62	3.70
N	100	100	100	100	100
Std. Deviation	.846	.875	.781	.838	.882

Figure 8: Mean Analysis of Food

Report					
	HOUSEBOAT AT ACTIVITY The activities houseboat provided are interesting.	HOUSEBOAT AT ACTIVITY The activities houseboat provided are update	HOUSEBOAT AT ACTIVITY They are lot activities of houseboat visit the tourism place.	HOUSEBOAT AT ACTIVITY The lifeguards are always there to monitor the tourist safety.	HOUSEBOAT AT ACTIVITY The activity is very suitable for all age
Mean	3.79	3.68	3.84	3.71	3.66
N	100	100	100	100	100
Std. Deviation	.832	.839	.762	.880	.855

Figure 9: Mean Analysis of Houseboat Activity

Report					
	ACCOMMODATION Satisfied with the location of the houseboat.	ACCOMMODATION Satisfied with the size of the <u>houseboat</u> .	ACCOMMODATION Satisfied with the Utilities (Water/ Electrical/ Waste Disposal).	ACCOMMODATION Satisfied with the cleanliness of the houseboat.	ACCOMMODATION Satisfied with the availability parking for the tourist.
Mean	3.88	3.87	3.78	3.70	3.68
N	100	100	100	100	100
Std. Deviation	.832	.734	.811	.835	.886

Figure 10: Mean Analysis of Accommodation

Report					
	TOURISM ACTIVITY Satisfied with the value for money of tourism activity.	TOURISM ACTIVITY Satisfied with the customer service of tourism activity.	TOURISM ACTIVITY Satisfied with the quality of the tourism activity.	TOURISM ACTIVITY Satisfied with the diversity of the tourism activity.	TOURISM ACTIVITY [Gained a lot of new knowledge and experiences in this tourist destination.
Mean	3.64	3.81	3.76	3.80	3.94
N	100	100	100	100	100
Std. Deviation	.704	.748	.793	.711	.789

Figure 11: Mean Analysis of Tourism Activity

Report					
	RECREATION ACTIVITY Satisfied with the value for money of <u>recreation activity</u> .	RECREATION ACTIVITY Satisfied with the customer service of recreation activity.	RECREATION ACTIVITY Satisfied with the quality of the recreation activity	RECREATION ACTIVITY Satisfied with the diversity of the recreation activity	RECREATION ACTIVITY Gained a lot of new knowledge and experiences in this recreation destination.
Mean	3.67	3.72	3.82	3.78	3.90
N	100	100	100	100	100
Std. Deviation	.817	.712	.770	.690	.798

Figure 12: Mean Analysis of Recreation Activity

Report					
	TOURIST PLACES Satisfied with the overall tourist places quality.	TOURIST PLACES Satisfied with the cleanliness of tourist place.	TOURIST PLACES Satisfied with the houseboat signs and information.	TOURIST PLACES Satisfied with the Tourist place Security and Safety	TOURIST PLACES Satisfied with the access of the tourist place.
Mean	3.77	3.60	3.76	3.81	3.79
N	100	100	100	100	100
Std. Deviation	.802	.816	.842	.884	.756

Figure 13: Mean Analysis of Tourist Places

Pearson Correlation Analysis

Correlations					
		ACCOMODA TION	TOURISM ACTIVITY	RECREATI ONACTIVIT Y	TOURIST PLACE
ACCOMODATION	Pearson Correlation	1	.485**	.415**	.394**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
TOURISM ACTIVITY	Pearson Correlation	.485**	1	.666**	.569**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
RECREATION ACTIVITY	Pearson Correlation	.415**	.666**	1	.619**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
TOURIST PLACE	Pearson Correlation	.394**	.569**	.619**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed).					

Figure 14: Pearson Correlation Analysis Result

Table above shows the degree of association between two variables which are independent variable and dependent variable. From the data above Accommodation, Tourism activity, Recreation activity and Tourist places will be dependent variable while for the customer satisfaction toward Tasik Kenyir Houseboat will be the independent variable.

After that, the correlation coefficient is at least -1 and largest value is 1. If 0, then there will no correlation at all and if correlation 1 means perfect correlation. This means that if the closer to 1 or -1 the relationship between two variables is stronger. Despite of that, if R approaches 0 it means the relationship of two variables is getting weaker. In fact, if not the precise provisions on whether a certain correlation numbers indicate a high or weak correlation rate. However, to understand in simplest way if correlation number above 0.5 indicates a strong correlation and below 0.5 indicates a weak correlation.

Based on table above, accommodation has weaker relationship with the other variable. The accommodations value for the variable to other is lower than 0.5. that shows that accommodation has the weaker relationship. So, this will influence the independent variable of the customer satisfaction. Thus, three variables show the strong relationship between them that value is above the 0.5. This value shows the strong relationship and influences the independent variable of the customers' satisfaction. Hence, it can be concluded that the factor in the tourism activity, recreation activity and tourist place is the most significant variable toward the customers' satisfaction to the Tasik Kenyir Houseboat. These sections also answer the relationship between factors that affect the customers' satisfaction on marine tourism and recreation activity on the Tasik Kenyir Houseboat.

Development of Hypothesis

H0: there is no significant relationship between the customer satisfaction and marine tourism and activities.

H1: there is a significant relationship between the customer satisfaction and marine tourism and activities.

According to the analysis the result is we reject the null hypothesis and accept the alternative hypothesis. The z score of 2.08 is within the rejection area. This result is because of the 2 critical values (cut off points) are -1.96 and 1.96. Since 2.08 is outside of this interval, we reject the null hypothesis. We accept the alternative hypothesis.

One-Sample Test						
Test Value = 3.5						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
RECREATION ACTIVITY / AKTIVITI REKREASI [Satisfied with the value for money of recreation activity. / Berpuashati dengan harga yang dibayar dengan aktiviti rekreasi.]	2.080	99	.040	.170	.01	.33

Figure 15: Result of Hypothesis

CONCLUSION AND RECOMMENDATION

A total of hundreds (100) respondents comprising of the existing customer that have visited the Tasik Kenyir Houseboat have responded to this research. All the respondents are divided by two categories, Local customer, and Foreigner customer. The numbers of the customer from local is 99 persons and from the foreigner is 1 person. The gender for the respondent is about 52 male respondents and 48 respondents. From the number of respondents respond, the average age for the customer is from 21 years until 29 years. From the data collected also gain the average respondent are Malays and the level of education is Degree holders.

In the Section B, the result from the level of customers' satisfaction of the Tasik Kenyir Houseboat is average satisfied. This average result is related to the four services selected in the Houseboat such as Price, Facilities, Food and Houseboat Activity. In the Section C, the result from the factor that affect customers' satisfaction is also get the average result. This average result includes of the factor from Accommodation, Tourism Activity Recreation Activity and Tourist Places. In the section D, the customer gives the Recommendation and Improvement that must be in the Tasik Kenyir Houseboat. This idea will be used in the future strategies of houseboat to improve their services.

Research Objective 1: To measure the level of customer satisfaction towards marine tourism and recreation at Tasik Kenyir Houseboats.

From the result of the survey, the analysis of customer satisfaction on the Tasik Kenyir has a strong positive relationship that indicates the factor of the customers' satisfaction is positive. The factor variable that has been analysis is Price, Facilities, Food and Houseboat Activity. Therefore, the significant positive relationship between the variable justifies hypothesis H1, that there is a significant relationship between customers' satisfaction toward marine tourism and recreation at Tasik Kenyir Houseboat.

Research Objective 2: To analyze the factors that affect the customer satisfaction on marine tourism and recreation activity.

The in the chapter 4 show the analysis of the Pearson correlation of the factor that affect the customers' satisfaction on marine tourism and recreation activity. The list of the factor is Accommodation, Tourism Activity, Recreation Activity and Tourist Place have been chosen to get the relationship between the factor of customers' satisfaction. In the table 4-1, shows that three from four of the relationship has strong positive relationship between for the customer satisfaction. The three of this factors Tourism Activity, Recreation Activity and Tourist Place. For the negative relation is from the factor of accommodation of the Tasik Kenyir Houseboat.

Recommendation for Future Research

Without doubt that the findings in this research raises some questions that deserve future research, and it could be accomplished with many ways. First, qualitative methods such as in-depth interviews or focus group could be used to answer the questions arise. These methods are probably best suited to bring some rich information about the factors that have strong influence on the customer satisfaction of Tasik Kenyir Houseboat. Besides that, future researcher could also increase the number of respondents up to at least 150 respondents from all the houseboat services in Tasik Kenyir.

Furthermore, future research can also investigate the previous factors that influence the customers' satisfaction on the service provided by Tasik Kenyir Houseboat. These can be done by carry out survey to study the availability service in the Tasik Kenyir Houseboat. The research also can be done in the other houseboat services on the Tasik Kenyir houseboat. This will help the research more accurate in that area. Also, the research can be adding another framework in the independent variable that related of the research place.

Conclusion

The findings of this research would give a clearer view on the customer satisfaction on the Tasik Kenyir Houseboat. Although this study will explore and gives us a brief idea of the factor that will affect the customers' satisfaction in Tasik Kenyir tourist place. This factor indicates how the customer will satisfied with the services of the houseboat either is very satisfied or not satisfied. This result of the research shows the level of customers' satisfaction that the houseboat services can improving from time to time. The improving of the factor will be bringing more people to come and using the services of the houseboat and the customer satisfaction of the activity tourist places.

The research has several limitations that have been highlighted in the previous chapter, the findings of this research are still useful and can enable the Tasik Kenyir houseboat and all houseboat services players o have reference of insight to the previous factor that will influence customers' satisfaction toward the services of the houseboat in Tasik Kenyir. The Tasik Kenyir Houseboat must create and have new strategies in long term mission to retain and gain

customer from over the world. The satisfaction of the important thing for the customers in making their decision of the choose product or services.

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