

Research Article

Impact of Destination Quality, Access Quality and Accommodation Quality on Customer Satisfaction in Tourism Industry at Langkawi, Malaysia

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ABSTRACT

This paper investigates the impact of service quality through destination, access, and accommodation quality on customer satisfaction in the tourism industry at Langkawi, Malaysia. The study uses quantitative research by using a method of descriptive research to obtain data. The data were collected from respondents using questionnaires. 300 usable responses were received from tourists vacationing in Langkawi and analysed using correlation analysis. Findings show that destination quality, access quality, and accommodation quality positively correlate with customer satisfaction. Therefore, the findings from this study show that service quality impacts customer satisfaction and plays an important role in tourism destination areas.

Keywords: Customer satisfaction; accommodation quality; destination quality; access quality; service quality; Langkawi

INTRODUCTION

Malaysia's revenue has traditionally come from the tourism sector. Between 2005 and 2019, the tourist sector had grown at a constant annual rate of 10%, outperforming other sectors of the Malaysian economy. This sector has contributed significantly to the economy over the last 30 years, primarily as a source of foreign revenue. Meanwhile, Langkawi Island has become one of Malaysia's and Asia's most popular tourist destinations. Between 2005 and 2010, the average yearly increase in visitor arrivals had been 7%, with 2.45 million tourists visiting the island (Langkawi Development Authority, 2011). Therefore, this study examines three main research objectives. First, we will examine the relationship between access quality and customer satisfaction in Langkawi, Malaysia. Second, to investigate the relationship between accommodation quality and customer satisfaction in Langkawi, Malaysia. Third, to assess the relationship between destination quality and customer satisfaction in Langkawi, Malaysia.

Significance of the Study

Research on the impact of service quality and customer satisfaction in the tourism industry in Langkawi, Malaysia, is still unknown since only a few researchers are working on it, and more studies are needed to figure out precisely what the tourism industry demands. Since technological progress has advanced, people in the Langkawi tourism industry should be very careful to utilise them. The researchers utilised that analysis but not so much on more precise factors that impact service quality and customer satisfaction in the tourism industry based on primary sources collected as a guide on this study.

LITERATURE REVIEW

Access Quality

Information and communication technology (ICT) is a pervasive enabler or tool (ICT). According to the studies reviewed, ICT is crucial in developing a country's economy, especially a segment of disadvantaged society. Residents of Langkawi would benefit from having digital access by being able to communicate with their leaders, such as their "*Ketua kampung*" or village chief, as well as the local government, which includes the Langkawi Municipal Council (LMC) and the Langkawi Development Authority (LADA).

Accommodation Quality

The technology used in hotels with the aim to improve customer service drives the adoption of information technology (IT) in the hotel business (Sweat & Hibbard, 1999). Using technologies to improve guest services has produced a substantial and positive influence on addressing administrative difficulties experienced in managing the hotel. Hotel management should also be aware of the potential of IT in the hotel sector. When evaluating the degree of service provided, hotel managers should consider four essential quality criteria. Assuring quality would eventually lead to an increase in their customer base. Customers' shifting lifestyle necessitates creative and inventive use of technology by the hotel business to make its services offer more value (Siguaw et al., 2000).

Destination Quality

The quality of the destination of the hotel sector relies on environmentally friendly design and concepts to save money and meet customer demand. As recommended by the green movement within the hotel sector, maintaining excellent environmental quality should be the top priority of the business. Environmental issues are deemed significant since hotel guests often value them highly. A resort corporate company is partly developed due to its environmental efforts (Bohdanowicz, 2005). Customers enthusiastically adopt the ecologically friendly suggested behaviours.

Customer Satisfaction

Customer satisfaction is important. According to the theory of satisfaction as a result of subjective factors, customers are satisfied with a target product or service. Customers are directly questioned about their impressions or assessments of the "worse than or better than expected" (Oliver, 1997). The perception result is referred to as "subjective disconfirmation,"

a construct of the thought. Accordingly, customer satisfaction is a direct measure of subjective disconfirmation, which means that how the magnitude of the prior expectations impacts a satisfaction level whenever there is "confirmation," which occurs when customers quite agree nor disagree. Expectations and perceptions, as well as subjective disconfirmation, have been found to influence customer satisfaction in a variety of situations (Churchill & Surprenant, 1982).

Research Hypotheses

The literature review below revealed the independent variables and dependent variables, such as examining the relationship between access quality and customer satisfaction, investigating the relationship between accommodation quality and customer satisfaction in Langkawi, Malaysia, and assessing the relationship between destination quality and customer satisfaction in Langkawi, Malaysia. As a result, the research will focus on the level of factors that influence these variables. Based on the literature that was discussed, the study hypotheses were summarised as follows:

- H₁** There is a significant relationship between access quality and customer satisfaction.
- H₂** There is a significant relationship between accommodation quality and customer satisfaction.
- H₃** There is a significant relationship between destination quality and customer satisfaction.

Research Framework

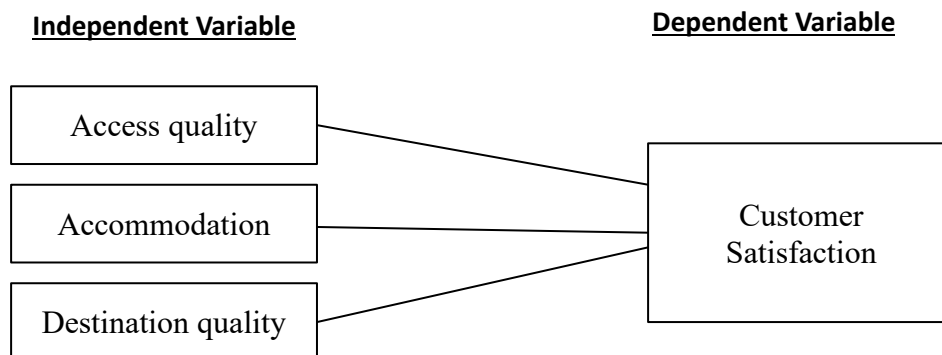


Figure 1: Research Framework

METHODOLOGY

Research Design

Researchers design the specific data collection and evaluation methods and procedures required. As a result, it is recognised as the framework for this research because it answers the research question. The study uses quantitative research by using a method of descriptive research as a way to obtain data. Quantitative research analyses numerical data using mathematically based methodologies (Aliaga & Gunderson, 2006). People are polled in an organised manner for their opinions in the quantitative technique to provide reliable data (The

marketing donut, 2009). To obtain relevant data, this study used a questionnaire to elicit responses from respondents. Distributing questionnaires is the main instrument of this study to collect variable data from respondents. Data were collected from respondents using a questionnaire, which will be used as the main information in this study. Thus, 300 respondents from tourists vacationing in Langkawi will answer the questionnaire. The information relating to the respondent are gender, age, marital status, race, income level, and state. According to Sekaran and Bougie (2016), the sample size for a good quantitative study should be between 30 to 500.

Data Collection

Data collection is a methodology for obtaining complete and trustworthy data by gathering information from various sources. Data collecting enables a person or organisation to answer pertinent questions, analyse outcomes, and forecast future probabilities and trends. The data for this study was collected by a survey employing questionnaires. The questionnaire is a data collection tool in which respondents are asked to answer a series of questions; this form of study is usually easier to track. Furthermore, because this study had many participants, researchers used this method to collect data and information because it is efficient.

Sampling

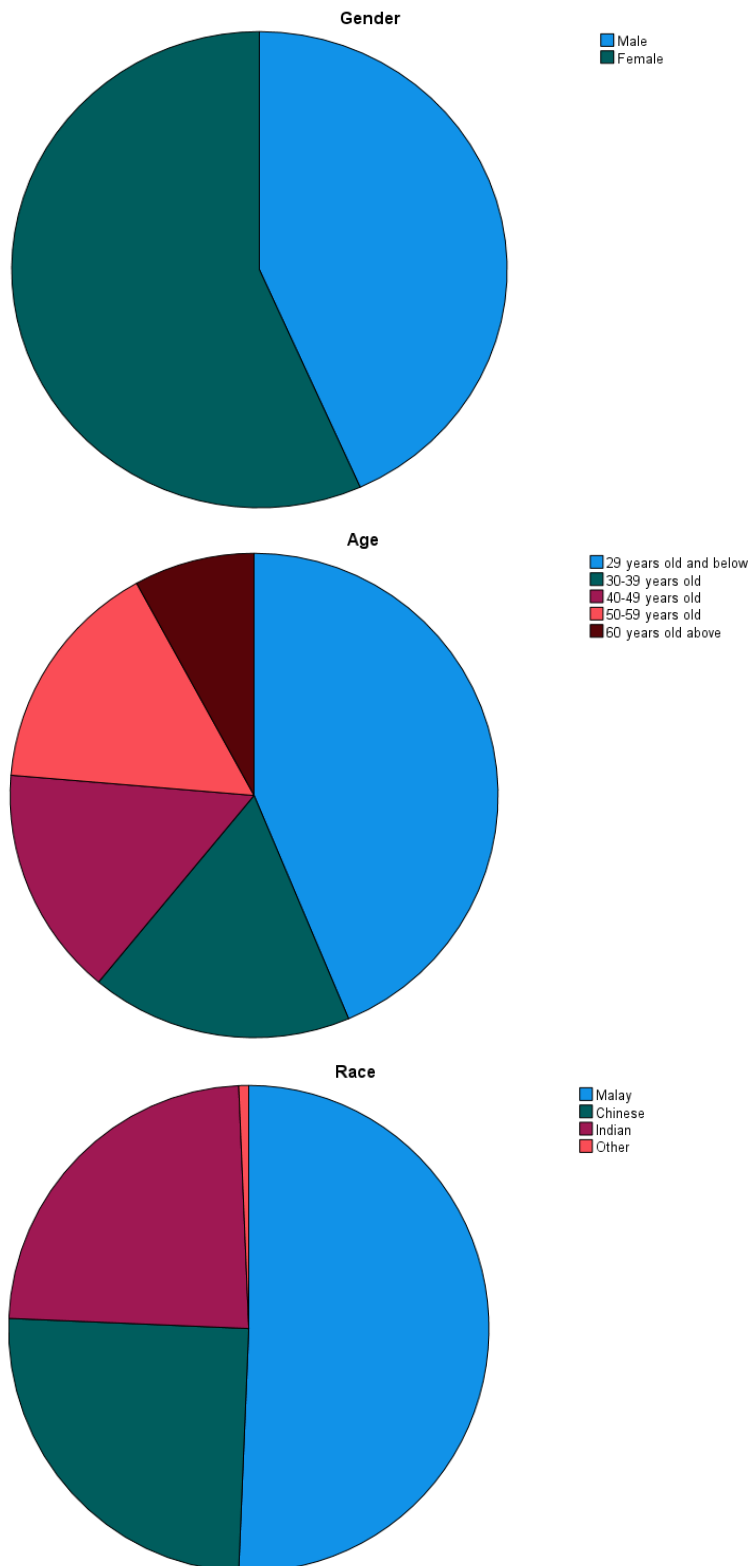
Non-probability convenience sampling was used as the sampling technique. It would be ideal to utilise the whole population in any study, but in most circumstances, this is not practical because the population is almost limited. For this reason, most studies use sample approaches such as convenience sampling (Etikan, 2016). Convenience Sampling is inexpensive and straightforward, and the subjects are readily available. The researcher must describe how the sample differs from the one chosen at random. It is also necessary to describe the subjects who may be excluded during the selection process and those who are overrepresented in the sample (Etikan, 2009). The primary goal of convenience sampling is to collect information from participants who are easily accessible to the researcher, such as recruiting providers who attend a staff meeting for study participation. In addition, the convenience sampling method was applied in this research because this method would save the time and cost of the researchers during the data collection stage. The respondents were tourists that had experienced the services provided and the satisfaction that the tourist experience from the tourism industry in Langkawi, Malaysia

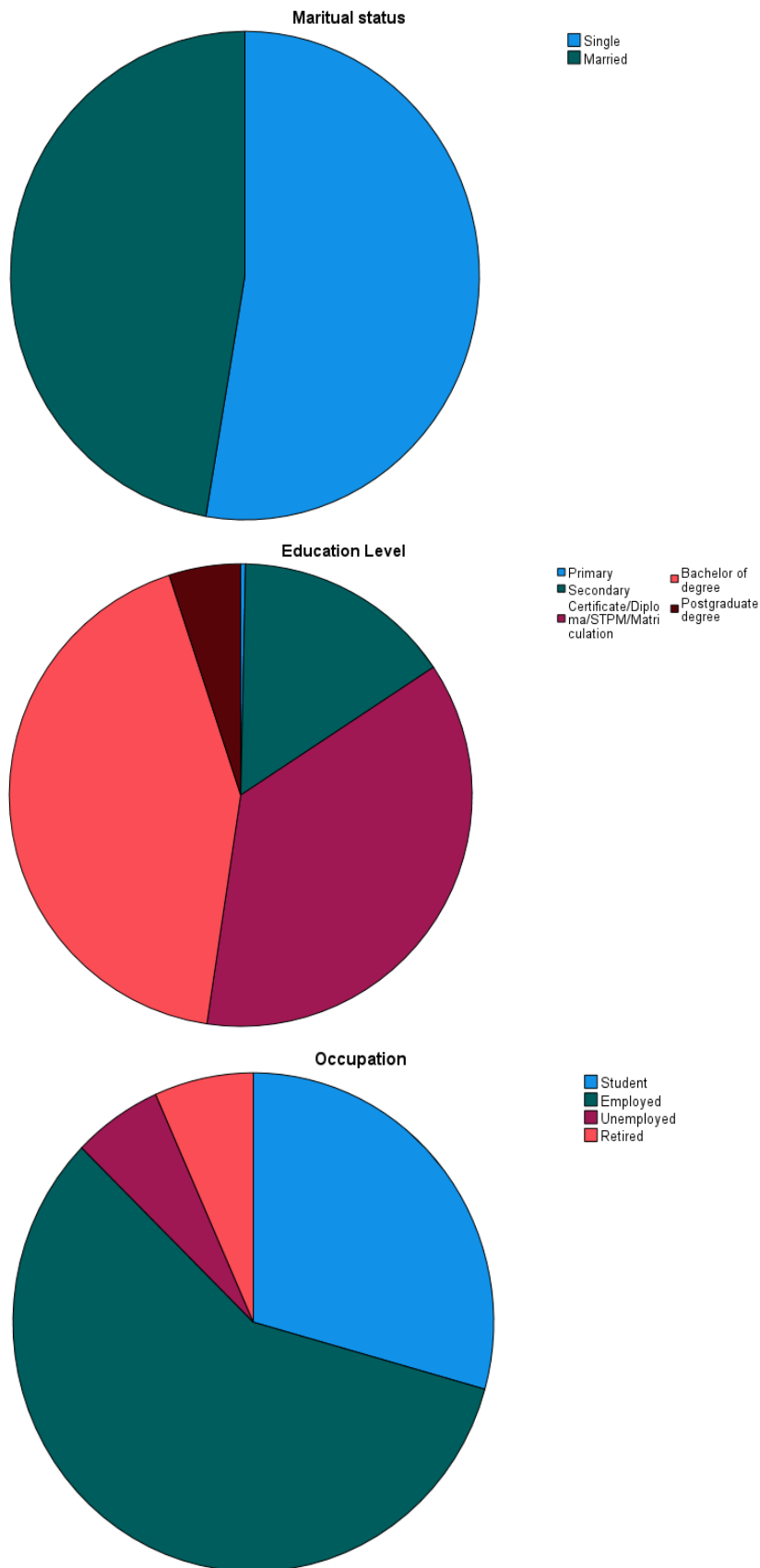
Data Analysis

Data analysis is a technique for evaluating data and understanding the outcomes of operations to make data analysis simple, detailed, and accurate. Data analysis used all of the statistics machinery and outcomes. To examine the data in this study, the researchers used descriptive statistics, reliability, Pearson correlation, and multiple regression analysis. The analysis also evaluated the data using the independent variable (IV) and the dependent variable (DV).

FINDINGS

Result of Frequency Analysis





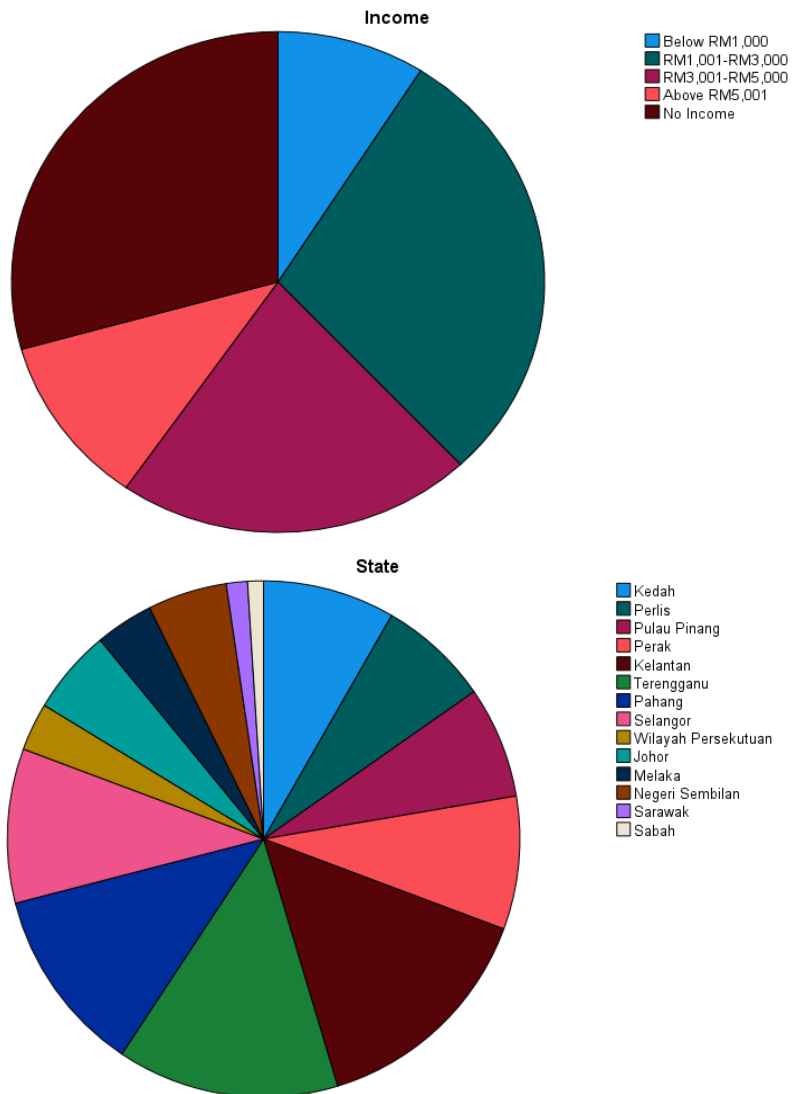


Table 1: Frequency Analysis

Characteristic	Frequency	Percentage
Gender		
Male	130	43.3
Female	170	56.7
Age		
29 years old and below	131	43.7
30-39 years old	52	17.3
40- 49 years old	46	15.3
50 - 59 years old	47	15.7
60 years old above	24	8.0
Race		
Malay	152	50.7
Chinese	75	25.0
Indian	71	23.7
Other	2	0.7
Marital Status		
Single	158	52.7
Married	142	47.3
Education Level		
Primary	1	0.3
Secondary	46	15.3
Certificate/ Diploma/ STPM/ Matriculation	110	36.7
Bachelor of Degree	128	42.7
Postgraduate Degree	15	5.0
Occupation		
Student	88	29.3
Employed	174	58.0
Unemployed	18	6.0
Retired	20	6.7
Income Level		

Below RM 1,000	27	9.0
RM 1,001- RM 3,000	87	29.0
RM 3,001- RM5,000	65	21.7
Above RM 5,001	33	11.0
No income	88	29.3
State		
Kedah	25	8.3
Perlis	21	7.0
Pulau Pinang	21	7.0
Perak	25	8.3
Kelantan	44	14.7
Terengganu	42	14.0
Pahang	35	11.7
Selangor	29	9.7
Wilayah Persekutuan	9	3.0
Johor	16	5.3
Melaka	11	3.7
Negeri Sembilan	15	5.0
Sarawak	4	103
Sabah	3	1.0

Table 1 shows the characterisation of respondents. Out of 300 respondents, 130 respondents (43.3 per cent) were male, while 170 respondents (56.7 per cent) were female. For a group of the age of the respondents, 131 (43.7 per cent) respondents were 29 years old and below, 52 (17.3 per cent) respondents were between 30 to 39 years old, 46 (15.3 per cent) respondents were between 40 to 49 years old, 47 (15.7 per cent) respondents were between 50 to 59 years old and 24 (8.0 per cent) respondents were 60 years old and above, next, for the race categories. The highest frequency was Malay at 50.7%, followed by Chinese at 25.0%, Indian at 23.7% and other races at 0.7%. Most of the respondents had a degree (42.7%, n=128), and this was followed by 110 respondents (36.7%) with a Certificate/Diploma/STPM/Matriculation, 46 respondents (15.3%) from secondary school, 15 respondents (5.0%) with a postgraduate degree, and only one respondent (0.3%) from primary school.

Besides, in terms of occupation, most of the respondents were employed, with 174 respondents (58.0%), 88 respondents (29.3%) were students, 20 respondents (6.7%) were retired, and 18 respondents (6.0%) were unemployed. Most of the respondents had a monthly income of below

RM1,000, with 87 respondents (29.0%), 87 (29.0 per cent) respondents earning between RM 1001 to RM 3000, 65 (21.7 per cent) respondents earning between RM 3001 to RM 5000, and 33 (11.0 per cent) respondents earned above RM5001, while 88 (29.3 per cent) of respondents had no income.

Lastly, the result according to the place of origin indicated that the higher number of respondents were from Kelantan which is 14.7% (n=44) followed by Terengganu with 14.0% (n=42) of respondents, Pahang was 11.7% (n=35) of respondents, Kedah and Perak had the same percentage which was 8.3% (n=25) of respondents, Perlis and Pulau Pinang also had the same percentage which was 7.0% (n=21) of respondents, Selangor had 9.7% (n=29) of respondents, Wilayah Persekutuan Kuala Lumpur had 3.0% (n=9) of respondents, Johor had 5.3% (n=16) of respondents, Melaka had 3.7% (n=11) of respondents, Negeri Sembilan had 5.0% (n=15) of respondents, Sarawak had 1.3 % (n=4) of respondents, and lastly Sabah had the lowest respondent which is 1.0% (n=3) from the total respondents.

Result of Descriptive Analysis

Table 2: Descriptive Analysis of Items in Research Constructs

Variable	Item	Mean Score	Standard Deviation
Access Quality	The transportation and parking in Langkawi are convenient	4.12	.683
	There is a convenience of food and beverages in Langkawi	4.10	.759
	There is are convenience and hygienic of restrooms in Langkawi	4.03	.797
	Information resources are available in Langkawi	4.12	.756
	There is a range of activities programmed in Langkawi	4.20	.787
Accommodation Quality	There is core mobility in Langkawi	4.13	.743
	There is a good communication system in Langkawi	4.11	.751
	There are ambulances/safety car across Langkawi	4.10	.784
	Intra-state service and security are available in Langkawi	4.11	.737
	There is amenity (comfort/recreation) in Langkawi	4.18	.782
	There are supplementary mobilities in Langkawi	4.06	.780
Destination Quality	There are quality roads in Langkawi	4.07	.704
	The safety of roads in Langkawi is high	4.00	.752
	The cleanliness of roads in Langkawi is good	4.01	.780
	There is a public transport in Langkawi	4.03	.799
	The hospitality of people in Langkawi is sound	4.00	.805
	Langkawi is much concerned for the people living in the area	3.97	.771

Customer Satisfaction	The level of people's friendliness is high in Langkawi	4.01	.805
	There are accommodation quality and services in Langkawi	4.08	.780
	The restaurant's quality and services in Langkawi are good	4.04	.768
	Prices of foods and commodities in Langkawi are relatively cheap	3.73	.905
	There are quality foods in Langkawi	4.04	.777
	There is the nightlife in Langkawi	4.03	.767
	There are shopping opportunities in Langkawi	4.15	.774
	There is an island in Langkawi	4.18	.802
	The beauty of scenery in Langkawi is wonderful	4.20	.764
	I enjoyed the visit to Langkawi	4.39	.652
	I am satisfied with my decision to visit Langkawi	4.27	.779
	I prefer the Langkawi destination	4.21	.755
	I have positive feelings regarding Langkawi	4.22	.766
	My experience in Langkawi is exactly what I need	4.20	.732
	My choice to visit Langkawi was a wise one	4.18	.765
	Travelling to Langkawi was a pleasant visit	4.27	.756

Table 3 : Descriptive Statistics of Variables

Variable	N	Mean	Standard Deviation
Access Quality	300	4.113	.56899
Accommodation Quality	300	4.1139	.56981
Destination Quality	300	4.0367	.53576
Customer Satisfaction	300	4.2490	.59284

This study involved 300 respondents, and it analysed the mean and standard deviation for the dependent variable, which was customer satisfaction, and independent variables, which were access quality, accommodation quality, and destination quality of the questionnaire. In the Descriptive Analysis for independent variables, the highest score was accommodation quality (mean=4.113, SD=0.56899), followed by access quality score (mean=4.1139, SD=0.56981), and the lowest score for the independent variable was destination quality (mean=4.0367, In SD=0.53576) In. The score for a dependent variable, which was customer satisfaction, was scored (mean=4.2490, SD=0.59284). It could be concluded that accommodation quality was the most influential in customer satisfaction in the tourism industry in Langkawi, Malaysia.

Result of Reliability Analysis

Table 4: Result of Reliability Analysis

Variable	Number of Items	Cronbach's Alpha
Access quality	5	0.807
Accommodation quality	6	0.841
Destination quality	15	0.918
Customer satisfaction	7	0.904

We can see the significant relationship between the independent and dependent variables in table 4 using Cronbach Alpha. All variables in the table were more than 0.8. Because of this higher result, all variables can be used in this investigation. This section's Cronbach's alpha value of 0.904 is excellent because it measures the personal variable influencing 300 visitors visiting Langkawi Island, Malaysia. Thus, the coefficient value obtained for the questions in terms of the customer satisfaction variable is reliable. Next, Cronbach's Alpha values for access quality and accommodation quality were 0.807 and 0.841, respectively, which are considered good, followed by destination quality with 0.918, considered excellent. This shows that the respondents understood the questions so well; hence, the questionnaires were approved for this analysis.

Result of Pearson Correlation Analysis

Table 5: Pearson Correlation Analysis

Hypothesis	P - Values	Result
H₁ - There is a significant relationship between access quality and customer satisfaction.	.742	Supported
H₂ - There is a significant relationship between accommodation quality and customer satisfaction.	.708	Supported
H₃ - There is a significant relationship between destination quality and customer satisfaction.	.808	Supported

Hypothesis 1: Access Quality

H1: There is a relationship between access quality and customer satisfaction

The Pearson correlation coefficient, significant value, and number of responses (300) are shown in the above table. The p-value was 0.001, which was less than the 0.01 level of significance. The correlation value of 0.742 indicated a very high positive correlation between access quality and customer satisfaction.

Hypothesis 2: Accommodation Quality

H2: There is a relationship between accommodation quality and customer satisfaction

The Pearson correlation coefficient, significant value, and a number of responses (300) are shown in the above table. The p-value was 0.001, which was less than the 0.01 level of significance. The correlation value of 0.708 indicated a high positive relationship between accommodation quality and customer satisfaction.

Hypothesis 3: Destination Quality

H3: There is a relationship between destination quality and customer satisfaction

The Pearson correlation coefficient, significant value, and a number of (300) responses were presented in the above table. The p-value was 0.001, which was below the significance level of 0.01. The correlation coefficient of 0.808 demonstrated a high positive relationship between destination quality and customer satisfaction.

DISCUSSIONS & RECOMMENDATIONS

Langkawi is Malaysia's most popular tourist destination, having a higher percentage of international visitors. To keep Langkawi's position as Malaysia's top island destination, the tourism industry's management must be aware of these characteristics and behaviours. In order to attract domestic tourists' attention, they should examine their preferences. Tourists should be treated with respect and be given a positive impression of Langkawi Island by providing a discount in exchange for their positive feedback. Furthermore, the three aspects of access, accommodation, and destination influence satisfaction and inclination to return. Stakeholders or the resort's owner should use this feedback to improve services and solve the situation. Domestic tour providers will benefit as a result of the increased revenue. As a result, there is no doubt that there will be a long-term positive impact on the tourism industry.

CONCLUSION

In conclusion, this research has proven the significant relationship between access quality, accommodation quality, and destination quality towards customer satisfaction. Based on the data analysis, the finding shows that factors such as access quality, accommodation quality, and destination quality have a positive influence towards customer satisfaction. This paper has also described in detail how people could be satisfied with their travel experience. Considering the study's limitations, future researchers should focus not only on local tourists but also on international tourists, which might produce the best outcome. Tourism in Malaysia needs to be more aware of this perception, and stakeholders should be aware of the factors that affect customer satisfaction in order to fulfil tourist needs. With this step, the challenges that Langkawi faced can be reduced, and this problem can be solved.

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