Visitors' satisfaction in Theme parks; Special reference in Saniro Dream paradise Naiwala, Sri Lanka

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Abstract : Theme parks are an important component of the recreation industry. In current competitive environment, any industry need to provide high-quality services in terms of consumers' tastes and preferences. So, this concept becomes a big part of the total success and a relevant issue even for theme parks. This study endeavors to discover Visitors' satisfaction in theme park: Special Reference in Saniro Dream paradise Naiwala, Sri Lanka. Repeat visitation and Seven dimensions in service quality (themequal) such as Tangibility, Reliability, Responsiveness and access, Assurance, Empathy, Ambience and repeat visitation are considered as the base for this study. A structured questionnaire with 5-point Likert scale has been used to collect the data by conducting survey. The sample size is 150 visitors and is chosen on a convenient basis. Data has been analysis from SPSS 22.0 using cross tabulation, Pearson chi- square and Cramer's V analysis. Result of the study showed that each independent variable has significant and positive relationship with visitors' satisfaction. Out of all factors including service quality most prominent factor influencing Visitors' satisfaction is Responsiveness and Access. Other factors Empathy, Assurance, Tangibility, Ambience and Reliability affecting Visitors' satisfaction respectively. In addition, most of Dream paradise visitors' like to come again and also, they like to recommend this place to others.

Keywords - Theme park, Visitors' satisfaction, Service quality, THEMEQUAL model, Repeat Visitation

INTRODUCTION

Today competition in the theme park market is growing. Visitor and visitor satisfaction is also becoming a key performance indicator and vital element of theme park business strategy. It is an indicator of visitor purchase intentions and brand loyalty. So, theme parks are trying to have high visitor satisfaction and trying to keep their current visitors rather than spending additional resources to attract potential new visitors. The purpose of this research study to determine the Visitor satisfaction in Saniro Dream paradise located in Naiwala Sri Lanka and the intention of the visitor to revisit the theme park in the future. The identification of the dependent variables includes the various choices of recreational activities on the theme park site and service quality at the theme park. To survive in a rapidly changing environment, theme parks need to provide high-quality services in terms of consumer tastes and preferences (Martin & Mason, 1987). Theme parks are powerful revenue generators for the tourism industry (Formica & Olsen, 1998). The success of theme parks depends on good service quality (Milman, 2001), which is vital as theme parks will benefit from repeat visits and positive word-of-mouth from satisfied visitors. An earlier study indicated that 100 satisfied visitors bring 25 new visitors, and winning a new visitor costs five times the cost of keeping an old one (Wang & Wu, 2009).

A visitor is a traveler taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited (IRTS 2008, para 2.12).The definition of satisfaction refers to a person's approval or disappointment when comparing their personal opinion of services received with their original service expectations (Kotler & Keller, 2006).Satisfaction refers to a feeling or a short-term attitude that can change owing to various circumstances. It exists in the user's mind and is unlike observable behaviors like product choice, complaint or repurchase. (Hokanson, 1995). Satisfaction is recognized as one of the key judgments that consumers make regarding a tourism service (Yüksel and Yüksel, 2002). Visitor satisfaction with leisure services

was a function of both cognitive and affective evaluations where the affective evaluations dominate. In a leisure service context, quality and value are proposed as antecedents of satisfaction, with their effects on loyalty mediated by satisfaction (Xiang & James, 2010). Visitors' satisfaction with a trip or a destination is a result of many aspects, such as their perception of product elements experienced as well as their expectations before- and during the trip. People go on holiday to satisfy one or several of their needs, whatever these needs are. To achieve satisfaction people, try to behave in a rational way. They choose, for instance, activities that they expect will fulfill their needs satisfactorily. This tendency of rational behavior, illustrates that there are relationships between motives for travelling, choices made and satisfaction. The literature often portrays the potential distance between expectations and experience, e.g. "expectation-experience gaps" or "expectation-perception gaps" (Zeithaml, Parasuraman and Berry 1988).

METHODOLOGY

This deductive and explanatory research aimed to testing the two relationships, between service quality, repeat visitation and visitors' satisfaction. The modified THEMEQUAL method such as Tangibility, Reliability, Responsiveness-access, Assurance, Empathy and Ambience are considered as the based for this study to identified service quality in theme park.

In this study, quantitative method was used for data collection. 150 responds who have visited in Saniro dream paradise were selected through simple random sampling. The 32 questionnaire consists to two sections. In first section related personal information gender, age, occupation, marital status and education level have been asked while the second part consists of questions related to service quality, visitors' satisfaction and repeat visitation. All questions are closed-ended because answers were given to the responds. The five-point Likert scale (where 1= very dissatisfied/ strongly disagree to 5=very satisfied/strongly agree) has been used for main research questions.

RESULT

Hypothesis is formulated to investigate relationship between service quality, repeat visitation and visitors' satisfaction. The statistical tools of cross tabulation, chi square and Cramer's V have been conducted to test the strength of relationship between the study variable.

Table 1-Relationship between Tangibility and visitors' satisfaction

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	147.725[a]	16	.000
Likelihood Ratio	59.290	16	.000
Linear-by-Linear Association	34.297	1	.000
N of Valid Cases	150		
a. 13 cells (52.0%) have expected count less than 5. The minimum expected count is .06.			

		Value	Approx. Sig.
Nominal by Nominal	Phi	.992	.000
	Cramer's V	.496	.000
N of Valid Cases		150	

In this table Chi-Square tests result tells that 13 cells expected count less than 5 and the minimum expected count is 0.06. And the Probability of this Chi-Square tests statics when the degrees of freedom are 16 and related value stands at 147.725 and Asymp Sig at .000. Hence that there is a significant relationship between status of the tangibility and Visitors' satisfaction. The Cramer's V value .496. It means this value is greater than 0.30. So, this result tells that the strength of association between the variables are Strong.

Table 2-Relationship between Reliability and visitors' satisfaction

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	102.961[a]	16	.000
Likelihood Ratio	60.592	16	.000
Linear-by-Linear Association	36.492	1	.000
N of Valid Cases	150		
a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .08.			

		Value	Approx. Sig.
Nominal by Nominal	Phi	.827	.000
	Cramer's V	.414	.000
N of Valid Cases		150	

As shown in above table 16 when the degrees of freedom are 16 and related value stands is 102.961, Asymp Sig at .000 and also that 15 cells expected count less than 5 and the minimum expected count is 0.08. When regarding this Chi-Square table that there is a significant relationship between status of the Reliability and Visitors' satisfaction. In this table Chi-Square tests result tells that 13 cells expected count less than 5 and the minimum expected count is 0.08. According to above table Cramer's V value .414. It means this value is greater than 0.30. So, this result tells that the strength of association between the variables are Strong.

Table 3- Relationship between Responsiveness-Access and visitors' satisfaction

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	158.768[a]	16	.000
Likelihood Ratio	97.618	16	.000
Linear-by-Linear Association	45.843	1	.000
N of Valid Cases	150		
a. 15 cells (64.0%) have expected count less than 5. The minimum expected count is .02.			

		Value	Approx. Sig.
Nominal by Nominal	Phi	1.016	.000
	Cramer's V	.508	.000
N of Valid Cases		150	

In this Chi-Square table tells that 15 cells expected count less than 5 and the minimum expected count is 0.02. The Probability of this Chi-Square tests statics when the degrees of freedom is 16 and related value stands at 158.768 and Asymp Sig at .000. Hence that there is a significant relationship between status of the

Responsiveness-Access and Visitors' satisfaction. Above table Cramer's V value .541. It means this value is greater than 0.30.

So, this result tells that the strength of association between the variables are Strong.

Table 4- Relationship between Assurance and visitors' satisfaction

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	154.962[a]	16	.000
Likelihood Ratio	74.758	16	.000
Linear-by-Linear Association	43.309	1	.000
N of Valid Cases	150		
a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .08.			

		Value	Approx. Sig.
Nominal by Nominal	Phi	1.029	.000
	Cramer's V	.541	.000
N of Valid Cases		150	

As shown in above Chi-Square table when the degrees of freedom is 16 and related value stands at 154.962 and Asymp Sig at .000. In this table tells that 15 cells expected count less than 5 and the minimum expected count is 0.08. However, that there is a significant relationship between status of the Assurance and Visitors' satisfaction. Cramer's V value .508. It means this value is greater than 0.30. So, this result tells that the strength of association between the variables are Strong.

Table 5- Relationship between Empathy and visitors' satisfaction

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	169.321[a]	16	.000
Likelihood Ratio	112.026	16	.000
Linear-by-Linear Association	71.485	1	.000
N of Valid Cases	150		
a. 15 cells (52.0%) have expected count less than 5. The minimum expected count is .14.			

		Value	Approx. Sig.
Nominal by Nominal	Phi	1.062	.000
	Cramer's V	.531	.000
N of Valid Cases		150	

In this table Chi-Square tests result, SPSS also tells that 15 cells expected count less than 5 and the minimum expected count is 0.14. The Probability of this Chi-Square tests statics when the degrees of freedom is 16 and related value stands at 169.321 and Asymp Sig at .000. Hence that there is a significant relationship between status of the Empathy and Visitors' satisfaction. According to above table Cramer's V value .531. It means this value is greater than 0.30. So, this result tells that the strength of association between the variables are Strong.

Table 6- Relationship between Ambience and visitors' satisfaction

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	144.284[a]	16	.000
Likelihood Ratio	89.248	16	.000
Linear-by-Linear Association	66.270	1	.000
N of Valid Cases	150		
a. 15 cells (64.0%) have expected count less than 5. The minimum expected count is .12.			

		Value	Approx. Sig.
Nominal by Nominal	Phi	.981	.000
	Cramer's V	.490	.000
N of Valid Cases		150	

The Chi-Square table includes that 15 cells expected count less than 5 and the minimum expected count is 0.12. The Probability of this Chi-Square tests statics when the degrees of freedom is 16 and related value stands at 144.248 and Asymp Sig at .000. Hence that there is a significant relationship between status of the Ambience and Visitors' satisfaction. Cramer's V value .490. It means this value is greater than 0.30. So this result tells that the strength of association between the variables are Strong

Table 7- Relationship between Service quality and visitors' satisfaction

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	210.940[a]	16	.000
Likelihood Ratio	101.027	16	.000
Linear-by-Linear Association	61.177	1	.000
N of Valid Cases	150		
a. 15 cells (52.0%) have expected count less than 5. The minimum expected count is .22.			

		Value	Approx. Sig.
Nominal by Nominal	Phi	1.186	.000
	Cramer's V	.593	.000
N of Valid Cases		150	

As shown in above table 26 when the degrees of freedom is 16 and related value stands is 210.940, Asymp Sig at .000 and also that 15 cells expected count less than 5 and the minimum expected count is 0.22. When regarding this Chi-Square table that there is a significant relationship between status of the seven dimensions of service quality and Visitors' satisfaction. According to above table Cramer's V value .593. It means this value is greater than 0.30 and there is a strong relationship is between the seven dimensions of service quality and Visitors' satisfaction.

Table 8- Relationship between Repeat visitation and visitors' satisfaction

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	194.804[a]	16	.000
Likelihood Ratio	108.570	16	.000
Linear-by-Linear Association	78.495	1	.000
N of Valid Cases	150		
a. 16 cells (64.0%) have expected count less than 5. The minimum expected count is .08.			

		Value	Approx. Sig.
Nominal by Nominal	Phi	1.140	.000
	Cramer's V	.570	.000
N of Valid Cases		150	

As shown in above table when the degrees of freedom is 16 and related value stands is 190.804, Asymp Sig at .000 and also that 16 cells expected count less than 5 and the minimum expected count is 0.08. When regarding this Chi-Square table that there is a significant relationship between status of the Repeat Visitation and Visitors' satisfaction. According to above table Cramer's V value .570. It means this value is greater than 0.30 and there is a strong relationship is between the repeat visitation and Visitors' satisfaction.

FINDINGS

This study has reached a number of findings as following.

- According to survey data, the sample frequency of female is 81 and male is 69 out of 150 participations. So that there are female visitors' more than the male visitors in the Dream paradise.
- The marital status sample frequency of married is 99 and single is 51 out of 150 participants. So, there is a higher level of married participation than single participations in the Dream paradise visitors.
- In this survey data shows a highest score explained among 26-35 age groups participations in Visitors'. And the highest percentage of occupation category is recorded in private sector. In the visitors are highest participation in Ordinary level education category.
- According to survey data most visitors came to Dream paradise with their family members. So, it reveals that this Dream paradise is a family theme park.
- Most of visitors are having agree attitudes on Repeat visitation.
- In terms of age and service quality, most of visitors are having agree attitude on service quality.
- In terms of occupation and service quality, most of visitors are having agree attitude on service quality.
- Both married and single visitors have a agree perception on service quality.
- Visitors' representing each education level have agree perception on service quality.
- According to survey data Gender and Repeat Visitation, out of 100% of total respondents, 66.6% respondents like to come again and recommend to other this place.
- Out of all factors including service quality most prominent factor influencing Visitors' satisfaction is Responsiveness and Access. Other factors Empathy, Assurance, Tangibility, Ambience and Reliability affecting Visitors' satisfaction respectively. In hypothesis test, all aspects; Tangibility, Reliability, Responsiveness and Access, Assurance, Empathy and Ambience relevant to service quality take significant value (0.000) in the chi square test. Due to this reason, there is a positive relationship between Visitors' satisfaction and service quality.
- In hypothesis test, repeat visitation take significant value (0.000) in the chi square test. Due to this reason, there is a positive relationship between Visitors' satisfaction and repeat visitation.

CONCLUSION

Saniro Dream paradise one of the most popular theme park in Sri Lanka was chosen for this study. This study has found that the relative importance of the service quality seven dimensions (THEMEQUAL model) and repeat visitation in influencing the overall satisfaction levels of visitors' in theme parks. Visitors' satisfaction depends on service quality and repeat visitation. So, Service quality and repeat visitation are an independent variables and visitors' satisfaction is the dependent variable. However, the relationship between independent variables and visitors' satisfaction are concerned, it has been provided by this study that there is strong relationship. There are positive effects to visitors' satisfaction from service quality and repeat visitation of Dream paradise. In addition, the researcher used statistically tests to identified relationship between seven dimensions of service quality, repeat visitation and visitors' satisfaction to prove this idea. All statistical tests which were scientifically undertaken, clearly provide that there is a positive relationship between each independent variables and dependent variable. All of these chi square tests are significant. Based on the findings, the researcher made a conclusion that seven dimension and service quality and repeat visitation are positively associated with visitors' gender, age, occupation, marital states and education level. Out of all factors including service quality most prominent factor influencing Visitors' satisfaction is Responsiveness and Access. Other factors Empathy, Assurance, Tangibility, Ambience and Reliability affecting Visitors' satisfaction respectively. In addition, most of Dream paradise visitors like to come again and also, they like to recommend this place to others.

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