

**EXPECTATION, PERCEIVED QUALITY AND  
SATISFACTION OF NIGERIAN TOURIST IN MALAYSIA**

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**Expectation, Perceived Quality and Satisfaction of  
Nigerian Tourist in Malaysia**

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Aliyu Bukola Biodun

## ABSTRAK

Dewasa ini, industri pelancongan telah diiktiraf sebagai sumber pendapatan kedua terbesar dunia dan berperanan sebagai pemacu ekonomi dan mengurangkan kadar kemiskinan. Tujuan utama kajian ini adalah untuk mengetahui sebab utama kebanjiran warganegara Nigeria di Malaysia disamping imej negatif yang dibawa dengan cara menganalisa perhubungan di antara harapan atau jangkaan pelancong terhadap sektor pelancongan, pengalaman sebenar dan kepuasan terhadap produk pelancongan Malaysia. Berdasarkan ulasan karya yang dibuat, satu kerangka teori telah dihasilkan untuk menerangkan perhubungan semua faktor di atas. Kajian ini memberi tumpuan terhadap jangkaan pelancong dan tanggapan kualiti yang dilihat sebagai anteseden penting dalam kepuasan pelancong Nigeria. Kajian kuantitatif secara SPSS ini melibatkan 108 pelajar Nigeria di Malaysia dengan kadar maklum balas sebanyak 43%. Dapatan kajian telah mengesahkan empat hipotesis iaitu jangkaan pelancong mempunyai hubungan positif dengan kepuasan dan tanggapan terhadap kualiti produk sementara tanggapan terhadap kualiti juga mempunyai hubungan positif dengan kepuasan pelancong. Dapatan kajian juga menunjukkan tanggapan terhadap kualiti bertindak sebagai perantara dalam hubungan antara jangkaan pelancong Nigeria dengan kepuasan mereka terhadap produk pelancongan Malaysia. Faedah utama untuk pengamal industri dan para akademik telah dibincangkan di bahagian implikasi teori dan praktis. Seorang pengurus pelancongan, sebagai contoh, perlu mengambil kira jangkaan pelancong sebelum menetapkan dan merangka piawaian perkhidmatan. Dari segi akademik, kajian ini bermanfaat kerana ia menjelaskan hubungkait antara jangkaan pelancong Nigeria, tanggapan terhadap kualiti dan kepuasan dengan produk pelancongan. Kajian ini turut menyarankan agar para pengkaji yang akan datang meneroka pemboleh ubah baharu yang boleh mempengaruhi kepuasan pelancong.

**KataKunci:** Jangkaan Pelancong, Kualiti Kepuasan, Nigerian, Tanggapan.

## **ABSTRACT**

Tourism is currently recognized as the second largest income generating industry in the global economy, particularly as a driver for economic development and poverty reduction. The primary objective of this research is to empirically validate reasons for the continuous increase of Nigerians in Malaysia despite their negative image by testing the relationship between Nigerian tourist's expectation, actual experience and satisfaction with Malaysian tourism products. A theoretical framework was developed based on literature review, to test the above relationship. Importantly, tourist's expectation and the perceived quality were considered as critical antecedents to Nigerian tourist's satisfaction. In this quantitative study, a survey of 108 Nigerian students in Malaysia was analysed through SPSS, constituting an overall 43% response rate. The research findings indicated that the four hypothesized relationships were supported: tourist expectation is positively related to satisfaction and perceived quality, while perceived quality is also positively related to tourist satisfaction. The findings also indicated that perceived quality mediates the relationships between Nigerian tourists' expectation and satisfaction with Malaysian products. Key benefits for practitioners and academics were discussed under the theoretical and practical implications, for example, availing tourism manager the practical implications by establishing the tourist's expectations before designing their service standards. Moreover, it is of benefit to the academic by establishing the theoretical linkages that exist between Nigerian tourist's expectation, perceived quality and satisfaction with the tourism products. Researcher finally recommends that future researchers should explore new variables that can influence tourist's satisfaction.

Keywords: Nigerian; perceived quality; satisfaction; tourist's expectation

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## **List of Abbreviations**

UNWTO:	United Nation World Tourism Organization
MOTM:	Ministry of Tourism Malaysia
MOHE	Ministry of Higher Education Malaysia

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# CHAPTER ONE

## INTRODUCTION

### 1.1 Background

With rapid developments in the tourism industry, both the governments and private entrepreneurs have started to maximize the opportunities of attracting tourists to their countries. Trying to define the term tourism can be difficult. World Tourism Organization defines tourism as any form of activities that involves people leaving their homes to travel and stay in other places that are outside their environments within one year for business, leisure, education learning or other purposes (UNWTO, 2008). These domestic and international travels have shown tourism as a dynamic and unique industry that its competitiveness strategically requires the ability of destinations to constantly adapt to the customers' ever-changing needs and demands (Alegre and Cladera, 2006). The market mandates that customer satisfaction should primarily be the focus for tourism service providers (Mishra and Panda, 2001).

Mishra and Panda (2001) divides tourism industry into five main sectors: food and beverage, accommodation, service, entertainment and recreation, travel service and transportation. Similarly, the Canadian Tourism Human Resource Council divides tourism industry into eight different sectors or areas: adventure tourism and recreation, accommodation, conference and event, attraction, food and beverage, tourism service, travel trade and transportation. These classifications capture the diversity of these sectors and thus, show that the potentials in the tourism industry are virtually unlimited. They also go further to explain that

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Abdullateef, A. O. & **Biodun, A. B. (2014)**. Are International Students Tourists? *International Journal of Business and Globalization (Scopus Indexed)*

**Biodun, A. B.,** Din, A., Abdullateef, A. O. (2013). The relationship between tourist's expectation, perceived quality and satisfaction with tourism products. *International Business Management, 7(3), 158-164 (Scopus Indexed)*

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