

Role of Responsiveness, Reliability and Tangibility on Customer Satisfaction

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ABSTRACT

This research aims to explore the effect of tangibility, reliability and responsiveness on customer satisfaction in Malaysia as a whole. The customer managers and customers collected the data, and SPSS was used to verify the testing of reliability and hypotheses. The findings showed that the tangibility, reliability, responsiveness and overall customer satisfaction in Malaysia were positive nexuses. Such results are beneficial to potential researchers and policymakers that they can implement strategies that increase the country's consumer service.

Keywords: responsiveness, tangibility, overall satisfaction, reliability

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INTRODUCTION

This definition is subtly similar to eco-tourism in general but the difference is that agro-tourism would draw tourists to the landscape of cultural experience compared to eco-tourism, where tourists with a natural landscape appearance are provided (Shanka, 2012; Nguyen et al . , 2019; Nikhashemi et al, 2013; Pathiratne et al . , 2018; Seneviratne et al, 2019; Tarofder et al, 2019).The agro-tourism homestay is a new concept derived from agrotourism. Homestay agrotourism is the idea of accommodation and agrotourism by combining both activities in providing tourism with the experience of visiting farm, feeling the daily life of the farmer and the accommodation with or surrounding the farm plantation in rural area. Homestay is typically somewhat different from other accommodation types, such as hotels, motels or bed and breakfasts, which are usually located in the city or suburban areas, while the homestay 's position is usually located in rural areas where the whole group still follows the traditional way of life and retains strong culture and traditional practice. Some operators have been actively promoting and selling their home stay product to the overseas markets since the start of this idea in Malaysia. As a result, particularly among Japanese, Korean and Singaporean tourists their homes have gained popularity.In today's world, in contributing to the economy in particular country, the idea of homestay agro-tourism becomes common and among the largest industry. Instead, over the past three decades, the agricultural sector has been substantially sluggish in contrast, with many countries converting the agroecology to a profitable model known as homestay agrotourism. Small farmers businesses, the only way to live with two options,The farmers have to diversify their agribusiness-related sector. The key component of home stay agro-tourism is the attraction of tourists to cultural diversity of local people. The enhancement, promotion and advancement of homestay agrotourism depends on both local communities and accommodation provided with

sustainable well-being to ensure social , cultural and economic aspects (Vijay Anand&Selvaraj, 2013).

A spectacular array of exotic fruits awaits the fruit aficionado in tropical Malaysia all year round. Rambutan, langsung, mangosteen, jackfruit, pineapple and mango are amongst the other options. Visits to these fruit farms also include tucking in freshly picked fruits ready-to - eat. Cameron Highlands is particularly noted for its long developed properties, with its gentle slopes surrounded by loftier hills.Palm oil is another country's main export product.Today , Malaysia is a global leader in researching and growing this multifunctional fruit. The orange-red fruit clusters contain refined cooking oil and other palm-olein products to be used in the cosmetic and chemical industries (Valentini&Damasio, 2016).There are a variety of spice and herb farms available at the countryside in the northern regions of Peninsular Malaysia. Especially Nutmeg is plentiful (Varady, Kleinhans& Van Ham, 2017).Complete room and board packages are available in many cases, which ensures that visitors can enjoy local home cooking (Vasi& King, 2012).

Agro tourism has many benefits to both the visitor and the host. While it provides for fascinating visits and exploration, many of these centers also serve as hubs for research and development to sustain and boost the country's agricultural industry. Tourism comprises three main elements: cultural, social and human (Vesel&Zabkar, 2009).Tourists and locals are the two main parties directly involved in the tourism activities (Voutinioti, 2013).Therefore, the Malaysian Tourism Transformation Program (MTTP) works together to devise strategy to generate RM168 billion by allowing approximately 36 million foreign tourists to receive tourism (Vuksic, 2016),

	Number of Tourists	
	Arrivals (million)	Total of Tourist Arrivals (%)
Singapore	13.01	51.99
Indonesia	2.38	9.52
China (including Hong Kong & Macau)	1.56	6.23
Thailand	1.26	5.05
Brunei	1.25	5.03
India	0.69	2.76
Philippines	0.51	2.03
Australia	0.5	2.03
Japan	0.47	1.88
United Kingdom	0.4	1.61

Source: Tourism Malaysia

Figure 1: Top 10 Tourist Arrival in Malaysia as at 2012

In 2010 about 12 million foreign visitors were drawn by the tourism industry with total revenue of RM56 m. Based on Table 1 above, Malaysians received a total of 25.03 million tourists in 2012 compared with 2011, which reported only 24.71 million tourists arriving for the same period. The rise of 1.3 per cent in tourist arrival reflects attractive and competitive tourist vacation choice with political, cultural and economic stability.

Year	Domestic Excursionist (mil)	Percentage (%)	Domestic Tourist (mil)	Percentage (%)	Total Domestic Visitors
2009	42.93	57.46	31.78	42.54	74.71
2010	75.92	65.75	39.54	34.25	115.46
2011	85.27	65.09	45.73	34.91	131.00

Source: Malaysia Tourism Satellite Account

*Tourist: If his / her trip includes an overnight stay

**Excursionist: If his / her trip takes less than 24 hours

Figure 2: Domestic Tourism

From figure 2, the hiker is 85.27 million (65.09 per cent) for 2011 and the tourist is 45.73 million (34.91 per cent). This indicates a substantial positive increase in domestic visitors compared with the 2009 and 2010 preceding year. Homestay agro-tourism has a huge influence on the domestic population to support work opportunities and earned income. Farming industry is adequately equipped with technological development in a few decades, in particular improvements in aggregate income and job status. Most studies are consistent with community-level findings of effect of agro-tourism on income. New England Agricultural Statistics (2005) found that agrotourism overall revenue rose to 86 per cent in 2000 and 2002. This study focuses on that visitors to Carlsbad 's Flower Fields is a substantially positive economic impact for the business and the community has been successful. This means encouraging innovations that are economic to the advantage of homestay agrotourism. That means a total of 40% for farm sales, followed by 26.8% for souvenirs and retail sales, 14.8% for outdoor leisure, 7.4% for lodging, 3.5% for farm tours and 3.1% for entertainment. Past studies have shown that a 6.6 percent rise in agro-tourism in lodging and restaurants in Italy has an effect on job growth of 10.46 percent (Tamazian, Chousa, & Vadlamannati, 2009).

There is the likelihood that the number of visitors has increased the foreign exchange, which will produce increases in Gross Domestic Production (GDP) as well as income from the region. Much of the agro tourism in Malaysia offers homes together. It is common due to race

differences and cultural traditions that attract many aliens to feel and experience. This idea provides visitors with events and places to stay that are entirely supervised and planned by the owner (Hussain, Mosa, & Omran, 2018). Competition in Malaysia will typically compete on prices as their key strategy but they often lose out on the value of current service, after-sales service and help, and quality of service. This would undermine the interest of homestay agro tourism providers because while costs are important to subscribers, they are not the key factor for consumer satisfaction. Taking this into account, the study's methodological framework will be focused on factor shaping customer satisfaction.

LITERATURE REVIEW

In This chapter provides an overview of consumer satisfaction in Malaysia against homestay agro-tourism. Because this study addressed quality service attributes towards customer satisfaction, this chapter describes the theoretical structure as a guideline for facilitating and implementing research target and answering research questions. In the hospitality services industry , it is important to understand the sustainable competitive advantage of a specific service industry , especially in occupancy levels, for both internal and external factors that are diligent and aware of consumer needs and wanting. In reality, the global competition and opening of international hotel operators witnessed day by day the potential for growth of the service industry in Malaysia. Conversely, this trend illustrates a considerable imperative for homes to further improve their company efficiency as opportunities to gain advantage by defining key areas for change in the occupancy Levels and variables inside them (Hussain, Musa, & Omran, 2019).

The rapid changes in hospitality such as limited resources, financial, technical, economic, social and legal competition that change the demand, value, expectation and taste of the customer. As a result, the proliferation of options and the limitless appetite of customers become major challenges for homestay agrotourism as it faces an uphill fight to satisfy the demanding customers. To order to gain competitive advantage, conceptual models to service quality (SERVQUAL) allow managers to recognize quality issues that facilitate performance. Improving productivity and overall efficiency past research have helped customer loyalty by defining key factors that influence visitors visiting destinations. This research is consistent with previous studies which indicated that satisfaction contributes to the willingness to pay more, the intention to return, and the location suggested to others. In other words, the standard of the service encourages customer loyalty, in which desire to buy and return is stimulated and suggestions are encouraged. Customer loyalty raises market share, investment returns and productivity. The home stay provider must operate in line with the goods or services, among others, by recognizing the desires and expectations of their customers, in order to maximize satisfaction.

Past studies describe quality of service as the expectation of the customer and their perception of service prediction. Past research, service quality is the impression of a customer on their own opinion on the services offered by the service provider and any service that meets their requirements will be appreciated by the customers. Since output in the service sector is typically an abstract word, it is more difficult to evaluate service quality than to assess

the quality of the products. Service quality assessments are also usually conducted with the use of customer understanding of service quality (Hussain, Musa, & Omran, 2018).

Service, however, is difficult to define, and particularly to measure the quality. Past studies describe the quality of service as the expectation of the customer and the understanding of the customer on how they foresee the services. Past studies describe the quality of service as something which results in what customers expect to be the result. Consequently, consumers would appreciate whether the quality of the service met their personal standards on such particular services.

Service quality (SERVQUAL) has been developed in past studies to quantify the quality of service and this definition is most common and often used across industries. Several studies have found that quality of service is an significant factor that affects customer satisfaction. A speech and creativity of a satisfaction about accessibility and effectiveness is a method of sources in assessing consumer perception. The needs and wishes of the customer are important to be considered as sources of knowledge for providing the services that meet their standards. Evidence has shown that quality service delivery has an significant connection to customer satisfaction. Service can be easily measured because it can always attract but it is so difficult to describe and also quantify in the standard of service.

Currently the customers' opinion is the valuable factor to be regarded as a treatment outcome. A useful method of sources is to measure their experience using their own imagination and expression of happiness. The needs of the consumer are important sources of knowledge about quality and reliability of treatment. Any treatment system and strategy will also include more customers in all decision issues and critically to satisfy their needs. Recent studies recognize the value of keeping customers involved in developing the skills and capabilities of home agrotourism. Homestay's performance is driven by several factors and involves consumer preferences, quality of relationship agreement and quality of service being provided to customers that contribute to customer satisfaction. The capabilities have been identified as the most important factors in service provider performance. In addition, the competency of the technological skills, the company necessity and the management of the partnership also impact homestay performance. The skills are viewed as common and relevant across industries (Hussain et al., 2012).

Customer's Satisfaction Concept

Since the early 1970s, the idea of customer satisfaction has attracted the focus of many service providers and has emerged as a significant determinant of customer satisfaction in most developed countries. The satisfaction of the customer is a term which draws a metric to better understand the parameters which fulfill the expectations of the client. Such parameters include the nature of the customer, the actions of the staff, the service being provided, the atmosphere and the equipment which will result in service quality. It has promoted the idea of customer satisfaction in homestay agrotourism from the marketing point of view for service sector. A comparison has been drawn to better understand what parameters contribute to customer satisfaction (Ibrahim, Sulaiman, Kahtani, & Abu-Jarad, 2012). Generally, for many companies developing customer satisfaction is a cornerstone. Nevertheless, the study conducted studies

using his own experience and by engaging with the people concerned and the expert (Muhammad Atif Nawaz, Afzal, & Shehzadi, 2013).

There is a concept to be used as a criterion in the calculation of customer satisfaction. Actually the satisfaction of the customer is calculated by using the attitude of frequent or seasoned clients. With practice, they are believed to have developed a positive attitude because they have experience of the services they are given. It will certainly reflect back on the quality of the services to the provider. The research focuses on the perspective of consumers who use the same service provider. The consumers who use the homestay's services will contribute directly to the standard of service. Customers who have more than once used the same company should have a positive experience as they will represent the provider's high quality of service. In assessing the satisfaction of the customer, the provider must study the clients' attitude displays. Reviewing the perception of service quality satisfaction would then improve it and become part of the standard of service, and this continues and continues.

Tangible is everything in a customer visually experienced service company who purchases a service, including equipment, staff, physical facilities, products, and appearance. A location for a home stay is often known as a measurable feature. Past studies cited this assertion as the tangibles are the presence of an organization's physical facilities, equipment, personnel, and communication material. Past research added that in the equipment, services, and communication materials used to deliver the service, consumers are searching for consistency. Such features provide clear indicators for consumers to determine the service provider's capabilities. Well-skilled first line workers, product quality, brochures and cards, can represent tangible homestay agro-tourism providers (Muhammad Atif Nawaz, Azam, & Bhatti, 2019).

Reliability is a trust in the ability of the company to conduct service properly, such as delivering on commitments and claims. This represents the ability to provide a service correctly and consistently. It is one of the most significant components of operation for customers. Reliability of past studies is defined as the reliability is the ability to deliver the promised service reliably and accurately. Past studies have shown that customers want consistent and dependable results (Nawaz & Hassan, 2016).

Responsiveness is the ability of service providers to support clients and provide timely service. This reflects staff's ability to provide programs efficiently and in a timely manner. As stated by previous studies responsiveness is the willingness to support clients and provide prompt service.

The theoretical structure is the basis upon which all the research is based. It is a logically formed, defined and elaborated association network among the variables deemed important to the problem situation and established through processes such as observation and analysis of literature. Therefore the theoretical structure is a whole base of science and the basis of all science. It is a logically formed, defined and elaborated association network among the variables deemed important to the problem situation and established through processes such as observation and analysis of literature.

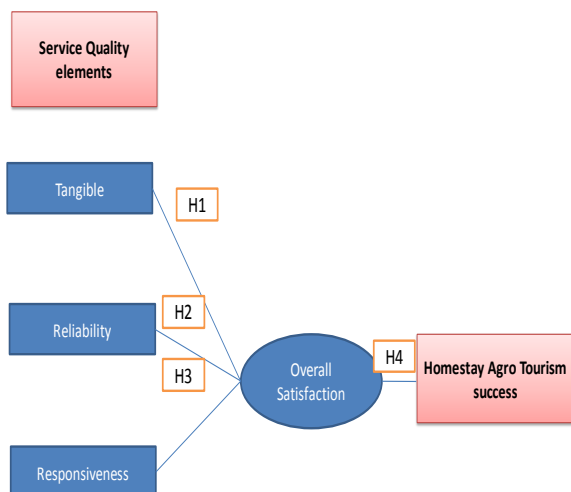


Figure 3: Theoretical Framework

METHODS

Methodology can be a standardized project management process that includes processes, descriptions and examples of the techniques used to collect, store, analyze and present information in a given discipline as part of the research process. Methodology can refer to nothing more than a simple set of methods or procedures, or it can refer to the rational and philosophical assumption underlying the scientific method of a particular study.

There are therefore two important methodologies of research: qualitative and quantitative. The qualitative is an in-depth analysis research aimed at understanding human actions and addressing the question why they are acting on such behaviour. The qualitative would study the "how" and "why" problem they conduct such behaviour. This research, however, avoids the issue of "what," "where" and "when" and the sample of respondents is fairly limited. Quantitative study refers to quantitative approach analytical inquiry by using numerical data, statistics, statistical analysis, and simulation methodology by using theories, generating hypotheses, and mathematical model to address research question and research goals. This approach tests the relationship between empirical observations and mathematical impression.

Hypotheses were logically conjectured relationships articulated in the form of testable statements between two or more variables. A hypothesis is a predatory argument. It defines a specific definition (rather than theoretical) of what you intend in the study to happen. The relationships were conjectured in the previous section, based on the conceptual framework formulated for this research. The evaluation of hypotheses will help to support the ideas the study proposes. Conclusions should be drawn after the theorizations of hypotheses to provide clearer direction for readers to prospective researchers.

Measuring expectations as opposed to actual service rendered renders the SERVQUAL a measure of attitudes linked to satisfaction but not the same as. The SERVQUAL defines quality of service as a difference between the customer's expectations of a service and their perception of the service provided, allowing respondents to address questions about both expectations and perceptions. Therefore the following hypothesis is made:

H1: Tangible has a significant positive relationship on the customer satisfaction

Reliability relates to the service rendered within the agreed time period by the management and employees. This represents the ability to provide a service correctly and consistently. It is one of the most significant components of operation for customers. The customers should assess the staff expertise in managing the clients and the commitment of quality made in order to provide outstanding service. Thus the hypothesis listed below was developed:-

H2: Reliability has a significant positive relationship on the customer satisfaction.

Responsiveness reflects management and staff ability to provide programs effectively and in a timely manner. In their study of 238 bank customers in Malaysia, previous research have found that reliability has a positive relationship with customer satisfaction, generating loyalty. Significantly, it established a theory of responsiveness:-

H3: Responsiveness has a significant positive relationship on the customer's satisfaction.

ANALYSIS

The study methodology was discussed in chapter three, and the questionnaire is examined with design, construction and administration. This chapter will include the findings and an analytical study summary. This chapter emphasizes the results produced from the analysis in detail. The discussions will mainly be focused on research goals and hypotheses that were described earlier in the previous chapter. Data is stored and displayed in the tables via SPSS software in version 17.0.

Figure 4 shows the mean of the Independent Variable "tangibles" as reported at 3.81, indicating a high level of tangible overall satisfaction among respondent. The majority of respondents scored for agreement as concrete factors are essential to the continued partnership between the service provider and the consumer. It indicates the respondents' high degree of satisfaction with the importance of the elements in ensuring people's measurable satisfaction. Nevertheless, there are only a few respondents who disagree with the tangibles as a factor in building overall satisfaction of customers in which those who are ranked for mean less than 2.

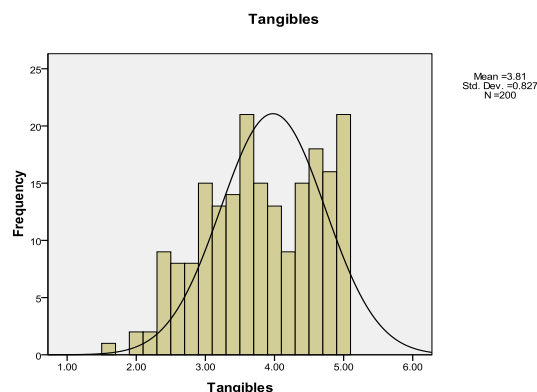


Figure 4: Tangibles

The ranking is average for reliability, with mean value at 3.46. This means that to build their happiness, reliability values are most important factor for them. The majority of respondents were chosen to agree on the importance of reliability as a factor in creating customer loyalty and

intention to buy agro tourism services. Nonetheless, as they have witnessed using tourism services, there are few respondents who chose to disagree, and they are believed that having or not having agrotourism is no different from regular tourism services. Clearly, as the world of agrotourism industries today plays a crucial role in linking people with environmental holidays where someone who loves and cares about the natural environment can experience a special holiday.

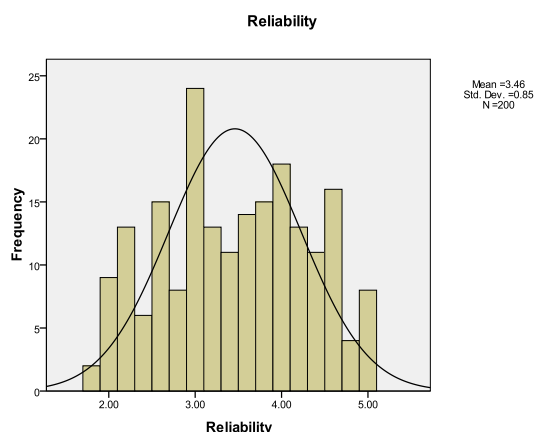


Figure 5: Reliability

This factor was found to be moderately satisfied variable with the mean of 3.30. The majority of respondents agree with the organization's assertion that agro tourism is a factor in people performing to satisfaction. It was indicated that the respondents thought the guarantee was particularly helpful in enhancing overall customer service. There are, however, few respondents who addressed the question with clear disagreement and disagreement because the clarification is not a matter for them.

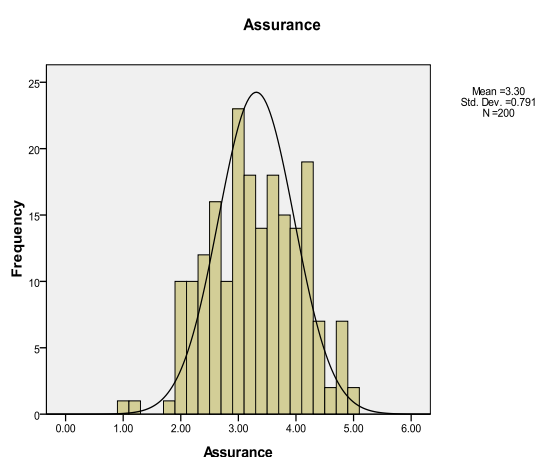


Figure 6: Assurance

Hypothesis is a statement that the researcher sets out whether to support or reject depending on the method of data collection. Here are the theories used in the study. This research used a form of correlation analysis to test the whole hypothesis. Pearson Correlation Method was chosen to be used because it is ideal as there are two variables in an interval scale. This segment summarized the results of testing hypotheses that were determined in

this investigation. It is checked and listed below in Table 1.

Table 1: Correlation between Independent variables, Moderator variable and Dependent variable

	Tangibles	Reliability	Responsiveness	Satisfaction	
SUCES	Pearson Correlation	.726**	.647**	.454**	.709**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	200	200	200	200

DISCUSSIONS AND CONCLUSIONS

This chapter will address and summarize the study results on the whole. The observations and analysis provided in the preceding chapter of this report are explored in this chapter in terms of understanding its concrete interpretation. The analyzed data was comprehensively discussed and clarified, and conclusions have been drawn for the purposes of this research assessment.

The study's aim, based on the hypotheses, is to explore the relationship between tangible to overall satisfaction. Researcher therefore had standardized hypothesis one that predicts the attitude would significantly affect overall customer satisfaction. Five separate variables H1 have valued the regression value $r = 0.726$. While for H1 the value p is at $p = 0.000$. This also demonstrates positive relationships which are substantially associated with mean and measurable overall satisfaction and vice versa. Tangible means the stimulation that activates agro tourism's overall satisfaction. They find that measurable ones are good predictors of customer satisfaction.

Scored the regression factor $r = 0.647$ for these independent variables. Although p stands for $p = 0.000$. This also indicates a positive relationship, which implies that that value, the value experience of the customer will correlate with customer satisfaction that vice versa. Most respondents agree that the reliability effect to overall satisfaction is higher because they assume that the services that homestay agrotourism provides are dependable. Therefore, it can be interpreted from the statistical study that that consumer understanding of reliability would increase customer loyalty and experience contributing to customer preferences for other consumers to accept and buy these services. It can be inferred that home stay agro tourism service provider successfully fulfilled commitments to their customer and at the same time consumers who have a positive mind set on data service center would build consumer loyalty and willingness to recommend to others. This finding was consistent with previous research that find that consumers retain a positive attitude increases the value of the customer that has a direct relationship with customer satisfaction in which consumer loyalty is linked. In their analysis of the impact on behavioral expectations of service quality, value and customer satisfaction in service environments, both direct and indirect impact of service value (Abd-El-Salam, Shawky & El-Nahas, 2013).

Developed above hypothesis is to determine the relationship of responsiveness to customer satisfaction. The results suggest that there are substantial variations in customer satisfaction response in which the value at ($p=0.000$ which is < 0.05). Because the likelihood error is less than 0.05 means this attribute affects the satisfaction of the consumer. This finding is consistent with past research that argued that if consumers encounter a high level of service provider responsiveness in some service industries, they will measure some degree of satisfaction when the responsiveness will be major decision-making issues and influence intentional behaviour (Kuruzum & Koksal, 2010).

There are several drawbacks to the study's architecture. One constraint has to do with the selection bias. This was due to the fact that the participation in the study was voluntary; typically those who volunteered are happy and have no complaints to the agrotourism service provider for the home stay. As a result, the results of satisfaction towards the homestay agro-tourism are growing. A survey of 200 respondents, on the other hand, is not broad enough to detect any significant association between the socio-demographic characteristics and customer satisfaction level.

As regards collection methods, the present work uses only quantitative approach where questionnaires are used in data collection. Research of this nature may require a more comprehensive method since it requires subjectivity in views, expectations and feelings of belief in the agrotourism home stay in which questionnaire has not been completely captured. The researcher needs to balance it with other approaches like interviews and focus group discussions to gain a deeper insight into the response. Through doing so, the quality of the reports and discussions is more effective and can be strengthened.

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