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Understanding Tourist Experiences in Kuala Lumpur: An Evaluation Using the HOLSAT Model

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Abstract: This study explores tourist satisfaction in Kuala Lumpur by assessing how well visitor expectations align with their experiences of the city's tourism services and products. The research focuses on 22 key holiday attributes, along with 8 attributes related to overall satisfaction, which are grouped into five main categories: attractions, accessibility, amenities, lodging, and food and beverages. To gather data, a survey was conducted with 389 domestic and international tourists who visited Kuala Lumpur, using face-to-face interviews, printed questionnaires, and online surveys. The data was analyzed quantitatively using SPSS and Excel, with Pearson correlation applied to assess the relationship between the five categories and overall tourist satisfaction. The results revealed a strong, positive correlation between these categories and tourist satisfaction, with scores above 0.05, highlighting their significant influence on shaping the visitor experience. These findings provide valuable insights for tourism stakeholders in Kuala Lumpur, offering guidance on improving services and enhancing the city's appeal as a preferred travel destination.

Keywords: *Tourist satisfaction, visitor expectations, visitor experience, urban destination, Kuala Lumpur*

1. Introduction

Kuala Lumpur, the vibrant capital of Malaysia, has long been a popular destination for tourists, offering a unique blend of cultural richness, modern infrastructure, and diverse attractions (Yusoff et al., 2019). However, as the city continues to evolve and attract visitors from around the world, it is essential to understand the experiences and perceptions of these tourists. It is important to understand tourist experiences traveling to Kuala Lumpur to maintain the city as a tourist-friendly destination (Ying et al., 2015).

The HOLSAT model provides a comprehensive framework for evaluating tourist experiences, focusing on various dimensions such as the quality of the destination, its uniqueness, and the value travellers perceive (Abukhalifeh et al., 2017). This research paper aims to apply the HOLSAT model to investigate the factors influencing travel decisions and experiences of international tourists visiting Kuala Lumpur.

The findings of this study provided valuable insights to tourism stakeholders, including the government, private sector, and non-profit organizations, to enhance the overall tourist experience and maintain Kuala Lumpur's position as a premier tourist destination (Farinda et al., 2008; Nejati & Mohamed, 2014; Anuar et al., 2013; Sukiman et al., 2013).

This study uses the Holiday Satisfaction model to evaluate tourist satisfaction with Kuala Lumpur's tourism offerings and their overall experience during their visit. By examining travellers' satisfaction, this research contributes to the literature on tourism and travel behavior. The target population consists of tourists who visit Kuala Lumpur, Malaysia, for leisure or travel purposes. This study provides a more comprehensive understanding of tourists' expectations and experiences while navigating urban tourism environments.

Besides, there is a strong need for researchers in tourism to gain a better understanding of travel behavior among them to create trends for market segmentation and products in the tourism industry for future reference. Tourists' behavior that is associated with the use of the information would be examined to create a better platform for information searched according to their preferences (Yin & Zhu, 2017). In the field of tourism, there is a significant need for researchers to gain a better understanding of travel behavior. This understanding helps in creating market segmentation trends and developing tourism products for future reference. Furthermore, researchers examined tourists' behavior related to information usage to create a more tailored platform for information based on their preferences (Feng, 2022). It helped them to identify

accommodations, attractions, amenities, accessibility, and meals in urban areas. On the other hand, this research is beneficial for tourism operators, which can improve the tourism products according to the tourists' perceptions of hands-on experience. Comprehension of the tourists' satisfaction helped marketers predict customer needs and wanted to provide better services.

2. Literature Review

Tourist Satisfaction

Satisfaction is influenced by the difference between what customers expect before making a purchase and what they experience afterward in terms of product or service quality (Zeinali & Jarpour, 2015). This indicates that satisfaction is closely tied to how people view their expectations and experiences, which is particularly important in tourism for assessing and improving tourist satisfaction.

Measuring tourist satisfaction is vital for effective tourism planning, enhancing the destination's image, and encouraging repeat visits and recommendations (Yoon & Uysal, 2005, as cited in Basendwah et al., 2022). Yoon and Uysal (2005) emphasized that visitor satisfaction is a key factor in evaluating the success of tourism products and services.

HOLSAT Model

The Holiday Satisfaction Model (HOLSAT) measures tourist satisfaction by comparing their expectations before travel with their experiences afterward. Developed by Tribe and Snaith (1998), it was first applied at a resort in Cuba. HOLSAT builds on the SERVQUAL model and focuses on the gap between what tourists expect what they think is important, and how they rate service quality. Unlike other models like SERVQUAL and SERVPERF, HOLSAT looks at both sides, positive and negative aspects of a holiday. It divides satisfaction into two components: the holiday experience (aspects of the trip) and the factors that lead to satisfaction or dissatisfaction.

The model has been widely used in research to evaluate tourist satisfaction in different destinations. For example, Ceylan and Ozcelik (2016) examined factors such as transportation, accommodation, and cultural life, while Truong and Foster (2006) defined the "Five A's" of hotels: accessibility, amenities, accommodation, activities, and attractions. Omar et al. (2015) used it to measure satisfaction on an island, dividing attributes into accessibility, accommodation, amenities, and food. Research by Malodia & Singla (2017) focused on religious tourism in the Himalayas, using seven key categories like infrastructure and spiritual experience.

Independent Variables

Accommodation: Accommodation is a vital part of the tourism sector, as it is essential for providing overnight services like hotels, guesthouses, and campgrounds (Poudel, 2013). Tourists can feel disappointed if these options are lacking during their travels (Poudel, 2013; Biswas et al., 2020). Key factors influencing their satisfaction include cleanliness, price, service quality, and location (Nisco et al., 2015). Tourists are often willing to pay more based on the destination and service quality (Ngoc & Trinh, 2015). Many accommodations also offer entertainment and sports, helping visitors engage with local culture (Poudel, 2013). Other important aspects include employee hospitality, available facilities like laundry and dining, and the accommodation's location (Niem et al., 2021; Suanmali, 2014). Typically, luxury options are found in city centers, while budget-friendly choices are located on the outskirts (Yang et al., 2015). Therefore, accommodation providers in Kuala Lumpur need to consider these factors to create high-quality services that meet tourists' needs.

Accessibility: Accessibility was defined as the ability to offer acceptable visitor access to and travel throughout a destination (Suanmali, 2014), and it was not only focused on transportation and geographic location (Biswas et al., 2020). According to Zorková (2016), regardless of age or physical condition, accessibility is essential to travel, and the dimensions of tourism service accessibility are as follows:

- Physical accessibility
- Information accessibility
- Communication accessibility
- Economic accessibility

According to several studies, accessibility consists of the availability of parking, public or private transportation, the flow of traffic, access to the destination, and the state of the roads (Rajesh, 2013; Nisco et al., 2015). The diverse aspects of accessibility include geography, disability studies, the economy, marketing, and many other fields (Zorková, 2016). Accessibility for tourists is important while organizing a vacation, and as a result, it is seen as critical and significant (Castro et al., 2017; Ngoc & Trinh, 2015; Rajesh, 2013). For instance, accessibility is related to tourism development as it depends on the development of appropriate infrastructure, such as road access (Suanmali et al., 2014).

Amenities: Amenities are described as the physical infrastructure that enables to support of the destination and the facilities that have been provided in that tourism destination. These were useful tools to measure the satisfaction level of tourists at the destination (Suanmali et al., 2014). The aspects are included in the infrastructure for tourism, including signposting, parking, transportation, and tourist-specific services. (Kozak & Rimmington, 2000; as cited by Zeinali & Jarpour, 2015).

According to Middleton and Clarke (2001), they had listed for the amenities and services at tourist destinations:
Accommodation type: hotels, vacation homes, condominiums, apartments, villas, campgrounds, caravan parks, farms, and guesthouses.
Restaurant establishments: fast food joints and fine dining places.
Transportation: taxis, buses, rented cars and bicycle rentals.
Arts and crafts and natural studies; golf clubs, sailing schools, ski resorts, and sailing clubs.
Retail establishments: stores, tour operators, souvenir shops, and camping supply stores.
Additional services: rental equipment, information services, and tourism police.

Amenities in tourism emphasize cleanliness, hospitality, and facilities such as dining, entertainment, and retail stores, enhancing tourists' excitement. They are essential for helping travellers enjoy and engage with local attractions (Middleton & Clarke, 2001) and provide comfort to visitors (Sukiman et al., 2013).

Food and Beverages: Food and meals are significantly associated with tourist satisfaction at any tourist destination. Local foods have been described as a vital component of tourism products, contributing to tourists' memorable travel experiences (Rahman, 2018). It is one of the most important industries for Malaysia's economy, given that its contribution to revenue in the food market will amount to US$57.55 billion in 2023. According to Statista Market Insights, by May 2023, the food market is expected to grow annually by 7.11% (CAGR 2023-2028) in Malaysia. These figures show that the money spent on food in tourist destinations generates a sizable amount of revenue for food and beverage businesses.

Food and meals are also closely related to hygiene, prices, facilities, and services. All these components will affect tourist experiences and satisfaction when visiting any destination. The food and beverages will create an image, either positive or negative, based on tourist experiences and satisfaction. Numerous studies have found that local foods are used as a competitive criterion to improve a destination's image for tourist revisit intention (Rahman, 2018). Since Malaysia is home to various ethnic groups (i.e., Malay, Chinese, and Indian), each with its own distinct and unique foods that are marketed to tourists, making Malaysia a unique destination. The variety of flavors in local foods ranges from mild to spicy too sweet to sour, reflecting the country's status as one of the best places for food tourism experiences (Yusoff et al., 2013). The uniqueness of foods can draw great attention from tourists. Hence, it is vital to evaluate tourist satisfaction with food and beverage services to shift tourist tourism experiences.

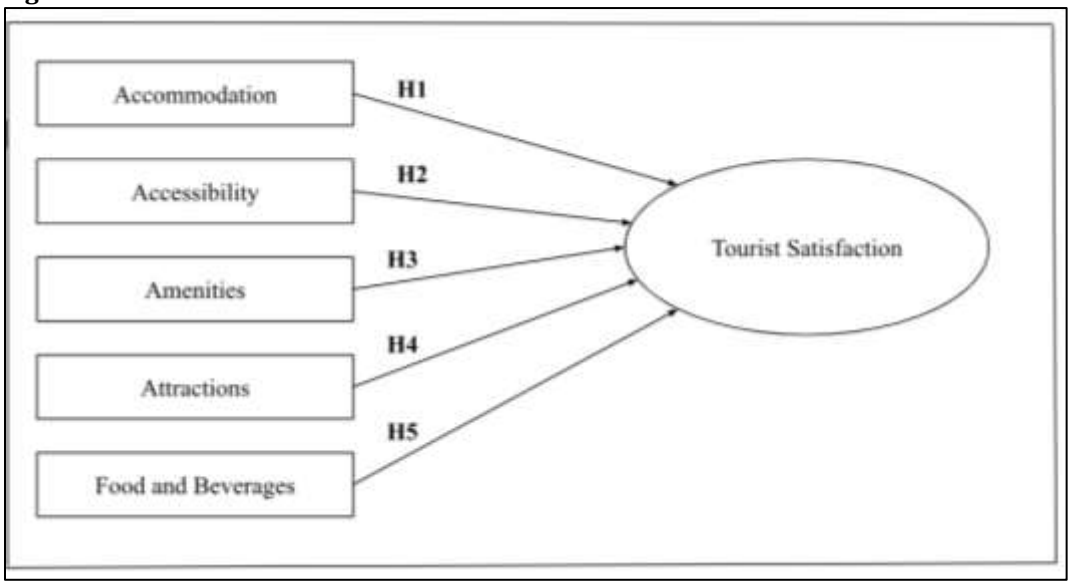
Attractions: An attraction refers to a place or anything that attracts tourists to visit any destination (Suanmali, 2014). It plays an important and remarkable role in the tourism industry. Tourist attractions can consist of many parts, like natural attractions, cultural attractions, and recreation and activities. The attraction is derived from the tourist's preferences or desires. It depends on what the tourist needs and wants. According to Alper et al. (2011 as cited in Baygloo, 2021), a tourism attraction is "a place of interest where tourists visit, typically for its inherent or exhibited cultural value, historical significance, natural or built beauty, or amusement opportunities". Different tourists have a different fondness, which affects tourist satisfaction with the attractions that some destinations offer. Attractions can have a significant impact on a destination's value by attracting a wide range of visitors or tourists. Leiper (1990) produced the term "nuclear mix" to refer to tourist

attractions. He developed a hierarchical classification of attractions for individual tourists: "primary," "secondary," and "tertiary." He classified tourist attractions based on the importance that visitors placed on them in their schedules. A "primary" attraction relates to the primary objective of the trip and is therefore crucial in determining the destination. Tourists are aware of some characteristics of a "secondary" attraction before they travel there, but they do not give it the attention it deserves when making travel plans. Tourists are frequently unaware of a "tertiary" attraction until they visit the location. In other words, primary attraction refers to the main reason or intention of a tourist visiting a destination, whereas secondary attractions are the side plans, which are not as important as primary. Tertiary refers to unplanned attractions that are newly discovered by tourists at a destination. These hierarchical classifications represent the terms of attractions in different exposures which helps tourism suppliers to acknowledge tourist attractions based on their enthusiasm.

The tourism industry needs to be promoted, with attractions being the primary driver of tourism and visitor satisfaction being the industry's goal. Referring to the definition and previous research, it is revealed that the quality and uniqueness of attractions encourage tourists to choose a destination and revisit it in the future. A case study by Bagri and Devkant (2015) on a sample of 200 tourists who had visited Triyuginarayan, located in Garhwal Himalaya in Uttarakhand state of India, found the uniqueness of the destination is a key factor that influences tourists' satisfaction. Tourism attraction contributes to the economic growth of value for tourism destinations.

Research Framework (Conceptual/Theoretical)

Figure 1: Research Framework



Hypotheses (H)

H1: Accommodation will significantly affect tourist satisfaction.
H2: Accessibility will significantly affect tourist satisfaction.
H3: Amenities will significantly affect tourist satisfaction.
H4: Attractions will significantly affect tourist satisfaction.
H5: Foods and beverages will significantly affect tourist satisfaction

3. Methodology

The research focused on urban areas to assess tourist satisfaction levels using the HOLSAT model, employing a descriptive correlational design. Fundamentally, descriptive research aims to describe relationships among variables without establishing causal connections, while correlational research measures two variables to

evaluate their statistical relationship with minimal control over inessential factors. This study examined tourist satisfaction in urban areas, specifically in Kuala Lumpur, by focusing on five attributes which are accommodation, accessibility, amenities, attractions, and food and beverages. Additionally, a quantitative research method was utilized, with questionnaires designed to evaluate tourist satisfaction based on the HOLSAT model and structured in five stages consisting preliminary stage, literature review, data collection, analysis and findings, and concluding with recommendations.

Convenience sampling, as defined by Omar et al. (2015), was employed to select a sample from the population to ensure all members had an equal chance of selection. Hence, the survey targeted both international and domestic tourists aged 18 and older who visited Kuala Lumpur between 2023 and 2024 with a sample size of 384 respondents determined through careful statistical criteria. Moreover, Data collection occurred in two cycles during December 2023 and January 2024 at popular tourist locations in Kuala Lumpur's Golden Triangle, such as Bukit Bintang, Suria KLCC, and Central Market, where crowds of domestic and international tourists were expected.

Besides, a pilot test involving 30 respondents was conducted to assess the reliability of the questionnaire, and guidance was sought from Mr. Zamzuri bin Ahmad Nazari for data analysis using the Statistical Package for Social Sciences (SPSS). Reliability analysis indicated that all attributes exceeded the acceptable threshold of 0.5, with Cronbach's Alpha values of 0.856 for accommodation, 0.817 for accessibility, 0.898 for amenities, 0.854 for attractions, and 0.881 for food and beverages.

In a nutshell, the research questionnaire comprised three parts. Part A collected demographic information about respondents, including gender, age, marital status, place of origin, number of visits, trip purpose, and length of stay, adapted from Omar et al. (2015). Where Part B assessed the relationship between HOLSAT attributes and tourist satisfaction, focusing on five key areas: accommodation, accessibility, amenities, attractions, and food and beverages (Niem et al., 2021), using a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree). Finally, Part C evaluated overall tourist satisfaction with Kuala Lumpur's tourism services and products, also using the HOLSAT model and a similar 5-point Likert scale.

4. Research Findings

The Cronbach's Alpha coefficient for all variables in this study is greater than 0.6. The dependent variable, with a value of 0.85, significantly influences accommodation. Accessibility has a rating of 0.77, facilities have a value of 0.84, attractions have a value of 0.88, and food and beverages are worth 0.77. All parts have Cronbach's alpha coefficients exceeding the 0.6 threshold, indicating acceptable reliability. According to Sekaran and Bougie (2013), a sufficient level of dependability is defined as Cronbach's alpha coefficients for all sections exceeding the 0.6 threshold.

Table 1: Reliability Analysis

Variable	No of Item	Cronbach's Alpha
Accommodation	5	0.85
Accessibility	4	0.77
Amenities	5	0.84
Attractions	4	0.88
Food and Beverages	4	0.77

Demographic Analysis

Table 2 shows the respondents' demographic data. This study included 389 respondents. The gender distribution reveals that 41.1% of participants identified as male and 58.9% as female. 59.6% of the participants were aged 18 to 25, with the majority being undergraduate students. The second largest age group, 26-35, comprised 25.2% of the sample. The age categories of 36-49 years and over 50 years represented 10.5% and 4.6% of the respondents, respectively. The bulk of respondents were Malaysians, which represents 80.5%.

Most respondents who visited Kuala Lumpur were single, accounting for 74%. Repeat visitors outnumbered first-time visitors, constituting 57.1% of the sample. Tourists visiting Kuala Lumpur mostly travelled by group, representing 69.4%, compared to solo, which only represented 30.6%. Most of the tourists seek leisure, which is only 69.2%. Also, some proposed a combination of business and leisure, which is 26%. Additionally, 60.2% of tourists stayed in Kuala Lumpur for about two to five days. Furthermore, 27.2% of the most significant respondents travelled from Johor. Table 2 shows the respondents' demographic data. This study included 389 respondents. The gender distribution reveals that 41.1% of participants identified as male and 58.9% as female. 59.6% of the participants were aged 18 to 25, with the majority being undergraduate students. The second largest age group, 26-35, comprised 25.2% of the sample. The age categories of 36-49 years and over 50 years represented 10.5% and 4.6% of the respondents, respectively. The bulk of respondents were Malaysians, which represents 80.5%. Most respondents who visited Kuala Lumpur were single, accounting for 74%. Repeat visitors outnumbered first-time visitors, constituting 57.1% of the sample. Tourists visiting Kuala Lumpur mostly travelled by group, representing 69.4%, compared to solo, which only represented 30.6%. Most of the tourists seek leisure, which is only 69.2%. Also, some proposed a combination of business and leisure, which is 26%. Additionally, 60.2% of tourists stayed in Kuala Lumpur for about two to five days. Furthermore, 27.2% of the most significant respondents travelled from Johor.

Table 2: Demographic Analysis

Category	Demographic	Frequency	Percentage
Gender	Male	160	41.1
	Female	229	58.9
Age	18-25	232	59.6
	26-35	98	25.2
	36-49	41	10.5
	Above 50	18	4.60
Marital Status	Single	288	74.0
	Married	84	21.6
	Divorced	17	4.40
Number of Visits	First-time	167	42.9
	Repeat	222	57.1
Travel Style	Solo	119	30.6
	Group	270	69.4
Purpose of the Trip	Business	19	4.90
	Leisure	269	69.2
	Combination of Business and Leisure	101	26.0
Length of Stay	Less than two days	103	26.5
	Two to five days	234	60.2
	More than five days	52	13.4
Nationality	Malaysian	313	80.5
	Non- Malaysian	76	19.5
Place of Origin	Johor	106	27.2
	Melaka	67	17.2
	Pahang	15	3.90
	Negeri Sembilan	22	5.70
	Selangor	25	6.40
	Perak	11	2.80
	Terengganu	6	1.50
	Kelantan	7	1.80
	Pulau Pinang	4	1.00

	Kedah	8	2.10
	Perlis	5	1.30
	Sabah	14	3.60
	Sarawak	1	0.30
	Wilayah Persekutuan	23	5.90
	Overseas	75	19.3

Descriptive Analysis

Table 3 provides a detailed analysis of the quality aspects of products and services in the Golden Triangle of Kuala Lumpur. Starting with the "Accommodation" attribute, the aspect of being strategically located near major tourist attractions received the highest average rating of 4.32, while the affordability of room rates was seen as less satisfactory, with the lowest average rating of 3.70 for this category. Moving on to "Accessibility," the ease of access to public transportation was highly rated with an average of 4.26, making it the top attribute in this category, whereas the availability of parking was identified as needing improvement, evidenced by its lowest average score of 3.50. In the "Amenities" category, services such as internet connectivity, including WIFI and telephone services, were well-regarded, scoring an average of 4.25. On the other hand, the availability of charging ports was seen as an area for enhancement, with a lower satisfaction score of 3.63. Regarding "Attractions," the diversity of tourist attractions was highly valued, with the top average score of 4.30, while the enjoyment derived from activities in recreational parks or theme parks was slightly lower, at an average of 4.10. Finally, within the "Food and Beverages" category, the affordability of food and beverages was deemed less satisfactory with a mean score of 3.50. However, the variety of service types, including dine-in, takeaway, delivery, and drive-thru options, received the highest commendation with an average score of 4.32, indicating a positive reception in this area.

Table 3: Results of descriptive analysis

Survey Statement/ Questionnaire	Frequency (%)					Mean	Std Dev
Accommodation	**1**	**2**	**3**	**4**	**5**		
1. Availability of accommodation	10 (2.6)	4 (1.0)	35 (9.0)	169 (43.4)	171 (44.0)	4.43	0.86
2. Quality of accommodation	11 (1.3)	8 (1.3)	30 (13.4)	177 (33.2)	163 (49.6)	4.22	0.89
3. The staff shows great hospitality	10 (2.6)	11 (2.8)	55 (14.1)	164 (42.2)	149 (38.3)	4.22	0.93
4. Reasonable price room rates	12 (3.1)	43 (11.0)	95 (24.4)	140 (36.0)	99 (25.4)	3.70	1.06
5. Strategic location (near major tourist attractions)	6 (1.5)	5 (1.3)	32 (8.23)	163 (41.1)	183 (47.0)	4.32	0.80
Accessibility							
1. The place is reachable	10 (2.6)	7 (1.8)	42 (10.8)	154 (39.6)	176 (45.2)	4.23	0.90
2. Availability of parking space	23 (5.9)	59 (15.2)	97 (24.9)	121 (31.1)	89 (22.9)	3.50	1.17
3. Accessibility of public transport	5 (1.3)	14 (3.6)	40 (10.3)	145 (37.3)	185 (47.6)	4.26	0.88
4. Pedestrian-friendly streets	11 (2.8)	27 (6.9)	63 (16.2)	142 (36.5)	146 (37.5)	3.99	1.04
Amenities							
1. Internet	7	9	42	153	178	4.25	0.87

connectivity/ WIFI/ telephone services	(2.6)	(1.0)	(9.0)	(43.4)	(44.0)		
2. Money changer/ automatic teller machine (ATM)	8 (1.3)	9 (1.3)	57 (13.4)	174 (33.2)	141 (49.6)	4.11	0.88
3. Signage at attractions	8 (2.6)	11 (2.8)	45 (14.1)	176 (42.2)	149 (38.3)	4.15	0.88
4. Designated charging port	16 (3.1)	45 (11.0)	96 (24.4)	140 (36.0)	92 (25.4)	3.63	1.09
5. Amenities in public toilets (soap dispensers, tissues, and hand sanitizer)	6 (1.5)	25 (6.4)	71 (18.3)	143 (36.8)	144 (37.0)	4.01	0.98
Attractions							
1. Variety of tourist attractions	10 (2.6)	4 (1.0)	36 (9.3)	150 (38.6)	189 (48.6)	4.30	0.88
2. Attractive art and crafts in souvenir shops	7 (1.8)	13 (3.3)	47 (12.1)	156 (40.1)	166 (42.7)	4.19	0.90
3. Interesting activities in recreational park/ theme park	11 (2.8)	15 (3.9)	58 (14.9)	146 (37.5)	159 (40.9)	4.10	0.98
4. Nightlife entertainment	11 (2.8)	15 (3.9)	58 (14.9)	146 (37.5)	159 (40.9)	4.23	0.90
Food & Beverages							
1. Reasonable prices of food and beverages	27 (6.9)	58 (14.9)	90 (23.1)	120 (30.8)	94 (24.2)	3.50	1.21
2. Varieties of eating places	7 (1.8)	10 (2.6)	33 (8.5)	143 (36.8)	196 (50.4)	4.31	0.87
3. Cleanliness of eating places	8 (2.1)	22 (5.7)	60 (15.4)	151 (38.8)	148 (38.0)	4.05	0.97
4. Types of service (dine-in, takeaway, delivery & drive-thru)	8 (2.1)	6 (1.5)	30 (7.7)	155 (37.5)	190 (48.8)	4.23	0.90

Correlation Analysis

The study framework's variables were analyzed using Pearson's correlation coefficient, a statistical measure that evaluates the linear relationship between two continuous variables. The correlation matrix presents these coefficients and their significance levels for tourist satisfaction, accommodation, accessibility, amenities, attractions, food and beverages, based on data from 389 respondents. Each cell above the diagonal illustrates the strength and direction of the relationship between two variables. Tourist satisfaction exhibits a positive correlation with accommodation ($r = 0.490$, $p < 0.000$), indicating that tourist satisfaction also tends to increase as accommodation increases. Similarly, this suggests that higher accessibility is associated with higher tourist satisfaction. The correlation between intention and amenities ($r = 0.460$, $p < 0.000$) is also positive, meaning that as amenities increase, tourist satisfaction tends to increase as well. Next, tourist satisfaction exhibits a positive correlation with attractions ($r = 0.485$, $p < 0.000$). Lastly, the correlation between tourist satisfaction and food and beverages ($r = 0.455$, $p < 0.000$) is also solid. All correlations are statistically significant, with p-values less than <0.000, strongly suggesting that the null hypothesis stating no correlation should be rejected. Hence, these factors are strongly correlated with one another. In summary, the evidence suggests a positive correlation between accommodation, accessibility, amenities, attractions, food and beverages. Additionally, all five factors show a positive correlation with the tourist satisfaction variable. These findings offer valuable

insights into the connections among these important variables, setting the stage for additional exploration and interpretation within the study's dataset.

Table 3: Correlations Analysis

		Tourist Satisfaction	Accommodation	Accessibility	Amenities	Attractions	Food & Beverages
Tourist Satisfaction	Pearson Correlation	1	0.490	0.499	0.460	0.485	0.455
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000
	N	389	389	389	389	389	389
Accommodation	Pearson Correlation	0.490	1	0.741	0.716	0.705	0.698
	Sig. (2-tailed)	0.000		0.000	0.000	0.000	0.000
	N	389	389	389	389	389	389
Accessibility	Pearson Correlation	0.499	0.741	1	0.744	0.704	0.678
	Sig. (2-tailed)	0.000	0.000		0.000	0.000	0.000
	N	389	389	389	389	389	389
Amenities	Pearson Correlation	0.460	0.716	0.744	1	0.721	0.720
	Sig. (2-tailed)	0.000	0.000	0.000		0.000	0.000
	N	389	389	389	389	389	389
Attractions	Pearson Correlation	0.485	0.705	0.704	0.721	1	0.720
	Sig. (2-tailed)	0.00	0.000	0.000	0.000		0.000
	N	389	389	389	389	389	389
Amenities	Pearson Correlation	0.445	0.698	0.678	0.668	0.720	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	
	N	389	389	389	389	389	389

In summary, the evidence suggests a positive correlation between improved attitude, subjective norms, and perceived control. Additionally, all three factors show a positive correlation with the Intention variable. These findings offer valuable insights into the connections among these important variables, setting the stage for additional exploration and interpretation within the study's dataset.

Discussion

This study aims to evaluate tourist satisfaction levels in Kuala Lumpur, specifically focusing on their experiences with the city's tourism services and products. The results indicate several key points. Firstly, the study concludes that the quality of services and products—including accommodation, accessibility, amenities, attractions, and food and beverages—positively correlates with tourist satisfaction. The strong link between accommodation options and tourist contentment suggests that most visitors are pleased with the lodging choices available in Kuala Lumpur, as suitable accommodation greatly enhances their overall experience. Similarly, good accessibility is reflected in the positive condition of Kuala Lumpur's pedestrian walkways and streets, which facilitates easier navigation for tourists and boosts their satisfaction.

Moreover, Kuala Lumpur offers comfortable amenities that contribute to tourists' enjoyment, while the variety and appeal of its attractions enhance their sense of fulfilment. The quality of food and beverages also plays a significant role in shaping tourists' experiences, with satisfaction linked to affordable prices, diverse dining options, and clean establishments. The city's reputation for delicious food, featuring a wide range of culinary choices from various cultures, suggests that improving these aspects can further enhance visitor satisfaction.

However, some important issues negatively impact tourist satisfaction in Kuala Lumpur. One major concern is the lack of available parking, as tourists often struggle to find parking spaces. To address this, increasing parking capacity in popular areas by constructing new facilities or converting vacant lots into parking spaces could be beneficial. Another issue is the insufficient number of charging stations for electronic devices; ensuring that more charging ports are accessible in tourist areas would improve convenience. Additionally, the high prices of food and beverages—driven by demand—can deter satisfaction. Service providers might consider offering special promotions or affordable meal deals to enhance perceived value and attract tourists.

5. Conclusion and Recommendations

In conclusion, ensuring a satisfying experience for tourists is essential. By utilizing the HOLSAT model to assess tourist satisfaction with their visits to Kuala Lumpur and the city's tourism services and products, the findings support the goal of enhancing these services and promoting a positive image of the city to attract more visitors. The research objectives were successfully met, and the results can serve as a valuable resource for future academic studies. Researchers could build upon this work by incorporating additional factors such as hygiene, security, or technology to align with current travel trends and needs. Moreover, the data can be applied to evaluate tourist satisfaction in other urban areas like Johor Bahru. As Kuala Lumpur prepares for the 2025 "Visit Malaysia Year," this information can help improve various aspects of tourism services and products. Stakeholders in the tourism sector must ensure that visitors have a fulfilling experience, as positive feedback can encourage repeat visits and enhance the city's reputation.

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