

THE IMPACT OF TANGIBILITY, RELIABILITY AND RESPONSIVENESS ON THE OVERALL SATISFACTION OF THE CUSTOMERS

¹Shakeerah Mohd Shukri, Mohd Shukri Ab Yajid, Jacqueline Tham

***Abstract**---The aim of this work is to examine the impact of tangibility, reliability and responsiveness on the overall satisfaction of the customers in Malaysia. The data were gathered from the customer managers and customers and SPSS was used to check the reliability and hypotheses testing. The results indicated that positive nexus among the tangibility, reliability, responsiveness and overall satisfaction of the customers in Malaysia. These findings are helpful for the future researchers and policymakers that they should developed the policies that enhance the customer satisfaction in the country.*

***Keywords**---Responsiveness, Tangibility, Overall Satisfaction, Reliability*

I. Introduction

Agro tourism is a rural tourism concept in offering farmer's experience to the tourist to allow them to experience the farmer's daily life and visit their farm. Agro tourism is a form of tourism vacation by capitalizing on rural place and culture by offering real experience as a primary attraction. This concept is quiet similar to eco-tourism in general however the difference is agro tourism will attract the tourist to cultural experience landscape compare to eco-tourism in which offers tourist with natural landscape appearance (Shanka, 2012; Nguyen et al., 2019; Nikhashemi et al., 2013; Pathiratne et al., 2018; Seneviratne et al., 2019; Tarofder et al., 2019). The homestay agro tourism is a new concept extended from agro tourism. Homestay agro tourism is accommodation and agro tourism concepts by mixing both activities in delivering tourist the experience in visiting farm, feel the farmer's daily life and together with the accommodation with or surrounding the farmer's plantation in rural area. Homestay means one type of tourism based from accommodation oriented with pre-designed activities such as entertainment, education, food, enrichment, and hospitality and accommodation components. This is among popular tourism attractions for tourists who want to feel, interact and experience the local life style, social, community and culture in certain country (Karim & Chowdhury, 2014).

In general, homestay is very different compared to other modes of accommodation such as hotel, motel or bed and breakfast which is normally located in the city or suburban areas whereas the location of the homestay is normally situated in rural areas where the whole community is still practicing the traditional way of life and embracing strong culture and traditional practices. Since the beginning of this concept in Malaysia, some operators have aggressively promoted and marketed their home stay product to overseas markets. As a result, their homestay have gained popularity especially among Japanese, Korean and Singaporean tourists. As the program seems to become more and more popular, it garnered the confidence of many newcomers to join the industry (Panda & Das, 2014).

¹Management and Science University
shakeerah@msu.edu.my

In the world today, the concept of homestay agro tourism becomes popular and among largest industry in contributing to economy in particular country. The decline in agricultural economy output in many of developing countries due to human and external factors, homestay agro tourism has been recognized as an alternatives option to diversity in economic growth. Alternately, the agricultural economy has been significantly comparative stagnant over the past three decades in which many of countries have switch the agro economy to competitive concept known as homestay agro tourism. Small enterprises farmers, the only way to stay by two options, first by increasing sales volume for maintaining agro business or second by diversifying their business to increase income. The farmers have to diversify their business that associated with agro economy. The main component in home stay agro tourism is visitor's attraction in local people cultural diversity. The enhancing, promoting and improving of homestay agro tourism depend on both local communities and accommodation provided in ensuring of social, cultural and economic aspects with sustainable well-being setting. The homestay agro tourism should focus on emphasizing the communities' emotional feeling and social return with well setting in social organizations, sense of place and be respectful of local heritage as essential elements for success (Vijay Anand & Selvaraj, 2013).

Malaysia began its post-Independence economy with an agrarian base, which has prepared it well to develop agricultural and commodities-based tourism, the hottest niche in eco-tourism today. Recognizing that agro-tourism holds a fascination for both Malaysians and visitors alike, organizers of excursions these days include tours to rubber and oil palm estates, as well as pepper farms, fish farms, flower nurseries and fruit orchards. Visits are structured around a tour offering insight into the cultivation, care, processing and manufacturing of these commodities for sale or export. The industry includes crops such as maize, cocoa, rubber, rice, fruits, oil palm and a variety of other products from which many Malaysians still earn a living. In tropical Malaysia, an amazing array of exotic fruits awaits the fruit aficionado all year around. Among the many choices are the rambutan, langsat, mangosteen, jackfruit, pineapple and mango. Visits to these fruit farms often involve tucking into ready-to-eat freshly picked fruits. Cameron Highlands, with its gentle slopes surrounded by loftier hills, is especially noted for its long-established estates.

Agro tourism has the most excellent visitor facilities and provides guided tours of the tea factories. On rubber estates, visitors have the opportunity to experience first-hand how to tap a rubber tree and witness how latex is processed - from coagulation to pressing and smoking. Malaysia is among the world's largest producers of this extremely valuable and versatile product. Another country's largest export commodity is palm oil. Today, Malaysia is a world leader in the research and development of this multi-purpose fruit. The clusters of orange-red fruits produce refined cooking oil and other palm-olein products for use in the cosmetic and chemical industries (Valentini & Damasio, 2016).

In the northern regions of Peninsular Malaysia, a number of spice and herb farms available at the countryside. Nutmeg is especially abundant. While over in East Malaysia, visitors to pepper farms in Sarawak will be fascinated to know that black and white pepper come from the same tree! The difference is achieved in the processing of the corns. White pepper is more mature, having been soaked and had its outer skin removed before drying, while black pepper is dried in its original state (Varady, Kleinhans, & Van Ham, 2017). A number of these destinations have stay-over facilities with a wide range of non-agricultural activities to enjoy as well, including fishing, kayaking and nature walks. In many cases, full room and board packages are available, meaning that guests get to indulge in local home-cooking as well (Vasi & King, 2012).

Agro tourism has a number of attractions, both to the visitor and the host. While it provides for interesting visits and discovery, many of these centres also serve as research and development hubs for the perpetuation and improvement of the agricultural industry in the country. Tourism involves three main elements: the economy, society and nature. Mass tourism is, to date, the most profitable type of tourism worldwide, but this type of tourism also comes with an adverse impact on social and environmental aspects (Vesel & Zabkar, 2009). The two key parties that are directly involved in tourism activities

are tourists and locals. Tourists are groups of individuals who seek new experiences, goods, and excitement via the places they visit, while the local population is clusters of people that often experience a dilemma with respect to tourism.

The increase in demand of tourism every year offers vast opportunities for homestay agro tourism to become more successful by offering new tourism product in Malaysia and benefited the agro economy rapid development especially to the communities and its operators. Homestay agro tourism has been identified as a unique vacation product in which culture and natural heritage appealing working together that gives tourist own experience in feeling. Thus, this program has good demand from local and international tourists and boosted the communities' economy in home stay agro tourism that assisted in development of rural communities (Voutinioti, 2013).

The Growth of Tourism in Malaysia

Homestay agro tourism is a new concept; however, it achieves popularity in Malaysia since the country is rich with natural resources and accepted as important tourism asset. Significantly tourism sector has become the third largest income in Malaysia. In early 2012, Malaysian Prime Minister launched the Economic Transformation Programme (ETP) to stimulate Malaysia's aspiration of high income country by 2020 by tapping on the potential growth in tourism. In order to achieve the vision, tourism has been identified as an important factor for National Key Economic Areas (NKEAs) to propel this economic transformation. Thus, Malaysian Tourism Transformation Programme (MTTP) working together in formulating strategy in generating of RM168 billion by allowing around 36 million of international tourist in terms of tourist receipt (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, tourism industry attracted around 12 million international tourists with total revenue of RM56 million. Business Mentor International (2011) reported that Malaysian tourism are expected to grow between 5 – 7 percent per year and expected to generate income of 32.6 million tourists in 2015. However in 2011, the tourist arrival is 24.71 million which

ranked as 9th place most visited by the tourist according to United Nation World Tourism Organization top ten highest tourists arrival countries.

Based on Table 1 above, in 2012, Malaysian received 25.03 million tourists arrival in total compared to 2011 which only recorded 24.71 million tourists arrival for the same period. The increase growth of 1.3% in tourist arrival represents attractive and competitive option vacation to tourist with stability in politics, culture and economic. In 2012, among many countries, Singapore is the biggest contributor of Malaysia's tourist arrivals by 13.01 million (51.99%). Other countries visited Malaysia are Indonesia with 2.38 million (9.52%), China for 1.56 million (6.23%), Thailand for 1.26 million (5.05%), Brunei for 1.26 million (5.03%), India for 0.69 million (2.76%), Philippines for 0.51 million (2.03%), Australia for 0.5 million (2.03%), Japan for 0.47 million (1.88%) and United Kingdom for 0.4 million (1.61%). This data revealed that tourist receipt increased by 3.9% in which generates RM60.6 billion compared to 58.3 billion in 2011. Tourist sector generated increasing distribution to the economy and anticipated to maintain of the country's third largest foreign exchange income for country.

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 total domestic tourist has increased from 115.5 million tourists in 2010 to 131 million tourists in 2011 with total increase of 15.5 million (13.4%). For 2011, the excursionist is 85.27 million (65.09%) and tourist is 45.73 million (34.91%). This shows a significant positive growth in domestic tourists comparing from previous year of 2009 and 2010.

The homestay agro tourism produces significant impact on domestic community for serving employment opportunity and revenue gained. In few decades, farming industry is adequately equipped with technological advancement and many small scale farmers completely found alternative source of income where agro tourism is effectively evident as source of stable income. Furthermore, agro tourism also provides opportunity for tourist to communicate with local community to experience and appreciate the local culture. The study on impact of homestay agro tourism in local community only focuses on positive impact, especially the changes in income aggregate and employment status. Many researchers consistent with the findings of impact agro tourism to income level on community. New England Agricultural Statistics (2005) showed that in 2000 and 2002 the total income from agro tourism increased to 86%. This study focuses on the increase of visitor to the Flower Fields in Carlsbad is significantly positive impact in economic to the company and the community has been considerable.

This implies to the benefit of homestay agro tourism motivation developments which are economic. Past studies mentioned that homestay agro tourism is a solution for settlement in economic problem through employment creation, economic diversification, protection for both of natural and built environment, and infrastructural improvement. Hawaii Agricultural Statistical Office (2004) identifies that many farmers are engaged with homestay agro tourism in which majority of farmers has increased their income and revenue. This implies in on farm sale total for accounted 40%, and then followed by souvenir and retail sales for 26.8%, outdoor recreation for 14.8%, accommodation for 7.4%, education for farm tours for 3.5% and entertainment for 3.1%. Past studies, identify that an increase of agro tourism in accommodation and restaurant by 6.6% in Italy have an impact on increase employment is 10.46% (Tamazian, Chousa, & Vadlamannati, 2009).

There is possibility of increasing the numbers of tourist has increased the foreign exchange that will generate increases in Gross Domestic Production (GDP) as well as country's income. Most of agro tourism provides together homestay in Malaysia. It becomes popular because of variation of races and cultural practices that attract many foreigners to feel and experience. This concept offers tourists to participate with activities and places to stay that fully monitored and arranged by the owner (Hussain, Mosa, & Omran, 2018). Traditionally competition in Malaysia will be competing on price as their main strategy but they often miss out on the importance of current service, after sales service and support, and service quality. It will weaken homestay agro tourism provider value because even though price is vital to subscriber, it is not the main driver for customer satisfaction. Taking this into consideration, the empirical setting of the study will be based on factor that will influence customer satisfaction

The data collection for this study will be conducted by self-administered questionnaire, distributed by random sampling in Kuala Lumpur and using a survey website for respondents to take part in this study on internet. This research presents significant benefit to the marketer as well as home stay agro tourism provider especially to view, evaluate expectations, needs, wants and priorities to predict and generate among customer in service quality tendencies.

II. Literature Review

This chapter identifies an overview related to customer satisfaction towards of homestay agro tourism in Malaysia. Since this study discussed on quality service towards customer satisfaction attributes, the theoretical framework is outlined in this chapter as guideline to enable and execute research objective and answering research questions. In hospitality services industry, the sustainable competitive advantage of particular service industry, especially in occupancy rate needs to be acknowledged for both internal and external factor that homestay vigilant and aware of customer needs and wants. In fact, day by day the global competition and opening of foreign hotel operators has been seeing the potentiality of service industry growth in Malaysia. Alternately, this phenomenon highlights a tremendous urgency for homestay to further improve their company performance as tools in gaining advantage by identifying key areas to be improved in increasing occupancy rate as well as their internal factors (Hussain, Musa, & Omran, 2019).

The rapid changes in hospitality such as limited resources, political, technological competition, demographic, social and legal that switch the customer's demand, satisfaction, expectation and taste. Consequently, abundance of choices and unlimited desire of customers become major challenges to homestay agro tourism in facing an uphill battle to meet the demanding customers. In gaining competitive advantage, the conceptual models in service quality (SERVQUAL) assist the management in identifying quality problems that enable efficiency, improving profit possibility and overall performance past studies supported the importance of customer satisfaction by identifying key element factor which affect tourists to visit

a destination. This study is consistent with past studies which stated that satisfaction leads to willingness to pay more, intention to return and suggested the location to others. In other word, the service quality promotes customer satisfaction in which stimulates intention to re-purchase and return and encourage recommendations. The customer satisfaction increases market share, return on investment and profitability. In order to increase satisfaction, the home stay provider must work in line with the product or services stand out among others by understanding their customer's needs and wants. Thus, this study is set in analysing the service quality dimensions by using SERVQUAL instrument in emerging market in which homestay agro tourism industry through competitive advantage comparative study between other hospitality industries.

Past studies define service quality as customer's expectation and their perception on prediction towards the services. Past studies, service quality is a customer's perceptions on their personal judgement in terms of the services that the service provider gave and the customers could appreciate any service which exceeds their expectations. Generally, the quality is accepted as a main important factor that determines the customer demands on products or service, including main indicator which affects the competitive advantages of firms sector seems to be different from the term in the goods market. Since the production in the service sector is generally an abstract term, evaluating service quality becomes more difficult than evaluating the quality of goods. Therefore, service quality measurements are, in general, made by the means of using consumer's perception on the quality of the services (Hussain, Musa, & Omran, 2018).

The product is tangible, it exist in which can be touched, feel or seen and is easy to be measured because it can attract anyway. However, service is hard to be identified and also to measure especially the quality. Past studies, define the service quality as the customer's expectation and customer's perception on how they predict towards the services. Past studies, define service quality as something that leads to what customer expect to be the outcome. However, past studies state that service quality is the foundation of any customer's perception on making decision to opt for specific service experiences on any services provider. Thus, customer will appreciate if the service quality exceeded their personal expectation on certain particular services.

Past studies developed Service quality (SERVQUAL) to measure service quality and this theory is most popular and frequently use across industries. Many researchers have identified that service quality is important factor that influence customer's satisfaction. In measuring customer's perception, their expression and imagination of their happiness regarding the accessibility and effectiveness is tool of sources. The customer's needs and wants are essential to be understood as sources of information in order to deliver the services that meet their expectation. Research has shown that delivering quality service has a significant relationship with the customer's satisfaction. Product is easily to be measured because it can always attract but in service quality, it is so hard to define and also to measure.

Currently, the useful component to be considered as a care outcomes is the opinion of the customers. In measuring their perception by using their own imagination and expression of happiness is a good tool of sources. The customer's needs are essential sources of information regarding the accessibility and effectiveness of care. Therefore, any care structure and plan should involve more customers in whatever decision that concern and importantly to meet their expectation. Past studies identify the importance of maintaining the customers confident in creating competencies and capabilities of homestay agro tourism. The success of homestay is supported by many factors and includes customer's expectation, partnership quality arrangement and service quality being delivered to customers that contribute to customer satisfaction. The capabilities have been recognized as the most important factors in successful of service provider. Furthermore, the technical capabilities competency, business requirement and relationship management also affect to the success of homestay. The competences and capabilities are acting as perceived as generic and applicable across industries (Hussain et al., 2012).

Customer's Satisfaction Concept

The concept of customer satisfaction has highlighted to the attention of many service provider in early of 1970's and in most of advance countries has becomes as major important determinant of customer's satisfaction. The customer's satisfaction is a concept that drawn a measurement to better understanding the criteria that meeting the customer's expectation. These criteria include the customer's demographic, staff behaviour, the service being offered, the environment and hardware that will result to the quality of service. From the marketing view for service sector, it has encouraged the concept of customer satisfaction in homestay agro tourism. It has drawn a measurement to better understand what criteria lead to the customer's satisfaction (Ibrahim, Sulaiman, Kahtani, & Abu-Jarad, 2012).

Generally, building the customer satisfaction is a backbone for many organizations. There are many factors that affect satisfaction including of courteous employees, helpful employees, friendly employees, knowledgeable employees, value, quick service, accuracy of billing, competitive pricing, billing timeliness, billing clarity and service quality. Many studies carried out in many countries, the factor such as perceived value and service quality are the key elements in customer's satisfaction as well as ultimate results in prices, customer loyalty and trust. For an organization, it cares about revenue generating into the company. Services measurement has stressed marketing effort to increase sales even it is as empty resources to generate the income. However, studies have been conducted by the researcher by using their own experience and through interaction to the people concern and the expert (Muhammad Atif Nawaz, Afzal, & Shehzadi, 2013).

In measuring the customer's satisfaction, there are a construct to be used as a requirement. Currently the customer's satisfaction is measured by using the attitude of regular or experienced of customers. With experience, it is assumed that they have formed a positive attitude because they have experience with the services rendered to them. . It will definitely reflect back to the provider about the quality of services. The study takes the customers' experience that using the same service provider. The customers who use the services provided by the homestay will directly relate to the service quality. Customers that have been using the same provider more than one time will have a good experience because they will reflect the good service quality of the provider. In determining the customer's satisfaction, the provider will revise the attitude shows from the customers. Thus, to revise perception towards service quality satisfaction will moderate it and becomes a part of service quality and this goes on and on.

Tangible

Tangible is anything in a service provider that physically observed by customer, who is purchasing a service, including equipment, personnel, physical facilities, materials and appearance. A well-equipped home stay will definitely can handle customers who mostly demand for a better or highly professional services. This includes home stay equipment being updated and renewed frequently to maintain high technological standards, comfortable rooms and facilities together with the neat appearance of home stay staff personnel. A home stay location is also considered as a tangible attribute. This statement was cited by past studies as the appearance of physical facilities, equipment, personnel, and communication material of an organization is the tangibles. Past studies added that customers look for quality in the equipment, facilities, and communication materials used to provide the service. These qualities provide concrete cues for customers to evaluate the capability of the service provider. Well-skilled first line personnel, the quality of products, brochures and cards, may represent homestay agro tourism provider tangibles (Muhammad Atif Nawaz, Azam, & Bhatti, 2019).

Reliability

The reliability is a trust to company's ability of performing service in a proper way, such as acting according to promises and declarations. This reflects the ability to perform a service dependably and accurately. It is one of the most important

service components for customers. Past studies reliability is defined as the ability to perform the promised service dependably and accurately is the reliability. Past studies stated that customers want performance to be consistent and dependable. A reliable homestay provider means the competency to provide superior products or services that are working at desired level of throughput, without significant failures, according to declarations and agreement between home stay service provider and user (Muhammad A Nawaz & Hassan, 2016).

Responsiveness

Responsiveness is service provider's willingness to help customers and provide prompt service. It represents the willingness of staff personnel to provide services promptly and in a timely manner. As mention by past studies responsiveness is the willingness to help customers and provide prompt service. Past studies added that customer must see service provider as ready and willing to perform their said service. It can be measured by the amount of time needed to deal with customers' reported problems and the response duration once the customer filed a service request. For example, responsiveness of home stay service provider evaluates the time taken to response with customer's complaints on problem solving and feedback to the customers.

Theoretical Framework

The theoretical framework is the foundation on which the entire research is based on. It is a logically developed, described and elaborated network of associations among the variables deemed relevant to the problem situation and identified through processes like observation and literature review. Thus, the theoretical framework is an entire research foundation and the basis of whole research. It is a logically developed, described and elaborated network of associations among the variables deemed relevant to the problem situation and identified through processes like observation and literature review.

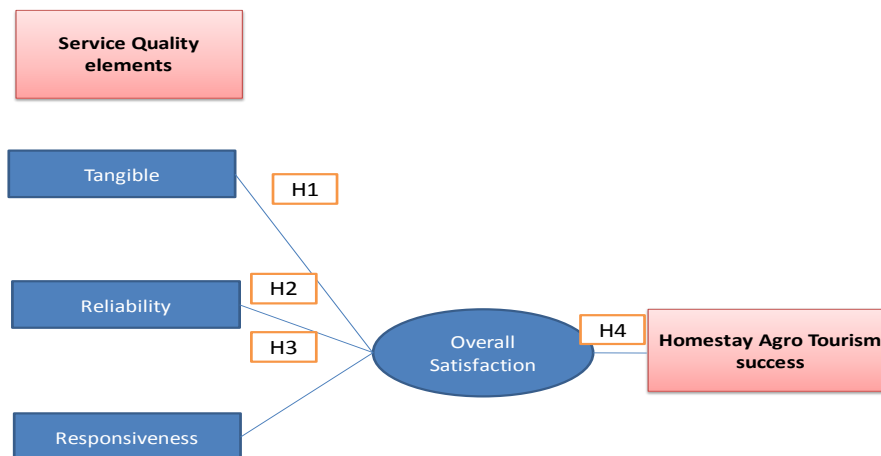


Figure 3: Theoretical Framework

III. Research Methodology

Methodology can be a documented process for management of projects that contains procedures, definitions and explanations of the techniques used to collect, store, analyse and present information as part of a research process in a given discipline. Methodology may refer to nothing more than a simple set of methods or procedures, or it may refer to the rationale

and philosophical assumption that underlie a particular study relative to the scientific method. According to the American Heritage dictionary, methodology can be properly referred to as the theoretical analysis of the methods, appropriate to a field of study or to the body of methods and principles related to a branch of knowledge.

Therefore, there are two helpful research methodologies: qualitative and quantitative. The qualitative is a research aim in depth study for understanding of human behaviour and answering the question on why they act on such behaviour. The qualitative will study on the question on “how” and “why” they performed such behaviour. However, this study ignores the question of “what”, “where” and “when” and the sample of respondents is relatively small. The quantitative research refers to empirical investigation in systematic method by using numerical data, mathematics, statistical analysis and computation technique by employ of theories, produce hypotheses and mathematical model to answer the research question and research objectives. These method measures the relationship between mathematical impression and empirical observations.

Hypotheses Development

Hypotheses were logically conjectured relationships between two or more variables expressed in the form of testable statements. A hypothesis is a specific statement of prediction. It describes a concrete (rather than theoretical) term of what you expect to happen in the study. The relationships were conjectured based on the conceptual framework formulated for this research in the previous section. The hypotheses test would help to prove the theories proposed in the study. After the theorizations of theories, conclusions will be made and provide better guidance for readers and future researchers.

Tangible

The measurement of perceptions as opposed to actual service received makes the SERVQUAL a measure of attitudes that is related to but not the same as, satisfaction. The SERVQUAL presents service quality as a discrepancy between the customer's expectations of a service and their perception of service received, requiring respondents to answer questions concerning both expectations and perceptions. The present study applied the SERVQUAL to measure the international customers' satisfaction in these five dimensions. A homestay agro tourism tangible attributes must be efficient and well-equipped to handle customers who generally demand high quality professional services. This includes hospitality service equipment being updated and renewed frequently to maintain high technological standards, comfortable rooms and facilities as well as neat appearance of place and facilities. A homestay location is also considered a tangible attribute. Hence, the following hypothesis is constructed:

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

Reliability

Reliability refers to the service provided by management and staff within the promised timeframe. This reflects the ability to perform a service dependably and accurately. It is one of the most important service components for customers. The staff services in handling the customers and the promises towards the quality delivered to produce excellent service will be measured by the customers. This also leads to customer satisfaction when they are comfortable with the service being received and the more chances for any successful business as customer satisfaction leads to repeat purchase, brand loyalty, and positive word of mouth marketing. Customer satisfaction leads to repeat purchases, loyalty and to customer retention. Thus below mentioned hypothesis was developed:-

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

Responsiveness

Responsiveness represents the willingness of management and staff to provide services promptly and in a timely manner. Past studies in their study on 238 bank customers in Malaysia have found that reliability is found to have positive relationship with customer satisfaction that create loyalty. Significantly, responsiveness hypothesis was developed:-

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

Data Analysis and Findings

In chapter three the research methodology was discussed and the questionnaire is design, construction and administration analysed. The results and a report of the empirical study will be presented in this chapter. This chapter emphasis the findings in details on result generated from the study. Mainly the discussions will be based on research objectives and hypotheses that identified earlier in previous chapter. Data are processed by SPSS software in version 17.0 and presented in the tables.

Tangibles

Figure 4 shows mean of Independent Variable “tangibles” stated at 3.81, indicating high level of tangibles among respondents towards the overall satisfaction. Majority of respondent have scored for agree as tangibles are important factor for prolong relationship between the service provider and the customers. This signifies a high level of satisfaction by the respondents on the relevancy of the elements in ensuring people satisfaction on tangibles. However, there are only few respondents disagree with the tangibles as a factor of building customer overall satisfaction in which who are score for mean less than 2.

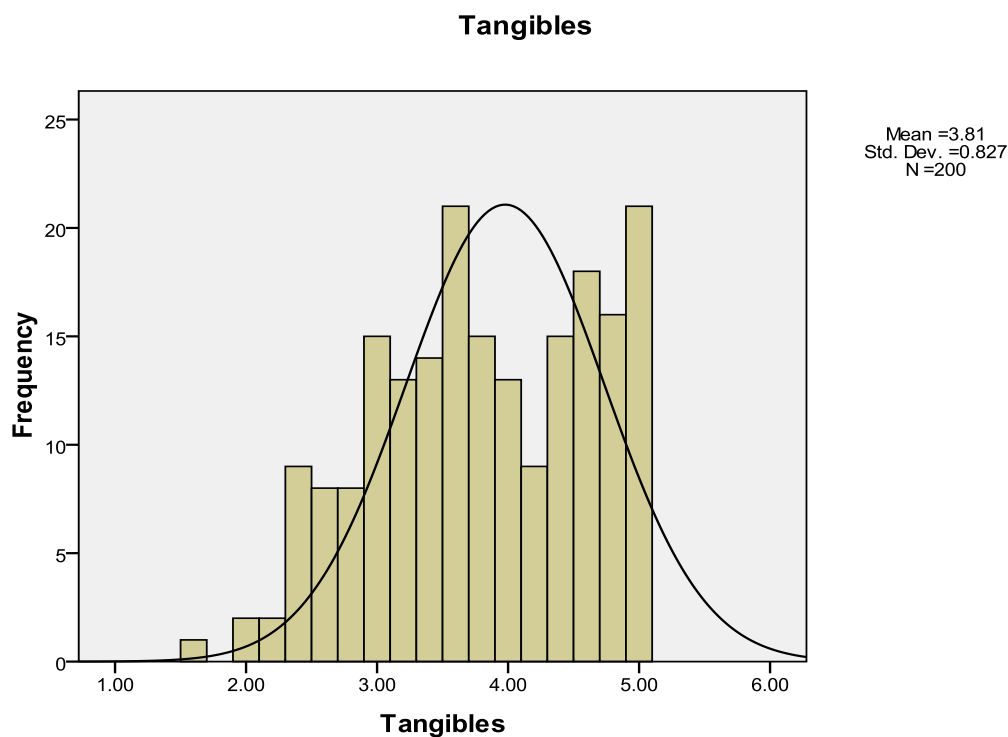


Figure 4: Tangible

Reliability

For reliability the score is moderate with the value of mean at 3.46. This indicates that reliability values are most importance factor for them to create their satisfaction. Majority of respondents have been chosen agree to the reliability value as a factor in creating customer satisfaction and intention towards purchasing of agro tourism services. However, there are few respondents choosing disagree as they have experienced using tourism services and they are presumed that having or not having of agro tourism are no difference from normal tourism services to them. Obviously, as today's world of agro tourism industries is a vital role in connecting people with environmental vacation in which anybody who love and care for natural environment will experience a different vacation.

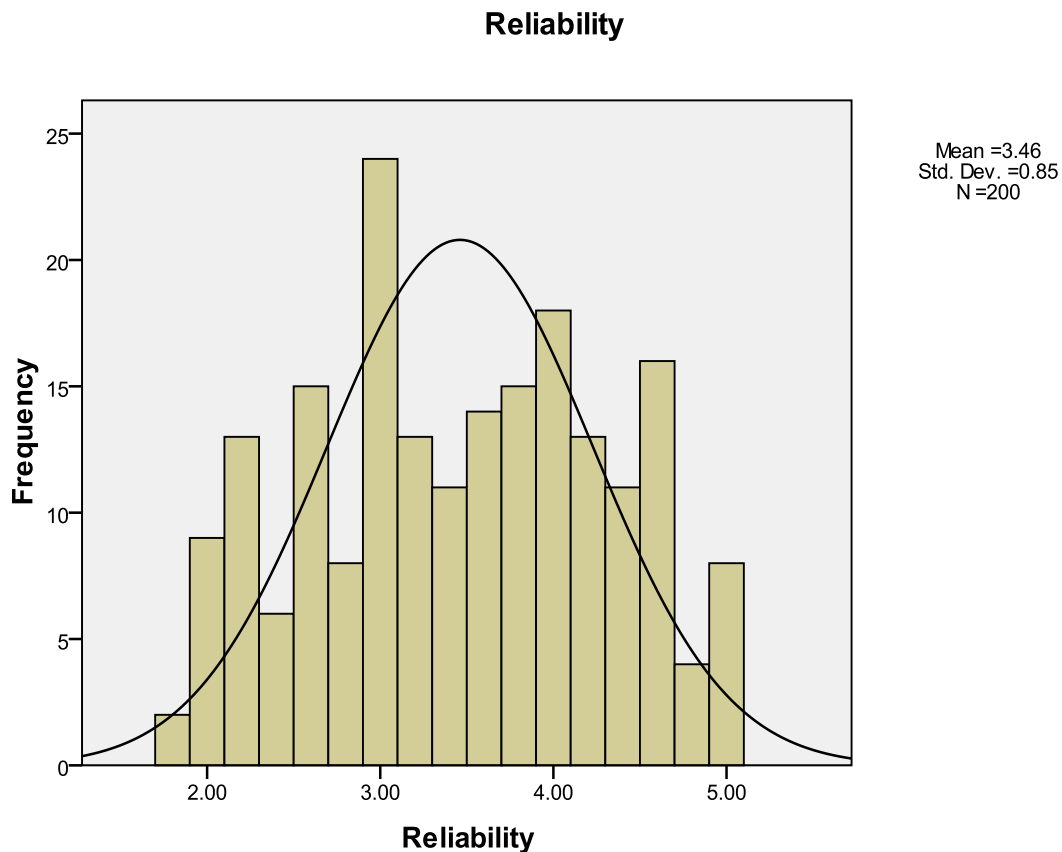


Figure 5: Reliability

Assurance

It was found that this element was moderate satisfied variable with the mean of 3.30. Majority of the respondents agree with the assurance of agro tourism organization is a factor in people perform in satisfaction. It was indicated that the respondents were of the opinion that the assurance were really supportive in enhancing customer overall satisfaction. However, there are few respondents answered the question with strongly disagree and disagree because for them the assurance is not an issue.

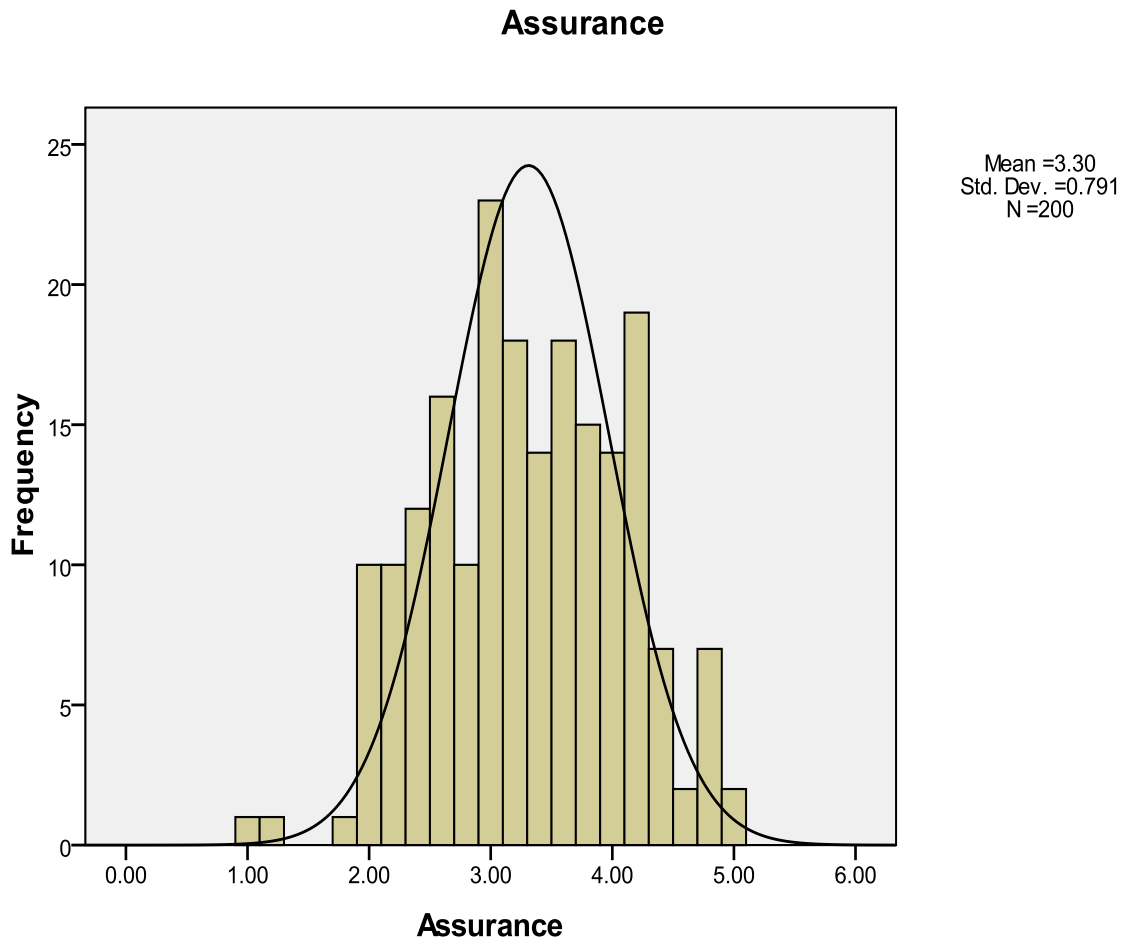


Figure 6: Assurance

Hypotheses Testing

Hypothesis is a statement that the researcher sets out whether to accept or reject based on data collection method. Below are the hypotheses that were used in the analysis. This study used correlation analysis method to test the entire hypothesis. Pearson Correlation Method had been selected to be used since it is suitable because there are two variables in an interval scale. This section summarized the results of hypotheses testing that being determined in this research. It is reviewed and shown in Table 1 below.

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

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

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

Refer to table 1; the hypothesis has significant relationship between tangibles and overall satisfaction as significant level of 0.00 which is less than p value of 0.05. Thus **hypothesis one is accepted**. It can be concluded that tangibles is positively related to overall satisfaction. However, there is moderate high correlation between both variable as Pearson Correlation score is 0.726 in which tangibles influence to overall satisfaction by 72.6%.

Hypothesis Two

The second hypothesis is intent to see the relationship between reliability and overall satisfaction. Below is the hypothesis statement:-

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

Table 1 above shows the results of Pearson Correlation test that has been conducted between dimensions of reliability and overall satisfaction. The results revealed that there is an existence of significant value between these two dimensions as the p value is smaller than significant value ($p = 0.000$ which < 0.05). In addition, there is moderate high correlation between these two dimensions as correlation coefficient is at ($r=0.647$). It can be concluded as reliability value is positive relationship towards overall satisfaction. Therefore, **H2 is accepted**. This indicates that reliability influence overall satisfaction by 64.7%.

Hypothesis Three

The third hypothesis is intended to evaluate the relationship with responsiveness and overall perception. The hypothesis as below:-

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

Table 1 above shows the results of Pearson Correlation test that has been conducted between dimensions of responsiveness and overall satisfaction. The results revealed that there is positive relationship between two dimensions as the p value is less than significant value, ($p=0.000$ which is <0.05) and **H3 is accepted**. This indicates that the responsiveness factor did influence overall satisfaction. There is low correlation coefficient is at ($r=0.454$). This indicates that responsiveness influence overall satisfaction for 45.4% only.

IV. Discussion and Conclusion

This chapter will discuss and summarize the finding on entire of the research. The findings and analysis of this study, which were presented in the previous chapter, are discussed in this chapter in terms of grasping its meaningful interpretation. The analysed data are emphasized and explained comprehensively and conclusions were drawn for the evaluation purposes of this research. In this chapter discusses major findings based on three (3) objectives of the research that has been outlined in chapter one and suggestions were discussed in attempts to provide alternatives of improving the homestay agro tourism service provider in Malaysia.

The result reveals that all three hypotheses have significant relationship and all hypotheses were having positive relationship due to overall satisfaction of customer's in homestay agro tourism industry was relatively high.

Tangible

Based on the hypotheses, the purpose of study is to examine the relationship between tangible toward overall satisfaction. Therefore, researcher had structured hypothesis one that predict the attitude will significant influence overall satisfaction

among customers. Among five independent variables H1 scored regression value $r = 0.726$. Whereas p value stand for H1 at $p = 0.000$. It also shows positive relationship, which mean and tangible is correlate significantly with overall satisfaction and vice versa. Tangible refers to as the stimulus that stimulates the overall satisfaction of agro tourism. They found that tangible is good predictors of satisfaction among consumers.

Reliability

This independent variables have scored regression value $r = 0.647$. Whereas p value stand for $p = 0.000$. It also shows positive relationship, which mean and reliability increasing, customer perception on reliability will correlate with customer satisfaction and vice versa. Most respondents believe the reliability influence toward overall satisfaction is higher when they believe that services being offered by homestay agro tourism are reliable. In addition, from the statistical report, it can be interpreted that an increasing of customer's perception on reliability will increase customer's satisfaction and experience which lead to customer recommendation to other customers to consider and purchase of such services. This can be concludes that home stay agro tourism service provider successfully delivered promises to its customer and at the same time customers who have positive mind set on data service centre will create customer value and intent to recommend to others. This result was consistent with previous studies who found that customers maintain positive attitude creates customer's value that had a direct relationship with customer's satisfaction in which relate to customer's loyalty. In their study of assessing the effects of service quality, value and customer satisfaction in service environments, both direct and indirect effects of service value on behavioural intentions (Abd-El-Salam, Shawky, & El-Nahas, 2013).

Responsiveness

Above hypothesis was developed is to assess the relationship of responsiveness towards customer satisfaction. The findings indicate that there is significant differences in responsiveness towards customer satisfaction in which the value at ($p=0.000$ which is <0.05). As probability error is less than 0.05 mean that this variable does influence the customer satisfaction. This result is consistent with past studies who argued that if customers experience high level of responsiveness by service provider in certain service industries, they would evaluate certain degree of satisfaction when the responsiveness would be major issues in making decision and influencing the intentional behaviour (Kuruuzum & Koksall, 2010).

V. Limitation

There are several limitations of the design of this study. One limitation is related to the selection bias. This was due to the fact that the participation in the study was based on voluntary basis, usually those who volunteered are satisfied and do not have any complains towards the home stay agro tourism service provider. Consequently, it increases the results of satisfaction towards the homestay agro tourism. On the other hand, a sample of 200 respondents is not big enough to detect any significant association between the socio-demographic characteristics and the level of customer satisfaction.

VI. Future Research

In aspect of collection methods, the present research only utilizes quantitative method where questionnaires are used in the collecting data. The research of this nature may require a more rigorous method because it involves subjectivity in opinions, perceptions and feeling towards believe in home stay agro tourism of which questionnaire did not fully captured. The researcher needs to complement it with other method including interviews and focus group discussions in order to get a better insight of response. By doing this, the credibility of the findings and discussions are more effective and can be enhanced.

REFERENCES

- [1] Abd-El-Salam, E. M., Shawky, A. Y., & El-Nahas, T. (2013). The impact of corporate image and reputation on service quality, customer satisfaction and customer loyalty: testing the mediating role. Case analysis in an international service company. *The Business & Management Review*, 3(2), 177-185.
- [2] Hussain, M. S., Mosa, M. M., & Omran, A. (2018). The impact of owners behaviour towards risk taking by Pakistani Banks: Mediating role of profitability *Journal of Academic Research in Economics*, 10(3), 455-465.
- [3] Hussain, M. S., Musa, M. M., & Omran, A. (2019). The Impact of Regulatory Capital on Risk Taking By Pakistani Banks. *SEISENSE Journal of Management*, 2(2), 94-103.
- [4] Hussain, M. S., Musa, M. M. B., & Omran, A. A. (2018). The Impact of Private Ownership Structure on Risk Taking by Pakistani Banks: An Empirical Study. *Pakistan Journal of Humanities and Social Sciences*, 6(3), 325-337.
- [5] Hussain, M. S., Ramzan, M., Ghauri, M. S. K., Akhtar, W., Naeem, W., & Ahmad, K. (2012). Challenges and failure of Implementation of Basel Accord II and reasons to adopt Basel III both in Islamic and conventional banks. *International Journal of Business and Social Research*, 2(4), 149-174.
- [6] Ibrahim, M., Sulaiman, M., Kahtani, A., & Abu-Jarad, I. (2012). The relationship between strategy implementation and performance of manufacturing firms in Indonesia: The role of formality structure as a moderator. *World Applied Sciences Journal*, 20(7), 955-964.
- [7] Karim, R., & Chowdhury, T. (2014). Customer satisfaction on service quality in private commercial banking sector in Bangladesh. *British Journal of Marketing Studies*, 2(2), 1-11.
- [8] Kuruuzum, A., & Koksak, C. D. (2010). The impact of service quality on behavioral intention in hospitality industry. *International journal of business and management studies*, 2(1), 9-15.
- [9] Nawaz, M. A., Afzal, N., & Shehzadi, K. (2013). Problems of formally employed women: A case study of Bahawalnagar, Pakistan. *Asian Journal of Empirical Research*, 3(10), 1291-1299.
- [10] Nawaz, M. A., Azam, M. A., & Bhatti, M. A. (2019). Are Natural Resources, Mineral and Energy Depletions Damaging Economic Growth? Evidence from ASEAN Countries. *Pakistan Journal of Economic Studies*, 2(2), 15-28.
- [11] Nawaz, M. A., & Hassan, S. (2016). Investment and Tourism: Insights from the Literature. *International Journal of Economics Perspectives*, 10(4), 581-590.
- [12] Panda, T. K., & Das, S. (2014). The role of tangibility in service quality and its impact on external customer satisfaction: A comparative study of hospital and hospitality sectors. *IUP Journal of Marketing Management*, 13(4), 53-65.
- [13] Shanka, M. S. (2012). Bank service quality, customer satisfaction and loyalty in Ethiopian banking sector. *Journal of Business Administration and Management Sciences Research*, 1(1), 001-009.
- [14] Tamazian, A., Chousa, J. P., & Vadlamannati, K. C. (2009). Does higher economic and financial development lead to environmental degradation: evidence from BRIC countries. *Energy Policy*, 37(1), 246-253.
- [15] Valentini, F., & Damasio, B. F. (2016). Average Variance Extracted and Composite Reliability: Reliability Coefficients/Variância Media Extraída e Confiabilidade Composta: Indicadores de Precisão. *Psicologia: Teoria e Pesquisa*, 32(2), 15-25.
- [16] Varady, D., Kleinhans, R., & Van Ham, M. (2017). *The potential of community entrepreneurship for neighbourhood revitalization in the United Kingdom and the United States Entrepreneurial Neighbourhoods*: Edward Elgar Publishing.
- [17] Vasi, I. B., & King, B. G. (2012). Social movements, risk perceptions, and economic outcomes: The effect of primary and secondary stakeholder activism on firms' perceived environmental risk and financial performance. *American Sociological Review*, 77(4), 573-596.
- [18] Vesel, P., & Zabkar, V. (2009). Managing customer loyalty through the mediating role of satisfaction in the DIY retail loyalty program. *Journal of Retailing and Consumer Services*, 16(5), 396-406.
- [19] Vijay Anand, S., & Selvaraj, M. (2013). The impact of service quality on customer satisfaction and loyalty in Indian banking sector: an empirical study through SERVPERF. *International Journal of Management and Business Research*, 2(2), 151-163.
- [20] Voutinioti, A. (2013). Determinants of user adoption of e-government services in Greece and the role of citizen service centres. *Procedia Technology*, 8, 238-244.
- [21] Vuksic, G. (2016). Effects of private ownership, trade, and foreign direct investment on labor productivity growth in transition economies: evidence from the Croatian manufacturing industry. *Emerging Markets Finance and Trade*, 52(2), 322-335.
- [22] Nguyen H.N., Tham J., Khatibi A., Azam S.M.F. (2019). Enhancing the capacity of tax authorities and its impact on transfer pricing activities of FDI enterprises in Ha Noi, Ho Chi Minh, Dong Nai, and Binh Duong province of Vietnam , *Management Science Letters*

- [23] Nikhashemi S.R., Paim L., Haque A., Khatibi A., Tarofder A. K. (2013). Internet technology, Crm and customer loyalty: Customer retention and satisfaction perspective , Middle East Journal of Scientific Research
- [24] Pathiratne S.U., Khatibi A., Md Johar M.G. (2018). CSFs for Six Sigma in service and manufacturing companies: an insight on literature, International Journal of Lean Six Sigma
- [25] Seneviratne K., Hamid J.A., Khatibi A., Azam F., Sudasinghe S. (2019). Multi-faceted professional development designs for science teachers' self-efficacy for inquiry-based teaching: A critical review, Universal Journal of Educational Research
- [26] Sudari S.A., Tarofder A.K., Khatibi A., Tham J. (2019). Measuring the critical effect of marketing mix on customer loyalty through customer satisfaction in food and beverage products, Management Science Letters
- [27] Tarofder A.K., Haque A., Hashim N., Azam, S. M. F., Sherief S. R. (2019). Impact of ecological factors on nationwide supply chain performance, Ekoloji