

The Effects of Crowding Towards the Domestic Tourist Satisfaction at Pangkor Island

Ahmad Nazrin Aris Anuar, Norasniza Suriansa, Norajlin Jaini, Firdaus Chek Sulaiman, Nur Idzhaine Hashim

Abstract: *The crowding is a multiple dimensional concept which produced by human (visitors and tourists) or physical appearance. Nevertheless, the crowding is seen as an undesirable impact to the satisfaction of tourists in tourism attraction. The purpose of this study is to find the consequence of crowding towards domestic tourist's satisfaction at Pangkor Island. Therefore, two objectives of this study: i) to identify the factor that influence the crowding at study area from domestic tourist perspective, ii) to analyze the effect of crowding towards the domestic tourist satisfaction at study area. This study is using quantitative technique which 384 questionnaires were distributed to the domestic tourists as respondents at Pangkor Island. The findings showed that the factors of accessibility were influenced of crowding at Pangkor Island. A part of that, the majority of respondents stated that the attraction and accessibility was the elements which effect the crowding towards the domestic tourist satisfaction at Pangkor Island. This study may inspire the stakeholders in handling the numbers of tourists for ensure it will not give negative impacts to Pangkor Island.*

Keywords: *Crowding, Domestic Tourist, Effect, Pangkor Island, Tourist Satisfaction*

I. INTRODUCTION

The crowding is a multiple dimensional concept which produced by the visitor or tourist and physical appearance [1]. The numbers of non-human elements such as environment and their relationships to each describe the extended of physical appearance crowding perceived by people, while the visitor or tourist dimension of crowding concerns the number of people as well as the ratio and extent of social interaction among people which given in an environmental setting. According [2], crowding is concepts which include psychological and characterized by stress. Many researchers

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suggest the crowding issue arise when a numbers of visitor or tourist have gathered together with the environment [2]. Besides that, crowding is effects by many factors, however it based on visitor or tourist behaviour theory, the perceptions of a destination and including the tourist's nationality, gender, age, education, and level of income [3,4,5]. The theory of consumer behaviour stated that the tourists' perceptions are influenced by their connections with the local community, public services and facilities and their opinions of the effect of tourism [4,6,7]. The crowding is seen as an undesirable which effect the satisfaction of tourists who visit at tourist destination [8]. It's not just effect to the satisfaction of tourists however gives a pressure to the local community [9]. However, the different tourists have a different acceptability concerning the crowding. Tourist travelling in mass groups would be more accepting of crowds rather than the independent tourists [10]. An area that is concentrated in a strategic location and a popular of tourist attraction area has indirectly led to crowding. There are several factors that can affect the process of selecting tourist destinations. According [11], these factors are divided into two categories such as "push" and "pull" factors. The push factor shows psychological factors for example values, motives and personality while, social factors such as age, education, and marital status. The pull factor is the destination related dimension. Even, according [12], factors which contribute to the attraction are distance, type of area, infrastructure, area size, plant type and destination activity. Tourist satisfaction is the dimensions of positive destination marketing as it will influence the selection of destination, product and/or service usage, and the decision to return [13]. However, there are some problems related to the satisfaction of many researchers who have been found. According [8], congestion problems have been a major influence and are found to affect overall traveler satisfaction throughout their travel experience.

Previous studies have described the effects of personal and psychosocial factors on a carrying capacity and crowding in tourism destination [4,7]. However, mostly crowding have been studies in countries such as the United States or European countries, there being limited studies in the developing world [7]. If tourists perceive a destination as a crowded place, they will not be interested in revisiting or suggesting it to their friends, and this will affect the rate of tourism arrival [4]. For that reason, the aim of this study is to find the effect of crowding towards the domestic tourist's satisfaction at Pangkor Island.

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Therefore, the objectives of this study: i) to identify the factor that influence the crowding at study area from domestic tourist perspective, ii) to analyze the effect of crowding towards the domestic tourist satisfaction at study area.

II. LITERATURE REVIEW

A. Tourist Satisfactions as a Concept in Island Tourism

The satisfaction is the most studied topics in tourism research [14]. The most used is the disconfirmation model [15] which stated that tourists will have earlier expectations compared to the perceived results of the service [16]. Besides that, there are also several approaches that can be use, such as equity theory [17]. In addition, normative theory assumes that comparisons are possible because tourists may experience past experiences [18]. In addition, the progress in tourism and hospitality research related to customer satisfaction has used the model of expectation perceptual gaps [19], predictive-modeling models [16], congruity model [20], or just performance models [21]. However, some authors argue that the criteria of customer choice are generally based on the individual's need towards a specific product [22]. In other words, selection principles are more relevant to the user's confidence, whether a particular product meets the user want or vice versa [23] out of a significant product performance attribute. Some authors have developed study proposals indicating that satisfaction is more closely associated to congruence than "congruence expectancy" [24]. Although expectations are attributed to performance characteristics [25], desires need to be looked forward in more abstract ways [26].

Expectations are concerned with the level of performance contained in the product to meet user-specific attributes [27]. Therefore, expectations depend on determining the performance of the set characteristics in terms of tourist's expectation [26]. In the same time, the congruence's want depends on the extent to which travelers can make their wishes through a specific journey [28]. Tourists' satisfaction may be determined by the brand's performance and its ability to make the user's needs, desires, or determining the extent to which the balance between performance and brand expectations [29]. Instead, [30] admitted that expectations had a stronger impact on satisfaction as well as demonstrating which influenced the satisfaction. Furthermore, the literary in tourism research shows that the congruence's want has a significant impact on overall satisfaction [24]. Despite the evidence that satisfaction should consist of elements of hope and want, the author also proposes various forms to approach the theory of congruence of want. Satisfaction is generally an association of expectations of consumers before and after use. To classify and quantity the customer satisfaction is important with every destination nature as satisfaction or dissatisfaction with one of the assets leads to satisfaction or dissatisfaction with the whole purpose [21,31]. In conclusion, besides tourists are satisfied and return to the destination, they will also recommend to the others.

B. Relationship of Crowding and Tourist Satisfactions

The researcher should consider in all crowding research that outlines the concept of crowding, which has the theoretic basis in an environment and psychological

behavior. According [32], congestion is a state of pressure that develops over time due to of the limited space that can prevent social activity. [32] has concluded that congestion in a space only serves as a required antecedent, and not a sufficient situation to stimulate human distress. Through this view, crowding has become a psychological social assessment concept that leads to an undesirable reaction to social density which difference between supply and demand. However, according [33] and [32], crowding is an unpleasant experience, suggesting an another concept that differentiates among cognitive crowding and cognitive-effective, or physiological, crowding conditions between as an object and effect. In the field study, the concept used by [32] received considerable attention and was often used in other leisure studies. The World Tourism Organization has defined the capacity as the relevant number of persons who visit tourism destinations concurrently, without producing devastation of the physical, environment, economic, socio-cultural and undesirable reduction quality of visitor satisfaction.

In addition, according [34,35,36,37] stated how certain storage ability happens for each dimension. Thus, crowding has seen as violation of ability to bring sociocultural capabilities, which are generally defined by norms that have led to a decrease in tourist experience. Furthermore, [36] have defined the norms as a common belief of behavior and circumstances should under certain circumstances. Differences can see through personal norms and social, where personal norms are not inspired by all members of the group, while social norms are standard, shared by different members of social groups. There are several features of the structure that can find including the acceptable range of circumstances; the intensity by norm; and illustration around the norm, which shows by variation of personal norms around social norms [36]. This fact brings clarification that the carrying capacity in tourism destination is purpose as social norms and norms aggregated from the personal norms on crowding.

According [38], development of tourism products includes information services, transportation, accommodation, and attractions. Travel products as determinants of changing destinations which generate positive output for tourists. Based on [39], this model comprises a five-element hierarchy of involvement, service, freedom of choice, physical plant, hospitality. The physical plant is the core of tourism products including good weather, natural resources, fixed assets (such as accommodation), acceptable environmental quality, accessibility, and additional appropriate tourist numbers [40]. Based on [39], input service provides useful physical plants for travelers and stated to the performance of specific tasks planned to fulfill the desires and needs of tourists. Hospitality is one of the attitudes and styles where certain tasks are performed. Freedom of choice means travelers an entitled to choice and opinion so that the experience satisfies. Therefore, it can conclude that the tourism products be determined by the freedom of choice, physical plant, hospitality and good service to make sure successful of participation. Tourists who feel discomfort with the elements will prevent tourists from traveling with tourism products, thereby limiting a quality of travel experience.

III. RESEARCH METHODOLOGY

The primary data that used for this study is quantitative approach and questionnaires survey as an instrument to obtain a data from respondents at Pangkor Island. Based on statistics report by Manjung Municipal Council, the tourist arrivals to Pangkor Island in year 2017 are 1,051,169. Thus, the sample sizes for this study an approximately 384 respondents (using the [41] table).

The researcher was used the probability sampling technique by using the simple random sampling methods. Hence, each respondent was choosing randomly that cover the domestic tourist from both male and female and various types of demographic characteristics. The questionnaires survey was distributed surrounding Lumut Jetty and Pangkor Island Jetty starting from 2nd December 2018 until 7th April 2019, which respond rate is 100% and the result of Cronbach's Alpha stated on Table 3.1.

Table 3.1: Result of Cronbach's Alpha

Question	Reliability Statistics	
	Cronbach's Alpha	N of Items
Objective 1	0.813	10
Objective 2	0.924	20

IV. RESULTS AND DISCUSSION

A. To Identify the Factor That Influence the Crowding at Study Area from Domestic Tourist Perspective

According [42], have three significant factors which be part in the produce of the personal crowding norm such as situational characteristic of the destination, characteristics of others tourist relevant and personal characteristics.

- Situational Characteristics of the Destination**

The accessibility of Pangkor Island ease to access across either land or sea is the highest mean values 4.44 under this factor, where mostly respondents are considered "strongly agree" about this variable. From the respondent's view, Pangkor Island is easily accessed by sea on board the ferry at Lumut Jetty Terminal or Marina Island Jetty. Therefore, it will make many tourists to come Pangkor Island without any restriction. Refer Table 4.1.

- Characteristics of Other Tourist Relevant**

Table 4.1 show that there is any competing between the tourists in using the facilities provided at Pangkor Island is the highest mean values 4.11 under this factor, where mostly respondents are considered "agree" about this variable. From the respondent's view, there are many facilities and services that offered which make them easier to make vacation at Pangkor Island.

- Personal Characteristics**

Table 4.1 show that Pangkor Island has the characteristics of a tourist destination that fulfil the need of tourists is the highest mean values 4.38 under this factor, where mostly respondents are considered "agree" about this variable. From the respondent's view, it will be influenced the length of stay and the numbers of tourist arrival was high rather than departure.

According [33], the length of stay can be assumed as personal characteristic and influence the number of visited.

B. To Analyze the Effect of Crowding Towards the Domestic Tourist Satisfaction at Study Area

The effect of crowding towards the domestic tourist satisfaction will be divided to five factors which are attraction and accessibility, cost of staying, infrastructure, hospitality and environmental.

- Attraction and Accessibility**

Table 4.2 shows the higher mean value 4.32 for variable the tourist convenience to travel under this factor. Majority of respondents stated "effected" this variable to their satisfaction from the effects of crowding at study area. From the respondent's view, when the crowding happened in tourism places it will give the negative impact to tourist regarding the movement and convenience to travel.

Table 4.2: Attraction and Accessibility

Description	Percentage (%) / Frequency					Mean	Std. Deviation
	Very Not Effected	Not Effected	Neutral	Effected	Very Effected		
Variety of cultural and natural attractions	0.0	0.3	6.5	71.6	21.6	4.15	0.521
Availability of information and documents	0.3	0.3	4.2	59.9	35.4	4.30	0.584
Tourist convenience to travel	0.0	2.3	4.4	52.6	40.6	4.32	0.668
Accessibility to basic medical treatment	0.3	3.4	12.8	57.6	26.0	4.06	0.738

- Cost of Staying**

The cost of staying includes the price of product, food and beverage, transportation, and accommodation. Therefore, Table 4.3 shows the higher mean value 4.14 for variable the price of accommodation under this factor. Majority of respondents stated "effected" this variable to their satisfaction from the effects of crowding at study area. If the cost of accommodation for staying is increases, the satisfaction of tourist will decline [39].

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Table 4.1: The Factor That Influence the Crowding at Study Area

Description	Percentage (%) / Frequency					Mean	Std. Deviation
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
Situational Characteristic of The Destination							
Environmental characteristics such as the number of tourist influence of crowding at Pangkor Island.	2.6	5.7	11.2	43.2	37.2	4.07	0.973
	10	22	43	166	143		
The availability of resources within an island tourist destination can be operationlized by the number of attractions visited.	0.3	1.3	8.3	48.7	41.4	4.3	0.697
	1	5	32	187	159		
The accessibility of Pangkor Island eases to access across either land or sea.	0.3	2.1	3.4	42.2	52.1	4.44	0.686
	1	8	13	162	200		
The remote areas such as Pangkor Island are more crowded than other tourist areas	3.6	6.3	4.2	39.3	46.6	4.19	1.026
	14	24	16	151	176		
Characteristics of Other Tourist Relevant							
The arrival of tourists from other states who come to Pangkor Island cause of crowding	1.8	6	8.3	54.4	29.4	4.04	0.884
	7	23	32	209	113		
There is any competing between the tourists in using the facilities provided at Pangkor Island	1.6	4.4	9.4	51	33.6	4.11	0.859
	6	17	36	196	129		
There is conflict between the tourists at Pangkor Island area	3.4	6.3	10.2	46.6	33.6	4.01	0.997
	13	24	39	179	129		
Personal Characteristics							
Space and environmental conditions with the total tourist capacity in Pangkor Island influence the comfort of travelers	0.8	2.9	2.6	46.4	47.4	4.37	0.743
	3	11	10	178	182		
The duration of the tourists staying at Pangkor Island affecting of crowding	0.8	2.1	7.3	52.9	37	4.23	0.743
	3	8	28	203	142		
Pangkor Island has the characteristics of a tourist destination that fulfill the need of tourists	0	1.3	3.9	50.8	44	4.38	0.626
	0	5	15	195	169		

Table 4.3: Cost of Staying

Description	Percentage (%) / Frequency					Mean	Std. Deviation
	Very Not Effectuated	Not Effectuated	Neutral	Effectuated	Very Effectuated		
Price of accommodation	0.0	3.4	4.2	67.4	25.0	4.14	0.639
	0	13	16	259	96		
Price of food and beverages	7.6	9.9	8.1	49.0	25.5	3.75	1.163
	29	38	31	188	98		
Price of local transportation	4.7	7.6	7.6	57.0	23.2	3.86	1.008
	18	29	29	219	89		
Price of products	0.3	7.3	12.2	56.0	24.2	3.97	0.825
	1	28	47	215	93		

• **Infrastructure**

[39] stated the element infrastructure is the basic physical need such as communication, electricity, sewage, transportation and water. Table 4.4 shows the higher mean value 4.26 for variable the accessibility of Wi-Fi and high speed internet under this factor. Majority of respondents stated “effected” this variable to their satisfaction from the effects of crowding at study area. From the respondent’s view, in the modern world the Wi-Fi is a significant item to tourist because easier to acquire particulars information concerning the speciality of places.

Table 4.4: Infrastructure

Description	Percentage (%) / Frequency					Mean	Std. Deviation
	Very Not Effected	Not Effected	Neutral	Effected	Very Effected		
Local transportation services.	4.2	3.4	5.7	53.9	32.8	4.08	0.944
Availability of Wi-Fi and high speed internet and	2.6	0.8	1.6	57.8	37.2	4.26	0.766

	ted				cted		
Local transportation services.	4.2	3.4	5.7	53.9	32.8	4.08	0.944
Availability of Wi-Fi and high speed internet and	2.6	0.8	1.6	57.8	37.2	4.26	0.766

• **Hospitality**

According [39], hospitality is a manifestation of welcome by resident to tourist. Therefore, based on the Table 4.5, it was showed that the mean value 4.05 for variable the appealing accommodation facilities provided to tourists under this factor. Majority of respondents stated “effected” this variable to their satisfaction from the effects of crowding at study area. From the respondent’s view, when the school break session the numbers of accommodation is limited and difficult to find.

Table 4.5: Hospitality

Description	Percentage (%) / Frequency					Mean	Std. Deviation
	Very Not Effected	Not Effected	Neutral	Effected	Very Effected		
Appealing accommodation facilities provided to tourists	2.6	3.1	5.7	63.8	24.7	4.05	0.814
Have a diversity and quality of food	1.8	7.6	6.3	56	28.4	4.02	0.902
Willingness of staff to assistance the tourists	0	5.5	13	52.6	28.9	4.05	0.798
Warm and hospitable the tourist from resident	3.1	5.7	11.7	56.8	22.7	3.9	0.92

• **Environmental**

Table 4.6 shows the higher mean value 4.17 for variable the level of noise under this factor. Majority of respondents stated “effected” this variable to their satisfaction from the effects of crowding at study area. From the respondent’s view, the

stakeholders at Pangkor Island need to manage the level of noise especially the usage of vehicles, control the sound of music and etc.

Table 4.6: Environmental

Description	Percentage (%) / Frequency					Mean	Std. Deviation
	Very Not Effected	Not Effected	Neutral	Effected	Very Effected		
Quality of water supply	3.1	2.9	5.5	67.2	21.4	4.01	0.816
Availability of clean public toilets	4.9	9.6	6.3	52.6	26.6	3.86	1.069
Climate conditions at Pulau Pangkor	2.9	2.9	6.3	69.0	19.0	3.98	0.791
Air quality	2.3	1.6	6.8	63.8	25.5	4.09	0.768
Level of noise	0.0	1.8	5.2	66.7	26.3	4.17	0.599
Personal safety and security while on Pangkor Island	2.1	4.7	9.1	62.5	21.6	3.97	0.826

V. CONCLUSION

The privilege and uniqueness of a tourist destination is an associate with the quality of attractions. Therefore, the demand of travel components such as transportation, accommodation, etc. derived from the original stimulus that comes from satisfaction of tourist and experiencing attractions. The result of this study presents the factors which influencing the crowding and the effect of crowding towards the domestic tourist satisfaction. Based on the result, majority of respondents a considered in a range of “agree” and “strongly agree” for the factors which influencing the crowding and in a range of “effected” and “very effected” for the effect of crowding towards the domestic tourist satisfaction. Its show that the each of variables may be effected their experienced during vacation at study area. According to [8], congestion problems have been a major influence and are found to affect overall traveler satisfaction throughout their travel experience.

The result of this study presents a clear picture of the factors influence the crowding at Pangkor Island as their destination and addresses how the effect of crowding influenced local tourist satisfaction. It further clarifies how satisfaction with each element effected overall satisfaction with the trip. Some destinations have made more progress than others in testing or implementing strategies to mitigate overcrowding; other destinations can adapt these strategies to their own situation. The limitation of visitor numbers or using carrying capacity is one method that can be used to monitor the numbers arrival of tourist. This would help to control and minimize the quantity of tourists arriving the island at same time. Based on analysis and observation, researcher and respondents recommended that the limits of number and size from the organized tour groups. The existence of these measures will reduce the crowding on the route and the facilities provided by tourists. Therefore, the stakeholders who involved should take steps to develop and diversify the attraction especially in island tourism so that tourists are not focused on only one area.

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