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## Examining the Visitors' Experience of Theme Park Services and its Influence on their Revisit Intention

Monica Bayang<sup>1</sup>, Nor Asmalina Mohd Anuar<sup>2</sup>, Zurinawati Mohi<sup>2</sup>,  
Ahmad Fitri Amir<sup>2</sup>, Khairul Mohd Azemi<sup>3</sup>

<sup>1</sup>Sunway Lagoon, Selangor, Malaysia, <sup>2</sup>Faculty of Hotel & Tourism Management, Universiti Teknologi MARA, Selangor, Malaysia, <sup>3</sup>Politeknik Hulu Terengganu, Terengganu

Corresponding Author's Email: [noras288@uitm.edu.my](mailto:noras288@uitm.edu.my)

### Abstract

Theme Park service provider needs to understand the dimension of service quality to stay competitive. Therefore, this study aims to examine the proposed Theme Park Service Quality Dimensions (i.e., Staff Attitude, Staff Professionalism, Facilities, Cleanliness, Signage, Ride Attraction, Waiting Time, F&B Outlet, Technologies, and Safety and Security) towards visitors' experiences and revisit intention of the theme park in Malaysia. With the aid of previous literature, 10 primary theme park service quality dimensions have been identified and are suitable for the study context. Six dimensions, i.e., Safety and security, Facilities, Staff Professionalism, F&B outlet, Ride attraction, and Signage, are identified using exploratory factor analysis. Regression analysis was conducted to identify the influence of theme park service quality dimensions on visitors' experience as a mediator and revisit intentions as the dependent variable. The result indicates that theme park service quality dimensions significantly influence visitors' experience and revisit intention. Hence, the findings are expected to improve the quality of the theme park service provider's service and contribute to the knowledge that can be replicated in the various service industries.

**Keywords:** Theme Park, Service Quality Dimensions, Visitors' Experience, Revisit Intention

### Introduction

theme parks that fall under leisure activities are at the sixth rank contributing to revenue in Domestic Tourism in Malaysia 2018 (Department of Statistics, 2018). Not only in Malaysia, but most Asian countries are also developing theme parks to increase revenue (Albattat & Romli, 2017). Theme parks offer an experience with a unique atmosphere and hence feature excellent attractions and rides, various shows and events, environment structures, landscapes, choices of restaurants, and attractive retail shops (Themed Entertainment Association, 2016). Visitors visiting the theme park and exploring the local city will increase the area's economy (Alcocer, 2017). The development of the theme park creates job employment for the locals. Theme Park visitors bring together people from different cultures and backgrounds and learn about each other. The interaction between the visitors and locals

is exposed to culture and educates the tourists about their visiting areas (Armenski et al., 2011).

Understanding the impacts of visitors' experience is significantly influenced by visitors' satisfaction; this will enhance the theme parks to stay competitive by revisiting the visitor's intention. The higher the service provider provides pleasant memories with an excellent service experience, the more visitors intend to revisit the place and share their experience with others (A Jamal et al., 2017). Previous studies have validated the visitors' experience in various settings, such as an in the museum (Su & Teng, 2018), the casino (Ji et al., 2017), the zoo (Yee et al., 2018), and the national park (Pinkus et al., 2016). The lack of how the service provider places importance on the visitors' needs and wants, with the low quality of service, influences their tendency to revisit the destination attraction (Mustelier-Puig et al., 2018). Hence, Theme Park management needs to comprehend the visitors' experience and visualize the visitors' satisfaction with the products and services that the theme park provides (Radder & Han, 2015).

The lack of studies on theme park settings indicates a limitation in understanding the visitor's experience. It is an avenue for further investigation. Therefore, there is a need to understand visitors' experiences and revisit intentions to understand the theme park industry's visitors better. This study proposes identifying the visitor's experience in the theme park by employing the theme park service quality dimensions and investigating how this experience influences visitors' satisfaction and intention to revisit the park in Malaysia. The research objectives for this study include: (1) to examine the theme park service quality dimensions towards visitors' experiences and revisit intention of the theme park in Malaysia and (2) to examine the mediating effect of theme park service quality dimensions on visitors' experiences and revisit intention of the theme park in Malaysia.

### **Literature Review**

Service quality is an activity or benefit that does not belong to any ownership and is non-tangible. It also refers to the customer assessment or perception of how well the service received meets their expectation (Kotler et al., 2017; Parasuraman et al., 1985). The quality of service is often judged by the customers and not by the organization itself (Watiki, 2014). Various studies in measuring service quality have been discussed widely among researcher to find the most appropriate scale in the service marketing literature. Service quality measures how well service delivery meets consumer requirements (Parasuraman et al., 1988). The key to assessing and achieving the quality-of-service level is customer perception of service quality as it will impact their satisfaction (Zeithaml et al., 1996). From the customer's point of view on quality, it is whether the service meets their standard or not (Bowen & Chen, 2001). Theme parks are part of the service sector where service quality plays an important role in the organization's strategic and financial success (Tsang et al., 2012). Therefore, the quality of service can be explained as assessing the customer based on their understanding of their services.

Parasuraman et al (1988) proposed the SERVQUAL model. The findings identify five dimensions, i.e., Tangibility, Reliability, Responsiveness, Assurance, and Empathy, which are claimed to be generic across all service industries. These five dimensions are measured with 22-pair of items. However, SERVQUAL's five dimensions found many limitations (Brady &

Cronin, 2001; Dabholkar et al., 1996). Wu and Ko (2013) findings stated that a few dimensions and conditions consolidate SERVQUAL assessment of service quality. Tsang et al. (2012) proposed Theme Park Quality (THEMEQUAL) model based on the existing SERVQUAL model and scale adopted to measure theme park service quality in Hong Kong Disneyland. The study modified the reliability dimension and proposed courtesy as the new dimension. The other four dimensions: tangibles, assurance, responsiveness and access (rename), and empathy, remain. The study found that three dimensions, responsiveness, assurance, and empathy, were statistically significant in satisfying the visitors' satisfaction.

Many studies suggest modifying and improving the dimensions and measuring items that suit the industry. Even though the SERVQUAL model has been critiqued due to various limitations, nevertheless, the model has been adopted widely in various studies. Tsang et al (2012) proposed Theme Park Quality (THEMEQUAL) model based on the existing SERVQUAL model and scale adopted to measure theme park service quality in Hong Kong Disneyland. The study modified the reliability dimension and proposed courtesy as the new dimension. The other four dimensions: tangibles, assurance, responsiveness and access (rename), and empathy, remain. The study found that three dimensions, responsiveness, assurance, and empathy, were statistically significant in satisfying the visitors' satisfaction. Valcic et al (2015) investigated the Glavani Park service quality using the THEMEQUAL model. The study concluded that only responsiveness, access, and ambience significantly influenced visitors' satisfaction. Fotiadis and Vassiliadis (2016) investigate visitors' satisfaction in E-Da theme parks as part of E-Da World, located north of Kaohsiung, Taiwan. The findings showed that the three factors of most significant concern to visitors were safety, transportation, and well-maintained facilities.

Many studies on service quality suggest that adding appropriate dimensions and testing in the different service industries should be necessary (Brady & Cronin, 2001; Clemes et al., 2018; Cronin & Taylor, 1994; Dabholkar et al., 1996; Wu & Mohi, 2015). It is crucial to provide a positive experience for visitors; thus, a multi-dimensional approach must be assessed due to the limitation of service quality dimension in a theme park setting (Ali et al., 2018; Zhang et al., 2018). Aligned with the SERVQUAL limitations and critiques in various industries, thus, this study proposes the theme park service quality dimensions in Malaysia. This study proposed 10 dimensions that were identified based on the problems stated earlier and identified from the marketing and hospitality literature as the dimensions of theme park service quality (i.e., Staff Behavioural, Staff Professionalism, Facilities, Cleanliness, Signage, Ride Attraction, Waiting Time, F&B Outlet, Technologies, and Safety and Security) to measure visitors' experiences and their revisit intention of the theme park in Malaysia.

Further, it is also important to study the visitors' experience as a mediator between theme park service quality dimensions and the revisit intentions and strengthen visitors' intentions to revisit. Hu et al (2019) mentioned that when the visitors are satisfied, it will enhance the revisit intentions at the same services. Likewise, Okki and Yuza (2019) showed that higher satisfaction levels would influence higher intentions to revisit tourist destinations. Figure 1 illustrates the research framework develop in this study.

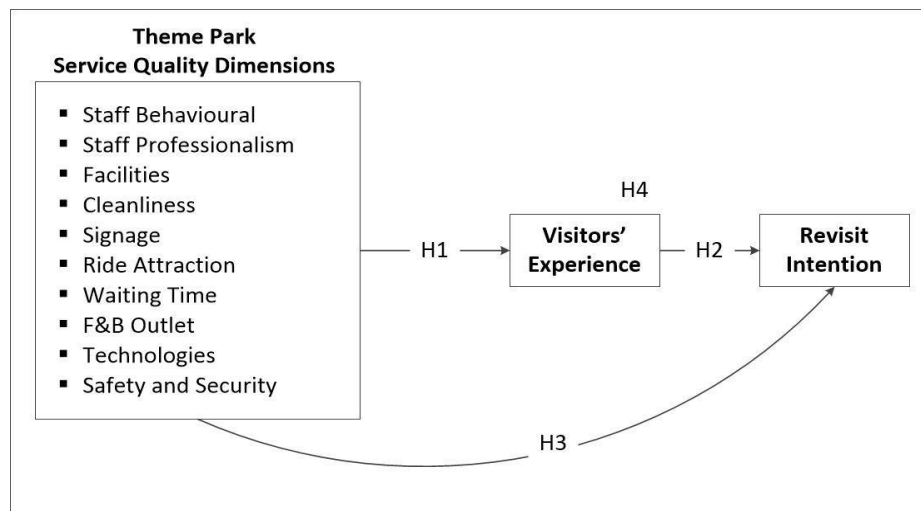


Figure 1: Research Framework

Visitors' experience refers to various product use features that include multisensory aspects to form customer behaviour. It responds to individual activity, events, or the environment influencing various experience factors. The visitors will return and repurchase the product and services when satisfied. Alternatively, visitors will likely not return and spread lousy publicity about their experiences when unsatisfied with the products and services (Tauoatsoala et al., 2015). The study found that core service quality is the most imperative customer satisfaction-related service quality. Therefore, the following hypothesis is proposed

H1: There is a significant relationship between theme park service quality dimensions towards the visitor's experience in the theme park in Malaysia

Grönroos (1984) identified that service quality includes timeliness, the competence of staff behaviour and kindness. Staff behavioural is a person who has formulated plans to perform or not perform some specified future behaviour (Ajzen & Fishbein, 1980). Ali et al (2018) measure the satisfaction of visitors' experience in the theme park industry. They concluded that satisfaction was greatly affected by the physical environment, customer engagement, and interaction with the service provider staff. The employees' attitudes and behaviour influence the visitors' perception of service quality. Clemes et al (2018) found a significant relationship between the interaction quality dimension and overall service quality perceptions of restaurant patrons. Therefore, the hypothesis is proposed

H<sub>1a</sub>: There is a significant relationship between staff behaviour toward the visitor's experience in the theme park in Malaysia

The service quality concept is evaluated from both customer and service provider perspectives. Brown and Swartz (1989) identify professionalism skills are service quality attributes. The service provider's professionalism creates the confidence and trust of the customers; thus, this attitude positively correlates with customers' experience, influencing revisit intention (Islam et al., 2019; Montoya-Weiss et al., 2003). Clemes et al (2018) showed a positive relationship among the interaction quality sub-dimensions: interpersonal skills, professional skills, and problem-solving skills with interaction quality. The finding identified that quality of service directly affects behavioural intention and indirectly affects customer

satisfaction. Adding to that, the staff with the knowledge, skills, and attitudes will directly perform, thus influencing the quality and efficiency of their workplace (Gander et al., 2019). Therefore, the hypothesis is proposed

H<sub>1b</sub>: There is a significant relationship between staff professionalism toward the visitor's experience in the theme park in Malaysia

The service provider needs to improve its products, services, and related value in a highly competitive market to cater to the more significant demand (Hwang & Kim, 2018). Theme park management must provide an excellent facility to support visitor preferences and bring success and effectiveness to the business (Fotiadis & Kozak, 2017; Kampani & Jhamb, 2020; Kim & Choi, 2013). A theme park's physical environment is influenced by architecture and environmental elements such as colour, climate, facilities, equipment, and layout (Lin Jiun-Sheng & Liang, 2011). Visitor movement is influenced by the attraction attributes, such as attraction, the value of experience, facility capacity, floor area, indoor features, and location of the entrance and attraction distribution (Zhang et al., 2017). The physical facilities, including cleanliness and a comfortable area, positively affect the visitors' experience in the theme park (Brown & Malenfant, 2017). Mayakaduwa and Mustafa (2019) study the relationship between physical facilities and tourist satisfaction during a whale-watching activity to understand visitor satisfaction better. Therefore, the hypothesis is proposed

H<sub>1c</sub>: There is a significant relationship between facilities towards the visitor's experience in the theme park in Malaysia

Cleanliness and dirt are essential in service perception and hygiene quality rather than motivational factors (Herzberg, 1966). Simona (2010) stated that the critical service dimensions included service availability, service monitoring, the service offered, products and services capacity, safety, security, and cleanliness. Visitors' will always find particular about a destination's cleanliness, and cleanliness has been recognized as one of the attributes of environmental quality (Ryglava et al., 2018; Yang et al., 2019). People will feel more comfortable in a clean environment, influencing their time spent (Lam et al., 2011). Gajanayake et al (2011) finding supported that cleanliness will create a comfortable and luxurious image among the customers and make them revisit the place. Therefore, the hypothesis is proposed

H<sub>1d</sub>: There is a significant relationship between cleanliness towards the visitor's experience in the theme park in Malaysia

There are various ways to impress the excitement in visitor's experience and increase the revisit intention of the customers the destination, such as the interior and exterior decor of the F&B outlet, menu varieties, staff professionalism, price factor cleanliness of the restaurant, cleanliness of the restroom, and as well as signage (Jaelani et al., 2016; Laws, 1998; Lee & Nan, 2013). Signage helps to communicate more clearly than using words. A good representation of graphics and visuals can communicate clearly (Adir et al., 2015). Pantouvakis and Renzi (2016) study that signage and directional information act as factors that structure the overall quality of service. This factor can influence the revisit's intention to the destination when visitors feel confused about the signage. Therefore, the hypothesis is proposed

H<sub>1e</sub>: There is a significant relationship between signage towards the visitor's experience in the theme park in Malaysia

Theme park experience influences the selection of attractions and attractive show displays. Since theme parks also provide amenities to people, the physical environment and the rides attractions become the primary assessment of the visitors' experience (Dedeoglu et al., 2018). Ali et al (2018) proposed a model involving a physical environment and the impact of visitors' satisfaction through their experience on their loyalty. Before establishing policies or strategies in the theme park, the management should understand the customer perceive service quality towards theme parks, which includes the quality of customer service, quality of the attractions, rides, performances, and shows, to improve the quality of the theme park (Fotiadis & Kozak, 2017). Therefore, the following hypothesis is proposed

H<sub>1f</sub>: There is a significant relationship between ride attractions towards the visitor's experience in the theme park in Malaysia

Theme park operators are frequently faced with high visitor demand for unique rides and attractions. This resulted in long waiting and crowding and led to visitors' dissatisfaction. The visitors do not like to wait long to get their service (Bielen & Demoulin, 2007; Torres et al., 2018). The previous study showed that the longer the waiting time, the more impatient the visitors (Clemes et al., 2018; Iravani & Balcioglu, 2008; Yusof et al., 2021; Wu & Mohi, 2015). One of the theme park profitability determinants is customer loyalty associated with waiting times and congestion (Jin et al., 2015; Tsang et al., 2012). With the increasingly competitive marketplace, providing guests with unforgettable experiences when visiting the theme park is important (Manthiou et al., 2016). It includes waiting time to queue, purchase, and waiting time to enjoy the service Therefore, the following hypothesis is proposed

H<sub>1g</sub>: There is a significant relationship between waiting time towards the visitor's experience in the theme park in Malaysia

Food is an essential component in service quality assessment in the hospitality industry. Food quality plays an important role in creating a customer's purchase intention (Clemes et al., 2018; Suhartanto et al., 2018; Wu & Mohi, 2015). The food quality and the quality of raw materials are related to increasing the restaurant's effectiveness as a selling tool (Thompson, 2010). The quality of food influences the growth of customer choices in the different categories of the food outlet (Ouyang et al., 2018). Sulaiman et al (2020) identified retaining the customer relationship value by providing them with good service and accommodating the food tastes of the visitors who come to the theme park. Satisfied visitors tend to represent behaviours such as repurchasing and spreading positive word of mouth to their friends and relatives (Spyridou, 2017). Therefore, the hypothesis is proposed

H<sub>1h</sub>: There is a significant relationship between food and beverage in the visitor's experience in the theme park in Malaysia

Innovation in the service industry is crucial, especially in the theme park, through emerging technologies to customize consumer goods (Lillestol et al., 2015). Al-Dweeri et al (2017) show that the technology relates to the customers' experience, influencing their behavioural

intention on the destination through e-services. Rivera et al (2016) reviewed the content information from mobile applications that influence purchase intention. When the attraction place has the information quality attributes such as language communication and telecommunication usage, technologies will enhance the visitor's satisfaction and lead to their revisit intention (Chen et al., 2017). Thus, technologies play an important role in creating a visitors experience the theme park. The following hypothesis is proposed

H<sub>1i</sub>: There is a significant relationship between technologies towards the visitor's experience in the theme park in Malaysia

Samitas et al (2018) stated that the safety and security of the tourism attraction environment define the success and the failure of the destination and it also the key factors that encourage tourists to travel to one destination (Gut & Jarrell, 2007; Rittichainuwat & Chakraborty, 2009). The tourists will try to avoid the destination that they feel are risky and not safe (Aqueveque, 2006; Cetinsoz & Ege, 2013; Chew & Jahari, 2014), while some tourists consider the risks as the excitement in their travelling (Imboden, 2012; Lepp & Gibson, 2003). One of the most important attributes affecting the visitor's experience is the safety of the roller coasters and the park's security (Milman et al., 2012). Milman et al (2012) showed that with the staff's knowledge, the safety and security of the rides and overall park are the most critical attributes for tourists to go to the theme park. Therefore, the hypothesis is proposed

H<sub>1j</sub>: There is a significant relationship between safety and security in the visitor's experience in the theme park in Malaysia.

Good service quality influences the intention to revisit for the next vacation to the same place. When the visitors return for good, what they feel and their perception of satisfaction (Whang et al., 2016). The concept of intention to revisit derives from behavioural intention (Baker & Crompton, 2000). The visitors' revisit intention is affected by their experience at the destination, the environment, and the atmosphere. Tosun et al (2015) found that the excellent service quality has made visitors revisit the place. The pleasant visitors' experience from past travelling influence behavioural intentions to revisit the places of interest (Dolnicar et al., 2015). It can be concluded that service quality plays an essential role in affecting tourists' intention to return to the place. Therefore, the hypotheses are proposed

H<sub>2</sub>: There is a significant relationship between visitors' experience towards revisiting intention to the theme park in Malaysia

H<sub>3</sub>: There is a significant relationship between theme park service quality dimensions towards revisiting intention to the theme park in Malaysia

Revisit intention is the positive behaviour that represents the visitors' intention to return to one destination in the future for the experience of goods, brand, and destination (Baker & Crompton, 2000; Han & Kim, 2010). Um et al (2006) states that different factors influence the visitors' intention to revisit. Several studies were conducted to see the significant relationship between qualities of service, visitors' experience, and revisit intention. Visitors' experience positively influences satisfaction, thus indirectly impacting the customer's behaviour (Jung et al., 2015; Lee et al., 2019). Therefore, the hypothesis is proposed:



H4: There is a significant mediating relationship between visitors' experience and the influence of the theme park service quality dimensions on revisit intention to the theme park in Malaysia

### Methodology

This study is a cross-sectional study, and the unit analysis of this study is the visitors who visited the theme park in Malaysia aged 18 and above. A minimum of 364 completed questionnaire returns are required to be collected from the visitors who visited the theme park in Malaysia. Two methods were used in collecting the data to increase the return rate. The first method is that the questionnaire was created in Google form, adopting snowball sampling. The Google form links were posted on social media platforms such as WhatsApp, Telegrams, and Facebook. In this study context, the researcher approach (intercept) the visitors (potential respondents) who leave the theme parks, explain the purpose of the study and invite them to participate. Self-administered questionnaires were developed, consisting of five sections.

Section A focused on theme park service quality dimensions which consist of 10 dimensions (i.e., staff behavioural, staff professionalism, facilities, cleanliness, signage, ride attraction, waiting time, safety and security, F&B outlet, and technologies). Section B focused on the visitors' experience, and Section C concentrated on revisiting intention. Section D identifies the respondents' demographic profiles such as age, gender, and origin country. All items were measured on a seven-point Likert Scale ranging from 1 (strongly disagree) to 7 (strongly agree). Fifty questionnaires were distributed for the pilot testing. Cronbach's alpha score for all constructs ranges between 0.688 and 0.923, indicating internal consistency (Cronbach, 1951).

### Findings

Four hundred fourteen responses were used for the study. For the respondents' profiles, more responses were received from females with 65.5%, compared to males with 34.5%. Respondents aged 18 to 29 were the majority (47.6%). Table 1 below shows the detailed demographic profile of the respondents.

Table 1

*Demographic Profile of the Respondents (N = 414)*

Demographic Characteristics	Frequency	Percentage
<b>Gender:</b>		
Male	143	34.5
Female	271	65.5
<b>Age:</b>		
18-29	197	47.6
30-39	193	46.6
40-49	23	5.6
50 years and above	1	.2

Table 2 summarizes the preliminary analysis; the descriptive analysis. It also itemized the source of the measuring items adapted in the questionnaire.

Table 2

*Descriptive Statistics (N = 414)*

Item Code	Statements	Authors	Mean	Std. Deviation
<b>Staff Behavioral</b>				
B1	Staff can be trusted (trustworthy)	(Clemes et al.,	5.86	0.990
B2	Staff use appropriate language to communicate	2018; Eboli & Mazzulla,	5.99	0.973
B3	Staff look presentable	2007; Nistal &	6.10	0.867
B4	The staff is friendly	Regidor, 2016)	6.05	0.985
<b>Staff Professionalism</b>				
B5	Provision of service at the promised time	(Akbaba,	5.84	0.950
B6	Flexibility in customer service	2006; Clemes	5.96	0.935
B7	Offering consistent service	et al., 2018;	5.82	1.024
B8	Flexibility in customer service	Priporas et al., 2017)	5.88	0.996
<b>Facilities</b>				
B9	Theme park equipment in advance		5.65	1.032
B10	Good Wi-Fi speed		4.86	1.401
B11	The nursing room is private and comfortable	(Priporas et al., 2017;	5.46	1.293
B12	Comfortable surau facilities	Torres & Kline,	5.60	1.220
B13	Comfortable changing room facilities	2006)	5.69	1.218
B14	Spacious locker facilities		5.66	1.168
B15	Wheelchair-friendly		5.36	1.349
<b>Cleanliness</b>				
B16	The theme park is clean	(Eboli &	5.89	0.979
B17	Clean and well-maintained restroom	Mazzulla,	5.68	1.152
B18	Easy access to handwashing facilities and hand sanitiser dispensers	2007; Nistal &	5.77	1.054
B19	The ride vehicles and seating areas are clean.	Regidor, 2016)	5.85	0.992
<b>Signage</b>				
B20	The theme park information provided is sufficient.		5.90	0.960
B21	Convenient and easy to find guiding signs at the park	(Eboli & Mazzulla,	5.97	0.966
B22	Give advance notice of park closure	2007; Saha &	5.86	1.024
B23	Convenient to find an entrance and exit to the theme park	Grover, 2011)	5.87	1.036
<b>Ride Attraction</b>				
B24	The rides are attractive	(Priporas et	5.94	1.008
B25	Rides are in good condition	al., 2017;	5.89	0.996
B26	The rides work properly	Torres & Kline,	6.03	0.915
B27	I enjoyed the ride.	2006)	6.04	0.861
<b>Waiting Time</b>				

Item Code	Statements	Authors	Mean	Std. Deviation
B28	Provide a good service at the promised time.	(Clemes et al., 2018; Priporas et al., 2017; Torres & Kline, 2006)	5.83	0.930
B29	Providing assistance and support in other required areas		5.84	0.895
B30	Flexibility in services offered		5.75	0.936
B31	Consistency in service		5.80	0.870
<b>F&amp;B Outlet</b>				
B32	F&B outlet provides a variety of food and beverage options		5.58	1.190
B33	The location of the F&B outlet is convenient and strategic	(Amole, 2009; Dahlan et al., 2009; Ibem & Aduwo, 2013)	5.69	1.120
B34	F&B outlets are clean and well maintained		5.76	1.020
B35	F&B outlet staff are politely interacting with customers		5.71	1.022
<b>Technologies</b>				
B36	Easy and convenient when purchasing the ticket	(Law & Hsu, 2006; Sparks & Browning, 2011)	5.93	0.970
B37	The website is interactive and attractive		5.81	1.051
B38	A reliable source of information		5.90	1.007
B39	Trustworthy guest reviews and complaints on social media		5.87	0.979
<b>Safety and Security</b>				
B40	Providing a safe environment.	(Chu & Choi, 2000; Enz & Taylor, 2002; Swaid & Wigand, 2007)	6.00	0.915
B41	Park emergency procedures are available.		6.01	0.897
B42	Facilities are safe.		5.94	0.943
B43	The rides are safe.		6.04	0.882
B44	Regulation and restriction information of each ride are well informed.		5.90	0.966
<b>Visitors' Experience</b>				
C1	I am happy with my whole experience at the theme park.		6.18	0.827
C2	I felt like I was living in a different time or place	(Mody et al., 2017)	5.81	1.038
C3	The host made me feel special.		5.70	1.068
C4	Theme park rides setting pleased guests' senses.		5.95	0.968
<b>Re-visit Intention</b>				
D1	I will visit again.	(Andreassen, 1995; Nistal & Regidor, 2016;	5.95	1.030
D2	I will share my experiences with families and friends.		6.15	0.882
D3	I intend to share information with others.	Priporas et al., 2017)	6.15	0.936
D4	I am willing to recommend it to others.		6.16	0.916

### Exploratory Factor Analysis

Forty-four items were proposed from 10 theme park service quality dimensions. The correlation matrix discovered that most correlations were above 0.30, signifying that the data shared the common factors appropriate for factor analysis. The KMO value is 0.965 and near 1. The six factors were suitable for the analysis, with a total variation is 71.500%. Additionally, 60% of the total variance is considered acceptable for social science research (Hair et al., 2010; Pallant, 2013). The results showed that the 44 items run for factor analysis are supposed to form 10 dimensions as planned. However, theme park service quality dimensions have collapsed to six after EFA analysis was extracted. Most items did not load accurately on the 10 dimensions. Table 3 summarizes the 44 items loaded on six separate factors. Both rotations, VARIMAX and the OBLIMIN showed a similar pattern for all 44 items. Nonetheless, the VARIMAX rotation formed a better structure in terms of the validity of the contents of the factors. Hence, the final factor structure was based on the factor loadings from the VARIMAX rotation. All items are highly loaded on a single factor, indicating an adequate unidimensionality among the item (Ryan & Bernard, 2000). All items retained are above 0.50 for all the factor loadings. Factor loading values ranged from 0.510 to 0.800. Each factor was renamed according to the leading themes that described the entire items (Hair et al., 2010; Pallant, 2013) and re-labelled new sub-hypotheses. The newly identified dimensions are: Safety and security (Factor 1) represent H1a, Facilities (Factor 2) represents H1b, Staff professionalism (Factor 3) represents H1c, F&B outlet (Factor 4) represents H1d, Ride attraction (Factor 5) represent H1e, and Signage (Factor 6) represent H1f. Next, the remaining items were subjected to a reliability test. Cronbach alpha scores ranged from 0.896, indicating the internal consistency of the variables. Partially the results address Research Objective 1, which identifies the service quality dimensions for theme parks in Malaysia.

Table 3

#### *Structured Component after EFA*

Item No.	Components					
	Factor 1 Safety Security	Factor 2 & Facilities	Factor 3 Staff Professionalism	Factor 4 F&B Outlet	Factor 5 Ride Attraction	Factor 6 Signage
B38	.750					
B40	.734					
B41	.721					
B43	.700					
B39	.676					
B37	.671					
B42	.668					
B36	.573					
B44	.571					
B35	.510					
B11		.800				
B12		.774				
B13		.742				
B17		.667				
B18		.634				
B16		.611				

Item No.	Components						
	Factor Safety Security	1 &	Factor Facilities	2 Staff Professionalism	3 Factor 4 F&B Outlet	Factor Ride Attraction	5 Factor 6 Signage
B19			.565				
B15			.553				
B10			.518				
B14			.513				
B8				.709			
B2				.706			
B6				.705			
B5				.691			
B7				.670			
B3				.647			
B4				.642			
B1				.570			
B32					.712		
B33					.664		
B34					.513		
B30					.595		
B31					.580		
B29					.570		
B28					.526		
B26						.714	
B24						.672	
B27						.655	
B25						.643	
B22							.631
B23							.581
B20							.548
B21							.527
No. of items	10		10	8	7	4	4
Cronbach $\alpha$	0.951		0.927	0.918	0.920	0.902	0.896

Table 4 shows the Result Testing of Hypothesis 1. The relative influence or importance of the entered variables in Table 3 indicated Beta coefficient ( $\beta$ ) values. In other words, looking at the value regardless of the direction of influence (positive or negative) indicates which variables are important to the model. Results demonstrated that these four dimensions significantly influence the dependent variable. These dimensions indicate a positive influence on theme park visitors' experience. It can be concluded that these four dimensions, i.e., Safety Security, Facilities, F&B Outlet, and Signage, are statistically significant predictors of the visitors' experience in the theme park in Malaysia. The increased quality of theme park service aspects will result in a higher visitor experience. Meanwhile, the other two dimensions are insignificant, i.e., Staff professionalism and Ride attraction. Therefore, this result addresses Research Objective 1 and partially satisfies Hypothesis 1. Overall, a conclusion can be made that F&B Outlet has the most significant influence on visitors' experience in the theme park in Malaysia, followed by Signage, Safety Security, and Facilities.

Table 4

*Result Testing of Hypothesis 1*

Predictors	Model 1	Sig	Assessment
Dependent Variable: Visitors' Experience			
a) Safety Security	$\beta = .215$	.078*	H <sub>1a</sub> supported
b) Facilities	$\beta = .200$	.032**	H <sub>1b</sub> supported
c) Staff	$\beta = .088$	.371	H <sub>1c</sub> rejected
Professionalism			
d) F&B Outlet	$\beta = .530$	.000***	H <sub>1d</sub> supported
e) Ride Attraction	$\beta = .087$	.399	H <sub>1e</sub> rejected
f) Signage	$\beta = -.292$	.013**	H <sub>1f</sub> supported

Note: \*\*\*Significant at 1% level; \*\*Significant at 5% level; \*Significant at 10% level

Note:  $R^2 = .616$ ;  $Adj.R^2 = .594$ ;  $F = 28.610$

Table 5 shows the results for theme park service quality dimensions. Only two dimensions, i.e., F&B outlet ( $\beta = .374, p < .05$ ) and signage ( $\beta = -.292, p < .05$ ) are significantly based on a 5% significant level, thus can be included in the model. Meanwhile, four dimensions, i.e., safety and security, facilities, staff professionalism, and ride attraction, are insignificant and thus, excluded in the model.

Table 5

*Result Testing of Hypothesis 2*

Predictors	Model 1	Sig	Assessment
Dependent Variable: Revisit Intention			
a) Safety Security	.227	.116	H <sub>1a</sub> rejected
b) Facilities	.138	.210	H <sub>1b</sub> rejected
c) Staff Professionalism	.182	.124	H <sub>1c</sub> rejected
d) F&B Outlet	.374	.023**	H <sub>1d</sub> supported
e) Ride Attraction	.082	.504	H <sub>1e</sub> rejected
f) Signage	-.292	.037**	H <sub>1f</sub> supported

Note: \*\*\*Significant at 1% level; \*\*Significant at 5% level; \*Significant at 10% level

Note:  $R^2 = .456$ ;  $Adj.R^2 = .426$ ;  $F = 14.959$

Overall, it can be concluded that these two variables are important predictors of revisit intention. F&B outlet has the most significant influence on revisit intention, followed by Signage. Therefore, this result addresses Research Objective 1 and satisfies Hypothesis 2.

Table 6 shows the result for theme park revisit attention. Revisit intention has the most significant influence on visitors' experience ( $\beta = .753, p < .001$ ). Therefore, this result satisfies Research Objective 1 and supports Hypothesis 3.

Table 6

*Result Testing of Hypothesis 3*

Predictors	Model 1	Sig	Assessment
Dependent Variable: Visitor Experience			
Revisit Intention	$\beta = .753$	.000	H3 supported

Note: \*\*\*Significant at 1% level; \*\*Significant at 5% level; \*Significant at 10% level

Note:  $R^2 = .566$ ;  $Adj.R^2 = .563$ ;  $F = 146.293$

The results of the mediation effect are shown in Table 7. There is a four-step approach in which several regression analyses are conducted, and the significance of the coefficient is examined at each step (Baron & Kenny, 1986).

Table 7

*Result Testing of Hypothesis 4*

Predictors	Model 1: Std. $\beta$	Model 2: Std. $\beta$	Sig	Assessment
Step 1: DV: Revisit Intention				
a) Signage	$\beta = -.125$		.046**	Supported
b) Staff Professionalism	$\beta = .238$		.000***	Supported
c) Ride Attraction	$\beta = .145$		.012**	Supported
d) Facilities	$\beta = -.009$		.875	Rejected
e) F&B Outlet	$\beta = .156$		.023**	Supported
f) Safety Security	$\beta = .385$		.000***	Supported
Step 2: DV: Revisit Intention				
a) Signage		$\beta = .002$	.976	Rejected
b) Staff Professionalism		$\beta = .148$	.001***	Supported
c) Ride Attraction		$\beta = .006$	.911	Rejected
d) Facilities		$\beta = -.068$	.151	Rejected
e) F&B Outlet		$\beta = .036$	.540	Rejected
f) Safety Security		$\beta = .187$	.002**	Supported
g) Visitor Experience		$\beta = .582$	.000***	Supported
$R^2$	.533	.669		
Adj. $R^2$	.526	.663		
F	77.424	117.198		

Note: \*\*\*Significant at 1% level; \*\*Significant at 5% level; \*Significant at 10% level

Table 7, Model 1 shows the results of theme park dimensions, explaining 53.3% ( $R^2 = .533$ ;  $F$  change = 77.424;  $p < .05$ ) of the relationship with revisit intention. From the analysis, safety and security ( $\beta = .385$ ,  $p < .001$ ) had the most significant predictor of the

revisit intentions, followed by the staff professionalism ( $\beta = .238, p < .001$ ), F&B outlet ( $\beta = .156, p < .05$ ), ride attraction ( $\beta = .145, p < .05$ ), and signage ( $\beta = -.125, p < .05$ ).

Model 2 indicates theme park service quality dimensions and revisit intention became significant in visitors' experience ( $\beta = .582, p < .001$ ). The level of visitors' experience was explained with 66.9% ( $R^2 = .669; F \text{ change} = 177.198; p < .001$ ) as the mediator between theme park service quality dimensions and revisit intention. It can be concluded that visitors' experience as a mediating variable between theme park service quality dimensions and revisit intention is partial mediation which partially supports Hypothesis 4.

### Study Implication

This study fill the gaps from the previous study by adding several components and dimensions to be tested regarding the theme park service quality dimensions. Generally, dimensionality can be established in several different ways and be given various labels—the constructing ideas from fields of study or different schools of thought such as hospitality and social science. A modification of the existing model by captivating current empirical information and knowledge was conducted to get proper insight and create a model that can suit the current setting. In addition, this study also uses a seven-point Likert Scale instead of a five-point Likert Scale to provide accurate and precise results (Schall, 2003). After EFA results, there were six new dimensions formed 1) safety and security, 2) facilities, 3) staff professionalism, 4) F&B outlet, 5) ride attraction, and 6) signage. These dimensions are comparable to other studies. For example, although the staff professionalism dimension in this study has a different label, it shares similar measuring items in understanding and caring factors as proposed by (Priporas et al., 2017). Karanikola et al (2020) study at Attica Zoological Park showed that the visitors evaluated the zoo's infrastructure and found that the safety and accessibility experience was very satisfactory, thus resulting in the Attica zoo's people's top choice destination in Greece. The theme park is characterized as a prominent place with many amenities. Therefore, good facilities, Priporas et al (2017), a variety of F&B outlets Ibem and Aduwo (2013), and sufficient signage (Yin et al., 2013), will influence the visitor's assessment hence supported by the previous studies. It can be concluded that theme park service quality dimensions significantly influence visitors' experience. It also has proven that visitors' experience influences the revisit intention. Each dimension has its role in determining the visitors' experience, which comprises the staff professionalism, facilities, signage, ride attraction, F&B outlet, and safety and security. Even though the finding showed that four other dimensions comprise the staff behavioural, cleanliness, waiting time, and technologies less determining the experience value for the visitors, it might be due to the visitors' consideration. For example, the visitors prefer more helpful staff even though the staff does not look friendly because of the facial expression, but that does not mean they are unwilling to help. In addition, waiting time is considered by the visitors because of the feeling of excitement and fun in the theme park, so they are willing to help.

The study shows that the Safety and Security, Facilities, Staff Professionalism, F&B Outlets, Ride Attractions, and Signage influence the visitors' experience, thus, indirectly encouraging their intention to revisit. Based on the finding, the study revealed that visitors' experience mediating effect on theme park service quality and revisit intention. This finding is supported by the finding of the study by Lee et al (2019), which was carried out with festival participants, as well as the study by Isa et al (2020), which identified the mediating role of satisfaction based on tourists' experience influence their revisit intention to Batam Island in Indonesia. A similar



result was found in the study by Su et al (2018), conducted with sports tourists participating in a triathlon event. Based on the study results, place attachment mediates sports tourists' satisfaction with environmental features and revisit intention. Therefore, the current study contributes to the literature by reporting the mediating role of visitors' experience between theme park service quality dimensions and revisit intention.

### Conclusion

This study contributes meaningful information to relevant parties, especially in the theme park service industry. Theme parks should provide high-quality service to satisfy visitors' expectations. To do this, it is important for theme park management to constantly measure their service quality performance, allowing them to understand the visitors' attitudes better and direct their strategies more effectively. In today's competitive business, the service provider should know what is vital to fulfilling the needs and wants of the customers to satisfy them. This study result shows that the dimensions of theme park service quality are the key to influencing visitors' experience and intention to revisit. Thus, theme park service provider such as Sunway Lagoon Theme Park, Genting Highlands Theme Park, and Lost World of Tambun should understand what influence visitors' experience and revisit intention by ensuring overall safety and security of the theme park, well-maintained facilities, staff professionalism, varieties of F&B outlet, attractive ride attraction as well as adequate signage in the theme park.

The safety and security dimension is one of the main important elements that the management should focus on to minimize the unexpected risk that indirectly influences the theme park's reputation. Various issues concerning the safety and security of the tourism attraction environment define the destination's success and failure (Samitas et al., 2018). The theme park's management should focus on the visitors' safety and security, especially during the post-Covid-19. Measures can include establishing health and sanitary procedures standards, such as emphasising social distancing inside the theme park. Hence, the theme park service provider needs to cooperate with the local authority, such as the tourism board, to implement regulations that can act as guides and be applied in the theme park because they can positively or negatively impact the industry. In addition, theme park service providers should promote investments in sustainable tourism. Cleanliness should be prioritised in every facility, such as locker, nursing room, and wheelchairs. The upgraded technologies in terms of digital tools require less contact in line with the new normal. Other important dimensions, such as facilities, staff professionalism, F&B outlet, ride attraction, and signage, influence visitors' experience and revisit intention.

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