

VISITORS' MOTIVATIONS AND PERCEPTIONS OF SERVICE QUALITY AT THE MALAYSIAN MOTORCYCLE GRAND PRIX

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ABSTRACT

This study aims to assess visitors' perceptions of service quality at the Malaysian Motorcycle Grand Prix championship and to determine their motives for attending the event. The sample comprised of 487 domestic and international tourists who were selected by means of convenience sampling technique. A quantitative survey in the form of a self-administered questionnaire was utilized to collect data. The results showed that the visitors' motivation for visiting the Malaysian Motorcycle Grand Prix was to seek adventure and pleasure. The results also seemed to support that knowledge, sociability, relaxation, entertainment, and prestige were the motivating factors for tourists' participation in the event. The findings of the survey also revealed that the majority of respondents were satisfied with all the site features listed in the questionnaire, however, the improvement of the staff performance seems crucial as they are also perceived as not so helpful, lack of knowledge and not so approachable. Thus, this study portrayed important findings relating to the future planning of the event if it was to be a vital part of tourism promotion, as well as providing some insights that would help tourism managers and marketers to develop specific, tailor-made promotional strategies to target such market segment.

KEYWORDS: Visitor Motivation, Satisfaction, Service Quality, The Malaysian Motorcycle Grand Prix

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