UNIVERSITY OF MALAYA

GOLFERS’S MOTIVATION AND SATISFACTION:
AN EMPIRICAL STUDY IN KLANG VALLEY

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ABSTRACT

Golf is one of the most popular sports in the world (Cohn, 1993). This research seeks to analyze factors that contribute to golfers’ motivation in relation to their satisfaction. It sought to identify the influence of demographic factors on golfers’ satisfaction. It also examines the significant roles played by Experience Use History and destination attributes in relation to satisfaction.

A total of 160 questionnaires were returned and analyzed in this survey. A sub-urban golf resort was used as the course study, together with a few others in the Klang Valley. Factor analysis were employed to identify the dimensions of golfers’ motivation as well as resort destination attributes.

Results revealed that there exists a significant relationship between golfers’ motivation and satisfaction. Outdoor factor was considered to be the highest motivation factor in golfers. Experience Use History and demographic profile did not affect golfers’ satisfaction. Resort destination attributes played an important role in determining golfers’ satisfaction.

Since golf course and staffing are important in influencing golfers’ satisfaction, managers must ensure service quality of staff and golf course. Golfers’ motivation and satisfaction may be used to guide marketing strategies by delivering a message which coincides with golfers’ experience use histories.
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TABLE OF CONTENTS

ABSTRACT .................................................................................................................. i
ACKNOWLEDGEMENT ................................................................................................. ii
TABLE OF CONTENTS ................................................................................................. iv
LIST OF TABLES .......................................................................................................... v
LIST OF FIGURES....................................................................................................... vi

CHAPTER 1: INTRODUCTION

1.1 Background .......................................................... ......................................................... 1
1.2 Problem Statement .......................................................... .............................................. 3
1.3 Purpose of study .......................................................... .................................................. 4
1.4 Significance of study .......................................................... ............................................. 4
1.5 Research objectives .......................................................... .............................................. 5
1.6 Scope of the study .......................................................... ............................................... 5
1.7 Definitions of Terms .......................................................... ............................................ 7

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction .......................................................... ......................................................... 8
2.2 Motivation .......................................................... ........................................................... 9
2.3 Travel Motivation .......................................................... ............................................... 11
2.4 Sport Motivation .......................................................... ............................................... 13
2.5 Golf Motivation .......................................................... ................................................. 20
2.6 Demographic profiles .......................................................... ........................................... 23
2.7 Experience Use History .......................................................... ..................................... 26
2.8 Resort Destination Attributes .......................................................... ................................ 32
2.9 Satisfaction .......................................................... ......................................................... 34
2.10 Loyalty .......................................................... ............................................................. 39
2.11 Motivation in relation to satisfaction .......................................................... .................. 44

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Research Framework .......................................................... .......................................... 48
3.2 Research Hypothesis .......................................................... .......................................... 49
3.3 Research Design .......................................................... ................................................. 50
CHAPTER 4: RESEARCH FINDINGS

4.1 Research Results.................................................................55
4.2 Demographic Profile.........................................................56
4.2 Sport Motivation ...............................................................58
4.3 Experience Use History.......................................................62
4.5 Resort Destination Attributes.............................................62
4.4 Regression Analysis..........................................................66
4.5 Sport Motivation and Satisfaction........................................66
4.6 Regression Analysis: Demographic Profile..........................68
4.7 t-test Gender and Satisfaction.............................................68
4.8 Age and Satisfaction ANOVA...............................................69
4.9 t-test EUH and Satisfaction...............................................69
4.10 Regression Analysis RDA and Satisfaction...........................70
4.11 Pearson Correlation..........................................................72

CHAPTER 5: CONCLUSIONS & RECOMMENDATIONS

5.1 Main Findings.................................................................73
5.2 Research Contribution....................................................77
5.3 Managerial Implication....................................................78
5.4 Study Limitation..............................................................79
5.5 Suggestions for Future Research........................................80
5.6 Conclusion.................................................................82

BIBLIOGRAPHY

APPENDICES
LIST OF TABLES

Table 4.1 Demographic profile of golfers 56
Table 4.2 One sample t-test Sport Motivation 58
Table 4.3 Factor Analysis for Sport Motivation 59
Table 4.4 The mean of each factor 60
Table 4.5 Cronbach’s Alpha score for Sport Motivation 61
Table 4.6 One sample t-test for RDA 63
Table 4.7 Factor Analysis for RDA 64
Table 4.8 The mean of each factor 65
Table 4.9 Cronbach’s Alpha value for RDA 66
Table 4.10 Sport motivation model summary 66
Table 4.11 Sport motivation and satisfaction ANOVA 67
Table 4.12 Sport motivation coefficients 68
Table 4.13 RDA and Satisfaction model summary 70
Table 4.14 RDA and satisfaction ANOVA 70
Table 4.15 RDA and satisfaction coefficients 71
Table 4.16 Correlation between satisfaction and loyalty 72
### LIST OF FIGURES

<table>
<thead>
<tr>
<th>Figure</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Figure 2.1 Relationship between sport motivation and satisfaction</td>
<td>37</td>
</tr>
<tr>
<td>Figure 2.2 Hypotheses Research Model on satisfaction and motivation</td>
<td>45</td>
</tr>
<tr>
<td>Figure 3.1 Research Framework</td>
<td>48</td>
</tr>
<tr>
<td>Figure 5.1 Conceptual model for study of satisfaction</td>
<td>81</td>
</tr>
</tbody>
</table>

### LIST OF ABBREVIATIONS

- e.g. : example given
- i.e. : that is

- EUH: Experience Use History
- IPA: Importance Performance Analysis
- KLGCC: Kuala Lumpur Golf and Country Club
- KGPA: Kelab Golf Perkhidmatan Awam
- KGNS: Kelab Golf Negara Subang
- PAM: Personality, Affect and Motivation
- RDA: Resort Destination Attributes
- REP: Recreation Experience Preference
- SPSS: Statistical Package for Social Research