The Impact of Service Quality Dimensions on Visitors' Satisfaction towards the Theme Parks of Bangladesh: An Empirical Study on Fantasy Kingdom Based on SERVQUAL Model

Tauhid Ahmed Bappy
Department of Business Administration.
Shanto Mariam University of Creative Technology

Samiya Bint Halim
Department of Marketing
University of Dhaka

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Abstract

The purpose of this study was to measure the impact of service quality dimensions on visitors' satisfaction towards theme parks of Bangladesh. This was a descriptive research and the researchers took visitors from Fantasy Kingdom theme park as sample. In this study, the researchers used stratified sampling technique and the sample size used for final data analysis turned out to be 150 park visitors. The researchers used factor analysis and multiple regression analysis to analyse the data. Firstly, through factor analysis, multiple items measuring service quality were reduced into five factors such as reliability, assurance, tangibles, empathy, and responsiveness. Then, regression analysis was conducted to investigate the relative importance of the factors responsible for influencing visitors' satisfaction. However, the researchers found that all the identified factors significantly and positively contributed to visitors' satisfaction and tangible elements of theme park turned out to be the most crucial factor in this regard. The researchers believe that the findings and recommendations presented in this study may be followed by the managers of theme parks in Bangladesh to improve their service quality to achieve visitors' satisfaction.

Keywords: Service quality, Visitors' Satisfaction, Theme park, Factor Analysis, Regression

1.   Introduction

Nowadays theme park has become one of the greatest sources of entertainment for the people of both urban and rural areas (Valčić et al, 2015). In city people, life has become quite robotic in a sense that people remain too busy to do their work and hardly have leisure time. Therefore, this is the reason people want to make the best use of their holiday. Theme park can be the biggest source of entertainment for them. Theme park is established based on a particular theme (Pikkemaat and Schuckert, 2007) and it consists of a package of several kinds of electrical rides along with attractive swimming pools so that people can relax a bit. Fantasy kingdom is owned by Concord Group and located at Asulia in Dhaka, Bangladesh (Fantasy-kingdom.net.bd, 2018), is one of the most leading, and popular theme parks in Bangladesh. This theme park offers various adventure rides, live entertainment facilities, 3D cinema, Picnic Spot, party Zone; Dinning and shoppingplus accommodation facilities. Nevertheless, the journey of Fantasy Kingdom is not going to be as smooth as it was, as the competition is increasing and a numerous numbers of amusement and theme parks are emerging because of burgeoning visitors' demand. If any particular theme park wants to continue its success by getting, keeping and growing visitors, it will have to upgrade its quality of service for the visitors, as service quality is deeply associated with the customers' satisfaction. However, in Bangladesh, tourism researchers have not significantly focused on assessing the effect of service quality on visitors' satisfaction in the theme park sector. Therefore, this topic requires some empirical investigation. Bearing that in mind, the researchers decided to carry out a research on this topic by taking Fantasy Kingdom theme park as a sample frame.

2.   Objectives

The broad objective of this study is to analyze the impact of service quality dimensions on visitors' satisfaction in case of Fantasy Kingdom theme park in Bangladesh. In light of the broad objective, the specific objectives are as follows:

•   To identify and analyze the variables and underlying factors that affect the service quality of theme parks in Bangladesh
•   To examine the extent to which the identified factors measuring theme park service quality are associated with visitors' satisfaction.

• To investigate the relative importance of the factors influencing visitors' satisfaction level.

• To recommend some guidelines for ensuring had better service quality to ameliorate the level of satisfaction of park visitors.

3. Review of Literature

Theme parks have always been considered one of the most frequently visited leisure spots all over the world (Valčić et al., 2015). In Bangladesh, theme parks and amusement spots always draw huge number of visitor across different parts of the country, especially, on weekends and during festivals and holidays. According to a report published on the daily star (2017), every year Bangladeshi theme and amusement parks are coming up with newer and better offers and thereby trying to improve their quality of services to ameliorate the satisfaction level of their visitors and to increase tourist attendance rate.

3.1 Definition of Theme Park

Lewis and Clacher (2001) defined theme park as a centre, which consists of a combination of rides, shows and other entertainment facilities. De Groote (2011) argued that theme parks include rides and other amusement attractions but they are different from amusement park because of the unique feature that the theme parks are based around a central theme.

3.2 Service Quality and Customer Satisfaction

Kotler (2017) defined service as a benefit or activity that is not tangible and that does not lead to the ownership of anything. Theme parks fall under service industry in which service quality plays a significant role in organization's strategic and financial performance (Tsung et al. 2012). Lewis et al (1990) illustrated that service quality is a measure of how well the delivered service actually conforms to customer expectations.

Most of the organizations evaluate the performance of service quality based on an important tool called SERVQUAL model, which was proposed by (Parasuraman et al., 1985; 1988). Initially the model suggested ten dimensions and later it was reduced to five dimensions as reliability, assurance, tangibility, responsiveness and empathy based on 22 items. That is

why Zeithaml, Bitner and Gremler, (2018) defined service quality as a process of evaluating how customers perceive dimensions such as reliability, assurance, responsiveness, empathy and tangibles.

Among these five dimensions, reliability indicates the ability to provide the promised services accurately and dependably; responsiveness suggests the ability to react to customer requirements quickly and the willingness to help them; assurance implies a positive declaration of employees' knowledge and declaration intended to give or inspire trust and confidence; empathy means the ability understand and share individualized attention to customers; tangible involves the appearance of physical facilities, equipment, personnel and communication materials (Zeithaml, Bitner and Gremler, 2018).

Customer satisfaction, on the other hand, is a broader concept, which is largely affected by service quality. Kotler (2017) depicted that customer satisfaction depends on two factors, such as the products perceived performance and buyer's expectations. The customer will be dissatisfied if the perceived performance of the product or service falls short of buyer's expectations. The customer will be satisfied if the performance matches the expectations. In addition, customers will become delighted if performance exceeds expectations.

3.3   The impact of Service Quality on Customer Satisfaction

Customer satisfaction and service quality are two distinct constructs but they are deeply connected with each other (Beerli et. al, 2004). From the perspective of Bangladesh, a number of studies have been conducted to find out the association between customer satisfaction and service quality. These studies tried to show the impact of service quality on customer satisfaction across diversified set of industries in Bangladesh such as Banks (Siddiqi, 2001), Beauty parlor and saloon (Khan and Tabassum, 2010), health care (Andaleeb, 2008), telecommunications (Akber and Parvez 2009), superstores (Kashem, 2012, D Islam, 2018).

Many authors realized the importance of service quality in tourism destinations like theme parks. Pikkemaat and Schuckert (2007) conducted a study where they explored the success factors of amusement and theme park

settings. Based upon extensive review of literature they identified as many as 15 success factors and service quality was one of them.

Researchers also applied the SERVQUAL model in the amusement and theme park settings. O'Neill and Palmer (2003) explored the effects of experience on consumer perceptions of service quality constructs on the basis on SERVQUAL model. The study conducted using an adventure theme park in Australia as a case study. However, (Valčić et al., 2015) investigated the theme park service quality by using a modified THEMEQUAL model. In that research, visitors from a theme park named "Glavani Park" was taken as samples. Visitor's perception of service quality was measured based on 27 items and six constructs such as tangibles, reliability, responsiveness and access, assurance, empathy and ambience. The study finally concluded that only "responsiveness, access, and ambience" showed statistically significant influence on visitors' satisfaction. In addition, Tsung et al. (2012) also proposed adjusted THEMEQUAL model based on the existing SERVQUAL scale to measure the service quality in Hong Kong Disneyland. The study modified the dimension called reliability, did not change other four dimensions such as tangibles, assurance, responsiveness and access and empathy; and added one new dimension called courtesy. He found that three dimensions such as responsiveness, assurance and empathy were statistically significant to satisfy the visitors' satisfaction. Fotiadis and Vassiliadis (2016) argued that quality improvements lead to higher level of customer satisfaction. Their findings showed that managers of E-Da theme park should place significant importance on safety and value to ameliorate customer satisfaction.

However, by reviewing the previous research works, it is apparently evident that several studies have been carried out regarding the impact of service quality on customer satisfaction in theme park settings but they have been conducted in a different country or cultural perspective. No empirical or objective research has been found on the effects of service quality on customer satisfaction from Bangladeshi Perspective. This gap has stimulated the researchers to carry out an empirical study on "the impact of service quality on customer satisfaction towards the theme parks in Bangladesh: A study on Fantasy Kingdom theme park".

To conduct this work, the researchers relied upon the SERVQUAL model and based upon that model following conceptual framework have been proposed:
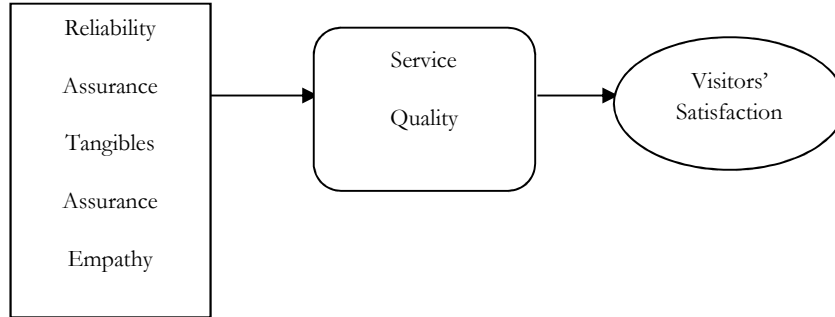
Figure 1: Conceptual Model

4.   Hypotheses

H1: Higher perceived reliability will result in more visitors' satisfaction with theme park

H2: Better tangibles associated with theme park will result in more visitors' satisfaction.

H3: Higher perceived assurance will result in greater visitors' satisfaction with theme park.

H4: Increased level of responsiveness from the theme park authority will result in stronger perceived satisfaction from visitors.

H5: Increased level of perceived empathy will lead to greater perceived satisfaction with theme park.

5.   Methodology

This study is both exploratory and quantitative in nature. To make the report more objective and meaningful, the researchers obtained data from two sources such as primary and secondary. Primary data were collected on several variables between 2nd June 2018 and 30th June, 2018 through a survey on the Fantasy Kingdom theme park visitors in Dhaka, Bangladesh. The researchers selected this theme park, as it is the market leader in amusement and theme park industry of Bangladesh and every day especially during weekends and vacations, huge number of crowd visit the park for entertainment and thrill. Secondary data were obtained by reviewing numerous literatures, articles, newspapers, magazines, and websites and so on. Initially a self-administered structured questionnaire for conducting survey was formed in English and later it was translated into Bengali. Some open-ended unstructured questions were also asked to the respondents to obtain their demographic information. All the survey items used in the questionnaire were measured on a 5 point Likert scale (1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree) to extract cognitive information.

The target population was defined as the set of all visitors who visited Fantasy Kingdom at least once. They were surveyed both online and offline in the month of June 2018. The sampling frame was a park visitors list obtained from Fantasy Kingdom's social media page and field survey. The researchers used stratified sampling technique in which park visitors were partitioned into four groups or strata based on their age such as kids, teens, middle aged, adults and respondents from each stratum were randomly selected. Initially 200 respondents were approached. To keep the privacy of the respondents, they had been notified about the purpose of the research and were asked whether they wanted to participate in the survey and let the researchers use their responses in this study. Among the 200 initially approached respondents, 32 provided incomplete or erroneous responses and 18 respondents were unwilling to provide information. Therefore, the sample size used for final data analysis stood at 150. This sample size seemed to be adequate from an analysis of Kaiser-Meyer-Olkin measure of sampling adequacy. The researchers relied upon factor analysis and multiple regression analysis to carry out necessary assessment using popular statistical software named SPSS (Statistical Package for Social Sciences). The researchers also used different tables and figures for demonstrating the data wherever necessary.

6.   Data Analysis

In the first stage, reliability of each independent construct was measured through degree of internal consistency. With the use of Cronbach's coefficient alpha, the researchers analyzed the degree of internal consistency within a particular scale. Generally, .60 is considered an acceptable alpha value (Churchill, 1979). As can be seen from the table 1, all scales surpassed this cut-off point.

Constructs	Cronbach's Alpha
Reliability	.826
Assurance	.806
Tangibles	.874
Responsiveness	.902
Empathy	.814
Visitors' Satisfaction	.829

Table 1: Reliability Test

The researchers carried out a factor analysis to identify the underlying dimensions or factors that result in the development of higher service quality in the "Fantasy Kingdom" theme park. To check the appropriateness of the factor analysis model, the researchers depended on Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett's test of sphericity. As shown on the table 2, KMO value turned out to be .801 in this study which reveals that the result is "marvelous" (Kaiser, 1974) and the sample size is adequate enough for data analysis. Moreover, Bartlett's test of sphericity is significant at .05 levels. Therefore, the null hypothesis, the population correlation matrix is an identity matrix, is rejected. This suggests the factor analysis can be conducted for data reduction and summarization

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.801
Bartlett's Test of Sphericity	Approx. Chi-Square	1508.721
	Df	190
	Sig.	.000

Table 2: KMO and Bartlett's Test

The researchers also tested the construct validity through factor analysis by principal components on all independent variables measured by 20 items.

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.894	24.471	24.471	4.894	24.471	24.471	3.145	15.726	15.726
2	3.199	15.997	40.469	3.199	15.997	40.469	2.985	14.924	30.651
3	2.482	12.409	52.878	2.482	12.409	52.878	2.701	13.503	44.154
4	2.059	10.295	63.173	2.059	10.295	63.173	2.647	13.237	57.392
5	1.469	7.345	70.518	1.469	7.345	70.518	2.625	13.127	70.518
6	.765	3.824	74.343						
7	.684	3.420	77.763						
8	.568	2.839	80.602						
9	.523	2.614	83.216						
10	.463	2.317	85.533						
11	.414	2.070	87.603						
12	.385	1.925	89.528						
13	.339	1.695	91.223						
14	.322	1.611	92.834						
15	.298	1.490	94.324						
16	.282	1.411	95.735						
17	.265	1.324	97.060						
18	.248	1.242	98.301						
19	.181	.906	99.208						
20	.158	.792	100.000						

	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Extraction Method: Principal Component Analysis.									

Table 3: Total Variance Explained

As evident from table 3, five crucial factors with eigenvalues greater than 1.0 were identified by the researchers. Cumulative percentage column in the following table pointed out that these five factors extracted accounted for 70.518% of the total variance.

	Component				
	1	2	3	4	5
Delivering services as Promised				.793	
Resolving Problems Encountered by the visitors				.880	
Providing Error-Free Services to the Visitors				.838	
No Sudden Increase in Entry Free				.567	
Trustworthy Staffs			.604		
Knowledgeable Employees			.794		
Courteous personnel			.853		
Visitors' Safety and Confidence			.815		
Well Dressed Employees		.824			
Modern rides		.846			
Visually Appealing Sculptures		.836			
Appealing Facilities (meals, accommodation)		.780			
Prompt Response to the Visitors' Requests	.868				
Willingness to help	.907				
Quickness in Dealing with Visitors' Complaints	.832				
Not much waiting in the counter	.904				

	Component				
	1	2	3	4	5
Providing Individualized Attention to tourists					.804
Understanding Visitor's Specific Needs					.800
Keeping Tourists Best Interest at Heart					.816
Remembering Loyal Visitors					.748
Extraction Method: Principal Component Analysis.					
Rotation Method: Varimax with Kaiser Normalization.					
a. Rotation converged in 5 iterations.					

Table 4: Rotated Component Matrix^a

Rotated component matrix which contains the factor loadings of all the items or variables on the factors extracted can be used to interpret data with ease (Malhotra et al, 2013). This study used a factor loading threshold level of .40, regardless of sample size, based on suggestions provided by Stevens (1992). Therefore, variables with factor loadings below .40 were not shown in rotated factor matrix table.

As shown on the table 4, the first factor loaded heavily with four variables such as prompt response to the visitors' requests, willingness to help the visitors, quickness in dealing with visitors' complaints, not much delay in the counter. The researchers labeled this factor as *"Responsiveness".*

The second factor was named as *"Tangibles"* four items such as modern rides, visually appealing sculptures, well dressed employees and appealing meals, accommodation and parking facilities loaded heavily on this factor.

The third factor loaded highly with items such as trustworthy employees, knowledgeable staffs, courteous personnel and visitors' perception of safety and confidence with the Fantasy Kingdom theme park. That is why the researchers labeled this factor as *"Assurance".*

The fourth factor was labeled as "***Reliability***" because variables that loaded with this factor include delivering promised services, resolving visitors' problems, ensuring error free services for tourists, and no sudden increase in the ticket price and all these four items actually make the services of any theme park reliable.

Finally, variables such as providing individualized attention to the tourists, understanding visitors' specific needs, keeping tourists' best interest at heart, and remembering the loyal tourists are associated with the fifth component. The researcher named this component as ***"Empathy"***

The dependent variable in this study was ***"Customer Satisfaction"*** which was measured using four items. Table (4) shows that all the four items were found to load on one factor and the factor loading is found to be greater than .6

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	Component
	1
Sat_1	.828
Sat_2	.877
Sat_3	.839
Sat_4	.699

Extraction Method: Principal Component Analysis.

a. 1 component extracted.

Table 5: Component Matrix[a]

After testing the reliability and validity of twenty items measuring five dimensions of service quality used in this study, the researchers calculated the average value of those multiple items to get different independent variables (reliability, assurance, tangibles, empathy, and responsiveness) that were consequently used in the regression analysis for testing hypotheses. This method was suggested by Malhotra et al, (2013) and many research papers such as (Valčić et al., 2015) also followed this

approach. However, four items measuring visitors' satisfaction were also averaged to obtain the dependent variable for regression analysis.

In the next phase of the study, *a multiple regression* was conducted to investigate the relative importance of reliability, assurance, tangibles, empathy and responsiveness in influencing the tourists' satisfaction with the Fantasy Kingdom theme park. The regression model considered overall visitors' satisfaction as dependent variable and service quality dimensions such as reliability, assurance, tangibles, empathy, and responsiveness as independent variables to test the five hypotheses proposed.

The results of multiple regression analysis were shown in table 6.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.866[a]	.749	.741	.25853	1.862

a. Predictors: (Constant), Empathy, Responsiveness, Tangibles, Assurance, Reliability

b. Dependent Variable: Satisfaction

Table 6: Model Summary[b]

As can be seen from the table (), the researchers discovered a strong positive association (R=.866) between dependent tourist's satisfaction and independent variables such as reliability, assurance, tangibles, responsiveness and empathy. R square or the strength of association between dependent and independent variables is .749 which indicates that 74.9% variance in dependent variable can be explained by the identified predictors. Since R square and adjusted R square has closer values, this signifies that the additional independent variables after adding the first independent variable contribute in explaining the variation in dependent variable. From the Durbin-Watson test, the researchers found that the data are not auto correlated since its value fall between 1.5 and 2.5 and this is not a cause of concern

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	28.794	5	5.759	86.159	.000[b]
	Residual	9.625	144	.067		
	Total	38.418	149			

a. Dependent Variable: Satisfaction

b. Predictors: (Constant), Empathy, Responsiveness, Tangibles, Assurance, Reliability

Table 7: ANOVA[a]

The ANOVA table shows that P value is less than .05. So, the null hypothesis (R square in the population is zero) is rejected. When this null hypothesis is rejected, one or more partial regression coefficients have a value different from 0 (Malhotra et al, 2013). To determine which specific coefficients are nonzero, it is important to check the regression coefficient table.

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-.504	.228		-2.209	.029		
Reliability	.240	.033	.346	7.200	.000	.753	1.329
Tangibles	.261	.037	.341	7.132	.000	.762	1.313
Assurance	.173	.036	.221	4.867	.000	.845	1.184
Responsiveness	.210	.025	.354	8.393	.000	.979	1.021
Empathy	.217	.038	.247	5.684	.000	.920	1.087
a. Dependent Variable: Satisfaction							

Table 7: Coefficients[a]

The results of regression coefficients show that reliability, tangibles, assurance, responsiveness and empathy positively and significantly affect tourists' satisfaction with Fantasy Kingdom as all the variables were statistically significant at 5% significant level. Therefore, all the hypotheses developed for this study have been supported. Positive signs associated with each regression coefficient indicate that per unit increase in each independent variable will cause the satisfaction level of the tourist to increase in the positive direction, if the other variables are held constant.

Looking at the values of unstandardized coefficients, it is also evident that amongst all the variables, tangible elements of the theme park seemed to be the most important factor in affecting the tourists' satisfaction with Fantasy Kingdom followed by reliability, responsiveness, empathy, and assurance.

Comparing the results with Valčić, Komšić and Simpson, (2015), it was explored that their findings revealed an R square value of .543 indicating an explanation of 54.3% variation in visitors' satisfaction level whereas Tsaug et al. (2012) found an R square which explained 33.6% variation in tourists' satisfaction. Valčić, Komšić and Simpson, (2015) found that responsiveness and Ambience were the best predictors of visitors' satisfaction whereas Tsaug et al (2012)'s study identified that responsiveness and access and assurance to be the most important predictors for visitors' satisfaction

7. Findings

Findings of this study have clearly demonstrated that visitors' satisfaction can be built up by improving the quality of service in the theme parks of Bangladesh as visitors' satisfaction and the dimensions of service quality are positively and strongly correlated. All the hypotheses developed for conducting this study turned out be to true. Like many other service sectors in Bangladesh, theme parks like Fantasy Kingdom can improve service quality by instilling reliable services, providing assurance to the visitors, building visually appealing and modern tangibles, being responsive to the visitors' requests and complaints and ensuring empathy.

The findings of this study also indicate that the superior tangible aspects of Fantasy Kingdom theme park are the most important factor for building tourists' satisfaction. The parks' well designed tangible elements including modern rides such as Roller Coaster, Santa Maria, Magic Carpet, Giant Splash, Izzy Dizzy, Whirly Bird, Sodi Karts, Junior Racing, and Bumper Car etc. are liked by people of all ages. In addition, this theme park has some visually appealing sculptures, statues, artifacts; especially the sculptures of "Prince Ashu" and "Princess Lia" situated at the park gate welcome everyone with a smile. Moreover, the availability of appealing foods in the Ashulia castle restaurant, water tower café, and Bobo bakery plus accommodation facilities in the "Resort Atlantis" add more value to the service quality.

In addition, the park needs to provide exactly the services promised through the television, radio, newspaper, and social media advertisement. Besides, when the park resolves the problems encountered by the visitors and provides error free and accurate services, it becomes successful in building

greater service quality by means of ensuring reliability to affect tourists' satisfaction.

The findings also suggest that responsiveness is necessary for ensuring quality service to influence visitors' satisfaction. Most of the respondents think that Fantasy Kingdom theme park has been doing well in case of providing prompt response to visitors' requests and complaints and the employees are willing to help the visitors as much as possible. Although respondents have to stand in a long line in the ticket counter during Eid vacations and weekends, yet an in depth interview with most of the respondents alludes that this problem does not negatively affect their perception of overall service quality.

In addition, when the park staffs give individualized attention the respondents, understand their specific needs, prioritize the interests of the visitors, remember the frequent visitors by name, it certainly can increase the level of service quality, which result in greater customer satisfaction.

Finally, the visitors perceive that Fantasy Kingdom has knowledgeable, trustworthy, and courteous personnel who ensure the safety of the visitors and instill confidence in them. This research also compared the findings with previous studies and showed the similarities and differences in brief.

8.   Recommendations

A theme park is not all about just building better rides and arranging entertaining shows; it must continuously monitor several aspects of service quality with a view to improving the satisfaction level of the visitors. In light of the above findings, following recommendations are provided:

• The park authority of Fantasy Kingdom must make sure that the visitors do not have to wait for a longer period in the long queues in front of popular rides and ticket counters during peak periods as visitors get frustrated and annoyed while standing in long lines. Therefore, the authority can keep the visitors engaged by requesting them to fill a questionnaire, giving them magazines or newspapers, offering them free souvenirs. Such engagement activities will not make them feel bored.

- A theme park visitor may encounter several problems on a regular basis. Losing a child, losing necessary personal belongings, facing medical emergencies are regular events at theme parks. Fantasy Kingdom is no exception in this case. Therefore, the park authority should hire skilled staffs that can promptly respond to visitors' requests and handle their complaints. Hotline numbers for listening to visitors' requests and complaints, a swift response force must be in place to provide the responsive services.
- To make the tangible elements of the park world class, the park authority must focus on upgrading the rides as the researchers noticed that some of its rides have become out of sorts. Besides, in order to attract the foreign tourists the park should upgrade the accommodation facilities and make sure that its dinner and lunch items cater to the specific needs of those tourists.

9.   Limitations

The present study has a major limitation on sampling, as the sampling frame used for the study, accommodates only a defined stratum of Bangladeshi society. The study was conducted on the visitors of only one theme park. Moreover, due to short time frame, the survey was conducted with limited number of the samples although they were representative of the sampling frame. These problems, of course, limit the scope of generalization of study. Moreover, this study did not take into account how the demographics characteristics of the park visitors vary.

Furthermore, this study averaged the multiple items measuring different factors to obtain the independent and dependent variables. Although researchers of consumer behavior have long been using this procedure widely, the method is debatable according to some of the strict statisticians. So, for more accuracy, factor scores could have been calculated with the help of factor coefficients derived from factor analysis output and utilized for subsequent regression analysis.

10.   Conclusions

The number of theme parks in Bangladesh is growing day by day in recent times and the reasons for this being more leisure time and the burgeoning demand for entertainment. That is why, today, all types of travel and tourism based organizations especially the growing number of theme parks must build

their competitive advantage based on service quality results. In this study, the researchers tried to empirically show that service quality of theme parks are affected by SERQUAL dimensions such as reliability, assurance, tangibles, empathy and responsiveness. These dimensions or factors contribute to the overall satisfaction of the visitors. Any problems related to these factors can significantly damage customer satisfaction level. Therefore, managers should carefully monitor these factors and take rectifying measures if error occurs. Finally, the findings and recommendations presented in this study may be followed both by the managers of Fantasy Kingdom theme parks to improve its service quality and by any other researcher for conducting further study on this topic. Since this research was limited to only one theme park situated in Dhaka, further study should include the theme parks outside Dhaka to prove the quality dimensions and their impact on tourists' satisfaction.

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