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VISITORS' SATISFACTION AND INTENTION TO REVISIT AGODI PARKS AND GARDEN IBADAN, OYO STATE

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ABSTRACT

Visitors' satisfaction with a recreation center is important for management activities in retaining their visitors' influx and increasing their economic sustainability especially if their satisfaction will lead to more revisits to the center. This study identifies the recreational facilities and activities, level of visitor's satisfaction, as well as the factors determining visitor's satisfaction with Agodi Parks and Gardens, Ibadan, Oyo State. The study employed, direct Understanding observation and the Survey technique using structured and self-administered questionnaire to obtain information on the major objectives of the study. A total of 120 randomly selected visitors to the site were involved in the survey. Data obtained was analyzed using descriptive and inferential statistics. The results show that majority (60%) of the respondents were males, with the highest age range between 18 and 25 years. Marital status showed that 60% were single with 81.7% being resident in Ibadan. Having fun (33.3%) and relaxation (30.8%) were the major purpose of visit to the Park. Half of the respondents (50%) were satisfied with their recreation experience with 46.7% willing to re-visit. There was no significant relationship between visitor's satisfaction and intention to re- visit. The study identified the significance of the destination attributes such as the availability of helpful staff and presence of varieties of recreational facilities as determinants of overall satisfaction of visitors to the study area. The determinants of satisfaction identified in this study should be explored to create an environment that will encourage the visitors to revisit the park, thereby increasing its economic sustainability.

Keywords: Agodi Park, Determinants, Revisit, Satisfaction, visitors.

INTRODUCTION

In recent years, governments have begun promoting tourism in response to the trend of globalization and the needs of domestic development while intending to create economic benefits for the society by developing tourism Mihajlović and Krželj – Čolović (2014). Tourists have diverse impression of a destination depending on the availability of facilities and opportunities offered and the sort of experience gained (Shiang *et al.*, 2011). In this manner, tourists' satisfaction to a great extent depends on the accessibility and nature of tourism services at a destination (Kariru and Aloo, 2014) and is related with what the visitors' desires are.

Furthermore, previous researches have examined factors influencing tourist behavior towards a repeat visitation. In tourism, major antecedents of revisit intention such as satisfaction, perceived value, past vacation experience, safety, cultural differences, image, motivation and satisfaction, and destination attributes have been identified by various researchers. (Akama and Kieti, 2003). Tourists' satisfaction is considered as an essential performance indicator of a successful business. In a competitive tourism business, tourists' satisfaction is viewed as the main differentiator and increasingly becomes the main element of business strategy (Kotler *et al.*, 2010). Truong and King (2009) also posited that satisfaction is an important concept in marketing and

acts as a key influence over revisit intention, market share, and the word of mouth publicity.

Service quality is the antecedent variable for visitor's satisfaction, and satisfaction impacts customers' attitudes and intention to purchase. Various recreation experiences affect satisfaction and these include the visitors' overall feelings, attitudes, as well as the feelings people have about a product after it has been purchased. Thus, customer satisfaction is considered an essential indicator of an institution's overall performance. Chang et al. (2006) recognizes the interaction between the salespeople and consumers is a vital component of product delivery and thus influence the shoppers' consumption motives and satisfaction. The higher the quality in relation to the price paid, the greater is the value perceived by consumers (Flint and Locker, 2011). Furthermore, it is important to underline that customer satisfaction is a post consumption evaluation that disappoints, meets or exceeds expectations and is based on the overall experience. It is true that recreational experience and the site attractions available in a recreational establishment play an operational role in the visitors' satisfaction and whether they intend to revisit. A Recreational centre with a quality and satisfactory facilities will impress the tourist and will be of the intention of coming again. Visitors have different criteria for rating satisfaction according to their taste, expectation and degree of hospitality, therefore the influence of the visitor satisfaction on the intention to re visit area for this research need to be reviewed.

Kozak (2001) proposed that intention to revisit refers to tourists' willingness to visit the same destination or other tourist attractions in the same country. According to Eraqi (2006), the tourists' satisfaction of quality depends upon criteria such as the general evaluation of tourism services, the extent to which tourists are satisfied with destination services, customer value related to tourism services' prices, level of services at destinations, internal transport quality, the extent to which tourism services prices at suitable levels, and tourists' desire to repeat his/her visit. As a result, when tourists have recreation experiences that are better than expected, they indicate stronger intention to revisit than other people (Chen and Shen, 2004). For various reasons,

individuals travel to a destination and spend money there to interact with the environment; they also evaluate the destination. If tourists' recreation experiences satisfy their targeted needs, then they will pursue and repeat similar activities in subsequent trips. Thus, tourists' motivations, experiences, satisfaction, and the intention to revisit are closely related (Chen and Shen, 2004). Mannell, 2007 argued that a satisfying recreation experience is not only the presentation of tourists' internal feelings about recreational participation but also an effective predictor of the intention to revisit. Improving tourists' recreation experiences is the first step toward strengthening their intention to revisit.

Research has repeatedly proven the positive relation between satisfaction and the intention to revisit. Bigne *et al.* (2001) argued that the images of tourist attractions have a positive impact on tourist satisfaction, the intention to revisit, and the willingness to recommend, and concluded that tourism images affect tourists' future intention to revisit and their recommendations to others through moderators like satisfaction. Petrick and Backman, (2002) suggested a high correlation between images, satisfaction, and the intention to revisit; an increase in the intention to revisit must be established through this relation. Petrick and Backman (2002) studied the relation between satisfaction, the intention to revisit, perceived values, and loyalty among golf tourists. The researchers found out that: (a) satisfaction, perceived values, and loyalty can all explain the intention to revisit; (b) among all variable, customer satisfaction best explains the intention to revisit; and (c) satisfaction is the antecedent to customer loyalty, and perceived values are the antecedent to customer satisfaction. If tourists are not satisfied with their experiences at a travel destination, they will not revisit the same location but will choose another recreation area.

The Recreational experience gained have a big influence on visitors' satisfaction, there is a level of curiosity and expectation in the mind of the visitor when visiting a destination, and when it isn't met, then the person inevitably become disappointed and the question of revisiting doesn't come into play. Studies have been concentrated on developed countries with limited empirical studies in areas like

Nigeria. This research will help to determine if visitors to Agodi Parks and gardens are satisfied, the factors influencing their satisfaction and if they are willing to re-visit the site. A hypothesis was tested to provide more information about the significant relationship between visitors' satisfaction and intention to revisit the site.

MATERIAL AND METHODS

Agodi Park and Garden was established in 1967 and is located in Ibadan, Oyo State. It lies between Latitude 7° 24" and 7° 25" N and Longitude 3° 53" and 3° 57" E. The data collection instrument for this study was a semi-structured, self-administered questionnaire designed in English, since English is the official language in Nigeria. A total of 120 questionnaires which was determined from the previous visitors record to the garden, were administered to the visitors at the park, which were all filled and returned during data collection. The visitors were surveyed using random sampling technique based on visitors' willingness to participate in the survey. The questionnaire was divided into three sections. The first section captured the socio-demographic information of the respondents, the second section tackled the facilities and activities engaged in the most during visitation, while the third section captured the determinants and interest in re-visiting the site. Likert Scale questions were used to measure visitors' satisfaction and the determinants of visitors' satisfaction. The data collected were analyzed descriptively using percentage tables. While the Spearman's rho correlation, was used to test the relationship between visitors' satisfaction and intention to revisit.

RESULTS

The result of the demographic assessment of respondents at Agodi Park and Gardens is presented in table 1. The result shows that the males were 20% more than the females; this is a notable difference between the genders. The age distribution of the respondents revealed that those in age bracket of (18-25) years have the highest number showing a high youth presence among the respondents which relates to the high student percentage observed in the result. There is a 20% difference between the respondents that are single and the married. Visitors with the least range of earnings (₦18000 - ₦30,000) were higher than all the other income ranges. Analysis on place of residence shows that Ibadan had the largest number of visitors probably owing to the proximity to the tourist destination.

The recreational facilities most utilized by respondent is the playground, and this might be due to the fact that it doesn't attract extra charge and all age range use it, unlike the boat and bouncing castle which is the lowest which need extra fee aside the gate fee (Table 2).

First time visitors were almost twice as many as those that have been to the park before according to the result shown in Table 3, the mode of visit shows that those who came with friends were more than those that came alone probably because it is more fun to go to a recreation site with a companion than to go alone. The visitors visit occasionally during festive period, and the time of visit was mostly in the evening which will be after work as this affords more leisure time to relax and have fun.

Table 1: Respondents' demographic characteristics

Characteristics	Frequency	Percentage (%)
Gender		
Male	72	60.0
Female	48	40.0
Age		
18 – 25	51	42.5
26-25	42	35.0
36-45	25	20.8
above 45	2	1.7
Marital status		
Single	72	60.0
Married	48	40.0
Occupation		
Civil servant	33	27.5
Self employed	32	26.7
Student	51	42.5
Others	4	3.3
Average income		
18,000 - 30,000	54	46.2
31,000-50,000	23	19.7
51,000 - 80,000	9	7.7
above 80,000	31	26.5
Place of Residence		
Ibadan	98	81.7
Lagos	16	13.3
Abuja	1	0.8
Oshogbo	2	1.7
Ile – Ife	1	0.8
Abeokuta	2	1.7

Table 2 Recreational facilities utilized by respondent

Recreational Facilities	Frequency	Percentage
Boat	13	10.8
Swimming pool	27	22.5
Playground	35	29.2
Bouncing castle	13	10.8
Others	32	26.7

Table 3: Respondents visitation pattern

Purpose of Visit	Frequency	Percentage
Exercise	3	2.5
Relaxation	37	30.8
Fun	40	33.3
Entertainment	1	.8
Socializing	8	6.7
All	26	21.7
Others	5	4.2
First Time Visit		
Yes	76	63.3
No	44	36.7
Mode of visit		
Alone	8	6.7
With a friend	46	38.7
With a group	28	23.5
With children	37	31.1
Frequency of Visit		
Daily	2	1.7
Weekly	7	5.9
Monthly	9	7.6
Occasionally (festive period)	74	62.2
Rarely	27	22.7
Time of Visit		
Morning	39	34.2
Afternoon/Evening	63	55.3
Others	12	10.5

The prevalence of the value of 4 for the mode of each of the destination attributes in Table 4, shows that the respondents were satisfied with the destination attributes. The mean score was used to rank the

destination attributes and the highest mean score is attributed to attractiveness of site while the lowest ranked attribute is the availability of staff.

Table 4: Determinants of Respondents' satisfaction

Destination Attributes	Very dissatisfied 1 (%)	Dis-Satisfied 2 (%)	Un-decided 3 (%)	Satisfied 4 (%)	Very Satisfied 5 (%)	Mode	Mean	Rank
Overall Experience	0	2.59	27.59	51.72	18.1	4	3.85	3
Attractiveness of Site	0	0	6.84	74.36	18.8	4	4.12	1
Ease of Accessibility	0	4.27	10.26	62.39	23.08	4	4.04	2
Signage	0.85	8.55	19.66	55.56	15.38	4	3.76	4
Courtesy of Staff	0.85	12.82	24.79	53.85	7.69	4	3.55	8
Helpfulness	0	10.26	27.35	55.56	6.84	4	3.59	7
Availability of Staff	2.59	10.34	24.14	57.76	5.17	4	3.53	9
Affordable Toll Fee	1.71	11.97	11.97	64.1	10.26	4	3.69	5

As presented in Table 5, the tourist overall satisfaction shows that half of the visitors were satisfied with their visit.

Table 5. Descriptive statistics on visitors' overall satisfaction

Overall satisfaction	Frequency	Percentage
Dissatisfied	3	2.5
Undecided	32	26.7
Satisfied	60	50
Very Satisfied	21	17.5
No response	4	3.3

In Table 6, the result revealed that the difference between those who intended to revisit the park were only a little above 4% higher than those who had no intention of revisiting the study area, which shows

that the park management has a lot of work to do to satisfy and convince their visitors to keep coming back, if they hope to remain in business

Table 6. Descriptive statistics on visitors' intention to revisit

Will you visit Again	Frequency (n)	Percentage (%)
Yes	56	46.7
No	51	42.5
No response	13	10.8

The Hypothesis states that there is significant relationship between visitors' satisfaction and intention to revisit. As presented in Table 7, the Spearman's rho Correlation was used to test the correlation between visitors' Satisfaction and their

intention to revisit and result shows that there is no significant relationship between the two. The null hypothesis is therefore rejected while the alternate hypothesis is accepted.

Table 7: Correlation analysis between visitors' intention to revisit and overall satisfaction.

Text Analysis	Variables Tested	Corrected coefficient	Will you visit Agodi Again?	Overall experience
Spearman's rho	Will you visit Agodi	Correlation Coefficient	1.000	.171
		Sig. (2-tailed)	.	.080
	Overall satisfaction	N	107	106
		Correlation Coefficient	.171	1.000
		Sig. (2-tailed)	.080	.
		N	106	116

DISCUSSION

Findings from this study showed that more men than women visit Agodi Parks and Garden and might be due to the fact that the single have liberty to move around more than the married. This is in conformity with the results obtained by Cohen *et al.* (2007) that more males were seen in parks and recreation facilities and outnumbered the females in all recreation areas. The study also showed that majority of the respondents were in the age group 18-25 years, an indication of youth majority among the visitors which is also reflected in the result showing majority of the visitors as being single.

The majority of the visitors were low income earners which may also be the reason why the most utilized facilities were those that do not attract extra fee. This finding is however inconsistent with (Okojie and Amujo 2011) in Old Oyo National Park who observed that majority of one-day visitors for recreation were high income earners. This is an indication that respondents earning is not a pre-requisite to taking part in recreation. The study also revealed that the visitors from Ibadan were more than visitors from neighboring towns which agree with Kastenholz (2010) who observed that proximity to a recreation site is a strong factor in visitors visiting that destination as it was observed in this study.

The result obtained in this study showed that half of the visitors in Agodi parks and gardens were satisfied with their recreation experience an indication that their expectations were met to a certain extent. Also, tourist satisfaction is influenced by tourist, expectation concerning the product and the effort expended to acquire the product. Destination attributes especially the attractiveness of the site was a major determinant of visitors' satisfaction which is in consonance with Baker and Crompton (2000) that

the overall satisfaction largely depends on the visitors' satisfaction with the destination attributes.

The visitors intention to revisit was observed from the results to be just a little more than half of the respondents who do not want to visit again which shows that their recreational experience is not as they have expected which as (Chen and Shen 2004) said some tourist have recreation experience that are better than expected, while some do not and which may indicate stronger intention to revisit than other people. The result obtained agrees with (Crompton 2004), who stated that although satisfaction with a particular destination appears to be a necessary condition for explaining repeat visitors, it is not sufficient to explain the phenomenon since respondents reported satisfactory experiences and yet do not return to the same destination.

CONCLUSION

This research has been able to show that the attractiveness of the recreation site is a major determinant of visitor satisfaction. Also, the difference between those who intended to revisit and those who do not intend to revisit is low an indication that visitors may not have had such a satisfying experience to make them come back. The result also revealed that the recreational facilities that do not attract extra charges were the most utilized seeing majority were students and low-income earners.

This study therefore recommends that the park management should improve on the destination attributes such as the attractiveness of the site, ease of accessibility, helpfulness and courtesy of staff as well as staff availability, so that more visitors especially the youth who crave varieties can come back thereby making the recreation site more profitable.

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