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## CONSUMER PERCEPTION TOWARDS THEIR EXPERIENCES AT TAMAN RIMBA ALAM, PUTRAJAYA

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### Abstract:

This study investigates consumer perception towards experiences in parks, focusing on design, recreational opportunities, and accessibility. The aim is to understand how these factors influence consumer satisfaction and engagement within park settings. Consumers appreciate well-designed spaces that integrate natural elements, functional amenities, and aesthetic appeal. Recreational opportunities emerged as significant drivers of satisfaction, with consumers valuing a diverse range of activities such as walking trails, playgrounds, and sports facilities. Accessibility was identified as a key factor in ensuring inclusivity and convenience, influencing visitation frequency and duration. The study concludes that a holistic approach to park design, which considers design aesthetics, recreational offerings, and accessibility, is essential for enhancing consumer experiences and promoting park engagement. The objective of this study was to investigate the notable correlation between consumer perceptions of their experiences at Taman Rimba Alam, Putrajaya, focusing on designs, recreational opportunities, and accessibility. This study undertakes a descriptive research design using a quantitative approach as the methodology for the research. The demographics and the key variables, which are the designs, recreational opportunities, and accessibility are the main variables in the research framework. Data analysis is based on 98 respondents' feedback received from the visitors who have visited Taman Rimba Alam, Putrajaya. The data analysis utilized SPSS version 29.0, employing linear regression to test the hypotheses and determine which consumer preferences, such as designs, recreational opportunities, and accessibility, most strongly

influence consumer perception of their experiences at Taman Rimba Alam, Putrajaya. The findings revealed that all three hypotheses were supported, suggesting that this study's results could aid in the development of positive consumer perceptions towards experience enhancement at Taman Rimba Alam, Putrajaya, in an effective and efficient manner.

**Keywords:**

Accessibility, Consumer Perception, Designs, Experiences, Recreational Opportunities.

**Introduction**

Consumer perception plays a pivotal role in shaping attitudes toward forest reserves, influencing perceptions related to sustainable practices, ecotourism, and conservation efforts (Kollmuss & Agyeman, 2002). Understanding how consumers perceive forest reserves is crucial for developing effective strategies that promote environmental awareness, responsible tourism, and a positive relationship between communities and their natural surroundings. Consumer perception significantly impacts the success of ecotourism initiatives and sustainable practices in forest reserves. Positive perceptions may encourage eco-friendly tourism perception, such as responsible hiking, wildlife observation, and adherence to designated trails, fostering a balance between recreation and conservation (Stronza & Durham, 2008). Consumer perception of Taman Rimba Alam is influenced by various factors, including the quality of recreational experiences offered by the reserve. Visitors' attitudes toward the reserve may be shaped by the accessibility of amenities, the condition of walking trails, and the overall ambiance of the natural environment (Chin et al., 2020). Positive consumer perceptions are often associated with enjoyable recreational activities, well-maintained facilities, and opportunities for environmental education and appreciation.

Understanding the Factors Influencing Consumer Perception at Taman Rimba Alam, Putrajaya is the one fundamental research problem to investigate the key factors that shape consumer perception at Taman Rimba Alam in Putrajaya. Understanding these factors is crucial for both the park management and marketers to enhance visitor experiences. Previous studies (Jones et al., 2018; Smith & Wang, 2019) have shown that factors such as accessibility, cleanliness, safety, and the availability of amenities significantly influence visitor perceptions in natural settings. Therefore, this study aims To measure the relationship between designs, recreational opportunities, and accessibility towards their experiences at Taman Rimba Alam, Putrajaya.

**Literature Review**

The literature review will discuss consumer perception and consumer experiences, focusing on their role in shaping attitudes, preferences, and decision-making. Consumer perception involves sensory, cognitive, affective, and behavioral processes that influence how individuals evaluate products, services, or environments. Meanwhile, consumer experiences encompass subjective feelings and evaluations formed through interactions with offerings, highlighting their multidimensional and holistic nature. Understanding these concepts is crucial for enhancing visitor satisfaction and fostering positive relationships. By exploring relevant theories and studies, this review aims to provide insights into improving consumer experiences, particularly in natural tourism destinations such as Taman Rimba Alam in Putrajaya.

***Definition of Consumer Perception***

Consumer perception involves the process of sensory reception, where individuals gather information through their senses such as sight, sound, smell, taste, and touch. This sensory input forms the basis for initial impressions and evaluations of a product or service. For instance, when visiting Taman Rimba Alam in Putrajaya, consumers may perceive the natural surroundings through visual cues such as lush greenery, diverse wildlife, and tranquil water bodies, which contribute to their overall experience (Solomon et al., 2019).

Besides, consumer perception encompasses cognitive processes such as attention, interpretation, and memory. Consumers selectively attend to certain aspects of their environment based on personal interests, needs, and expectations. They interpret sensory information within the context of their existing knowledge and beliefs, which shapes their perceptions and attitudes toward the experience. In the context of Taman Rimba Alam, visitors may interpret the presence of well-maintained trails, informative signage, and recreational facilities as indicators of the park's quality and value (Schiffman et al., 2014).

Furthermore, affective factors influence consumer perception by evoking emotional responses and feelings towards a particular experience. Positive emotions such as joy, relaxation, and awe can enhance consumer satisfaction and loyalty, whereas negative emotions may lead to dissatisfaction and avoidance behavior. At Taman Rimba Alam, consumers may experience positive emotions through encounters with nature, including birdwatching, picnicking, or simply enjoying the serenity of the surroundings, thus influencing their overall perception of the park (Kotler et al., 2017).

***Definition of Consumer Experiences***

Consumer experiences refer to the subjective perceptions, feelings, and evaluations formed by individuals as a result of their interactions with products, services, or environments. These experiences encompass a broad spectrum of dimensions including cognitive, affective, sensory, and behavioral aspects. As Pine and Gilmore (1998) highlight, consumer experiences are multidimensional constructs influenced by various factors such as physical environment, service quality, personal preferences, and social interactions. They involve not only the functional aspects of consumption but also the emotional and symbolic meanings attached to the consumption process.

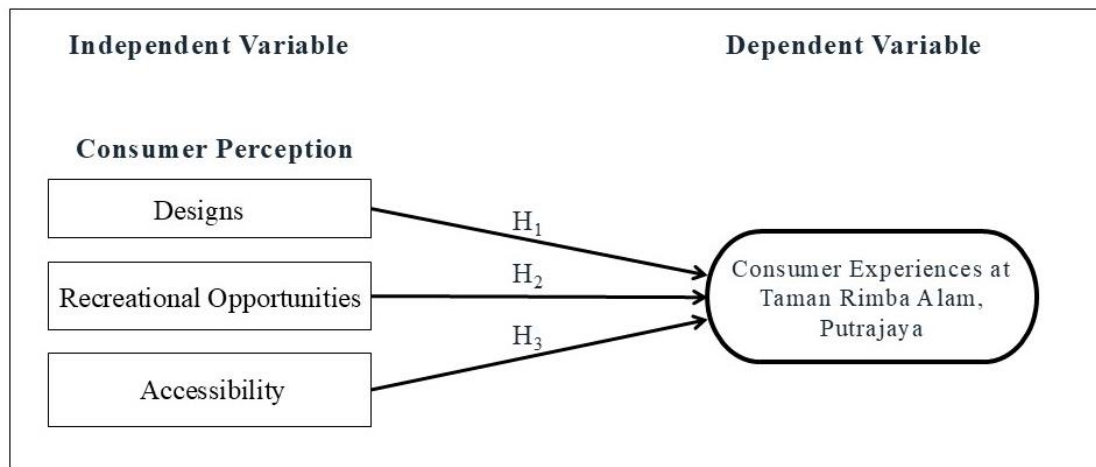
Furthermore, consumer experiences are characterized by their holistic nature, encompassing both tangible and intangible elements. According to Schmitt (1999), experiences involve sensory perceptions, emotions, memories, and overall satisfaction derived from engaging with a product or service. This holistic perspective emphasizes the significance of considering all touchpoints along the consumer journey, from pre-purchase anticipation to post-consumption reflections. Therefore, consumer experiences transcend mere utilitarian transactions to become transformative encounters that shape individuals' perceptions and behaviors.

Moreover, consumer experiences are inherently subjective and context-dependent, varying across individuals and situations. As described by Hirschman and Holbrook (1982), experiences are deeply personal and influenced by consumers' unique backgrounds, preferences, and cultural norms. This subjectivity underscores the importance of understanding consumers' idiosyncratic interpretations and meanings attached to their interactions with a

particular environment or offering. Thus, studying consumer experiences necessitates adopting a qualitative approach that captures the richness and diversity of individuals' lived experiences.

Overall, consumer experiences play a pivotal role in shaping consumers' attitudes, preferences, and loyalty towards brands, products, or destinations. By providing memorable and meaningful experiences, organizations can cultivate positive relationships with their customers, foster brand advocacy, and differentiate themselves in competitive markets (Meyer and Schwager, 2007). Therefore, understanding and managing consumer experiences are essential for businesses and destinations seeking to enhance customer satisfaction and achieve sustainable success in today's experience-driven economy.

### ***Theoretical Framework***



**Figure 1: The Research Framework**

Source: Researcher (2023)

The proposed theoretical framework for studying consumer perceptions of their experiences at Taman Rimba Alam, Putrajaya, incorporates three (3) components as independent variables; designs, recreational opportunities, and accessibility.

### ***Research Hypotheses***

The hypotheses, therefore are:

H1: There is a positive relationship between designs towards consumer experiences at Taman Rimba Alam, Putrajaya.

H2: There is a positive relationship between recreational opportunities towards consumer experiences at Taman Rimba Alam, Putrajaya.

H3: There is a positive relationship between accessibility towards consumer experiences at Taman Rimba Alam, Putrajaya.

### ***Methodology***

The study utilized a quantitative research approach to examine consumer perceptions of their experiences at Taman Rimba Alam, Putrajaya. In this research, the independent variables are designs, recreational opportunities, and accessibility, while the dependent variable is consumer experiences. The research was conducted in a non-contrived, natural setting. The time horizon for this study is cross-sectional, as data were collected at a single point in time to answer the research question. The cross-sectional design was chosen because data were gathered only

once. Consequently, the study's purpose is correlational, as it seeks to understand the relationships between multiple variables.

In this study, the unit of analysis is the individual, with respondents completing the questionnaire on their own. For this study sampling, the researcher chose a small group of individuals who are 18 years of age or older and have visited any recreational activities in Taman Rimba Alam, Putrajaya.

The power analysis will be used in this study after a number of other approaches to determining sample size have been considered. The minimum number of participants required under the guidelines would be 77. Hence, power analysis, more especially the G\*power analysis, was used to establish the sample size. Therefore, this study proposes to set all the visitors 18 years old and above who have visited Taman Rimba Alam, Putrajaya in Malaysia as the target population in this study.

For data analysis, the collected data were processed using SPSS to calculate the means and percentages for each item in the questionnaire. Cronbach's Alpha was employed to assess the reliability of the survey. Descriptive analysis was conducted to summarize demographic information and key variables. Additionally, linear regression analysis was utilized for hypothesis testing to explore the relationships between consumer perceptions of their experiences.

## Results and Discussion

The Cronbach's Alpha reliability analysis for all variables examined in this study, which include design, recreational opportunities, and accessibility of visitors to Taman Rimba Alam, Putrajaya, ranged from 0.912 to 0.916. These results demonstrate an excellent level of internal consistency across all these measures. A summary of the Cronbach's Alpha values for each variable used in the study is presented in Table 1.

**Table 1: Result of Reliability Analysis**

No.	Variables	Cronbach's Alpha	Strength of Association
1.	Design	0.916	Excellent
2.	Recreational opportunities	0.915	Excellent
3.	Accessibility	0.912	Excellent
4.	Consumer Experiences	0.915	Excellent

*N*=98

According to the Cronbach's Alpha results presented in Table 1, Section B of the questionnaire, focusing on consumer preferences regarding visit to Taman Rimba Alam, Putrajaya in terms of design, shows a notably high Cronbach's Alpha value of 0.916. Similarly, Section C, which delves into consumer perception towards their experiences at Taman Rimba Alam, Putrajaya in terms of recreational opportunity, also demonstrates a strong internal consistency with a Cronbach's Alpha value of 0.915. In Section D, concerning consumer perception towards their experiences at Taman Rimba Alam, Putrajaya in terms of accessibility, Cronbach's Alpha value stands at 0.912. Besides, Section E for consumer experiences shows Cronbach's Alpha value of 0.915. These results from the reliability test

indicate that all dimensions within each variable surpassed the minimum Cronbach's Alpha threshold of 0.9, confirming the reliability of all instruments for further analysis.

Since this study was correlational, linear regression analysis was employed. Linear regression analysis allows for the examination of the connection between an independent variable and a dependent variable.

**Table 2: Model Summary for Components of Designs, Recreational Opportunities, and Accessibility**  
**Model Summary**

	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
Designs	.888 <sup>a</sup>	.789	.787	.35294
Recreational Opportunities	.886 <sup>a</sup>	.786	.783	.35578
Accessibility	.886 <sup>a</sup>	.786	.783	.37684

a. Predictors: (Constant), Designs, Recreational Opportunities, Accessibility

Linear regression analysis was employed to assess whether tangibles were a significant predictor of satisfaction. According to table 4.9, the R Square value for designs stands at 0.789, indicating that the predictors accounted for 78.9% of the variance in satisfaction. Similarly, the R Square value for recreational opportunities is 0.786, suggesting that these services explain 78.6% of the dependent variable. Likewise, the R Square for accessibility is 0.786, indicating that products account for 78.6% of the dependent variable.

**Table 3: ANOVA for Designs, Recreational Opportunities, and Accessibility with Consumer Experiences**  
**ANOVA<sup>a</sup>**

		<b>df</b>	<b>F</b>	<b>Sig.</b>
Designs	Regression	1	359.349	<.001 <sup>b</sup>
	Residual	96		
	Total	97		
Recreational Opportunities	Regression	1	351.747	<.001 <sup>b</sup>
	Residual	96		
	Total	97		
Accessibility	Regression	1	351.747	<.001 <sup>b</sup>
	Residual	96		
	Total	97		

a. Dependent Variable: Consumer Experiences

b. Predictors: (Constant), Designs, Recreational Opportunities, Accessibility

Referring to Table 3 ANOVA results, the F value of 359.349 is highly significant at  $p < .001$  ( $p < 0.05$ ), indicating that the independent variable facilities can effectively predict the dependent variable designs,  $F(97) = 359.349$ ,  $p < 0.05$ . This suggests that the regression model fits the data well.



Likewise, the F value for services is 351.747, also significant at  $p < .001$  ( $p < 0.05$ ), demonstrating that the independent variable, recreational opportunities, reliably predicts the dependent variable with  $F(97) = 351.747$ ,  $p < 0.05$ . Thus, the regression model is considered acceptable.

The ANOVA table further illustrates the relationship between accessibility and the dependent variable. The F value of 351.747 is significant at  $p < .001$  ( $p < 0.05$ ), indicating that the independent variable, accessibility, can predict the dependent variable, visit intention, with  $F(97) = 351.747$ ,  $p < 0.05$ . Consequently, the regression model demonstrates a significant relationship.

**Table 4: Coefficients for Designs, Recreational Opportunities, and Accessibility with Consumer Experiences**  
Coefficients<sup>a</sup>

		$(\beta)$	t	Sig.	Result
H1	Designs	.888	18.957	<.001	Accepted
H2	Recreational Opportunities	.886	18.755	<.001	Accepted
H3	Accessibility	.886	18.755	<.001	Accepted

a. Dependent Variable: Consumer Experiences

Based on Table 4, the coefficient for designs is 0.888, indicating statistical significance. With a p-value below 0.05 ( $p < 0.05$ ), it suggests a significant relationship between the independent variable (designs) and dependent variable (accessibility). Moreover, the t-value exceeds 2 at 18.957. Consequently, based on this table, it can be inferred that designs positively and significantly influence consumer experiences, leading to the acceptance of the hypothesis.

Similarly, the coefficient for recreational opportunities is 0.886, which is statistically significant with a p-value <.001 ( $p < 0.05$ ), indicating a significant relationship between the independent variable (recreational opportunities) and the dependent variable (accessibility). The t-value is also greater than 2 at 18.755. Thus, based on this table, it can be concluded that recreational opportunities positively and significantly influence consumer experiences, supporting the hypothesis.

For the standardized coefficient beta value of products, it stands at 0.886, indicating statistical significance with a p-value <.001 ( $p < 0.05$ ). This suggests a significant relationship between the independent variable (accessibility) and the dependent variable (recreational opportunities). The t-value is above 2 at 18.755. Therefore, it can be concluded from this table that accessibility positively and significantly influences consumer experiences, leading to the acceptance of the hypothesis.

Consequently, the hypotheses of the study are accepted:

**H1:** There is a positive relationship between designs towards consumer experiences at Taman Rimba Alam, Putrajaya.

**H2:** There is a positive relationship between recreational opportunities towards consumer experiences at Taman Rimba Alam, Putrajaya.

**H3:** There is a positive relationship between accessibility towards consumer

experiences at Taman Rimba Alam, Putrajaya.

To support the positive relationship between design and consumer experiences, design plays a critical role in shaping consumer experiences, influencing both emotional responses and behavioral intentions (De Klerk et al., (2020). Aesthetic design can significantly enhance consumer experiences by creating a more engaging and memorable interaction with the product (Deng, X., 2019).

Besides, the result of the study indicates that recreational opportunities may affect consumer experiences. This finding is supported by the study conducted by Chen et al., (2020), recreational opportunities are a key determinant of consumer experiences in leisure destinations, contributing to the overall perceived value of the visit. Also, the availability and diversity of recreational opportunities significantly enhance consumer experiences, leading to higher satisfaction and repeat visitation (Lee, 2021).

Other than that, Zheng, (2021) found that improving accessibility in consumer service environments can lead to enhanced customer experiences by reducing barriers and increasing convenience. Besides, the other study said, that accessibility significantly influences consumer experiences by affecting convenience and ease of use, which can impact overall satisfaction (Lyu et. al., 2022).

## Conclusion

In conclusion, consumer perception towards their experiences, encompassing aspects of design, recreational opportunities, and accessibility, plays a pivotal role in shaping their satisfaction and decision-making. The design aesthetics of a place, the variety and quality of recreational activities offered, as well as the ease of accessibility, collectively contribute to how consumers perceive and evaluate their experiences. As noted by various researchers (Smith et al., 2018; Chen & Hu, 2020), these elements intertwine to create a holistic impression that influences consumer satisfaction and likelihood of return. Businesses and organizations in the hospitality, tourism, and recreational sectors can benefit significantly from understanding and catering to these perceptions, ensuring that consumers feel positive about their experiences and are more inclined to engage with their offerings.

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