

Golf Tourism Destinations: The Factors Influencing Golfer's Revisit Intention to Golf Course

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Abstract: The motivation of playing golf and determinants that influence revisit golfers to the golf course is imperative to study in tourism destination, especially for golf tourism. Each motivation of golfers and their intention to return to the golf course has differed on their satisfaction with the services or product that provide of the golf course and this makes the golf management must need to know the answers to maximize their profits and continue to growth. This research attempts to provide insight into motivation can influence revisit again to the golf course among golfers. Two objectives conducted in this studies which to identify the motivation of golfers revisit to the golf course and to determine the factors that were influencing revisit intention among golfers. A quantitative research method was adopted to collect empirical data from the motivation and revisit factors among the golfers as respondents in Port Dickson Golf and Country Club (PDGCC). In findings, the excitement is the primary motive among golfers to play golf. For the revisit factors, it can be analyzed that price offered by the PDGCC was the most agreeable consideration given by the golfers that influencing them to returnable to PDGCC. This study provides golf course managers to create a particular marketing plan based on the seriousness spare their customers and need continue to communicate their clients to find out what they want, need and desired.

Key words: Golf course, golf tourism, motivation, revisit, satisfaction, PDGCC

INTRODUCTION

Golf tourism has been identified as one such market by many destinations because the golf tourist tends to earn higher levels of income when compared to more established tourist segments which leads to a higher average spending. Within three decades ago, the golf industry has undergone growth that is continuous in countries concerning participant magnitude and facility. Therefore, the golf industry has become one of leisure activity that most popular and sports audience. Golf industry increase popularity had created economic impact, social and environment that was large to the local community. It expected that golf will be continued to expand in the global community, especially among minority populations (NGF, 2006).

Why people joined holiday, sport and vigorous activity and which factors that influencing their behavior undeniable is a matter of particular interest to the researcher. Previous studies, leisure had inspected various factors which influenced this participation.

Nevertheless, many researchers have not carried out to explore factors that affect golfer's revisit again to the golf course. The importance of revisit intention had established in psychological research in sports domain (Biddle, 1994). Nicholls (1984) and Roberts (1992) claimed that motivation in sports refer to personality factor, social variables or cognition when athlete include into competition with others or attempting to achieve excellence in the individual level. Golf as a sport is selected as the best optimum medium to study the relationship as unique challenges as an individual sport. Hwang (2008) stated that market competition among golf course had become more intense, fuel cost increase and that sluggish global economy. So, it had become dimension for golf course manager's way to understand what they should be doing creating a competitive advantage for themselves at the golf market. In other words, understanding and awareness of the behavior and the motivation factors and satisfaction of athletes will play a vital role in facilitating the success and their achievements in sports (Beauchamp *et al.*, 1996). In terms,

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the motivation will also explore why people choose certain activities on other activities and why they continue in the selected direction or give it up.

To understand the revisit intention among golfers also are extremely crucial and necessary in the context of golf tourism. The information of revisit among golfers is useful especially for golf course manager will understand what factors influence golfers to revisit their golf course and how to retain current customers. Given the expansion of the golf industry, not only can study golf course management including quality of service and price, became the catalyst for the golf industry but also customer satisfaction surveys and revisit intentions golfers can provide information that encourages people to choose golf as recreational activities and leisure time. Appealing to golfers is the project's marketing strategy in the golf tourism industry while products that satisfy the needs of golfers planning is the principle approach in attracting the golfers (Ko *et al.*, 2008). In this case, the key to attracting golfers who appear to be anything revisit after caters to golfers. Parasuraman *et al.* (1988) claimed that loyalty represents the behavior of the original re-purchases intention suggesting to other customers and give praise. Understanding the key antecedents and consequences of golfer's retention can help the golf managers implement efficient business and marketing strategies as well as ensure future sources of income through golfer revisiting and potential golfer's visiting.

As competition over tourism destination for golf tourism market, it will become increasingly important for managers and marketers golf destination to identify the variables that help the environment and detention of golf tourists (Petrick and Backman, 2002). To understand better the behavior of tourists buy golf, destination marketers and managers of tourism-related supplies components such as golf courses, accommodation, restaurant, attractions, etc., will be more willing to develop marketing strategies that are more appropriate and customizing their product and services to attract new golf tourists to their destination while built repeat business among existing customers. A researcher can see even though there is little change has occurred in the number of golfers, the number of the golf course was increasingly over the world. There is increasing competition between course for attracting the golfers in private clubs; thus, it will be more important to golf course manager to identify the variables that can make more attract their golfing clients. Therefore, this study seeks to find the answers for the following research objectives to identify the motivation of golfers towards revisit intention to the golf course to determine the factors affecting golfer's revisit intention to the golf course.

Golfer's motivation to playing golf

Socialization motive among golfers: Social identities provide individuals with a sense of belongingness or expertise to a wider social group, somewhere in the vicinity and the next opportunity to use the knowledge of the group (Green and Jones, 2005). Cassidy and Pegg (2008) supported that social identity as a potential source of motivation to play golf. According to Bouchet *et al.* (2004), the majority of golfers in the main sports events involved in the golf sport, they are together and not against someone with the intention of helping each other and sharing time. Ko *et al.* (2008) established that the evidenced to support the need for socialization opportunities when they found that golfers are very encouraged by the social aspect of the sport. Another issue of socialization motive is the need to feel part of a group that has a great impact on the motivation to become golf tourist (Kurtzman and Zauhar, 2005). Similarly, the golfers spending time with friends and family is an essential component to their participation. According to Ryan *et al.* (2011), the opportunity to engage activities in improving one's relationship with others will be considered autonomous motivation. This activity has appreciated and necessary for a sense of self.

Avoidance from any pressure: Most people expect to participate in a sporting event that will temporarily take them away from reality and allows them to forget about everyday stress (Gammons, 2004). Avoidance motive involves getting away from the routine and stress of daily life but not necessarily from the people. Green and Jones (2005) pointed out that individuals do the activities to compete in golf and to escape from their identities related to family life which cannot achieve through training or competing against other players. Stewart, further supported this idea when he found out the individual activities to help their golf group to achieve relief from everyday life, build friendships and a sense of belonging and the opportunity to participate in activities that cannot do in a home. Golfers need to escape from reality is a more powerful motivation than the social motivation. Also, it has been proven that golfers said they found the golf is quite fun and relevant to their lifestyle and they have taken part in the event to have a good time and for pleasure (Getz and McConnell, 2011).

Excitement feel during play golf: Petrick (2002) uses a new concept where the motivation golf game in which he found that tourists golf altered by age in the types of new things that drive them to choose certain kinds of golf vacation. Young golfers in the study tended to rate their pleasure, boredom eradication and surprising motif even

more important than their peers who are older. From the previous research by Zhang (2007) concluded that the leisure factor such as spending time with friends having enjoyment and enjoying outdoors was the best predictors of motivation for almost golfers. Finally, in a study of individuals who participate in intramural sports program found that regardless of age, gender or class it's reported that they were compelled to participate in or benefit from the pleasure derived from participation. Just like avoidance, excitement will increase the motivation of individuals to experience a variety of stimuli (Cooper *et al.*, 2012).

Competition among golfers: Competition motive can be described as a desire to enter the competition to determine who can communicate with other players and it associated with the ability of individuals to challenge them through participation in the event. Getz and McConnell (2011) investigated that the participants suggested that the "challenge myself" as one of the main driving forces, followed by improving their athletic ability. Cassidy and Pegg (2008) found that 14.5% of respondents in motivation attributes studies said their main reason for attending was to compete with other players. For example, Richards (1996) has outlined how the improvements championship of golf courses provided individuals with the opportunity to test their skills at the same level as professional partners. Also, golfers can choose courses based on the degree of challenge and the ability to test their abilities. Gibson (1998) developed a profile of active sports tourists and thus outlined various tourism industry organizations have changed their focus to include the sport or physical activity component. By doing so, these organizations has developed new opportunities and interesting for people to challenge themselves while playing golf among players.

Learning lesson motives: The desire to learn about or explore the destination of choice can also increase the motivation of individuals to participate in any event (Ryan and Glendon, 1998; Snelgrove *et al.*, 2008). Factors the desire to learn something new about a sporting event is one way to improve a person's ability to dominate participated sports such as golf. Learning component in this build is directly related to motivation to learn, motivation autonomy. Individuals desire to experience and learn about new cultures or incident the driving force behind this selection process. Therefore, the proposal desire of individuals to learn about new cultures or event would increase the motivation of their autonomy. When a players have a positive attitude and want to use golf as a learning experience they will remain even-minded even if they do not score very well in playing golf.

Nature setting and destination motive: The last motivating factor playing golf is the host city or local course that has defined as the natural setting and a destination golf course. The characteristics set its sights motivation, new places, experiencing new cultures, the best location in the area and other factors related directly to the host destination including entertainment (Kaplanidou and Vogt, 2010). Also, the attractiveness of a destination golf course can motivate people to travel to the destination (Yoon and Uysal, 2005). Some researchers have suggested that the destination drive and the environment are not as strong motivation factor. For example, the evidence indicating that the destination of motivation may be limited to first-time visitors while other factors drive repeat visitors. Determination of the golf courses nature setting and destinations factors expected to affect individuals through both controlled and autonomous motivation. The destinations that can be considered easy by the participants rather than choose a far location of course they select local or easier. The topography of the area or the challenges created by the destinations that can provide people with a source of motivation to shape decisions will be governed in line with the motivation for the decision was largely based on external factors that are beyond their control. Furthermore, Shipway and Jones (2007) found that the topography of the course and the challenge provided by the location of a major motivating factor for taking part in the sports marathon.

Factors influence revisit intention to golf course

Service quality in golf industry: Since, the 1980's, numerous researches have been conducted to examine the possible dimensions of service quality in various fields. In the recreational sports industry, some researchers have developed a service quality measurement (Parasuraman *et al.*, 1988). As a result of the structural model tests were reviewed by Hwang (2008) he also claimed that the quality of service viewed positively affect overall customer satisfaction and revisit intention. It expected that the managers of golf courses to encourage their clients to come to the same course to play golf, they should improve the quality of the golf course. Many previous studies using SERVQUAL Model by Parasuraman *et al.* (1988) to assess the level of quality of services in a place of their study on sports industry research, especially in the golf industry. Also, the service quality for customers assesses the perception of a particular service meeting anytime while customer satisfaction involves both final state and consideration process and reflects the emotional and cognitive elements.

Provision of golf course attributes: The golf course was combined land where recreational, aesthetic, ecological and economic incomes are all prepared. The key attributes of the golf course are the ones that represent the quality of the golf course and the service quality which like greens situation, fairway conditions, hygiene course, course design, course aesthetic, landscape, location, hospitality and level of play, especially for golfers who work in the field of business and the main purpose of their trip is golf, moreover they usually spend more time and money for the golf course (Monroe and Chapman, 1987). The preparation of each golf course attributes such as golf course design, golf course aesthetics and current physical condition of the golf course is one of an important element in the preparation of a golf course. Although, golf is a passive sports game in the sports industry, golf has expanded to international level and golfers were consist of various ages. Condition and the golf course design will give satisfaction to the golfers and to return valuable to the player. The more challenging a golf course, the most satisfied the golfers. Furthermore, the enhancement of the physical environment of the golf course by the management will have a positive impact on customer satisfaction and revisit intention. Satisfaction of tended golf courses and golfer's revisit intention can improve the facilities quality, design and the beauty and tranquillity of the physical course environment. The study of factors such as golf course attributes supported by studies from Krohn (2008) and Hutchinson *et al.* (2010).

Price offered provided: Price is the element that is important to give impact to experience consumer satisfaction. Spending a sum of money is inevitable for participants to enjoy leisure activities in their free time. Nevertheless, price dimension in recreation activity also unspecified. Although, many studies previously on price have associated with the free industry, but or research was carried out on prices in physical activities or sports context. The price is found to be significantly positive with customer repurchase intention (Grewal *et al.*, 2004). Khajittanakorncharoen and Chirapanda in their previous research of golf course in Bangkok Region resulted that intentions prices with overall customer satisfaction and revisit intention of measuring the impact of promotion golfer relationship pricing including discounts on greens fees, coupons and affordable package must be provided for the golfers as they consider price as the determining satisfied customers heart of the golf course. However, it is contrasted with the findings from researcher Hwang (2008) in his study and explained that where price and satisfaction were not significant determinants of overall customer satisfaction and revisit intention. According to

the results of this study correlated with price, competitively priced golf courses in the context of the management of long-term strategy may not be viable to attract more golfers. And these factors will be reviewed in the study because the price offered in every golf course in every state was different. The dimensions of price in the leisure industry, especially in the context of the golf industry, should be created to show the relationship between price and overall customer satisfaction and between them and revisit intention. The price consists of five dimensions which are membership fees, green fees, buggy fees, food and beverage and merchandise charges.

Customer's perceived value on golf industry: Customer's perceived value was considered as a source of competitive advantage (Parasuraman *et al.*, 1988; Woodruff, 1997) as it identified the most significant predictor of revisit intention. Woodruff (1997) said that the perceived value has been defined by many scholars in a variety of different ways because different concept in the judgment of the individual properties as a result, conditions and time. Monroe and Chapman (1987) define buyers' perceptions of value to a tradeoff between quality and product benefits that they consider paying the price. Also, Kotler (2000) suggested the customer's value is a trade-off between quality and customer benefits received and the cost of the client do it by evaluating, acquiring and using the product. Petrick (2002) believes that there is a need for an official measurement tool for the perceived value of a service that will allow comparison with the scale of service quality. When using or buying products, customers consider the product as set certain properties including interest and service quality. Quality is regarded as a positive driver the views of customers. Previous studies have concluded that service quality positively affects the perceived value (Cronin *et al.*, 2000). Also, the perceived value could lead directly to the formation of a customer's satisfaction feeling (Churchill and Surprenant, 1982).

MATERIALS AND METHODS

The study area: Port Dickson Golf and Country Club (PDGCC) is one of the most popular golf courses with 18 holes in Negeri Sembilan that located at Port Dickson. PDGCC is a proprietary club that was developed and operated by Sinar Indah Sdn. Bhd. that completed in September 1992. The club's history can be traced back to the army who maintained Garrison in Port Dickson for many years since 1961 when the Garrison golf course built; it helped to keep military officers and local golfers at ease with simple, straightforward cow grass nine holes

Table 1: Result of cronbach's alpha for pre test

Question	Reliability statistics (pre-test)	
	Cronbach's alpha	N of items
Item No. 14	0.803	24
Item No. 15	0.906	29

layout. But eventually, as the number of golfers had increased, some senior army officer felt the need for a bigger and better golf club. By later in 1992, an entirely new layout was built and with it came to a name-Port Dickson Golf and Country Club.

Data collection: The primary data and secondary data used in this study. Primary data obtained through a questionnaire distributed to 285 respondents according to sample size calculation by Krejcie and Morgan (1970). Respondents were selected using probability sampling through simple random sampling. Meanwhile, the secondary data were acquired from previous researchers, books and other digital sources from libraries.

Questionnaire survey: The questionnaire divided into five sections which are Part A: Socio-demographic, Part B: Respondent's behavior, Part C: Motivation factors of playing golf, Part D: Factors affecting revisit intention to PDGCC and lastly Part E: Recommendation. The distribution of questionnaires was conducted starting from 1st December, 2015 until 6th December, 2015, 9 a.m. to 5 p.m. at PDGCC.

Statistical analysis: The questionnaires were analyzed and processed through the Statistic Package for Social Science (SPSS) Version 19 for Windows software which involving frequency, percentage and mean. Analysis of the reliability was conducted using Alpha Cronbach scale. The researcher use reliability test to measure both dependent variables (motivation and revisit intention) and independent variables (motivation; social, avoidance, excitement, competition, learning and nature and destination, revisit factors; service quality, price, golf course attributes and perceived value) through likert-scale design questionnaires. Table 1 shows the result of reliability test for both independent variables that collected for 30 respondents on 26th October, 2015 at PDGCC. According to Sekaran (2003), in general the reliability of <0.60 was considered poor, those in the range of 0.70 are acceptable and those above 0.80 is good.

RESULTS AND DISCUSSION

The motivation of golfers revisit to golf course: Descriptive statistics were conducted to examine the mean values of all motivation's item. The reason a person may

play golf was assessed using 24 items, 5 points label of 1 measured likert-scale for strongly not important to 5 for 'strongly important'. The independent variables to measure motivation play golf are social, avoidance, excitement, competition, learning and nature and destination

Socialization motive among golfers: Table 2 shows the factors of spending time with friends (3.95) are the highest mean. The majority of golfers in the main sports events involved in the sport of golf, they are together and not against someone with the intention of helping each other and sharing time (Bouchet *et al.*, 2004).

Avoidance from any pressure: Table 3 shows the highest mean score to relieve stress and tension which represented a mean of 4.39. It can prove from the studied by Gammons (2004) found that most people expected to participate in sports recreation that takes them away from reality life and allowed them to forget temporary about their stress and tension. While the lowest mean score is referred to temporary escape from family or spouse (3.16).

Excitement feels during play golf: Table 4 shows the most of the golfers feel enjoy playing very much (4.41) rather than being outdoors. Based on the researcher observation, it can be seen that most of PDGCC golfers make golf sport as one their hobbies. From this statement, it can be concluded that they enjoy playing the golf.

Competition among golfers: Table 5 shows mean score of 4.44 which represents 'to challenge own abilitie's is the highest mean rather than others. Richards (1996) stated that golfers choose the golf course based on their level in playing golf, the level of course challenges and ability to test their golf skills.

Learning lesson motives: Table 6 shows the highest mean score was 4.31 which represent golfers like to know the culture of the golf game. According to Ryan and Glendon (1998) claimed that learning and experience the new golf game culture is one of the driving force of the motivation playing golf among golfers. Do not forget about the lowest mean score (3.77) which represent learning a new skill. The factors of the desire to learn something new about sports event are one of the ways to improve golfer's ability in playing golf (Snelgrove *et al.*, 2008).

Nature setting and destination motive: Table 7 shows the highest mean score 4.12 recorded was 'to feel the atmosphere outside'. The topography of the golf course and the challenge provided by the location is one of the

Table 2: Socialization motive among golfers

Description	Percentage (%) / frequency (N)					Mean
	Strongly not important	Not important	Not sure	Important	Strongly important	
Factor 1 (social)						
To spend time with my friend	0.4% (1)	4.2% (12)	13.7% (39)	63.5% (181)	18.2% (52)	3.95
To meet new and different people	8.4% (24)	2.1% (6)	27.0% (77)	52.6% (150)	9.8% (28)	3.53
To develop close relationship with others	4.9% (14)	14.7% (42)	11.6% (33)	50.2% (143)	18.6% (53)	3.63
To help others in golf	0.4% (1)	10.9% (31)	19.3% (55)	46.3% (132)	23.2% (66)	3.81
To gain a feeling of belonging	0.0% (0)	12.6% (36)	14.7% (42)	42.5% (121)	30.2% (86)	3.90

Table 3: Avoidance from any pressure

Description	Percentage (%) / frequency (N)					Mean
	Strongly not important	Not important	Not sure	Important	Strongly important	
Factor 2 (avoidance)						
To relax physically	0.4% (1)	0.0% (0)	5.6% (16)	62.1% (177)	31.9% (91)	4.25
To seek solitude	1.4% (4)	1.4% (4)	4.9% (14)	51.2% (146)	41.1% (117)	4.29
To relieve stress and tension	0.4% (1)	0.0% (0)	6.3% (18)	47.4% (135)	46.0% (131)	4.39
To avoid the hustle and bustle of daily activities	0.4% (1)	2.5% (7)	15.8% (45)	38.6% (110)	42.8% (122)	4.21
To temporary escape from family or spouse	17.5% (50)	12.6% (36)	19.3% (55)	36.8% (105)	13.7% (39)	3.16

Table 4: Excitement feels during play golf

Description	Percentage (%) / frequency (N)					Mean
	Strongly not important	Not important	Not sure	Important	Strongly important	
Factor 3 (excitement)						
To feel enjoy playing golf very much	1.4% (5)	0.7% (2)	2.5% (7)	48.8% (139)	46.3% (132)	4.41
To enjoy being outdoors	1.1% (3)	1.4% (4)	13.0% (37)	44.2% (126)	40.4% (115)	4.21

Table 5: Competition among golfers

Description	Percentage (%) / frequency (N)					Mean
	Strongly not important	Not important	Not sure	Important	Strongly important	
Factor 4 (competition)						
To improves my playing skills	0.4% (1)	0.0% (0)	10.5% (30)	50.9% (145)	38.2% (109)	4.27
To challenges own abilities	0.4% (1)	0.7% (2)	10.9% (31)	30.9% (88)	57.2% (163)	4.44
To obtain feeling of achievement	0.4% (1)	0.4% (1)	13.0% (37)	39.6% (113)	46.7% (133)	4.32
To compete against other players	1.8% (5)	4.2% (12)	18.9% (54)	31.6% (90)	43.5% (124)	4.11
To use my physical abilities	0.4% (1)	3.2% (9)	11.6% (33)	58.2% (166)	26.7% (76)	4.08
To develop my physical fitness	2.1% (6)	0.0% (0)	6.0% (17)	57.9% (165)	34.0% (97)	4.22

Table 6: Learning lesson motives

Description	Percentage (%) / frequency (N)					Mean
	Strongly not important	Not important	Not sure	Important	Strongly important	
Factor 5 (learning)						
To know the culture of the game	0.4% (1)	0.0% (0)	4.2% (12)	35.8% (102)	59.6% (170)	4.31
To learning a new skill	1.4% (4)	1.4% (4)	1.4% (4)	61.1% (174)	34.7% (99)	3.77

Table 7: Nature setting and destination motive

Description	Percentage (%) / frequency (N)					Mean
	Strongly not important	Not important	Not sure	Important	Strongly important	
Factor 5 (learning)						
To feel the atmosphere outside	0.4% (1)	1.4% (4)	17.2% (49)	47.7% (136)	33.3% (95)	4.12
To feel the tranquil surroundings of the golf	0.4% (1)	1.1% (3)	17.5% (50)	48.4% (138)	32.6% (93)	4.10
To appreciate the attractiveness of this place	0.4% (1)	0.7% (2)	30.9% (88)	43.2% (123)	24.9% (71)	3.92
Easy accessibility to get here	0.7% (2)	13.3% (38)	8.8% (25)	51.6% (147)	25.6% (73)	3.88

*N (statistics) = 285 respondents

primaries motivating the golfer for taking part in golf sport (Shipway and Jones, 2007). From the researcher's statement, it means that golfers prefer to play

golf while enjoying the surroundings of the golf course that has a favourable environment and has its own aesthetic.

Table 8: Service quality provided

Description	Percentage (%)/frequency (N)					Mean
	Strongly not important	Not important	Not sure	Important	Strongly important	
Factor 5 (learning)						
Physical facilities in satisfy condition (toilet, locker room, service counter, pro shop, etc.)	1.4% (4)	6.0% (17)	28.1% (80)	53.3% (152)	11.2% (32)	3.67
Always up-to-date information (golf club's activities and events)	3.2% (9)	4.6% (13)	16.1% (46)	51.6% (147)	24.6% (70)	3.90
Course is safe from any risk	0.0% (0)	1.4% (4)	12.3% (35)	64.2% (183)	22.1% (63)	4.07
Course has excellent ambience	0.0% (0)	2.1% (6)	12.6% (36)	63.5% (181)	21.8% (62)	4.05
Greens and fairways area are well maintained	11.2% (32)	12.6% (36)	28.4% (81)	34.7% (99)	13.0% (37)	3.26
Operating hours of this golf course are convenient	2.8% (8)	1.8% (5)	21.4% (61)	56.5% (161)	17.5% (50)	3.84
Course staff demonstrates their willingness to help me	14.7% (42)	17.9% (51)	28.8% (82)	34.7% (99)	3.9% (11)	2.95
Course staff responds quickly to my needs	11.2% (32)	28.8% (82)	28.1% (80)	23.9% (68)	8.1% (23)	2.89

Table 9: Price offered provided

Description	Percentage (%)/frequency (N)					Mean
	Strongly not important	Not important	Not sure	Important	Strongly important	
Factor 2 (price offered)						
Affordable membership fees	0.0% (0)	0.0% (0)	3.5% (10)	46.7% (133)	49.8% (142)	4.46
Affordable green fees	0.0% (0)	0.0% (0)	1.4% (4)	40.7% (116)	57.9% (165)	4.56
Affordable buggy rental rates	1.4% (4)	4.2% (12)	9.5% (27)	49.1% (140)	35.8% (102)	4.14
Affordable food and beverage price at cafe	0.7% (2)	3.9% (11)	9.1% (26)	69.5% (198)	16.8% (48)	3.98
Affordable merchandise price at pro shop	1.4% (4)	6.7% (19)	23.2% (66)	42.8% (122)	26.0% (74)	3.85

Table 10: Golf course attributes

Description	Percentage (%)/frequency (N)					Mean
	Strongly not important	Not important	Not sure	Important	Strongly important	
Factor 3 (course attributes)						
Good condition of greens area	20.7% (59)	6.3% (18)	27.7% (79)	33.7% (96)	11.6% (33)	3.09
Good condition of fairways area	6.7% (19)	13.0% (37)	25.3% (72)	41.8% (119)	13.3% (38)	3.42
Challenging of hazards area	3.2% (9)	6.3% (18)	20.4% (58)	62.1% (177)	8.1% (23)	3.66
Good pace of play	0.4% (1)	8.1% (23)	28.1% (80)	39.6% (113)	23.9% (68)	3.79
Satisfied golf course layout	0.0% (0)	6.0% (17)	16.5% (47)	65.3% (186)	12.3% (35)	3.84
Ranking of the best golf courses	1.8% (5)	0.4% (1)	23.5% (67)	68.1% (194)	6.3% (18)	3.77
Difficulty of the golf course that challenges players	0.0% (0)	0.0% (0)	15.1% (43)	75.1% (214)	9.8% (28)	3.95
Golf courses area are easy to find	0.0% (0)	0.0% (0)	18.6% (53)	51.9% (148)	29.5% (84)	4.11
Golf course area and landscape are balance	0.0% (0)	4.2% (12)	14.4% (41)	69.5% (198)	11.9% (34)	3.89
Appropriate tee time availability and easier to players	0.0% (0)	2.1% (6)	18.2% (52)	60.4% (172)	19.3% (55)	3.97
Beautiful views of the golf course and have a high aesthetic value	0.7% (2)	0.0% (0)	6.0% (17)	68.8% (196)	24.6% (70)	4.16

*N (statistics) = 285 respondents

Factors influencing revisit intention among golfers:

The factors influencing revisit intention golfers were assessed using 29 items which using 5 points Likert-scale by a label of 'strongly disagree to 5 for 'strongly agree'. The independent variables to measure revisit intention factors are service quality, the price offered, course attributes and perceived value.

Service quality provided: Table 8 shows the golf course is safe from any risk (4.07) is the highest mean. According to Krohn (2008), the factors such as the safety golf course attributes is one of the important satisfactions to the golfers and return valuable to the player.

Price offered provided: Table 9 shows highest mean was 4.56 which represent affordable green fees. Based on the researcher's observation, green fees that are offered by PDGCC are affordable to golfers. According to Khajittanakorncharoen and Chirapanda, claimed that to measure the satisfying of the golfers for the Asian region is the impact of price promotion including discounts on green fees, coupons and affordable package must provide. Mean score (3.85) is the lowest recorded which is a price on merchandise at PDGCC pro shop. Based on the observation, the prices on the each merchandise offered are quite expensive and most golfers already had their equipment and no need to purchase in pro shop.

Table 11: Customers perceived value on golf industry

Description	Percentage (%) / frequency (N)					Mean
	Strongly not important	Not important	Not sure	Important	Strongly important	
Factor 4 (perceived value)						
I believe that PDGCC is worth the cost	4.2% (12)	7.4% (21)	0.0% (0)	60.4% (172)	28.1% (80)	4.08
I believe that PDGCC is generally a good value	1.8% (5)	0.4% (1)	14.7% (42)	64.2% (183)	18.9% (54)	3.98
In overall, the services I purchase while at PDGCC are an excellent value	0.0% (0)	2.5% (7)	15.8% (45)	70.5% (201)	11.2% (32)	3.91
I get a good value in going to PDGCC	0.0% (0)	3.2% (9)	21.4% (61)	36.5% (104)	38.9% (111)	4.11
By going to this PDGCC, I got a desire commensurate with the money I invested	0.0% (0)	3.2% (9)	10.5% (30)	53.0% (151)	33.3% (95)	4.16

*N (statistics) = 285 respondents

Golf course attributes: Table 10 shows the highest means with 4.16 (beautiful views of the golf course and have a high aesthetic value). The enhancement of the physical environment of the course will give a positive impact on golfer’s satisfaction and revisit intention to the golf course. The lowest mean score recorded was 3.09 which represent the condition of green areas. The condition of the golf course especially green areas which are the core area must be in good condition, so it will give more satisfaction to the golfers and return valuable to the players (Hutchinson *et al.*, 2010).

Customers perceived value on golf industry: Table 11 shows the means and percentage of the items in perceived value on the golf industry. A mean score of 4.16 (by going to this PDGCC, I got a desire commensurate with the money I invested) was the highest recorded by the researcher. Meanwhile, mean score of 3.98 (I believe that PDGCC is a good value) was the lowest recorded. When golfers purchasing and using the services or products provided in the PDGCC, each value that purchased by the golfer must be worth it and valuable and giving a positive impact and meets the requirements of the golfer (Kotler, 2000).

CONCLUSION

The National Golf Foundation (NGF) has recently shown that the number of golfers has been relatively stable over the past two decades, actually declined in the last five years. However, the number of golf courses has been steadily increasing (NGF, 2006). Although, fewer people are playing golf more, wide selections of golf courses have increased. Therefore, this increase has led to intense competition among golf course managers to market their courses. The aim of this study was to identify the factors that were affecting golfer’s revisit intention to PDGCC. It further explored which the highest factor influences agreed by respondents for their revisit intention to PDGCC. The study also analyzed if the motivation has an influence towards revisit intention among golfers or not.

Finding revealed that the majority of golfers (94%) were male that are consistent with the literature review with previous studies showing that golf is more male-dominated in sports games. Gender showed a significant main effect of a larger number of male sports players. Most golfers aged 40 years and above who support the results of previous studies that the golfer is in the age group of older, highly educated, high-earning and belongs to a class of high and medium. They make their choices, to feel competent in various aspects of their lives to become directly involved and enjoy challenges in their recreational activities.

Golfer’s behaviour also reported that 71.9% of golfers came to the PDGCC by their car. It can be seen from the accessibility to PDGCC are easy to find and close to the golfers’ residence where the percentage of golfers who live inside of Port Dickson District area (57%) is almost half of the respondents and it was higher than live outside of Port Dickson District. The findings also showed that nearly half (55.8%) of the golfers have the frequency rate once a week comes to the PDGCC. This number shows that although the percentage of golfers is coming to PDGCC only once a week and is the highest among others this means that it is the highest frequency of the respondent is a golfer who has the revisit again to PDGCC.

Descriptive analysis was used to measure the motivation and revisit intention factors among golfers. For the motivation factor, it can be showed that the excitement motive is the most important factor rather than other factors for the golfer playing golf. Price offered was the highest agreed for the golfer revisit again to the golf course. It’s undeniable that from the ranking price due to Golflinked in stated that the price offered by the PDGCC is cheaper in terms of membership fees, merchandise and others available rather than other golf courses in Negeri Sembilan such as Nilai Spring Golf and Country Club and Staffed Golf and Country Club which offering almost RM4,500 and above. Through the analysis of revisit factor, the price is the most agreeable by PDGCC golfers. It can be argued that each factor of a revisit is different of any golf course in Malaysia even in abroad. The study

from Parasuraman *et al.* (1988) and Woodruff (1997), they concluded that perceived value is the most significant predictor of customer's revisit intention. While in the previous study from Hwang (2008) claimed that the service quality is a key factor influencing the return of the golfers to the golf course. However, revisit for each factor studied by every scholar is different but still acceptable because each of the factors studied using different concepts in the judgments of the individual properties as a result, conditions and time.

It can conclude from the results of the analysis that all the factors of motivation and revisit intention were important will give more satisfaction to golfers and return valuable to golfers also these achieved the objectives that were stated by the researcher earlier. All the factors of motivation and golfer's retention of studied play a major role to researchers in their study as a measure of the usefulness and future research and benefit to golf management through the study of factors which allows the golf management in create a more efficient marketing strategy to gain more customers.

ACKNOWLEDGEMENTS

The researchers would like to acknowledge the LESTARI Grant, Universiti Teknologi MARA, Project No. 600-RMI/DANA 5/3/LESTARI (6/2015) for funding this study.

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