

## ABSTRACT

Tanjung Piai National Park, located at the southernmost tip of mainland Asia, represents a unique ecological and cultural destination within Malaysia's protected area network. Despite its geographical significance and biodiversity value, the park faces persistent challenges in attracting and retaining visitors. Stagnant visitor numbers, limited demographic diversity, and deteriorating infrastructure have raised concerns about the park's long-term sustainability as both a conservation site and an ecotourism destination. Previous studies have emphasized community-based development and biodiversity conservation, but they have not provided quantitative evidence on how visitors perceive the park's facilities, safety, and accessibility. This absence of systematic measurement leaves park management without a clear basis for prioritizing improvements.

The present study addresses this gap by employing a quantitative, survey-based approach to measure visitor satisfaction across multiple dimensions of the park experience. Structured questionnaires will be distributed both online and on-site to capture visitor perceptions of Destination attraction, ecotourism services, staff quality, price, infrastructure. The data will be analyzed using descriptive statistics to summarize satisfaction levels, correlation analysis to examine relationships between satisfaction dimensions, and regression analysis to evaluate the influence of satisfaction on willingness-to-visit. The findings will be synthesized into a prioritized list of focus areas, providing park management with a data-driven foundation for decision-making.

By focusing on quantifiable visitor feedback, this research aims to contribute practical insights into how satisfaction dimensions shape visit intentions. The results are expected to guide Tanjung Piai National Park in identifying which aspects of the visitor experience require the most urgent attention, thereby supporting both improved visitor engagement and the park's broader goals of sustainable ecotourism and conservation.

Keywords: Tanjung Piai National Park, visitor satisfaction, quantitative analysis, infrastructure, safety, accessibility, willingness-to-visit, ecotourism management