



UNIVERSITI PUTRA MALAYSIA

SATISFACTION OF TOURISTS ON MUSEUM VISITS IN MELAKA, MALAYSIA

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**SATISFACTION OF TOURISTS ON MUSEUM VISITS IN MELAKA,
MALAYSIA**



**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia,
in Fulfilment of the Requirement for the Degree of Master of Science**

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DEDICATION

All praise is to Allah, the most beneficent and the most merciful, which made this research work possible. I dedicate this research work to my beloved mother HajiyaKhadijah Musa and my father Alh Musa Idris for their inestimable love, moral, physical and material support throughout my life and also my entire family for their support and understanding.



Abstract of the thesis presented to the Senate of Universiti Putra Malaysia fulfilment of the requirement for the degree of Master of Science.

SATISFACTION OF TOURISTS ON MUSEUM VISITS IN MELAKA, MALAYSIA

By

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November 2012

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The tremendous impact of globalization on tourism brought structural changes that make heritage tourism an innovation in global phenomenon, that brings people closer to one another and encourage diversification of national economies. Malaysia has remarkable heritage that manifests itself in oral history, traditional music, dances and social practices which foster national revenue and economic developments. Museums in Melaka are among the heritage sites that attract national and international tourists to Malaysia every year. To maintain the tempo, one needs to examine the attributes of these museums that attract and satisfy the visitors. Several studies on the attributes of museums have been carried out to examine tourists' satisfaction but little attention is paid to developing nations. Even the few researches conducted in Malaysia lack emphasis on investigating specifically, the attributes of museums in Melaka that could enhance satisfaction. This study investigates the tourists' satisfaction with their visit to five selected museums in Melaka; comparing their expectations and perceptions, relationship between expectations and satisfaction and demographic and travel behaviour as these could influence satisfaction. The study collected 318 valid questionnaires analysed through SPSS to test the

hypotheses and model developed from literature. The results showed significant gaps and strong relationship between tourists' expectations, perceptions and satisfaction. It also indicated that tourists' overall satisfaction depends on attractiveness and professionalism attributes while all other attributes were insignificant. The result further confirmed that attractiveness is strongly related to overall satisfaction while professionalism is weakly related. On tourists' demography, nationality and level of education have strong relationship with overall tourists' satisfaction. Finally, the study confirmed that visitors were not satisfied with some facilities for disabled, children and the use of modern technology. The results have some implication on tourism industry, academics, tourists and policy makers. This study concludes that Melaka museum attractiveness and staff professionalism are most important attributes that lead to overall satisfaction.

Abstraktesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk kijazah Master Sains.

KEPUASAN PELANCONG TERHADAP LAWATAN MUZEUM DI MELAKA, MALAYSIA

Oleh

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Kesan globalisasi yang besar terhadap pelancongan membawa perubahan struktur yang membuat pelancongan warisan suatu inovasi dalam satu fenomena global yang membuat orang ramai lebih dekat antara satu sama lain dan menggalakkan kepelbagaiannya ekonomi negara. Malaysia mempunyai warisan yang luar biasa yang dinyatakan dalam sejarah lisan, muzik tradisional, tarian dan amalan sosial yang memupuk pendapatan negara dan perkembangan ekonomi. Muzium Melaka adalah di antara kawasan pelancongan warisan yang menarik pelancong tempatan dan antarabangsa ke Malaysia setiap tahun. Untuk mengekalkan tempo, seseorang perlu memeriksa sifat-sifat-muzium yang menarik dan memuaskan hati pengunjung. Beberapa kajian mengenai sifat muzium telah dijalankan untuk mengkaji kepuasan pelancong tetapi hanya sedikit perhatian diberikan kepada negara-negara membangun. Kajian muzium di Malaysia tidak menyiasat sifat-sifat muzium Melaka yang membawa kepada kepuasan pengunjung. Kajian ini menyiasat kepuasan pelancong terhadap lawatan ke muzium warisan yang dipilih membandingkan harapan dan persepsi. Kajian ini mengumpulkan 318 soal selidik yang sah yang dianalisa melalui SPSS untuk ujian hipotesis dan model, yang telah dibangunkan dari kajian literatur. Keputusan menunjukkan jurang yang ketara dan hubungan yang kuat antara

persepsi dan harapan pelawat. Ia juga menunjukkan bahawa kepuasan secara keseluruhan bergantung dengan ketara kepada daya tarikan dan ciri-ciri profesionalisme manakala sifat-sifat lain adalah tidak ketara. Hasilnya lagi mengesahkan bahawa daya tarikan adalah berkait kuat dengan kepuasan keseluruhan manakala profesionalisme berkait lemah. Dari segi demografi pelancong kewarganegaraan dan tahap pendidikan mempunyai hubungan yang kuat dengan kepuasan keseluruhan. Akhirnya, kajian ini mengesahkan bahawa pelawat tidak berpuas hati dengan beberapa kemudahan untuk orang kurang upaya, kanak-kanak dan penggunaan teknologi moden. Keputusan mempunyai implikasi terhadpa industri pelancongan, ahli akademik, pelancong dan pembuat dasar. Kajian ini menyatakan daya tarikan muzium dan profesionalisme staf adalah paling penting ke arah kepuasan keseluruhan.

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CERTIFICATION

I certify that a Thesis Examination Committee has met on 30th November 2012 to conduct the final examination of Safiya Musa on her thesis entitled, "Tourists' Satisfaction on Museum Visits in Melaka " in accordance with the Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U. (A) 106] 15 March 1998. The Committee recommends that the student be awarded with the Master of Science degree in Tourism.

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DECLARATION

I declare that the thesis is my original work except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously, and is not concurrently submitted for any other degree at Universiti Putra Malaysia or at other institutions.



Date: 30 November 2012

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