UNIVERSITI PUTRA MALAYSIA

VISITORS' PERCEPTIONS OF THE IMPACT OF SPATIAL ORGANIZATION ON WAYFINDING QUALITIES IN KUALA LUMPUR ISLAMIC ARTS MUSEUM

MINA BAKHTIARI

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By

MINA BAKHTIARI

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

August 2012

To my beloved spouse, Shahab Nehzati

And

To my beloved parents, Giti Charkhian and Parviz Bakhtiari

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

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Chairman: Associate professor Ar. Azizah Salim Syed Salim, PhD

Faculty: Design and Architecture

Museums are not only architectural spaces contain artefacts. Visitors come to museums for both entertainment and education and in other word: 'edutainment'. Thus, every visitor has his/her own perception and interpretation of artefacts and it is the museum organization duty to enhance this perception as desirable as possible.

Since perceiving the educational dimension of museums will be eased when people are moving and routing through the galleries and exhibitions, the way in which people are routed through the exhibitions can affect the overall perception.

Since the plan configuration of Islamic Arts Museum Malaysia is listed as plans with less simplicity, so the wayfinding problem can occur in the museum and following this problem, visitors are not able to perceive the educational message of the museum through the exhibits. However according to the literature there is a number of factors that are likely to affect wayfinding inside an environment and this study is an effort to find the effect of these factors on visitors' wayfinding inside the museums beside the effect of floor plan configuration.

Method of inquiry applied in this study is survey; and the flow of the research starts with conducting a confirmation test in order to confirm the observed problems of

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Kuala Lumpur Islamic Arts Museum regarding wayfinding issue. Once the survey was chosen as the method, the survey questionnaire was designed in order to gather the data in the form of categorical questions; therefore, the method to analyze the data was chosen to be Chi-square analysis.

The significant results of this study argue that between 'spatial characteristics' and 'visitors' demographic characteristics' this is the latter that affects wayfinding inside the museum through constructing visitors' expectation and consequently the perceived quality of the museum.

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Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia
sebagai memenuhi keperluan untuk ijazah

PELAWAT PANDANGAN KESAN DARI ORGANISASI SPATIAL ATAS KUALITI PENCARIAN LALUAN DI KUALA LUMPUR ISLAMIC ARTS MUSEUM

Oleh

MINA BAKHTIARI

Ogos 2012

Pengerusi: Prof. Madya Ar. Azizah Salim Syed Salim, PhD

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Muzium bukan hanya satu ruang senibina yang mengumpulkan artifak. Pengunjung datang ke muzium dengan dua tujuan iaitu untuk keseronokan dan juga pembelajaran. Setiap pengunjung mempunyai pandangan dan interpretasi yang berbeza dan pihak muzium hendaklah memenuhi kehendak pengunjung sebaik mungkin.

Dimensi elemen pembelajaran akan lebih mudah jika pengunjung bergerak dan melalui ruang galeri dan pameran. Kaedah pergerakan dan hala tuju pengunjung juga member kesan terhadap persepsi pengunjung.

Muzium Kesenian Islam Malaysia yang kurang kesederhanaan menyebabkan masalah pencarian laluan berlaku, dan pengunjung tidak dapat maklumat pembelajaran sebaik mungkin. Walau bagaimanapun, terdapat faktor yang mempengaruhi pencarian laluan di dalam persekitaran dan kajian ini adalah bertujuan untuk mencari kesan factor-faktor ini ke atas pengunjung di dalam muzium selain daripada kesan ke atas konfigurasi susunatur pelan lantai.

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Keputusan yang signifikan dalam kajian ini menghuraikan bahawa ruang dan demografik memberi kesan terhadap pencarian laluan di dalam muzium melalui jangkaan pengunjung dan kualiti muzium yang diterima.

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To conduct a research like this, a post graduate student must work in a stimulating and friendly atmosphere, and enjoy the support in the form of facilities and tools.

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I certify that a thesis examination committee has met on……. 2012 to conduct the final examination of Mina Bakhtiari on her thesis entitled 'Impact of Spatial Organization towards Wayfinding Qualities in Kuala Lumpur Islamic Arts Museum Through Visitors' Perception' in accordance with the Universities College Act 1971 and the constitution of the Unversiti Putra Malaysia [P.U.(A) 106] 15 March 1998. The committee recommends that the student be awarded the Master of Science. Members of the Thesis Examination Committee were as follow:

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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 any other institution.

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MINA BAKHTIARI

Date: 2 August 2012

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LIST OF ABBREVIATIONS

n	Number of respondents
DV	Dependent Variables
IV	Independent Variables

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