

Customer Satisfaction Among Tourist Toward Malacca Museums in Malaysia

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ABSTRACT

Heritage tourism has rapidly grown and one of the most income for Malaysia government. Domestic tourists are seeking ultimate satisfactions after their museum visits. Thus, by offering the right facilities and services that facilitate their needs, the reputation of this tourism product can be enhanced. This is supported by the findings of the study where tourists expect the museums to have greater cleanliness and ambience, well equipped safety features, nice landscape and architecture as well as an appropriate location and accessibility. This study aimed to examine the relationship between 3 elements in Levels of Tourist Satisfaction (LTS) which comprises of Travel Behavior Characteristic, Tourist Reason Visiting Museum and Museum Facilities and Services towards tourist intention in Malacca. A set of 200 questionnaires were distributed to the 5 museums in Malacca. This study applies descriptive and inferential analysis was used to identify the relationship of Travel Behavior Characteristic, Tourist Reason Visiting Museum and Museum Facilities and Services. The findings showed that all 3 elements in the LTS model (Travel Behavior Characteristic, Tourist Reason Visiting Museum and Museum Facilities and Services) have a relationship with tourist behavioral intention towards Malacca Museums. Thus, the findings also confirm all hypotheses. The Tourist Reason Visiting Museum was the most contributed factor that leads to intention towards Malacca Museums. Hence, Malacca Museums need to create a creative design which contains the enjoyment and fun elements besides tourist attention to other factors to visit their museum.

KEYWORDS: LST Model, Tourist Reason Visiting Museum, Travel Behavior Characteristic, Museum Facilities and Services.

INTRODUCTION

The tourism industry is one of the income of any country today. Malaysia's position in the tourism industry in Southeast Asia is to be ranked number 1 and is seventh in the world. The government's efforts to diversify the national economy such as tourism industry is just in time. Reliance's oil exports cannot be used due to changes in world oil prices is not fixed. Hence, the emphasis on exports by the state tourism industry has made in the field of tourism is the country's third source of income after oil and natural gas. The tourism industry has resulted in foreign exchange and the national economy. About 15% contribution to the tourism industry of the Gross Domestic Product 2015. Malaysia Tourism Promotion Board (PTB) which is assigned to promote and increase foreign tourist arrivals in Malaysia. Ministry of Culture, Arts and Tourism which was established on 20 May 1987. In 1972, the agency was established namely Tourism Development Corporation. Tourism Development Corporation converted into Malaysia Tourism Promotion Board in 1992 and placed under the Ministry of Culture, Arts and Tourism. "Malaysia Truly Asia" launched in 1999 which aims to increase national income through tourism industry. A total of 25.7 million tourists arrived in the country in 2013 compared with 27.4 million tourists arrived in the country in 2014. In 2015, tourist arrivals to the country this is 25.4 million. According to the World Tourism Organization, Malaysia maintains third position twelve in 2015 in terms of international tourism revenues of 65.4 billion in 2013, almost 72 billion in 2014 and 69.1 billion in 2015. The revenue from the tourism industry has become a significant income when crisis price declines in 2015. The state of Malacca is one of the priority tourism destinations of tourists from both outside and within the country. Along with the theme of Malacca Develop 2010 and hosted the tour in Malaysia has shown drastic increases in tourist arrivals. Although the number of tourists decreased in 2015, but remained Malacca get an increase in tourist arrivals. Malacca is recognized as a World Heritage Site in 2008 has become one of the favorite destinations of tourists from abroad or within the country. The richness of flora that is mixed with all of the cultural heritage Malacca has become famous around the world. A visit to the museum in Malacca has become a must. As a

result, jobs have become widespread in the state of Malacca. This led to the generation of very high economic Malacca. The slogan "Visit Malaysia Visit Malacca mean" cause huge spikes of Malacca tourism industry, especially the visit to the museum. Historic preservation of artifacts and cultural heritage left through the National Fund of the State is a smart move. Thus, this study focused on the visit of tourists to the museum Malacca. This is due to Malacca museum is a place that played a role in the interpretation of natural heritage cultural heritage Malacca. Moreover, this also can monitor the performance of the museum through a few items such as maintenance, customer service and facilities.

LITERATURE REVIEW

This research is to identify the factors of culture and heritage destination desired by tourists when they visit Malacca. Thus, this study deals with the difference between the views of tourist attractions on culture and heritage. This study describes the selection of the various factors involved [1]. In a study in the United States, travelers white skin are more interested in culture and heritage destinations than tourists blacks [2]. One of the research papers referenced is the impact of tourism to the museums in Oxford. Here, the study noted that overall response characteristics of travelers to Oxford more interested in the historical dimension and heritage tourism heritage city. This makes the city of Oxford is known as the capacity of the history and heritage of science in England. Looking at this issue, intriguing history and cultural heritage of Siam to Thailand has been used as an analytical study [3]. Thailand is famous for its cultural and historical legacy has been the choice for both international and domestic tourism. This includes analysis of the state's tourism promotion agency and the implications of the ideological heritage of sightseeing heritage in relation to the official historical narrative. This study provides a number of features such as traditional villages, monuments, museums and temples.

In a study conducted in Denmark on cultural tourism [4]. Some features have been like historical buildings, museums, galleries, theaters, festivals and so on. Among all the features that only the history of the palace buildings, parks and museums have become the choice of sites in Denmark. The study of cultural and heritage destination has become a favorite subject by researchers and cultural heritage. For example in the study of cultural heritage tourism in China such as history, culture, traditional festivals, the events of history, heritage, scenic views, historic sites, architecture, folk art (music, dance and craft jobs) and the villages of folklore [5]. The results of this study indicate the selection of historic sites such as museums become the primary choice of tourists to China. In fact, this study also [6] stressed the importance of cultural heritage relics such as festivals, historic houses, traditional ceremonies, music, dance, crafts, food and live experience traditional life.

Tourists' Characteristics

Previous studies have shown the characteristics of tourists is an important factor in addition to the level of tourist satisfaction. This was followed by the election of cultural heritage destinations such as museums. Thus, in addition to important tourist profile of the economic and tourist attitude. Demographics such as age, gender, income, marital status, occupation, education and ethnic background. These indicators are very important in identifying the attitude of tourists in marketing decision [7].

In fact, the characteristics of tourists also taking into account aspects [8] cultural and historical heritage sites. This study is to encourage tourist spending when visiting places of historical and cultural heritage. This is particularly important in generating local economy. The money spent by a tourist is able to provide income for the local population. The more money that is spent during the stay are there the better the economic cycle as a result of the tourism industry. Other factors are also involved in the study of the characteristics of tourists namely how long a period of time spent by tourists whether tourists are educated or not, of women and men in terms of gender and lastly tourist age category. It is important to harvest the tourism industry from generation to generation. In [9], the analysis of variance by age, gender, work and travel abroad are conducted in Taiwan. It was noted that tourists prefer heritage cultural heritage. For example, more travelers determine demographic and travel characteristics of satisfaction. According to a study yet made a heritage site South Wales [10] have found that the level of tourist satisfaction is closely related to the characteristics of tourists who want a real experience. The actual experience of living up to the legacy of cultural heritage, especially in the museum will motivate tourists to return in the future. Furthermore, a study of demographic variables travelers [11] said the experience of tourists visit the destination heritage cultural heritage is one of the characteristics of individual sites in the study. Measurement of the tourist experience is based on the frequency of visits to heritage sites such as the museum in the destinations they visit. This study analyzed the relationship between the relationship between thoughts and tourist destination. Tourism market to heritage sites such as the museum has done a study on the annual event in Italy [12]. Spoleto Festival, Italy that combines cultural exhibitions and historical heritage museum. In the study, it was found that the characteristics of behavior, the urge to return and the demographics of tourists were taken. Use random survey of the tourism market segmentation historical and cultural heritage of Italy. The

results of this study showed significant differences between demographic groups in terms of age, income and marital status. In [13] the same study found that the characteristics of heritage sites exist or not. If it exists, it is very easy for the difference is based on the characteristics of the demographic. The study found that tourists interested in visiting heritage or heritage tourists tend to stay longer and spend more time in each destination they visit. The majority of these heritage sites are more educated and have an average annual income higher than general tourists. The study said heritage tourists have demographic characteristics and travel behavior to explain the differences in the general location based on the satisfaction of their tour [14]. The general tourists have demographic characteristics that are opposite to the heritage sites in this study in terms of age, gender, household income and education level. Furthermore, one legacy characterized by membership in a particular group and they already have past experience in destination visits to heritage sites, especially museums. For tourists, this heritage has a long length of stay and always make the decision to choose the destination of their visit. Trip destinations they are based on information obtained from the membership of the group [15].

METHODOLOGY

This study uses a quantitative approach of particular focus groups. Thus, this study is used to evaluate the response of Visit Malacca. This paper is divided into 3 parts. A total of 15 items of the questionnaire was built on this paper. All questionnaires were completed after having been tested and refined. In part A questionnaire addressing demographic issues and their importance. Part B emphasizes the strategies to improve the Visit Malacca Year. Then, section C was composed of a reason to visit the Museum of Malacca. A pilot study was conducted at the beginning before the entire data collection in 2010. The data obtained is related to the training and briefing of data collection. Traveled setbacks and eventually they managed to gather the required information. The information is used to create a theoretical model [15].

Sampling and Variables

This study analyzes using 5 sets of data containing 200 questions on the questionnaire. The distribution of the questionnaire was conducted after the launch of Visit Malacca 2010. Hence this study will investigate the situation and before the launch of visit aspects of Malacca and after 5 years later. About 5 museums in Malacca selected time interval in distributing 200 questionnaires. The selection of respondents was random. Descriptive analysis was conducted after the pilot study carried out first. Next, inferential analysis was conducted between the dependent variable and independent.

RESULTS AND DISCUSSION

Since 2006, a total of 351,211 tourists visited Malacca before the launch of Visit 2010. Within five years after the launch of Visit Malacca in 2015, the number of tourists who come to visit Malacca increased from 720 884 to 6 512 000. Nearly ten times the increase of arrival tourist after some movement working to promote Visit Malacca 2010 in Table 1.

Table 1: Tourist visitors to museum in Malacca

Year	Number of Visitors
2006	351 211
2007	421 466
2008	579 650
2009	677 875
2010	720 884
2011	12 144 962
2012	13 711 134
2013	14 899 000
2014	15 400 000
2015	16 512 000

Demographic information obtained from Table 2 shows that the majority of respondents were women with 64% compared to 36% men. Women desire to visit heritage sites such as the museum is very high compared to men who want to visit the surroundings. In fact, respondents aged between 20-30 years are as much as 56%, followed by those aged under 20 years by 20%, 31-40 years of 9.5% and lastly those who are above 40 years of 14.5%. The majority of respondents who took part in this study is from Malacca namely 30%, followed by Johor at 16.0%, Selangor which is 11% and the rest are from other states in Malaysia. More than half the respondents with 64% were single, they were married at 35% and those who have been divorced or widowed only 1% only. In terms of employment by 26% work in the government sector and the private sector was 21%, self-employed of 19%, there is 3% unemployed and the rest were students with 31%.

Almost half of respondents, 44% had stayed with the 5-7 family members, a 41% stayed with 4 family members, 12% were between 8-10 living with family members while the other 3% are living with more than 10 family members. The majority of respondents earning an average household (AHI) between RM1,001-RM5,000 namely 60%, followed by AHI under RM1,000 which is 30%, resulting in AHI between RM5,001-10,000 for 8.5% and lastly AHI of more than RM10,000 with 1.5%. The results of this study show that the majority of respondents have an education degree with academic qualifications at least a diploma or a degree of 60.3%, followed by primary or secondary school namely 30%, master or doctorate of 4.5% and lastly professional certificate stated that 5.5%.

Table 3 shows that in terms of respondents' interests. Entertainment field occupies the top position with 72 respondents, followed by the art and history of the 66 respondents, health by 55 respondents, sports 50 respondents, technical and mechanical 48 respondents, recreation with 43 respondents, culture 41 respondents, information technology with 26 respondents and lastly is a science with 24 respondents.

Table 2: Demographic information of tourist visitors to the Malacca museums

Profile	Category	Frequency	Percentage
Gender	Male	72	36
	Female	128	64
	Total	200	
Age	Below 20 years old	40	20
	20-30 years old	112	56
	31-40 years old	19	9.5
	Above 40 years old	29	14.5
	Total	200	
Origin	Johor	32	16
	Kedah	5	2.5
	Kelantan	10	5
	Kuala Lumpur	12	6
	Malacca	60	30
	Negeri Sembilan	11	5.5
	Pahang	9	4.5
	Perak	9	4.5
	Perlis	5	2.5
	Sarawak	4	2
	Selangor	22	11
	Terengganu	21	10.5
	Total	200	
Marital status	Single	128	64
	Married	70	35
	Separated/Divorced	2	1
	Total	200	
Numbers of family members staying together	Less than 4 persons	82	41
	5-7 persons	88	44
	8-10 persons	24	12
	More than 10 persons	6	3
	Total	200	
Occupation	Government sector	52	26
	Private sector	42	21
	Self employed	38	19
	Unemployed	6	3
	Student	62	31
	Total	200	
Average household monthly income	Less than RM 1000	60	30
	RM 1001-RM 5000	120	60
	RM 5001-RM 10 00	17	8.5
	More than RM 10 001	3	1.5
	Total	200	
Academic qualification	Primary/Secondary school	60	30
	Diploma/Degree	120	60
	Master/Phd	9	4.5
	Other professional certificate	11	5.5
	Total	200	

Table 3: Tourist visitors interest(s) to Malacca museums

Field	Interested	Non-Interested
Art and history	66	134
Science	24	176
Sports	50	150
Health	55	145
Technical/Mechanical	48	152
Entertainment	72	128
Information technology	26	174
Cultures	41	159
Recreation	43	157

Next, Table 4 tourist satisfaction based on the level of knowledge acquired during the visit to the museum of Malacca. Among the items that are measured in the study of history, understanding, application and analytical thinking. The average mean difference, a difference mean 0.35. Tourists have difficulty applying the experience of a visit to the museum mean difference 0.42. For the field of historical knowledge and 0.31 mean difference, develop analytical thinking to 0.32 difference and lastly improve their understanding of the differences with 0.34 min.

Table 4: Knowledge of tourist visitors to Malacca museums

Knowledge	Expectation Mean	Satisfaction Mean	Mean Differences
History	4.09	3.78	0.31
Comprehension	4.06	3.72	0.34
Application	4.09	3.67	0.42
Analytical Thinking	3.97	3.65	0.32
Average Mean	4.05	3.70	0.35

In conclusion, based on the Table 4 shows tourists visiting this museum in Malacca expect more features historical heritage. This is due to the possibility of tourists visiting the heritage and history museums which they have experienced before. But, these small differences mean that the majority of the history of this heritage tourists were satisfied with their visit to the museum of Malacca. However, improvements can still be passed by the officers in charge of the museum. The Malacca state government also can play a role in promoting museums in Malacca and at the same time meet the needs of its heritage sites.

The last part of Table 5 shows the position of the five museums that are preferred by tourists who visit the museum. The results of this study concluded that tourists are interested and liked the Malacca Sultanate Museum, followed by the Museum of History and Ethnography. The third best museum is the Museum STAMP followed by the Malacca Maritime Museum and the Museum of Malaysia.

Table 5: Malacca museums ranking among the tourist visitors

Museum Ranking	Mean
Museum Malaysia Youth	3.61
Museum Samudera	3.79
Museum History and Ethnography	3.91
Museum Malacca Setem	3.83
Museum Malacca Malay Sultanate	3.92

Table 6: The relationship between the mean score and the level of satisfaction attributes

Mean Score	Level
1.00-2.40	Low
2.41-3.80	Medium
3.81-5.00	High

In earlier studies indicate that Malacca has advantages in terms of history and heritage has been listed as a United Nations Educational, Scientific, and Cultural Organization (UNESCO) World Heritage Site. Thus, the government and the museum should play an important role in the promotion of its cultural heritage tourism products. Museums can create a good impression in terms of economic benefit of being able to attract not only local but also foreign tourists. Requirements travelers wishing to visit Malacca is not as attractive environment, but due to the cultural heritage of great value. The results of this study also showed that the museum needs to improve their facilities and services as it offers a larger space car park, clean toilets, lobby area, signboards better, public address

(PA) system, mini theater, holding disabled facilities, a souvenir shop, a public phone and provide the staff polite and friendly.

In addition, aggressive promotions and campaigns should be launched to attract local and international tourists. Examples of promotions such as discounts and gifts need to be part of the marketing of tourism products. The results of this study also showed that tourists want cheap entrance fee discounts and visit them in the museum. Historical events associated with the historical heritage should be highlighted by the museum Malacca. This will raise awareness among local tourists and indirectly encourage them to participate and support these activities.

Local tourists more easily satisfied when their needs are met as compared to international tourists. Thus, the museum needs to offer amenities and services that meet the needs of tourists. Reputation history heritage tourism product must be improved in order to attract tourists to Malacca. The research findings show tourists expect the museum has an exhibition of treasures of history and heritage more attractive setting, the security features are complete, the beauty of the landscape and architecture as well as a convenient location and easy access.

CONCLUSION

This study shows that there are some improvements that should be considered by the museum. In fact, the results of this study say that tourists really interested and keen to visit the museum Malacca. However, certain issues need to be addressed to create a museum in their hearts Malacca as a tourism product. The study also acknowledges the improvement of relations between heritage sites and museums Malacca. So, any future studies should broaden the scope of heritage sites in order to help the local community and the museum to generate higher yields.

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