



**Universiti Teknologi Mara**

**Faculty of Hotel and Tourism Management**

**VISITORS' PERCEPTION TOWARDS THE  
SERVICE QUALITY OF MUZIUM KESULTANAN  
MELAYU MELAKA**

**BY:**

KAMAL RUL ASRAF BIN KAMAL AZMIR	(2011735311)
SITI NUR SYAFFIQAH BINTI MD YASIN	(2011151795)
NUR DIYANA BINTI KAMARUDIN	(2011323409)

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## **ABSTRACT**

Service quality have been a great impact towards organization's overall performance and revenues especially Tourism Industry where directly related with services. It is usually being achieved when visitor's satisfaction were fulfilled. Therefore, measuring visitor satisfaction becomes vital task in determining the future of the business. The purpose of this study is to identify, understanding and evaluate the level of visitor satisfaction toward service quality that had been provided in the museum in Melaka specifically KesultananMelayu Melaka Museum using the SERVQUAL model developed by Parasuraman, Zeithaml and Berry. The study focused on identify the significant services dimension that influencing visitor perception and expectations. By using convenient sampling, the result indicates that some of the service dimensions should be improved in order to increase visitor satisfaction such as tangibles and reliability of the museum. Other dimensions such as responsiveness, empathy and assurance should be maintain or to be improved time to time. The data was computed using SPSS program and analyzed. The further explanations are discussed under this research.

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# CHAPTER 1:

## INTRODUCTION

### 1.1 Introduction

In Malaysia, tourism industry has become the largest main contributors to the national revenue. According to Tourism Malaysia, guest arrival and spending shown, there is an increasing in amount of tourist to Malaysia from 24.71 million to 25.03 million with the total amount of 320,000 tourist arrivals within 2011 and 2012. From the total amount of recipients by tourism activities around that time, Malaysia had successfully to generate more than 2.3 million of revenue and it indicates that tourism industry in Malaysia following the right path and positively growing as stated in the table 1.

TOURIST ARRIVAL & RECEIPTS TO MALAYSIA		
YEAR	ARRIVALS	RECEIPTS (RM)
2012	25.03 Million	60.6 Billion
2011	24.71 Million	58.3 Billion
2010	24.58 Million	56.5 Billion
2009	23.65 Million	53.4 Billion
2008	22.05 Million	49.6 Billion

Table 1: Tourist Arrivals and Receipts, 1998- 2012 (Source: Tourism Malaysia 2012)