

UNIVERSITI TEKNOLOGI MARA

AN ANALYSIS OF VISITORS'  
BEHAVIORAL PATTERNS AND  
MODELS OF INTERACTIVE  
MUSEUMS IN PENANG

MUHAMMAD AMMAR BIN MALIKI

Thesis submitted in fulfillment  
of the requirements for the degree of  
**Master of Art**  
**(Art and Design)**

**Faculty of Art and Design**

**June 2022**

## AUTHOR'S DECLARATION

I declare that work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institutions or non-academic institutions for any degree or qualification.

I hereby, acknowledge that have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

Name	Muhammad Ammar Bin Maliki
Student ID No	2019109005
Program	Master Art & Design - AD750
Faculty	Art & Design
Thesis Tittle	An Analysis of Visitors' Behavioral Patterns and Models of Interactive Museums in Penang

Signature of Student

Date June 2022

## ABSTRACT

Penang is a notorious state among Malaysians and overseas travelers with a wide range of attractions, well-known for its delightful cuisines and it is also recognized among the world's leading destinations. Nevertheless, numerous civilians including Malaysians do not know that Penang is a state with the prevalent number of interactive museums in Malaysia. Interactive museums in Penang are able to attract a great figure of visitors including domestic and foreign visitors, while at the same time raising the local economic and living standards. Among the most prominent interactive museums in Penang and frequently visited by tourists are the Muzium & Galeri Tuanku Fauziah (MGTF) and the Penang House of Music (PHM) throughout this study, MGTF and PHM will be applied. This case study provides the diverse type of models employed by interactive museums in Penang and analyze the visitors' behavior pattern at MGTF, as well as PHM in terms of case studies and interactive models. Interactive museums can be considered as one of the methods to entice more tourists in visiting a motherland and also boost the nation's income through a leisure industry. It would be an immense disgrace for MGTF and PHM to experience the absences of visitation from mutually local and foreign visitors, meanwhile numerous parts in the interactive museum have been in better quality and advanced to attract visitors to pay a visit, of which has become one of the landmarks in Penang. This study was also conducted to identify the types of interactive models employed by most of the interactive museums in Penang and how the visitors' behavior patterns at MGTF and PHM determine the relevance of interactive models in both museums. This case study was carried out through information gathered from the primary and secondary data. For instance, the statistics were acquired from the observations, interviews and questionnaire survey as well as available resources such as books, online journals and articles. The researcher's expectation is that this dissertation is able to produce valuable findings that give advantages both to the interactive museums and government-owned museums in the future.

*Keywords: interactive museum, visitors' behavior pattern and models*

## ACKNOWLEDGEMENT

Alhamdulillah, primarily and foremost, I would like to compliment and address the most gratitude to the merciful, compassionate Allah S.W.T the Almighty for providing me with great health and longevity with blessings. Thank you, Allah, for rewarding me with aspirations and prayers that were needed to complete this dissertation.

I would also like to dedicate my special appreciations and deep gratitude to my supervisor, Dr Wahiza Binti Abdul Wahid, for tremendous help, incredible support and constant guidance to finish this dissertation and for providing such convenient advices and suggestions regarding new-fangled information for my data assemblage. Not to forget, I would like dedicate this research to my beloved parents; Azizah Binti Abdul Hamid @ Hashim and Maliki Bin MD. Hussain who have been giving me moral support me and have always been around for me.

My family members have been of help to me financially and morally, including their words of wisdom, perspectives, and giving me such an enthusiasm to complete this research within the time allocated. Many thanks to everyone who had directly and indirectly assisted me with patience for your enduring assistance and patience. Your thoughtfulness and support had led to what I am achieving today.

Last but not least, my profoundest love and appreciation to the management team of MGTF, Universiti Sains Malaysia and PHM, in particular Mr. Zolkurnian Bin Hassan, Mr. Afzanizam Bin Mohd Ali and Mr. Paul Augustin, who managed to spend their leisure times assisting me with this wide-ranging dissertation. Next to last, for those who have aided me in completing my dissertation intentionally or unintentionally, your generosity and contribution mean a lot to me.

*Muhammad Ammar bin Maliki*

# TABLE OF CONTENTS

**CONFIRMATION BY PANEL OF EXAMINERS**

**AUTHOR'S DECLARATION**

**ABSTRACT**

**ACKNOWLEDGEMENT**

**TABLE OF CONTENTS**

**LIST OF TABLES**

**LIST OF FIGURES**

**LIST OF PLATES**

**LIST OF CHARTS**

**LIST OF ABBREVIATIONS**

## **CHAPTER ONE: BACKGROUD OF STUDY**

1.1 Introduction

1.2 Issues and problem statement

1.3 Research Questions

1.4 Research Objectives

1.4.1 Objectives framework

1.5 Hypotheses

1.6 Delimitations

1.7 Limitations

1.8 Significance of the study