

UNIVERSITI TEKNOLOGI MARA

**OPERATIONAL MANAGEMENT QUALITY: A
MULTIPLE CASE STUDY OF MALAYSIAN
MUSEUMS**

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ABSTRACT

This research investigates the core processes of operational management and the proper facilities and structures within three distinct types of museums in Malaysia: the Islamic Arts Museum Malaysia in Kuala Lumpur, Perak Museum in Taiping, and Museum and Gallery Tuanku Fauziah at Universiti Sains Malaysia in Penang. A key gap in Malaysian museum practice is the absence of standardised operational frameworks, this study responds directly to that issue, despite the rising interest in sustainability. The aim of this research is to examine the operational management procedures within museums, with the dual purpose of safeguarding our nation's cultural heritage and maintaining a high standard of quality, and attain high standard satisfactory. The research encompasses two primary objectives. The first objective involves an assessment of the essential facilities that a museum should possess and the second objective focuses on gaining a comprehensive understanding of each core stage of operation within a museum exhibit. These three museums were chosen to represent different management types—private, state, and university—to provide comparative insights. Data was collected through a combination of qualitative methods, including interviews with museum personnel, direct observations of the museum environments, participation in museum events and workshops, and document analysis. The findings reveal that all three museums possess well-maintained facilities and exhibit operational processes that align with both national and international standards. Despite their differing focus and target audiences, the museums share common practices that underscore the importance of standardizing museum operations across Malaysia. Key findings include the implementation of preventive maintenance, staff involvement, and efforts to meet conservation standards. This study concludes that adopting a uniform set of operational guidelines can enhance the quality, efficiency, and educational impact of museums nationwide. The final chapter of this study offers recommendations for further improving museum management practices and ensuring that all museums in Malaysia maintain the high standards observed in this research. These recommendations aim to not only improve operational efficiency but also to foster greater collaboration, inclusivity, and cultural preservation within the Malaysian museum sector.

Keywords: *Operation, Management, Museum, Facilities, Infrastructure.*

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CHAPTER 1

RESEARCH BACKGROUND

1.1 Introduction

In this chapter, the researcher aims to expound upon the foundational aspects of the research and outline the contents of the first chapter. One crucial component to be addressed is the problem statement, which defines the key issues surrounding the topic and underscores the significance of the research. Within the problem statement, emphasis will be placed on delineating the requisite infrastructure for operational management and elucidating the importance of each operational aspect. Furthermore, the researcher will elucidate the research objectives, which serve as guiding principles and delineate the trajectory of the study. These objectives are aligned with the overarching goal of achieving timely graduation while exploring the intricacies of operational management within the defined time frame. Similarly, the research questions will be formulated to address the underlying motivations and methodologies of the study, providing insight into the "why" and "how" of the research topic.

Additionally, the first chapter will feature a statement of significance, which elucidates how the researcher will evaluate the current landscape and outcomes of the research. While operational management extends beyond the realm of museums, this study aims to serve as a comprehensive reference guide for those interested in understanding operational management across various industries. Moreover, the study holds particular relevance for individuals invested in culture and art preservation, as well as museum personnel seeking to enhance their operational strategies.

Delimitations will also be addressed in the research, specifying the parameters and constraints of the study, including sample size, environmental factors, and population characteristics. The study will maintain consistency by focusing on three different locations and environments pertinent to the research title. Furthermore, limitations inherent in the