

UNIVERSITI TEKNOLOGI MARA

**CONTRIBUTING FACTORS TOWARD THE USAGE OF
'MOBILE APPS. LEARNING' APPLICATION AMONG
MALAYSIAN MUSEUM VISITORS**

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AUTHOR'S DECLARATION

I declare that the work in this dissertation 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 topic has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

In the event that my dissertation be found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my degree and agree be subjected to the disciplinary rules and regulations of Universiti Teknologi MARA.


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ABSTRACT

Museum is one of educational centre for people to gain knowledge. Varieties communication modes have been used to deliver information toward museum visitors. The advent of technology has brought to the usage of mobile technology in museum, thus ensure visitor's meaningful experiences. Further, the integration of mobile technology in museum has facilitated visitor's understanding on information about artifacts in the museum. In addressing this issue, the present study focussed on designing a 'Mobile Apps. Learning' application as an approach to deliver an information to museum's visitor. The study also aims to determine the usability, and factors that might influence museum visitors' usage of 'Mobile Apps. Learning' application, that was self-developed for this study. Systematic instructional materials procedures and phases were implemented in designing the "Mobile Apps. Learning" application. Data of the study was collected through fifty responses from a survey questionnaire. Visual communication elements was the best guidelines in designing 'Mobile Apps. Learning' application. It indicates that the application was usable in delivering an information towards museum visitors'. Besides, satisfaction is the best predictor in the direction of the usage of 'Mobile Apps. Learning' application. As a conclusion, the present study would like to suggests that the development and implementation of the 'Mobile Apps. Learning' application is beneficial to museum visitor in gaining their knowledge, thus need to be continually integrated into all museum.

CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

This chapter presents an overview of the study in general. The discussion of this chapter includes the context, and research problems of the study. Information derived from these discussions has lead to the research objectives, research questions and operational definition used in this study. Some limitations and significant of this research are also discussed.

1.1 BACKGROUND OF STUDY

People who visited museum have their own agendas, and objectives, thus created their own meaning in museum. Initially, museum was intended for educated people since they are the ones who frequently visited the place and eager to understand about artifacts. As suggested by Chang (2006), these group of educated people fulfil their leisure time in the museum for stretching intellectually and believe they should learn things continually. In essence, the main function of museum is to display artifacts or objects of the past. However the role of museum changes according to the transition period (Isa & Zakaria, 2007). Nowadays, museum not only exhibit artifacts, in fact it already be part of education centre for museum's visitors to enhance their knowledge especially onwards culture and heritage which has been abandoned by our ancestor (Chung, 2009).

In the 20th century, the museum has shifted the focus from the object, to the subject, which the museum became a centre of education for society by providing guidebooks and brochures to provide information to visitors (Taber, 2014).