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**“TOURIST SATISFACTION TOWARDS
SAFETY AND SECURITY IN MELAKA ”**

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**A STUDY ON TOURIST SATISFACTION
TOWARDS SAFETY AND SECURITY IN
MELAKA**

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ABSTRACT

This research is conducted to determine the satisfaction level of tourist or visitor that visit Melaka. The determinants will be measured by looking at the safety and security factor. The local and international tourist perspectives towards safety and security will be discussed, and this will include the strategies which should be develop in order to improve safety and security in Melaka, and in the same time to increase the level of tourist satisfaction. Primary data and secondary data were collected accordingly. A set of questionnaire had been distributed to local and international tourists who were easily located in attraction places in Melaka. The finding will be the major different among the local and international tourist who come to visit Melaka in different time frame which is day and night. Their satisfaction level towards safety and security in Melaka had shown the differences. Somehow, there were still some factor that most of them think contribute in their decision in choosing Melaka as a destination to visit, such as the history of Melaka and the stability of the country, Malaysia. Recommendation to the Melaka state will include the suitable strategies and tools which the researchers find to be relevant in order to increase the level of satisfaction and to attract more local and international tourists to Melaka. Besides, improvements of some facilities were needed by looking at some of the comment given by respondents.

TABLE OF CONTENT

TITLE	PAGE
TITLE PAGE	
ACKNOWLEDGMENT	I
ABSTRACT	II
TABLE OF CONTENT	III
LIST OF TABLE	V
CHAPTER 1	
INTRODUCTION	1
PROBLEM STATEMENT	3
RESEARCH OBJECTIVES	4
RESEARCH QUESTIONS	4
THEORETICAL FRAMEWORK	5
HYPOTHESIS	5
SIGNIFICANT OF STUDY	6
CHAPTER 2	
LITERATURE REVIEW	
INTRODUCTION	7
DEFINATION OF SAFETY AND SECURITY	9
THE ROLE OF SAFETY AND SECURITY	10
TYPES OF SECURITY INDICENTS	13
TOURIST SATISFACTION	15
CHAPTER 3	
METHODOLOGY	
RESEARCH DESIGN	16
SAMPLING	16
DATA COLLECTION	17
QUESTIONNAIRES	17
DATA ANALYSIS	18

CHAPTER 4

FINDINGS

INTRODUCTION	19
SURVEY RESPONSE	19
SECTION A: DEMOGRAPHIC INFORMATION	20
REALIBILITY ANALYSIS	24
SECTION B: RESPONDENTS VIEW ON TOURISTS	25
SATSFACTION TOWARDS SAFETY AND SECURITY IN MELAKA	
INDEPENDENT VARIABLE 1: SAFETY	25
INDEPENDENT VARIABLE 2: SECURITY	28
DEPENDENT VARIABLE: TOURIST SATISFACTION	31
MEASURING THE RELATIONSHIP BETWEEN TOURISTS	33
SATISFACTION TOWARDS SAFETY AND SECURITY IN MELAKA	
SECTION C: OPEN ENDED AND CLOSE ENDED QUESTION	34

CHAPTER 5

CONCLUSION AND RECOMMENDATION	37
LIMITATION OF THE STUDY	37
RECOMMENDATIONS	38
CONCLUSION	39

REFERENCES	40
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APPENDICES	43
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