



BACHELOR OF SCIENCE (HONS) TOURISM MANAGEMENT  
UiTM KAMPUS BANDARAYA MELAKA

EXPLORING THE FACTORS THAT INFLUENCE  
VISITORS' SATISFACTION AT  
MINI MALAYSIA & ASEAN CULTURAL PARK, MELAKA

INTAN NURSYAFIKA BINTI MOHD APANDI  
(2012893426)

NURNADIA BINTI ABD GHAFFAR  
(2012893214)

SITI NADZURA BINTI SHAMSUDDIN  
(2012872824)

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## **Abstract**

This study was conducted to theoretically develop and empirically study a structural model of visitors' satisfaction of Mini Malaysia & ASEAN Cultural Park to determine its position as feasible tourist destination thus in the hope to improve its current weaknesses on all the variables tested in this study from the park tourism stakeholders' perspective. The proposed hypotheses that attempted to identify the structural relationship among the 10 construct model to examine through the series of analysis based on the various variables such as perceived tourism perception of the Mini Malaysia & ASEAN Cultural Park, environmental attitudes, and development preferences about tourists' attractions and in terms of various physical, amenities, facilities, locations, entertainments and recreations.

The principal guideline of this study is to provide supports for the park and tourism stakeholders in the process for tourism planning and long-term sustainability of cultural park and tourism destinations. The tourism park and stakeholders' should have solid knowledge and direct participation in the tourism planning and development and having long term observation and interactions with their important role in managing tourism industry and bring forward this park as one of the preferred tourist destination in Melaka and hopefully to the world.

The study had collected 100 usable survey questionnaires from the personally distributed questionnaire throughout the area of Mini Malaysia & ASEAN Cultural Park and foreign tourists. From the research findings and tests, the tourist attractions are with preferences to positive perception of all the important variables such as location, value, safety and security, infrastructure of the physicals and recreation activities at the site of which will place a memorable experience after the visit. The future of Mini Malaysia & ASEAN Cultural Park should be a place of as an important and preferred destination for local and foreign tourists are our great expectation for the economic growth of the state.

Keywords: Visitors' satisfaction, location, value, infrastructure, environment, image, value, recreational and entertainment, security, safety, tourism industry

## **CHAPTER 1**

### **1.0 Introduction**

The Taman Mini Malaysia cultural park is located a few kilometers outside of Melaka, near the town of Ayer Keroh. It is suitable for visitors that have an interest in traditional architecture and ways of life and it is a great place to go exploring. Each of the homes represents the architectural style of the 13 states in Malaysia and is furnished with various items, arts and crafts which depict the culture of each state.

Inside each house, you can find a range of genuine handicrafts originating from each state or county. The life-like figures 'inhabiting' each charming home on stilts are garbed in their respective traditional costumes. Mini Malaysia & ASEAN Cultural Park before this is considered by some Melaka citizens as a white elephant project, as it did not fulfill its original design objective – to be an engaging and lively cultural park. However, people's perception and image of the park has yet to be researched on.

This research was done to find out people's perception and viewpoint on this tourism site. The research findings will determine the new needs, wants and desires of Malacca citizen and tourists to create a better image and use of the cultural park and as tourism asset for Melaka.

The objective of this research is to determine the key determinants of visitors' satisfaction toward Mini Malaysia & ASEAN Cultural Park. The findings from the research study would provide greater opportunities for private sectors involvement to develop the Mini Malaysia & ASEAN Cultural Park as a new business investment or opportunities in providing the various events and business opportunities at the site for tourism activities.

In addition, the research findings will provide this park management with a good understanding of the factors that play an integral role in enhancing visitors' satisfaction toward the premise.

### **1.1 Background of the study**

The tourism industry has become the world's fastest and largest growing industry. The United Nations World Tourism organization (UNWTO) latest report mentioned that in 2012, a record one billion tourists crossed international borders. While another five to six billion are estimated to travel in their own countries every year (UNWTO, 2013). The tourism industry is globally rapid growth that contributes the economic development as well as generates the employment opportunities especially in Malaysia. In Malaysia, the places of attraction that is usually visit by the tourists are the heritage site, theme park, resorts and others. Malaysia tourists' arrival by country of nationality until on March 2013, the growth rate is 20.5% (Tourism Malaysia, 2013). The UNWTO stated that the international tourism will increase the tourists' arrivals in the next coming years.