



**UNIVERSITI TEKNOLOGI MARA
FACULTY OF HOTEL AND TOURISM
MANAGEMENT**

**VISITORS' PUSH AND PULL MOTIVATION
FACTORS TO VISIT MUSEUM**

BY:

MARIAH BINTI DERAMAN

(2011298022)

NURFAREHANAMIRAH BINTI MD NOR

(2011663144)

MOHD. HAFIZ BIN SULAIMAN

(2011871316)

**B.SC. (HONS) IN TOURISM MANAGEMENT
(HM221)**

JULY 2014

ABSTRACT

Museums are an important aspect of a destination's heritage for both local population and tourists. Recently, there are a lot of studies about tourists' motivation factors to travel. However, less study have been done on how push and pull factors motivate people to go to the museum in Malaysia particularly in Melaka. Therefore, the aim of this descriptive study is threefold: (a) to identify the push factors that influence tourist motivation to visit museum in Melaka; (b) to identify the pull factors that influence tourist motivation to visit museum in Melaka; and (c) to determine the overall motivation of tourist to visit museum in Melaka. A self-administered questionnaire survey collected 100 respondents visiting museum. The results of a factor analysis revealed three push factors and three pull factors. The findings showed that these push and pull factors are the most influential factors that contribute local and international visitors' motivation to visit museum. In addition, the overall motivation of visitors to visit museum also indicates that they are stimulated by the presentation of museum itself. This study provides beneficial managerial and practical implications for museum operators, travel agencies and government related authorities such as Ministry of Education and Ministry of Tourism and Culture and also other stakeholders in order to gain an understanding of how push and pull factors affecting visitors, to increase the attractiveness of the museums and to motivate local and international visitors to visit museum.

TABLE OF CONTENTS

	Pages
TITLE PAGE	
ABSTRACT	ii
ACKNOWLEDGEMENTS	iii
TABLE OF CONTENTS	v
LIST OF TABLES	viii
LIST OF FIGURES	ix
CHAPTER ONE: INTRODUCTION	
1.1 Introduction	1
1.2 Background of the Study	1
1.3 Problem in Context	4
1.4 Research Objectives	6
1.5 Research Questions	6
1.6 Significance of Study	7
1.6.1 Academic Perspective	7
1.6.2 Industry Perspective	8
1.7 Definition of Key Terms	9
1.8 Structure of the Study	9
CHAPTER TWO: LITERATURE REVIEW	
2.1 Introduction	11
2.2 Push Factors	11
2.3 Pull Factors	13
2.4 Museum as an attraction	16
2.5 Museums in Malaysia	18
2.6 Motivation	20

CHAPTER THREE: METHODOLOGY

3.1	Introduction	23
3.2	Research Design	23
3.3	Sample and Population	25
3.4	Instrument Development	26
3.5	Questions Used in the Questionnaires	28
3.6	Pilot Study	33
3.7	Data Collection Process	34

CHAPTER FOUR: RESULTS AND ANALYSES

4.1	Introduction	35
4.2	Reliability Test	35
4.3	Respondents' Profile	37
4.4	Overall Motivation of Visitor to visit Museum	41
4.5	Push Factors	42
4.6	Pull Factors	45

CHAPTER FIVE: IMPLICATIONS, LIMITATIONS, RECOMMENDATIONS AND CONCLUSION

5.1	Introduction	48
5.2	Recapitulation of the Findings	49
5.3	Limitations of the Study	52
5.4	Implications, Recommendations and Conclusion	53

REFERENCES	56
-------------------	-----------

APPENDICES

Appendix 1: Research Instrument (Questionnaire)	61
Appendix 2: Descriptive Analyses-Respondents' Profiles	69

Appendix 3: Descriptive Analyses-Push and Pull Factors to Visit Museum	74
Appendix 4: Descriptive Analyses-Overall Visitors- Motivation to Visit Museum	78