

**UNIVERSITI TEKNOLOGI MARA**

**A STUDY OF VISITOR PERCEPTION  
TOWARDS SECURITY BRACELET FOR  
CHILDREN IN KIDZANIA,  
KUALA LUMPUR**

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IT Project submitted in partial fulfillment  
of the requirements for the degree of  
**Master of Science in Information Technology**

**Faculty of Computer and Mathematical Sciences**

January 2015

## STUDENT'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

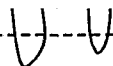
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## ABSTRACT

KidZania Kuala Lumpur offers an interactive learning and entertainment experience for kids in a kid-sized city to deliver the first-of-its-kind edutainment fun. The KidZania experience is about real-life experiences, empowering, inspiring and educating kids through role-play. The technology used for visitor to enter or exit the theme park called security bracelet. This bracelet based on Radio Frequency Identification (RFID) and used to track or locate children's last position in the theme park. Security bracelet used in KidZania Kuala Lumpur has been selected as a research topic and focusing on children's safety. There are three objectives of this research (1) to study current security bracelet in Kidzania, Kuala Lumpur, (2) to determine issues with current security bracelet in Kidzania, Kuala Lumpur and (3) to investigate relationship between demographics, functionality & design and external factors (facilities & services) with the intention of improvement for current security bracelet. Included also in this report is the flowchart on how to get into the theme park starting from on how to buy ticket until exit from the park. From the flowchart figure, we can see how the associations of this security bracelet at each level of check-in process and how the security bracelet being used in every establishment and activities during the visit in KidZania, Kuala Lumpur. Questionnaire survey has been used to obtain feedback from respondents that has been visited KidZania, KL. Questionnaire survey has been constructed based on research model Theory Planned Behaviour (TPB). All data collected has been gathered and analyzed accordingly by using SPSS (Statistical Package for the Social Sciences). Included also are few recommendations for future research that can be considered to improve this report.

## ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

*“In the Name of Allah, the Most Gracious, the Most Merciful”*

Alhamdulillah, praise to Allah. I am finally able to complete my IT Project SYS798. This report is part of the requirements for me to complete my study in Master of Science (Information Technology).

Firstly, I would like to express my sincere gratitude to my supervisor En.Azhar Abd Aziz and co-supervisor En.Arwin Idham Mohamad for their guidance, support, supervision, suggestion and encouragement to complete this report. Really appreciate for their assistance and patience in guiding me throughout completing this report, from the beginning until the end.

Not forgotten, special thanks to my husband, Aizad for his understanding and support, to my family for their continuous support and last but not least, to all respondents for their participants in questionnaire survey. Without participants, this report may not be completed on time and can lead to a failure report.

Thank you so much and may Allah bless all of them.

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