

**UNIVERSITI TEKNOLOGI MARA**

**VISITORS' SATISFACTION  
ON THE QUALITY OF FACILITIES  
AND SERVICES PROVIDED AT THE  
MELAKA HERITAGE SITE**

**FATIMAH NUR AZ-ZAHRA BINTI  
ABD MANAN**

**MSc**

**November 2018**

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## ABSTRACT

The heritage sites are known as a place which has been a vital contributor to our tourism activities. With the increase in the number of visitors from time to time, the heritage sites directly contributed to the national economic growth. The continuing efforts to increase the number of visitors at heritage sites have been conducted together with the provision of excellent facilities which generates satisfaction among visitors. However, the existence of inadequate facilities at the heritage sites would affect the arrival of visitors in our country. Melaka is one of the states which have heritage sites that need to be upgraded with adequate and excellent facilities. Therefore, this research aims to investigate the visitors' satisfaction towards the quality of services and facilities which have been provided at the Melaka Heritage site. A total of 135 respondents were chosen among the visitors of the Melaka Heritage Site in order to get their feedback on the satisfaction levels of the current facilities and services provided at the site. The data gained from the questionnaires were analysed using the descriptive and inferential analysis. Reliability test shows that the total of 52 variables indicates the Cronbach's alpha value  $>0.75$ . Most of services and facilities indicate high mean score from a visitor's perspective. Meanwhile, 16 variables of facilities and 12 variables of services are significant (asymptotic  $<0.05$ ) with visitors' satisfaction, which correlated with respondents' profile at the medium level. Hence, the findings show that excellent facilities and services in the tourism area may generate satisfaction among the tourists as well as attract them to revisit. Even the provision of facilities and services at the tourism area should take into consideration the tourists' profile. This is because different profiles may generate different values of satisfaction level and thus contribute to Malaysian tourism industry.

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