

## **THE VISITOR'S SATISFACTION ON QUALITY OF FACILITIES AT THE MELAKA HERITAGE SITE**

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**Accepted date:** 15 November 2017

**Published date:** 28 December 2017

**To cite this document:** Majid R.A., Abd Manan F.N.A. (2017). The Visitor's Satisfaction on Quality of Facilities at the Melaka Heritage Site. *Journal of Tourism, Hospitality and Environment Management*. 2(6), 1-9.

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**Abstract:** *Heritage sites known as a place that contributes to tourism activities. The increasing of visitor on heritage site from time to time has directly contributed to the national economic growth. Heritage sites located in Malaysia is always preserved in order to maintain the aesthetic values and attract the attention of visitors. The efforts to increase the number of visitors to the heritage sites been continued together with the provision of basic facilities in providing comfortable towards visitors. However, the existence of poor facilities at the heritage site would affect the arrival of visitors in our country. Therefore, the aim of this paper is to investigate the visitor's satisfaction toward the quality of facilities provided at the Melaka Heritage Site. A total of 135 respondents comprising of visitors were surveyed due to get the feedback on their satisfaction levels for each facilities provided at Melaka Heritage Site. The data have been analysed through descriptive analysis. Reliability test showed the total of 30 elements of questionnaire indicate Cronbach's alpha value >0.75. All of them also indicated high mean score vale which referring high level of visitor satisfaction.*

**Keywords:** *Visitor's Satisfaction, Quality, Facilities, Melaka Heritage Site.*

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### **Introduction**

Heritage site known as a place that have sense of wonder that attract us to know more about the cultural, history and people that involved on it (Feiden, 2000). The local heritage site also a part of tourism asset where it is one of the major sectors that been contribute to Malaysia economy (Idrus et al., 2010). Besides, the government of Malaysia especially National Heritage Department and Ministry of Tourism and Culture Malaysia are also focuses and organised strategies for conservation and maintenance activities of the areas that gazetted as heritage site such as Melaka Heritage Site.

Melaka state is one of the vital contributors to this heritage tourism industry and also is known as one of the beneficiaries in tourism sectors in Malaysia (Ramli, 2013; Hua, 2015). According to Jusoh et al. (2013), Melaka is one of the city in Malaysia that recognized as World Heritage Site by UNESCO which on 7<sup>th</sup> July 2008 because of total amount of heritage properties and famous attraction among visitors due to the mixture of cultural that influences between East and West towards development and type of buildings which have some originating from Dutch and Portuguese.

## **Problem Statement**

Visitation activities have contributed to our economic growth. It is depends on the total of visitors come to our country which can come out through their satisfactions along their journey (Primm, 2014). However not all of visitors really enjoy their journey. Facilities become one of the aspects that might affect visitor's satisfaction.

According to Hafez Zainudin et al. (2014), the poor quality of the public facilities and services in built environment as well as the poor of cleanliness and hygiene will be the major problems to achieve the visitor satisfaction on our heritage site condition. In addition, the poor quality in terms of facilities conditions will affect to the promotions in heritage tourism industry (Henderson, 2009).

In addition, the facilities should to be upgraded and provided for the visitors in order to make Melaka state as a visitor's friendly city which can attract more visitors to come (Ramli, 2013). As one of heritage site, Melaka Heritage Site needs to be equipped with the good quality of facilities at the surrounding site.

Thus, heritage site must to be serving with the good facilities in order to attract more visitors to come. Indirectly, it can improve the Malaysia tourism development from year to year. Therefore, this research would like to evaluate the visitor's satisfaction on the quality of facilities provided at the Melaka Heritage Site. It is important due to identify the best of quality measurement of facilities as well as achieving the visitor's satisfaction at the heritage site.

## **Literature Review**

### ***Visitor's Satisfaction on Quality of Facilities at the Heritage Site***

The visitor's satisfaction can be defined as a person's feelings either of pleasure or disappointed resulting from the experiences on the performance which they received based on their expectation (Kotler, 2000). Deming (1988) claims the quality known as a predictable degree of dependability and uniformity in order to achieve the quality measurement which is suited to the visitor's. Meanwhile, the facilities generally defined as the physical framework or basic infrastructure structure that provided to the public (Goel, 2002). According to National Heritage Act 645 (2005), the heritage sites can be described as the place that should be designated due to its historical significance in terms of its buildings, land or collections.

Therefore, the visitor's satisfaction on quality of facilities can be measure through the performance of facilities which provided to the visitors at heritage site areas. The visitor's loyalty towards our tourism industry can be influence by their expectation, views and satisfaction on quality of facilities provided at the heritage sites.

### ***Facilities Provided at The Heritage Site***

The potential of quality and attractiveness among the visitor can be evaluate through the basic facilities provided in a country (Gunn, 1988). Thus, the performance and designation of good facilities are important to our tourism industry due to meet visitor satisfactions.

According to Winston (2014), public transportation is one of the facilities should to be provided at the heritage site due to ensure the visitors are easier to reach or access from one to another heritage building at the heritage site area. It is because the public transportation can helps to reduce the traffic congestion around the areas and also increase to save the travel time among the visitors. Regarding to UITP Europe (2014), the public transportation networks and infrastructures play the major function in tourism development because it will be the prime transportation to be used among the visitors to access the heritage, culture and leisure sites, and also to get around the cities. They also claim the public transportation consists of buses, taxi and trains.

Public toilets also known as the facilities at the heritage site that need to be provided by local authority in order to serve the sanitary facilities to visitors or users (Lanjer & Car, 2014). According to Chaudhary and Aggarwal (2012), the public toilets need to be in a good cleanliness and hygiene condition because it would be effects the visitor's satisfaction. The sufficient equipment such as toilet papers, wet wipes, soaps and hand dryers also one of the factors need to be emphasized in order to ensure all the visitors are satisfied with the available public toilets. According to Jabatan Perancangan Bandar Perbadanan Putrajaya (2007), the minimum size of public toilets is 65 square metres. Meanwhile, the location of public toilets is only within the walking distance in order to ensure the visitors easier to access.

According to ICOMOS (1993), a public telephone is also a part of facilities at the heritage site. It is one of the alternatives in order to promote widely about the cultural and heritage of our country by using the illustration image of heritage sites together with the heritage properties that have at the surrounding sites as cover on telephone directories. As mentioned by Stork (2011), the public telephones facilities will be used during emergency time only especially when they did not have any portable device to connect with others group trips. Thus, it is still one of the important facilities should to be provided at the heritage site. The instruction on using the public telephones also need to be available in variety of language due to ensure all of the visitors can use it wisely.

Refers to Todd Litman (2013), parking areas consider as an important facilities because it is to ensure all the visitors vehicles will be park at the right areas for every destination at the surrounding areas of heritage site. The proper management of parking facilities would increase the visitor's satisfactions and expectations through a good maintenance of parking facilities, traffic management and deployment of parking equipment and technology (Cullen, 2012; Horn, 2011). According to Maslina Samiran et al. (2015), the parking areas also need to be equipped with safety and security equipment such as CCTV, safety mirrors and signboard direction in order to ensure the safety of visitors.

Ryan (1991) mentioned the shopping facilities as a primary attraction among the visitors due to the purpose of tourism travel and shopping opportunities. According to Blank et al. (1980), generally, the visitors are likely goes to shopping to buy some of souvenir for their families and friends during their visitation at heritage site. They also claim some visitors feel their holiday

incomplete without taking the time for shopping. The shopping facilities can be consisting of souvenir shops, kiosks and shopping malls. The shopping areas also need to be equipped with the sufficient security services such as CCTV, appearance of security guard, the good performance on emergency handling and also the communication skills in responsiveness of customer complaints in order to ensure the visitors are satisfied and feel safe during their trip (Xian et. al, 2013).

According to Darwin (1985), banking facilities plays the important facilities at the heritage sites because it is connected with the national economy. Generally, most of the visitors will use the banking facilities such ATM and money transfer along their trips instead of bring the currency cash together with them. The banking facilities should to be run twenty-four hours in order to avoid inconvenience and increase dissatisfaction levels among the visitors either from local or international (Rania, 2005). The banking facilities also need to provide the banking systems which serve the another services such as deal with the foreign exchange conversion or money changer due to increase the satisfaction and expectation among the visitors towards the banking facilities and services prepared by our countries (Dutt, 1991).

According to Rwanda Building Control Regulation (2011), the facilities for disabled visitors are necessary because they are also human beings which have their own right to easy access at the public areas without feel uncomfortable due to their disability. The United Nation (2003) mentioned that it is impossible to adapt the suitable facilities for the disabled person that meet with the local requirements because it might be affect towards historical values. However, this facility still needs to provide due to ensure the disabled visitors feel comfortable during their trips. In addition, the facilities consists of walkways, lifts, wheelchairs access and guides should to be provide at the heritage properties to ensure the disable persons can reach at the places without required any physical labour. Thus, it can avoid the increasing of negative perception and experience among the disable visitors (Hassan & Iankova, 2012).

Signage and direction known as important facilities in order to help the visitors because it is consider as a guide for them to reach from one to another heritage properties at the heritage site areas (Agostiano, 2011). In addition, the signage and direction also important in order to ensure the visitor can arrive or find their targeted place without the assistance from local people (Hassan & Iankova, 2012). According to Fogarolo (2008), the signage and direction need to be appear in universal of language as the visitors come from local and international including the signs, pictograms and short words due to ensure the visitors can identify the entrances and exits, facilities, amenities, services and routes available at the heritage properties to help the visitors more easier to read and remember.

## **Research Methodology**

The research approach for this study is involving the quantitative method. Melaka Heritage Site has been choosing as a case study. It is located at the southern region of Malaysia Peninsular with the approximately land area of 1,650 square miles and also 152 kilometres from Malaysia capital city, Kuala Lumpur. The heritage site is situated on both sides of Melaka River which flowing on the waters of Melaka Straits. The Melaka city has been recognized as Melaka Heritage Site by United Nations Educational, Scientific and Cultural Organization (UNESCO) on 7<sup>th</sup> July 2008 together with George Town in Penang. The Melaka city is under the authority of Historical Melaka City Council. This study has been carried out at the random check point within the vicinity of Melaka Heritage Site areas.

A total of 135 respondents comprising visitors from local and international were involved in this study. Data has been collected through the questionnaire in order to get their feedbacks and comments on the quality of facilities provided at Melaka Heritage Site. A total of 30 questions toward available facilities have been developed. Meanwhile, the expected level of visitor's satisfaction was measured by using the 5-level Likert scale which is very unsatisfied (1), unsatisfied (2), moderate (3), satisfied (4), very satisfied (5). The data has been analysed by using SPSS software version 19.0 to run the reliability test, cross tabulation analysis and mean score.

## Results and Discussion

### *Reliability Test*

The reliability test shows the total of 30 elements are indicate higher of internal consistency where it is shows higher than 0.75. It shows all the following elements in the questionnaire are reliable and can be accepted in this study and would be proceed with further analysis.

**Table 1: Reliability Test**

Facilities	Criteria	Cronbach's Alpha
Public Transportation	Cleanliness	.966
	Operation Time	.966
	Frequency Time	.966
	Helpful	.966
	Responsible	.966
Public Toilets	Cleanliness	.967
	Size	.967
	Equipment	.967
	Location	.966
Public Telephones	Location	.966
	Condition	.966
	Quantity	.966
Parking Facilities	Management	.967
	Equipment	.967
	Responsiveness	.967
Shopping Facilities	Location	.966
	Selling Goods	.967
	Condition	.966
	Cleanliness	.966
Banking Facilities	Equipment	.966
	Location	.966
	Condition	.966
Facilities for Disable Person	Quantity	.966
	Condition	.967
	Cleanliness	.966
Signage and Direction	Condition	.966
	Availability	.966
	Easy to Understand	.966
	Informative	.966

### *Mean Score Analysis*

Table 2 shows the results of mean score analysis of facilities provided at the Melaka Heritage Site. Table 2 present the mean score for all criteria under each facility. Frequency time for public transportation had indicated the lowest mean score (3.2370) while the helpful of staff of

public transportation indicated the highest mean score (3.4519). The equipment of public toilets also indicated the lowest mean score which is 3.3333 meanwhile the highest mean score is achieved by size of public toilets which is 3.4519. In addition, the mean score for public telephones is indicated through the location (3.2815), condition (3.4222) and quantity (3.4222). Besides, the equipment of parking facilities indicated the highest mean score (3.3704) while the responsiveness of staff at the parking facilities indicated the lowest mean score (3.3037). The condition of shopping facilities also shows the highest mean score which is 3.6519. Meanwhile, the equipment provided at the shopping facilities shows the lowest mean score which is 3.5111. For banking facilities, the quantity indicated the lowest mean score (3.4296) and the condition indicated the highest mean score (3.5259). The cleanliness of facilities for disabled person shows the lowest mean score (3.3407) while the quantity of facilities for disabled person indicated the highest mean score (3.4815). Lastly, the understanding of signage and direction indicated the highest mean score (3.6667) while condition of signage and direction indicated the lowest mean score (3.4963).

**Table 2: Mean Score Analysis**

<b>Facilities</b>	<b>Criteria</b>	<b>Mean</b>
Public Transportation	Cleanliness	3.2667
	Operation Time	3.3185
	Frequency Time	3.2370
	Helpful	3.4519
	Responsible	3.4370
Public Toilets	Cleanliness	3.3926
	Size	3.4519
	Equipment	3.3333
	Location	3.4370
Public Telephones	Location	3.2815
	Condition	3.4222
	Quantity	3.4222
Parking Facilities	Management	3.3630
	Equipment	3.3704
	Responsiveness	3.3037
Shopping Facilities	Location	3.5556
	Selling Goods	3.5407
	Condition	3.6519
	Cleanliness	3.5778
	Equipment	3.5111
Banking Facilities	Location	3.4667
	Condition	3.5259
	Quantity	3.4296
Facilities for Disabled Person	Quantity	3.4815
	Condition	3.4074
	Cleanliness	3.3407
Signage and Direction	Condition	3.4963
	Availability	3.6148
	Easy to Understand	3.6667
	Informative	3.5926

Figure 2 shows the chart of mean score by rank. It indicates the lowest mean is public transportation which represents 3.34 followed by parking facilities (3.35), public telephones (3.38), public toilets (3.40), facilities for disabled person (3.41), banking facilities (3.47), shopping facilities (3.57) and the highest mean is signage and direction which is 3.59. Thus, it can be concluded that most of the facilities provided that achieve the satisfaction level of visitors is

signage and direction. The results indicate the highest mean score is signage and direction which is 3.59 while the lowest mean score is public transportation which is only 3.34.

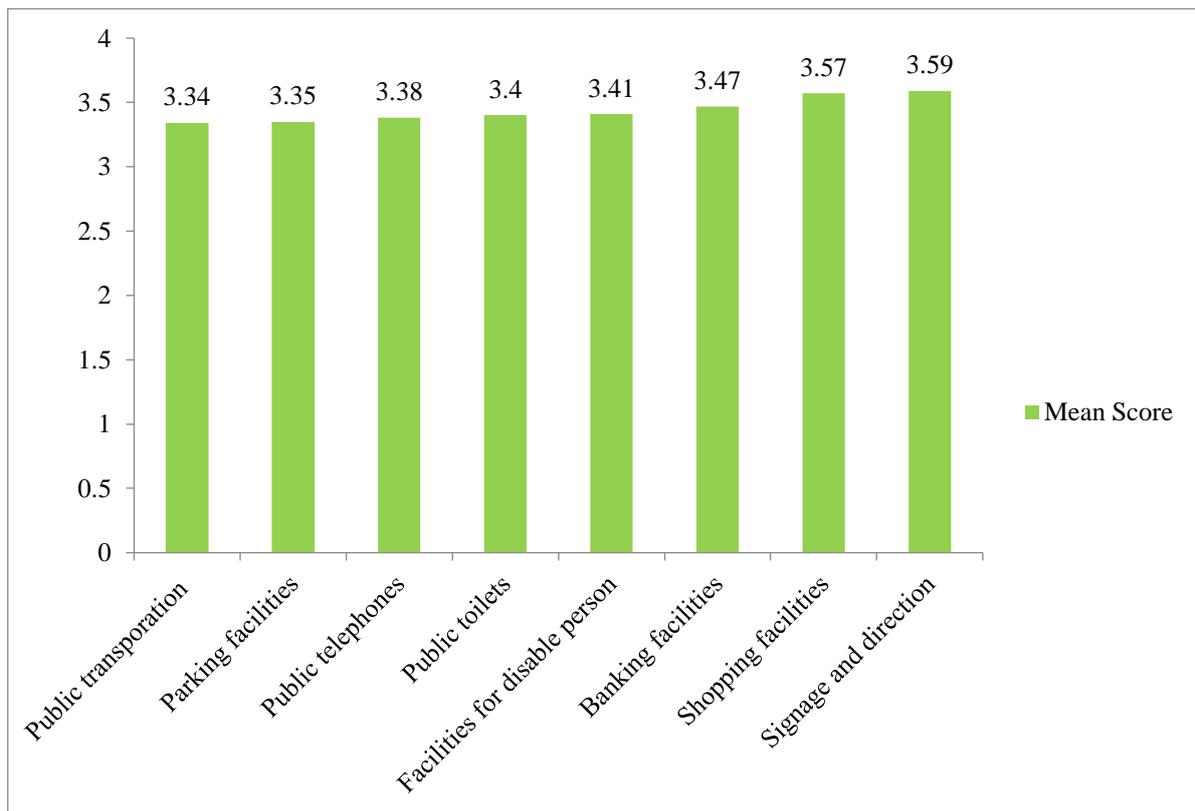


Figure 2: The chart of Mean Score Analysis by Rank

## Conclusion

In general there have various type of facilities that should to be provided at the Melaka Heritage Site together with the standard of quality measurements need to be consider due to fulfill the requirements, expectation and satisfaction level among the visitor's. This study also reveal that most of the visitor's at the Melaka Heritage Site are satisfied with the quality measurement on facilities that provided. All of the facilities had indicated mean score > 3.0 which is totally fullfill visitor's satisfaction.

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