THE CURRENT CONDITION ABOUT VISITORS' PERCEPTION OF SERVICE QUALITY TOWARDS *MUZIUM NEGARA* AS CULTURAL AND HERITAGE ATTRACTION

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Abstract: *The paper investigates the current condition about the visitors' perception on service quality towards Muzium Negara as the cultural and heritage attraction. The data were collected from a random sample of 550 adults among the visitors of Muzium Negara via a self-administered questionnaire. The findings show the most important factor influencing the perception on the service quality was customer service, tangibility, signboard, and responsiveness. Exploratory factor analysis of 41-item in perceived barriers domain revealed seven factors that accounted for 52.5% % of the variance in perceived barriers to healthy eating, namely: customer service, tangibility, quality of information, responsiveness, consumables, empathy, and accessibility. The findings of this study implied the needs for the presentation of the competence of service provided and the enhancement of service quality. It is suggested that museum administrators might conduct an evaluation of customers' satisfaction on annual or season basis using an online survey on the museum's website or an on-site survey inside the museum.*

Keywords: Museum Perception, Service Quality, Muzium Negara, Historical Museum Malaysia
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Introduction

Museum Day is celebrated every year in all around the world on the 18th of May. Since 1977, all museums in the world are invited to participate in this celebration to promote the roles of museums around in the world by organising enjoyable and free activities according to the yearly theme including the museums in Malaysia. With the support from the Malaysian government and with its aim to make Malaysia as a hub of culture and heritage tourism, museums become one of the main focuses to attract local and international tourists. Therefore, the celebration is not only held at the National Museum of Malaysia (*Muzium Negara*), but it is also celebrated at the museums of some other states. Even though the celebration is held annually, societal contribution is still lacking. In addition to lack of interest towards history and cultural heritage within the society at large, museums are always misperceived as a place that exhibits old artefacts, which could only be an interesting thing to a small number of people (Muhammad and Azilah, 2011). This speaks largely of the general Malaysians who seem to be

more interested in visiting other kinds of interesting places. Domestic Tourist Survey (2011) stated that 70.6 percent of domestic tourists are more interested in visiting friends and relatives, spend time in dining, shopping and vacation, whereas there is not a single record showing that visiting heritage places and museums as holiday choices. A study conducted by Badaruddin & Yusnita (2009) shows that Museum and Art Gallery was in the ranking of nine from fifteen other destinations. With the development of technology and existing virtual museums, people and researchers are more interested in collecting the information needed using the technology instead of visiting museums.

In other countries, a significant number of notable museums are the main attractions for tourists as the must-visits, such as Palace Museum in China, Louvre in France, the British Museum in the United Kingdom, and Guggenheim Museum in Spain. With the warm welcome from visitors, there are numerous museums standing out with their unique and modern style to attract more people. For example, there is a collaboration in Singapore between a public university together and the National Heritage Board (NHB) to offer their first museum studies course, in which students will be able to learn how to manage exhibition, plan museum activities, and develop teaching aids, and be ready to take on such responsibilities at work in the arts scene after graduation (Singapore Management University, 2014).

Even though museums seem unimportant for some societies, but they still represent the identity of a country (Dianina, 2010). It can be the only place where visitors may get the information about the whole cultural and economic of a country without having to visit other places. A well-maintained and fully functioning museum may be a place for educational resources and references. Besides that, museums also provide a number of other economic advantages given that there is a good plan or strategy to attract more visitors to visit museums.

The most notable example is in the case of Spain, where Solomon R. Guggenheim Foundation museum in Bilbao was opened in 1997 with the hope that it would help to reverse the industrial decay of the Basque city of Bilbao, and it succeeded in inducing significant economic activities. In fact, a study by the Americans for the Arts (2002) stated that art organizations generate $134 billion in total economic activity, support 4.9 million full-time equivalent jobs, and generate $24.4 billion in federal, state, and local government revenues annually. Nowadays, there are a lot of social problems emerged such as drug abuse, adultery, crime and violence. All of this might happen due to the influence of negative cultures from other countries and the social media. Therefore, with the benefits museums offer, all of those problems can be prevented by realising and improving the society's self-esteems while understanding the values of their country (Center for Future of Museum, 2016; Crooke, 2008).

Moreover, history of the old technology may pave the way for the innovation of new technologies. This can increase the standard of living of the society by means of developing a new civilization from the ancient civilization that has previously collapsed. As mentioned by a well-known Italian philosopher named George Santana, "Those who do not learn history are doomed to repeat it".

In Malaysia, there are a total of 186 museums; 166 state museums and 20 private museums. (*Muzium Negara*, 2012). The most visited museum in Malaysia is the historical museums namely the National Museum located in Kuala Lumpur and other numerous museums located in Malacca. Compared to the Malacca museums, the National Museum is located at the centre of a busy city, Kuala Lumpur. By the design of palatial structure built in the style of

Minangkabau architecture, this National Museum used to have about 3 million visitors in the late 70s-80s. But in the 90s until the recent years, the number of visitors dramatically dropped by 60% (*Muzium Negara*, 2012). According to the data aforementioned, the percentage of the selected year indicates that the number of visitors from outside of the country outweighs the number of local tourists (*Muzium Negara*, 2012).

In this regard, resources may go on a waste if visitors' needs to the museum are not catered to and if the public at large are not aware of the existence of museums in the country. This is because every museum in Malaysia requires daily maintenance and operating costs, and each museum is required to allocate a staggering budget for museum preservation activities such as conservation, promotion, events, utilities and backdrop updating. On top of that, even though *Muzium Negara* has its own physical unique architecture and rich in cultural heritage resources, but it struggles in its in services and achievement in attaining customers' satisfaction. One of the sectors in the service industry, namely quality issues, has been a challenge for cultural tourism (Mey and Mohamed 2009). Quality has recently been linked to service management, thus quality is a process that needs to be implemented (Boyd, 2002). Dickenson et al. (2006) indicated that museum is not only a place to collect artefacts, but also an organization to help people use history to introspect their daily lives. Consequently, it is about how to let audience enjoy cultural tourism in museum while changing their perception about museums.

Thus, what is the current condition about visitors' perception of service quality towards the *Muzium Negara*? This paper objective is to understand the experience of the tourists regarding service quality. Significantly, listening closely to the perspectives of tourist is important for achieving interpretation success that creates a competitive advantage for museums. Towards this end, one should identify the most critical interpretation elements of a museum to improve and then use relevant improvements to satisfy tourists.

To the best of the researchers' knowledge, there are no known studies that have been conducted in Malaysia regarding the perception of service quality in *Muzium Negara* or other heritage and cultural places. A number of museum studies have been carried out in the country, but they were only focused on topics including the following: Museum As Informal Education Institution (Mohd Azmi & Miti Fateema, 2012), The Language Of Heritage Education in Malaysia Museum (Ab Samad et al., 2012), Motivate Visiting Among Young Adults (Muhammad Fauzi dan Azilah, 2011), The Significance Of The Islamic Arts Museum Malaysia (Kamada, 2011), The Contribution of Heritage Product Toward Malaysian Tourism Industry (Sofian & Azman, 2010) and Management Practices in Two of the Oldest Museums in Malaysia (Rahah, 2006).

A. Muzium Negara in Malaysia

Well-known as *Muzium Negara*, the National Museum of Malaysia is located at Jalan Damansara in Kuala Lumpur, Malaysia. *Muzium Negara* can be recognized for its striking architectural characteristics of traditional Malay architecture. *Muzium Negara* was opened on 31 August 1963, and it serves as a repository of Malaysia's rich cultural and historical heritage. The purpose of the establishment of *Muzium Negara* is to distribute knowledge related to the historical, cultural and environmental heritage of Malaysia. *Muzium Negara* is currently chaired by a Director and administered by the Department of Museums Malaysia, Ministry of Information Communication and Culture.

Muzium Negara has a three-story structure of 109.7 meters long and 15.1 meters wide and 37.6 meters at the central point. The museum houses consist of four main galleries allotted to ethnology and natural history. Displays and exhibits in the museum focus on local history, culture and traditions, arts and crafts, economic activities, local flora and fauna, weapons and currency. The museum houses various galleries, each with its own theme. The museum also takes effort in organizing external exhibitions and galleries. As for customers' satisfaction and convenience, the management provides other services such as translation services, leading a tour of a specific time in different language, cafeteria, and shopping outlet. The data from *Muzium Negara* (2012) reveal that it has the highest number of total visitors compared to 22 other museums under the supervision of the Department of Museum Malaysia with a total of 806 428 visitors. In this respect, this study selected *Muzium Negara* as the subject of the study.

Literature Review

A. Service Quality of Museum Interpretation

The concept of 'service quality' is based on a customer-oriented perspective, evaluating the satisfaction level with service activities provided by an organization. Berry (1995) also believes that service quality plays an important role and could positively affect an organization. Thus, 'museum service quality' describes the quality of interpretation as one kind of service quality. Museum is the service providers and visitors are the customers. Thus, a museum should consider its visitors as customers by valuing their needs, constantly improving the quality of interpretation and establishing a culture of good interpretation. In the museum interpretation context, researchers define service quality as 'the differences between the customer's real feelings received from a certain kind of service provider and the original expectations. Parasuraman et al. (1988) pointed out that service process is an interactive relationship between the service provider and the customer; essentially, it is the level of service pros and cons occurring through the process of service delivery, the interaction between the service provider and the customer. Parasuraman et al. (1988) proposed a SERVQUAL scale and identified five essential aspects of quality: tangibility, reliability, responsibility, assurance and empathy.

These aspects are used to clarify the assessment standard and provide a more effective evaluation system for service quality. Markovic (2006) believes that SERVQUAL is a reliable scale. Each aspect of service quality should be established based on consumer opinion. Hwang et al. (2005) used the five aspects of service quality and the SERVQUAL scale adopted from Parasuraman et al. (1988) to evaluate the quality of interpretation services at national parks. Saleh (2005) used the SERVQUAL model as a service quality standard to investigate the visitors of the Wanuskewin Heritage Park. Mylonakis and Parasuraman, Zeithaml, and Berry (1988) also used the SERVQUAL model to evaluate museum's service quality.

In 2002, Gilmore and Rentschler discovered that education, accessibility, communication, relevance and frequency of special exhibitions are important features for providing service quality in museums. While, Phaswana-Mafuya and Haydam (2005) recommended that service quality in museums comprises accessibility, safety, cleanliness, and providing information.

Frochot and Hughes (2000) have re-modified the SERVQUAL model called HISTOQUAL to measure service quality for the heritage context including museums. This model included 24 items, grouped according to five dimensions (responsiveness, tangibles, communication, consumables, and empathy) and was tested in three historic properties situated in England and Scotland.

In addition, Frochot and Hughes (2000) said responsiveness refer to staff efficiency and the ability to recognise customer needs. Tangibles related to the property environment (interior and exterior), such as cleanliness, authenticity, and attractiveness. Empathy refers as the willingness to take into consideration the needs of children and less able visitors. Communication is defined the quality and detail of the information provided. Consumables refer to additional services such as restaurants and shops.

The literature review showed that several studies have been conducted in context of service quality measurement in museums. Nowacki (2005) used the SERVQUAL model to estimate museum quality in Poznan (Poland). Phaswana-Mafuya and Haydam (2005) studied the expectations and perceptions of tourists visiting the Robben Island Museum (South Africa), while Hui-Ying and Chao-Chien (2008) explored service quality and customer satisfaction in the National Museum of Prehistory in Taiwan. Additionally, Cheng and Wan (2012) conducted research on the museum service quality in Macao using the HISTOQUAL model. Thus, for this the study used the concept developed by Parasuraman, Zeithaml, and Berry (1985, 1988) with HISTOQUAL Model by Frochot and Hughes (2000) to investigate the views of the main customers regarding museum interpretation quality.

Methodology
A. Participants

A self-administered survey was conducted with the visitors of Muzium *Negara* from 1 February 2014 to 1 April 2014. The data were collected from 550 *Muzium Negara* visitors both the domestic and international visitors. The population for this study included all Malaysian and international visitors aged 18 to 64 years who visited *Muzium Negara* during the survey period, bought tickets and were capable of expressing their opinions about their perception of service quality towards *Muzium Negara* as required by this study. Visitors under the age of 18 and over 64, and free-ticket visitors were all excluded. All participants were informed that they would receive an incentive (a museum souvenir) to increase their participation.

B. Instruments and Measurements

A structured questionnaire was designed to collect the data on the perception of service quality towards *Muzium Negara* among the selected participants. The respondents were asked to complete the demographic questions on gender, age and marital status. In the next section, they were requested to indicate the degree of perception for each service of the 41-item list adopted from Allen (2001); Frochot (2000); and Harrison and Shaw (2004). The questionnaire used a 5-point Likert scale and the response ranged from 1 = strongly disagree to 5 = strongly agree as attitudinal measurement of the respondents' perceptions of the service quality towards *Muzium Negara*.

C. Statistical Analysis

Statistical analyses were conducted using SPSS version 21.0, and included descriptive and factor analysis were included. The descriptive analyses were performed to describe the proportion of respondents based on gender, age, marital status and education. Visitor characteristics of visits in *Muzium Negara* were done to determine the frequency of visit by the particpants to *Muzium Negara* in the past 12 months, the number of visits in the past, the way they came to *Muzium Negara*, as well as the information of length of stay in *Muzium Negara*. The factor analysis was conducted to identify the underlying dimensions or factors influencing the perception of service quality towards *Muzium Negara* among the participants.

Table 1: Visitors' Social-Demographic Profile of *Muzium Negara*
(n= 496)

Variables	Frequency	Valid %
Gender		
Male	247	49.8
Female	249	50.2
Age in Years		
Under 20	29	5.8
20-29	109	22.0
30-39	196	39.5
40-49	132	26.6
Over 50	30	6.0
Marital Status		
Single	203	40.9
Married	293	59.1
Education		
Primary Education		
Secondary Education	15	3.0
High School	67	13.5
College/Polytechnic	141	28.4
University	273	55.0

Table 2: Visitors' Characteristics of Visit in *Muzium Negara*
(n=496)

Variable	Frequency	Percent (%)
Frequency visited the *Muzium Negara* in the past 12 months		
Yes	84	16.9
No	412	83.1
Number Of Visits In The Past		
Once	72	14.5
Twice	10	2.0
3 times	1	0.2
More than 3 times	1	0.2
The Way Coming to *Muzium Negara*		
By own	193	64.3
By travel agency	78	26.0
Official Visiting	29	9.7
Information		
Friends/ Family	21	4.2
Newspaper/Television	120	24.2

Brochure/ Exhibition	126	25.4
School	86	17.3
Others	143	28.8
Length of Stay		
Less than 30 minute	49	9.9
More than 30 minute	191	38.5
1 to 2 hours	256	51.6
More than 2 hours	0	0

Analysis and Findings
A. Demographic Profile and Visitors' Characteristics of Visit in Muzium Negara

A total of 496 participants responded to the survey. The total sample was sufficient to represent the total populations of 439,935, in which a sample of 550 was suggested by Aaker et al. (1998). Table 1 highlights the demographic profile of the respondents. The gender distribution was composed of 50.2% female and 49.8% male. Majority of the respondents were adults aged 30-39 years old (39.5%), followed by older adults aged 40 year old and above (32.6.4%), and young adults aged below than 30 years old (27.8 it was observed that there were more married (59.1%) respondents than single respondent (40.9%). Meanwhile, 55% of the visitors consisted of university degree holders, 28.4% were college or polytechnic degree holders and the rest 16.5% have completed their high and primary school.

Visitors' characteristics of visit in *Muzium Negara* are presented in Table 2. 83.1% of the visitors had never visited *Muzium Negara* in the past 12 months, 16.9% had been *to Muzium Negara* in the last 12 months, and 14.5% had visited *Muzium Negara* once. However, only 2.4% had come twice or more to the museum in the last 12 months. 64.9% of the visitors came to *Muzium Negara* on their own, while 26% came via travel agency and 9.7% came due to official visit.

The primary information sources in discovering and planning a trip to the museum are from other sources such as from the Internet and travel agency (28.8%). Exhibition and brochures also contributed in expanding the information regarding *Muzium Negara* as 25.4% visitors received information about the museum from exhibition and brochures. 24.2% visitors gained information through newspapers and television, 17.3% from schools and only 4.2% got to know about the place from their friends and relatives. Majority of the visitors spent one to two hours inside *Muzium Negara* (51.6%). The other 38.5% spent more than 30 minutes looking around the area and the exhibition at the museum and 9.9% spent less than 30 minutes in *Muzium Negara*. However, none of the visitors spent more than 2 hours in the museum.

B. Perception on Service Quality towards Muzium Negara

Cronbach's alpha was used to test all measures in the perceived barriers concerning the scale's internal consistency with cut-off value of 0.7 as acceptable level of reliability or internal consistency (Bryman & Cramer, 1997; De Vaus, 1991). The overall score of measure of perceived barriers was 0.87, which indicated that all items were good in measuring the same underlying construct.

The study carried out exploratory factor analysis (EFA) with the 41-item perception service quality towards *Muzium Negara* to identify the underlying structure of relationships among the individual items. Principal component analysis (PCA) with varimax rotation was employed. Using scree test criterion, seven factors were suggested to be retained. Items, which were cross-loaded, were eliminated and only items with a factor loading greater than 0.6 were included in the analysis. Twenty-nine item items were retained in the final analysis.
The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was 0.910, exceeding the recommended value of 0.6 as the minimum value for a good factor analysis (Kaiser,1974) and Bartlett's test of sphericity was significant (Chi-square =8036.276 , p-value < 0.000).

Table 3 presents the perception on service quality towards *Muzium Negara* together with the factor loadings of each item, and the importance of each listed item perceived by the respondents. The four interpretable factors explained 11.4%, 9.3%, 7.4%, 6.9%, 6.5%, 5.9% and 5.1% of the variance respectively. Overall, these factors explained 52.5% of the total variance, which was considered the common percentage of variance explained at 60% or less in the social science disciplines (Hair et al., 2010).

Table 3: Perception on Service Quality towards Muzium Negara

Service Toward *Muzium Negara*	Factor Loading	Agree on Service Quality
Factor 1: Customer Service		
(11.395% variance, Cronbach's α = .796)		
1. Visitor are made to feel welcome	0.651	54.2
2. The service desks provide good consultation service	0.651	59.0
3. Interpreters have good communication skills (e.g. clarity, speed, fluency, interaction with audience, time control, etc.)	0.580	49.2
4. Mobile displays and shows are interesting and educational	0.564	48.4
5. The displayed products are educational	0.669	58.8
6. The restaurants' staff provide efficient service	0.686	36.4
Factor 2: Tangibility		
(9.267% variance, Cronbach's α = .818)		
1. The parking lot is available	0.630	88.9
2. Toilet facilities are available	0.751	52.4
3. Staff are well dressed	0.781	94.3
5. The museum is clean	0.671	96.2
6. The exhibit themes are diverse	0.651	91.1
7. The grounds are attractive	0.642	91.9
Factor 3: Quality of information		
(7.347% variance, Cronbach's α = .787)		
1. Direction signs to show around the property and ground are clear and helpful	0.678	42.9
2. Interpreters facilities have enough and comfortable	0.565	44.5

light for reading

3. Interpreters facilities in the wall panel easily attract tourists to read	0.687	50
4. The font size and background colour of explanatory signboards are easy to see	0.746	40.3
Factor 4: Responsiveness (6.857% variance, Cronbach's α = .766)		
1. Staff responds to visitors' requests promptly	0.676	63.3
2. Staff is willing to spend time helping visitors	0.759	64.3
3. Staff is friendly	0.736	69.4
Factor 5: Consumables (6.511% variance, Cronbach's α = .711)		
1. The restaurants offer quality food/drink	0.638	51.4
2. The shops offer diverse choices of items	0.726	70
3. The restaurants offer multiple choices of food/drink	0.717	57.2
4. The shops offer quality items	0.715	67.7
Factor 6: Empathy (5.947% variance, Cronbach's α = .716)		
1.The museum caters to the needs of disable visitors	0.749	57.9
2.There are adequate seats in the museum	0.781	58.5
3. The facilities for children are sufficient	0.610	40.6
Factor 7:Accessbility P (5.120 % variance, Cronbach's α = .682)		
1. Visitor feel free to explore, there are no restriction to access	0.611	83
2. The museum and ground are opened at convenient Hours	0.608	85.7

In order to summarize the visitors' perception on service quality towards *Muzium Negara*, responses, from strongly agrees to tend to agree, were combined for the analyses. Overall, most of the visitors were agreed with the perception of tangibility in service quality provided by *Muzium Negara*, where more than 80% have a good perception; they perceived that the parking lot is available, the staff are well dressed, the museum is clean, the exhibit themes are diverse, and the ground are attractive. Only 52.4% of visitors were agreed that the toilet facilities are available around the museum and the rest were not agree as they need to go out from the museum main building to find the toilet.

Majority of the visitors also agree on the accessibility factor service quality toward the *Muzium Negara*. More than 80% of visitors felt free to explore as there were no restrictions to access, and the museum grounds were opened at the convenient hours. Responsive is the fourth important factor of visitors' perception on service quality with the total variance of 6.9 %. 69.4 of the visitors perceived that the staffs were friendly. 64.3% said that the staffs were willing to spend time helping visitors and 63.3% of the visitors agreed that the staff responded to visitors' requests promptly.

The visitors had a good perception of souvenir shop located at *Muzium Negara*. 70% of the visitors agree that the shops offered diverse choices of items, and 67.7 had perception that the shop offered quality items. Meanwhile, 57.2% agreed that the restaurants offered multiple choices of food / drink, and 51.4% of the visitors agreed that the restaurants offered quality food / drink.

58.8% of the visitors left their perceptions on service quality of empathy factor that there were adequate seats in the museum. 57.9% agreed that the museum catered to the needs of the disabled visitors, and 40.4% of visitors said that the facilities for children were sufficient. Customer Service indicated the highest variance in measuring service quality perception towards *Muzium Negara*. 59% agreed that the service provides good consultation service desks. 58.8% perceived that the displayed products are educational, and 54.2% said those visitors were made to feel welcomed. However, only 49.2% of the visitors perceived that the interpreters have good communication skills (e.g. clarity, speed, fluency, interaction with the audience, time control, etc.). Following that, mobile displays and shows were interesting and educational (48.4%), and the restaurants' staff provided efficient services (36.4%).

Factor quality of information has the third most important factor for the perception of service quality towards *Muzium Negara*. Overall, 50% agreed that the interpreters' visitor facilities in the wall panel easily attract tourists to read. 44.5% perceived that the interpreters' facilities provided enough and comfortable light for reading. 42.9% said that the direction signs to show around the property and ground were clear and helpful, and only 40.3% agreed that the font size and background colour of explanatory signboards were easy to see.

DISCUSSION

A seven-factor structure for 29 out of the 41 items was evident based on a principal components exploratory factor analysis with an oblimin rotation. The two factors fitted Parasuraman et al. (1988) proposed five-factor structure, tangibility (7 items; 0.8180) and responsiveness (4 items; 0.766). Another 2 factors are consumables (4 items, 0.711), empathy (2 items; 0.716) and three new factors namely customer service (6, 0.796), quality of information (4 item; 0.787) and accessibility (2 items, 0.682). This make overall group 7 compare before this 6 factors. Factor education need to eliminate from the group because its factor loading is less than 0.6 and some of it item exist in other group for example item 'Mobile display and show are interesting and educational' and 'The displayed products are educational' are include in factor 1 (customer service).

Tangibility perception was quite an important factor for the visitors, and most have a good perception on the infrastructure provided to the visitors such as the parking lots, staff dressing is well, cleanness, diversity of exhibition themes and the ground is attractive. This shows the *Muzium Negara* has a good image and structure of the coarse view visitor. This finding is similar to the previous study (Deng & Lee, 2008, Maher and Clark, 2005; Allen, 2001; Frochot, 2000 and Peng, 1998). However many did not have a good perception about toilet facilities because its location is outside the museum building. This may pose difficulties to visitors visiting the exhibition space as the entrance fee does not include the outside toilet. Visitor also have a good perception of service quality in accessibility factor. This factor had its name from previous study as it is similar to the item study by Mylonakis and Kendristakis (2006). Visitors are comfortable with the easiness they experienced exploring the museum as

there was no restriction. Besides, the visitors also found the opening hours of the museum at 9 am to 6 pm. to be the appropriate time for a visit.

60% of the visitors agreed that the staff of the museum were friendly, were willing to help them and responded to the visitors' requests promptly. These results are consistent with previous study (Allan, 2001 and Frochot, 2000). Restaurants and souvenir shops are important for the visitors as these places give extra activities and pleasure to them to visit. Many users give a good perception of the choices of goods and highest quality items from the shops and restaurants. They hoped that various traditional foods and crafts can be more diversified and promoted.

Other than that, the museum did not provide any activities or exhibition spaces that can cater to children. The museum can emulate the activities provided in educating and exposing them about the history easily. For example, children would engage in a museum visit more if there are activities such as trail activity, free backpack activity, magic show, art and handcraft activity and many more, are available to join such as what the British Museum has managed to organise its activities for kids and family (British Museum, 2016).

Under the factor customer service, the most important item that should be considered is that interpreters must have good communication skills with aspects including clarity, speed, fluency, interaction with the audience, time control, etc. This is because visitors are not easy to meet interpreters or curators who are assigned to provide explanations regarding the exhibits. Visitor missing guidance and directions in the museum may make them feel less welcomed. There were only staffs in information desk and a security guard who sits around the corner of the museum. Visitors also perceived that mobile displays and shows could have been more interesting if they are made more interactive in delivering the information and education.

Quality of information is the third most important factor in the evaluation of visitor quality service at the museum. These factors were also applied in the study of the visitors. Nevertheless, visitors less agreed that the 'direction signs to show around the property and ground are clear and helpful'. Many visitors also said that the information about the warnings use lighting that is less bright and attractive, in addition to the font being too small and fancy.

Conclusion

The findings of this study highlight the needs for providing not only the tangible factor inside the museum but also the services. More activities are needed to be organised inside the museums mainly for families and children to draw their interests in history. In this era, the technology is very important in providing information and educating the mass. Young and individual visitors are more drawn to live or recoding presentation about history. *Muzium Negara* can create more activities so the visitors could engage in more fun and enjoyable activities, and also could spend valuable time with their family or friends. Historical items should be presented and displayed by using the latest technology so as to attract more visitors of diverse age groups and background to learning more about the old civilisations and how these can be better conserved for future generation. Overall, museums can still function as one of the tourism attractions for the many interested visitors and history enthusiasts, but the services provided by museums should be friendlier and guiding to customers. Those who are running the museums should be more proactive in doing surveys regularly to customers to know their feedback and preferences directly or through online services, as their needs are always

changing in times. Besides, tireless efforts from the Ministry of Tourism and Culture, the museums, historians, educators and travel agencies to collaborate are crucial in providing efficient services and promoting museums in the best ways to attract more visitors.

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