

Antecedents for Community to Visit Museum Negeri Sembilan, Malaysia

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ABSTRACT

The aim of this research is to examine why people visit Museum Negeri Sembilan. The 150 respondents for this research are visitors of the state's Museum. The main objective of this study is to determine the most significant factor that influence visits. Purposive sampling technique was used with questionnaire as the instrument for collecting data. In determining the relationship between the visiting behaviours, Correlation Analysis and Regression Analysis were used. Based on the findings, physical context is the main antecedent of visiting behaviour or frequency of visits. Hence, the museum needs to be upgraded and preserved namely its uniqueness, historical information and facilities to encourage more visitors.

Keywords: Community, museum, visiting behaviour

INTRODUCTION

According to Department of Museum, Malaysia, there are approximately 150

museums in the country. There are five categories of museums: federal museum, state museum, institution or department museum, private museum and personal museum.

According to Smith (2014), there are a variety of reasons why people do not visit the museums and among them is boredom i.e. people are bored with information displays, arrangement of historical materials and the old fashioned approach of the museum. According to Kelly and Bartlett (2009), visitor look for something sociable and

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enjoyable, to meet and learn from others. Thus, it is crucial for the management of the museum and the state government to be know what influences visiting behaviour or frequency of visits in order to ensure the community understands and values the treasure on display at the museum.

Smith (2014) opined that because people are bored with displays at the museum, arrangement of historical materials and the approach by the museum, people are less attracted to visit the museum. On the one hand, government and funders look at the eligibility of grant and accountability, thus they are look at the number of visitors to justify this (Goldberg, 2001). Therefore, this study was undertaken in order to explain the antecedents that attract the community to visit the museum.

Museum Visitation Behaviour among Communities

In 2007, the Smithsonian Institution published a report titled "Museum Visitation as a Leisure Time Choice" which showed that people visit the museums as part of their leisure time activity. In addition, people tend to visit the museum to seek information, as a hobby, or as part of leisure activity for their children.

According to Falk (2009), museum visitor can be categorised as explorers, facilitators, experience seekers, professional or hobbyist and recharges. The explorers are those who want to develop basic knowledge while facilitators tend to facilitate them. There is also the visitor who is seeking an experiences and to add to his collection of

memories. Some visitors visit the museum to enhance knowledge of a collection and also as a hobby. Museums also attract visitors who are looking for relaxation during the weekend. They tend to seek an emotional or spiritual experience.

According to Museum Association (2009), people who visit museums throughout the United Kingdom (UK) are doing so because there is no admission fee. There was an increase of 13% in 2009 in visitor numbers compared to 2008 (Museum Association, 2009). In the United States, a programme called Sensory Morning provided opportunity to people with sensory-based need to enter Walters Art Museum in Washington D.C. (Sincl, 2016). As the funders and policy makers are aware that heritage, culture and ancient wealth must be preserved for the new generations, measures were adopted to attract the public to visit Intrepid Sea, Air and Space Museum. From the literature, it is clear visits to the museum is encouraged as appreciation of the particular country's national heritage and ancient culture and as a learning experience for children and adults alike.

METHODS

This is a case study of the state museum in Negeri Sembilan with Cross-sectional survey design was used to find out visiting behaviour or frequency of visits among 150 respondents. Non-probability sampling frame and purposive sampling technique was used to calculate the confidence intervals for statistical analysis Trochim (2000).

Data was collected using questionnaires which consisted of two parts: the first part is on demographic characteristics, while the second part was on the factors attract visitors to the museum. Questionnaires were distributed manually.

RESULTS AND DISCUSSION

Table 1
Profile of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	61	40.7	40.7	40.7
Female	89	59.3	59.3	100.0

N: 150

Table 1 shows female respondents (59.3%) outnumbered the males. Thus, this would indicate that the museum attracts more females visitors than males.

Table 2
Normality test

Variables	Skewness	Kurtosis
Visiting Behaviour (Dependent Variable)	-0.333	-0.464
Physical Context	0.099	-0.262
Museum Management	-0.259	-0.385
Personal Motivation	-0.783	0.745

N: 150

Normality test was conducted to ensure data is normally distributed. This study used a numerical measure known as skewness and kurtosis. Normal distribution of skewness and kurtosis is zero and the range of distribution is between -2 to +2. Table 2

shows the value of skewness and kurtosis for each of the variables which meets the assumption that the data is normally distributed.

Table 3
Pearson correlation analysis

	1	2	3	4
Behaviour	-			
Physical	.556**	-		
Management	.422**	.745**	-	
Personal	.411**	.591**	.671**	-

**sig p<0.01

N: 150

Data was analysed to show the relationship between physical context and the visiting behaviour or frequency of visits. Table 3 shows that the value of $r=0.556$, $p<0.01$. The p value which is 0.00 indicates that there is significance relationship between physical context and visiting behaviour or frequency of visits. The r value shows that there is moderate positive relationship between the physical context and visiting behaviour. The physical appearance of museums can affect the visitor’s decision to walk into a museum (Falk & Dierking, 2012). Therefore, data shows physical appearance has an impact on the decision to visit Museum of Negeri Sembilan. The physical context includes architecture of the building and museum displays such as artefacts and relics.

Studies have shown that people can learn better when they feel safe in an environment where they know what is expected of them (Katz & National Science Teachers Association, 2001). Hence, the

museum environment must be secure to ensure visitors feel comfortable to experience learning. Thus, the power of physical appearance, and in this context the museum, cannot be underestimated. Despain and Acosta (2013) calls the process of learning through bodily experience kinaesthetic. This concept can be applied to those who visit the museum in order to learn something new and experience history.

Data was also analysed to examine the relationship between the museum management and frequency of visits (Table 3). The result shows that the value of $r=0.422$, $p<0.01$. Thus, there is moderate positive relationship between museum management and frequency of visits. According to Saxena (2009), management refers to a group of people who direct and control an organisation for the purpose of achieving its goals. According to Lord, Lord, and Martin (2012) cultural tourism has been identified as a growing sector of the tourism industry. Therefore, museums can be an important tourist destination and thus, efficiency and effectiveness of the museum administration are important. Some people give a good rating to the museum for its hospitality. In terms of social aspect, the museum should know how to attract visitors through their services such as hotel accommodation.

The relationship between personal motivation and visiting behaviour showed $r=0.411$, $p<0.01$ with the significant value at 0.00. Thus, there is moderate positive relationship between the variables. Museum is a place where people come to find

predictable and specific experience (Falk & Dierking, 2002). People or visitors expect a memorable experience which encourages revisits. Falk and Dierking (2002) opined there is a connection s between the physical context and personal motivation in terms of expectations.

According to Woolfolk (2001), there are internal motivations and expectations when visiting the museum. Museum is a place where people have social and intellectual interactions, a source of inspiration, relaxation and to gain knowledge.

Table 4
Regression analysis

Variables	Beta
Physical context	.514**
Management	-.061
Personal Motivation	.147
R ²	.32
F	23.01
sig	0.000
Durbin Watson	1.76

Dependant variable: Visiting behaviour
**sig $p<0.01$
N: 150

Table 4 shows the regression analysis to determine the most influential antecedent or frequency of visits to museum Negeri Sembilan. All the assumptions for regression analysis were fulfilled. There is no issue of multicollinearity as the value of Tolerance is below 10 which is consistent with Tabachnick and Fidell (2001) and the value of Variant Inflation Factor, is below 5 (Rogerson, 2001) where the value of Durbin

Watson is between 1 and 4 and is acceptable (Field, 2009).

The Mahalanobis value for regression analysis show that there is no statistic which above the Chi square critical value of 13.8. Thus, the assumptions of regression analysis are not violated. However, the value of R square for this study is quite low which only 32, equivalent to 32%. Therefore, when explaining museum attraction, specifically for Museum Negeri Sembilan, the framework which include the physical context, management and personal motivation is weak.

From Table 4, the most significant variable that influences visiting behaviour is physical context, (Beta=0.514, $p < 0.001$) followed by personal motivation, (Beta=0.147, $p > 0.001$) and museum management, (Beta= -0.061, $p > 0.001$).

The design of the museum that includes its architecture is important (Macmillan, 2004). The visitors are influenced by the uniqueness of the building and which appeals to their sentiment. Museums are known to be the drivers of social and economic regeneration (Macleod, 2005). The design of the museum enables people to move around easily (Falk & Dierking, 2012). Spaciousness and comfort are important. Additionally, the idea behind exhibition is to 'display' information rather than to show off a library of books (Aslib, 2014). Thus, design and architecture of the museum are one of the factors that will attract visitors to the museum.

This means the museum is a place that can bring people together and in turn can contribute to the increase in revenue for the management.

Museum facilities are vital to make people feel comfortable. The activities of a museum drive its needs via facilities (Lord et al., 2012). It means that the facilities must be well planned and organised. Providing space to sit and talk, for example, are important (Falk & Dierking, 2012). Visitors look for a relaxed environment and to enjoy the ambience y.

CONCLUSION

This study examined the factors which attracted people to visit museums. Findings show that people are visit the museum because of its physical appearance in terms of its architecture, facilities, interior and external design, the efficiency of the museum management and personal motivation. The correlation analysis show that physical, management and personal motivation positively affect visiting behaviour or frequency of visits while regression analysis showed tangible views in the museum is the main determinant for visits to Museum Negeri Sembilan. Additionally, culture and identity are important aspects whereby the younger generation by visiting the museum can learn something about the nation's past. Thus, hopefully this study will help educators develop student interest to visit the museum. The findings of this study are also useful for the management of museum

to improve its services taking advantage of cultural tourism.

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