

**STUDY ON THE EFFECTIVENESS OF INTERPRETIVE SERVICES FOR
SCHOOL – BASED YOUTH TRAVELER AT HISTORICAL MUSEUMS,
MELAKA**

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ABSTRAK

Kemudahan elemen interpretasi di muzium-muzium bersejarah di Melaka adalah penting terutamanya untuk golongan *School-Based Youth Traveler (SBYT)* memandangkan kedatangan mereka ke Melaka telah menyumbang kepada 50% daripada bilangan keseluruhan pengunjung ke Melaka. Kajian ini menilai tahap keberkesanan elemen interpretasi di Istana Kesultanan Melaka (IKM), Muzium Samudera (MS) dan Muzium Sejarah & Etnografi (MSE) dikalangan *SBYT*. *Expectancy Disconfirmation Method* dan *SERVQUAL Analysis* digunakan untuk mengenalpasti keberkesanan elemen interpretasi dengan mengambilkira tahap kepuasan, jangkaan dan keutamaan golongan ini. Tahap kepuasan *SBYT* terhadap elemen interpretasi secara keseluruhan juga dikenalpasti. Kajian tapak dijalankan dan borang soal selidik diedarkan kepada 198 orang responden yang terdiri daripada golongan *SBYT*. Kadar yang diberikan oleh *SBYT* untuk 17 atribut dianalisis. Hasil penemuan kajian mendapati, ketiga-tiga muzium ini gagal dalam menyediakan kemudahan elemen interpretasi yang berkesan yakni yang memenuhi kehendak dan keutamaan *SBYT* memandangkan berdasarkan kepada hasil kajian, mereka tidak berpuas hati dengan mana-mana elemen interpretasi yang digunakan. Walaubagaimanapun, Muzium Samudera menunjukkan contoh terbaik dalam menyediakan elemen interpretasi kerana *SBYT* telah memberi kadar positif kepada 12 atribut berdasarkan borang soal selidik yang telah dijawab. Berdasarkan kajian, elemen interpretasi yang menjadi keutamaan *SBYT* adalah ruang pameran (min=3.81) dan paling kurang keutamaan adalah pemandu pelancong/pentafsir (min=3.26). Melalui penggunaan teknik dalam kajian ini, beberapa kekangan telah dikenalpasti dan cadangan untuk kajian di masa hadapan dibincangkan dan dicadangkan. Pemahaman yang mendalam pada masa hadapan terhadap kajian ini dapat membantu dalam mengenalpasti teknik yang lebih jitu dalam menilai dan menentukan keberkesanan elemen interpretasi di muzium-muzium bersejarah.

ABSTRACT

The availability of effective interpretive services at historical museums in Melaka is important particularly for School-Based Youth Traveler (SBYT) as they known to have high market potential based on their contribution of 50% from the overall numbers of visitors to Melaka. This research evaluates the level of success of the interpretive services at Istana Kesultanan Melaka (IKM), Muzium Samudera (MS) and Muzium Sejarah & Etnografi (MSE) among SBYT. Expectancy Disconfirmation Method and SERVQUAL Analysis were included to determine the effectiveness of the interpretive services based on the level of satisfaction, expectation and preferences of SBYT. Their overall satisfaction level was also ascertained. Self-administered questionnaires were distributed during site survey involving (n=198) SBYT. Ratings by the SBYT for 17 attributes were then analyzed. The results indicated these three museums had failed to provide effective interpretive services for SBYT as none of them satisfied with any of the interpretive services used. Muzium Samudera shows good example in providing effective interpretive services suit the needs and expectations of SBYT since 12 attributes were rated positively by them. The most preferred interpretive services were exhibit centre (mean=3.81) and the least preferred were interpreter (mean=3.26). Limitations of the research were identified and recommendations for future research were discussed and proposed. Further understanding help in creating a more accurate evaluation techniques and identification of the effectiveness of interpretive services at historical museums.