

Factors Influencing the Satisfaction Level of Cultural Tourists in Malaysia

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Abstract: Cultural tourism is a rapidly expanding segment of the travel and tourist industry. Nothing defines and distinguishes a country more than its culture. Seeing a country's art, participating in its traditions, sampling its cuisine, and wandering through its history are without a doubt the best ways to learn about it. Thence, this study focuses on the purpose is to identifying the factors that influence cultural tourism on satisfaction with the level of cultural tourists in Malaysia. By using the quantitative method, 379 respondents will focus on inbound ASEAN and domestic tourists who visited Malacca have been chosen to answer the questionnaire. Statistical Package for Social Science (SPSS) will use to analyse the data. These results may serve as a reference to enhance the quality of the tourism sector in Malaysia.

Keywords: Cultural tourists, Tourism, Factor, Satisfaction level

1. Introduction

Malaysia's tourist industry is quickly growing, and the government has designated it as a National Key Economic Area (NKEA) as part of the 11th Malaysia Plan (2016-2020). Medical, educational, health, cultural, and eco OR agro-tourism have been the most prominent areas of tourism in Malaysia, according to official data (Aravin Pillai, 2018). Chiu and Yeh (2017) reported that the tourism industry may support overall economic growth due to its comparative advantage. Development of the tourism business, on the other hand, may not encourage economic growth if the industry is at a competitive disadvantage. They also claimed that if the tourism industry has a trade deficit and a comparative disadvantage, greater tourist receipts and arrivals may not necessarily contribute to higher economic growth. This could be one of the reasons why tourist receipts in some countries do not translate into economic growth.

Cultural tourism is a rapidly expanding segment of the travel and tourist industry. Nothing defines and distinguishes a country more than its culture. Seeing a country's art, participating in its traditions, sampling its cuisine, and wandering through its history are without a doubt the best ways to learn about it. Cultural tourism has grown dramatically worldwide since the 1970s, when UNESCO published the

Convention on World Cultural and Natural Heritage, along with suggestions to conserve and promote it.

The nature of cultural tourism was recently highlighted in a UNWTO report on synergies between tourism and culture (2018), which included a survey of 43 percent of UNWTO member countries and 61 international experts and scholars in the field, revealing that 89 percent of national tourism boards say cultural tourism is part of their tourism policy (Greg Richards, 2018). As the quality of the population has improved, a large number of tourists have come to realise that tourism is not just about visiting the mountains and exploring the wonders, but is a cultural exchange activity to gain new experiences. It is evident that cultural tourism has become one of the items that attract many tourists.

Malaysia's cultural tourism industry is one of the most developed in the Association of Southeast Asian Nations (ASEAN). In reality, there are few nations that provide such a diverse cultural tourism package as Malaysia (Konar *et al.*, 2020). Tourism has expanded and diversified significantly in recent years, transforming it into one of the world's largest and fastest expanding economic sectors. The tourism industry has become the largest source of employment and foreign revenue for a number of countries; as a result, most countries have become relatively reliant on it, and Malaysia's tourism industry is no exception. Malaysia's tourist market, which includes both inbound and outgoing arrivals and departures, has been increasing for several years and is predicted to continue to increase in the coming years.

According to Suffian Abu Bakar (2016), the city of Malacca is always busy with tourists, whether local or foreign tourists, on weekends and public holidays. Malacca has always been a popular tourist destination due to its numerous historical sites and tourist attractions. The primary tourist areas are heritage sites in Bandar Hillier, Malacca Raya, and other parts of Malacca City, and visitors are urged to take public transportation or visit during off-peak hours. Authorities should take action to address the traffic congestion issue. It is feared that the traffic congestion would cause people to reconsider coming to this country in the future. It was important to investigate cultural visitors' assessments of their level of satisfaction with the cultural tourism, particularly in the case of Malacca, which is a UNESCO World Heritage Site in Malaysia (Sahazali & Hanani, 2015).

To put it another way, the tourist sector has paid little attention to cultural tourism research, resulting in a scarcity of research and data in this field. Hence, the main objective of this study is to find out the framework that show relationship between the factor and the satisfaction level of cultural tourists that surface between independent and dependent variables.

References should follow the latest version of UTHM Thesis Writing Guide (APA formatting). The references list should be left-alignment, hanging (0.63 cm), and the text is Times New Roman with font size 10, no spacing (before and after) with single line spacing.

2. Literature Review

A literature review is an important part of the study. The literature review should relevant to a search and evaluation of the existing literature in the researcher selected topic area or subject. It gives the researcher a broad perspective of current knowledge, helping the researcher to spot applicable ideas, methodologies, and research gaps. The definitions of the topic and term will be covered in this chapter.

2.1 Tourism Industry in Malaysia

Malaysia's tourism market, which includes both inbound and outgoing arrivals and departures, has been increasing for several years and is predicted to continue to increase in the coming years (Yazid *et al.*, 2018). Tourism has grown particularly rapidly in Malaysia in recent years. According to Tourism Malaysia (2020), the total number of visitors increased from 25.83 million in 2018 to 26.10 million in 2019. The tourist business generated 86.1 billion in revenue in 2019, up 2.4 percent from the previous year.

However, Covid-19 is caused by the severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2) and is having worldwide ramifications that are harming everything from public health to the global economy. (World Health Organization, 2020). Border closures, social separation, and travel restrictions have created impediments to international travel and people movement. As a result, travel and tourism have suffered significantly (Andi Kele *et al.*, 2020). Covid-19 has impacted the demand for and supply of tourist service goods and services worldwide (Bakar & Rosbi, 2020). The tourism industry was one of the most hit by the epidemic, with visitor arrivals in Malaysia dropping by over 99.5 percent in 2021 compared to 2019.

2.2 Cultural Tourism in Malaysia

According to Hanafi Hussin (2018), intangible cultural legacy, particularly cuisine heritage and traditional performing arts, has also aided in the branding of Malaysia as "Truly Asia." Multicultural Malaysia is represented through the many traditional and cultural performances. All ethnic groups are sufficiently represented in these performances, including Indians, Chinese, Malay, Indigenous, and others. The country has been dubbed "Mini Asia" or "The Soul of Asia" because of its authentic and hybrid delicacies and traditional performing arts.

Drawing on its cultural and ethnic diversity, Malaysia has developed a unique and interesting range of tourism products. The development of the tourism industry has become a top priority for the Ministry of Culture and Tourism in Malaysia. Many practices are also quite informative. The Year of Tourism in Malaysia was first created in 1990 with the theme "To know Malaysia is to love Malaysia" and was a great success. "Fascinating Malaysia. Naturally More" in 1994, "Malaysia Truly Asia" in 2007, "Celebrating 1Malaysia Truly Asia" in 2014 and other events. The Ministry of Tourism, Art and Culture of Malaysia hopes to create a complete in-depth tourism map based on Malaysia's cityscapes, historical sites, islands and ecological nature, and to make Malaysia a popular destination for cultural tourism worldwide. In order to convey Malaysia's culture, biodiversity and unique charm to tourists.

2.3 Components of Cultural Tourists

According to Vu Hieu (2017), cultural tourism is linked to a country's or region's culture, such as lifestyle, history, art, architecture, religions, and other elements, and has substantial economic benefits. Cultural tourism is already increasingly being undertaken and this type of travel is set to become a trend. Cultural tourism has expanded to include a variety of new categories, including heritage tourism, arts tourism, gastronomy tourism, film tourism, and creative tourism (Richards, 2018). According to UNESCO Cultural World Heritage Site, the cultural tourism in Malaysia have Gunung Mulu National Park, Kinabalu Park, Melaka and George Town, Historic Cities of the Straits of Malacca and the Archaeological Heritage of the Lenggong Valley.

2.4 Importance of Cultural Tourist in Malaysia

Tourism is one of Malaysia's largest and fastest-growing businesses, the government has invested heavily in its promotion, in line with the Economic Transformation Program's (ETP) goal of transitioning from a resource-based economy to a service-based economy (Puah *et al.*, 2018). The tourism industry plays an important part in the development of the world, and it is both positively and negatively associated with global economic growth (Hassan *et al.*, 2020). The government should adorn all-natural and historical sites to attract tourists (Hassan *et al.*, 2020). Heritage buildings are regarded as very valuable assets to the tourism industry because of their powerful influence in inspiring foreign tourists to visit the country (Sodangi *et al.*, 2011). Foreign tourists are drawn to these structures because of their cultural significance, historical and architectural significance, and a strong desire to experience something new. As a result, it became critical to preserving these structures in order to extend their useful lives and roles.

3. Research Methodology

This chapter dealt with the research methodology, which was tied to the researcher's general procedure and methods for collecting and obtaining appropriate data for this study. The research design, research population and sample, data collection, pilot study, research instrument, and data analysis were all covered in this chapter.

3.1 Research Design

According to Inaam Akhtar (2016), the research design is the framework of research, it is the "Glue" that ties all of the pieces of a research project together, in other words, it is a blueprint for the intended research effort. The quantitative research method was employed to conduct the analysis in this study. Quantitative research is a technique for generating numerical data and converting it to statistics. Quantitative research is concerned with quantifying and analysing variables in order to arrive at conclusions. It entails the use of statistical tools to analyse numerical data in order to answer questions such as who, how much, what, where, when, how many, and how. Questionnaires, online surveys, smartphone surveys, and other survey formats will be used to collect information. Hence, the focus of this research will be on questionnaires that are delivered to respondents in order to collect data for the research objectives.

3.2 Research Population and Sample

In this study, the target population in this study will be tourists who visited Malacca. The study Malacca because of this state will be declared a UNESCO World Heritage Site in 2008. The size of the sample a sufficient number of the right components from the population such that a study of the sample and comprehension of its properties or characteristics allows us to generalise those properties or characteristics to the population elements is known as sample size. The sample size of this study is 350 tourists who visited Malacca.

3.3 Sampling Method

The two types of sampling methods probability and nonprobability, are described and their types are presented. According to Lunsford (1995), probability sampling entails random selection, which allows you to make strong statistical inferences about the entire group, but non-probability sampling entails non-random selection based on convenience or other criteria, which allows you to collect data quickly. This study employed a non-random sampling technique. Convenient, purposive, quota, snowball, and self-selection are the five basic forms of non-probability sampling. Because of the convenience of the researcher and the simplicity of sampling, the researchers chose this strategy.

3.4 Data Collection

The procedure of collecting, measuring, and evaluating correct insights for study using established approved procedures is known as data collection. On the basis of the evidence gathered, a researcher might evaluate their hypothesis. Regardless of the subject of study, data collecting is usually the first and most significant phase in the research process. Depending on the information needed, different approaches to data gathering are used in different disciplines of study. There are two types of data used in this study which are primary data and secondary data.

a) *Primary Data*

Primary data refers to information gathered by the researcher, such as surveys, interviews, and experiments, and is intended to help the researcher understand and solve the study topic at hand. The researcher collects primary data via a questionnaire in this study. Inbound ASEAN and domestic visitors who visited Malacca were given the questionnaire. The purpose of the questionnaire is to identify the relationship between the factor and the satisfaction level of cultural tourists.

b) Secondary Data

Secondary data is information that has been acquired by someone or that has been made public and can be seen by anybody. Secondary data refers to information gathered from sources such as journals, books, public statistics, theses, and websites. The researcher in this study developed the study using web data to achieve the research objective.

3.5 Pilot Study

Pilot study can be quite useful before embarking on a full-scale research endeavour. A pilot study is a small-scale preliminary study undertaken before any large-scale quantitative research to assess the feasibility of a larger undertaking in the future. Before the main research, a pilot study can help uncover design difficulties and evaluate the feasibility, practicality, resources, time, and cost of a study. Prior to distributing the questionnaire to the general population, a pilot test was undertaken throughout the study. A total of 30 questionnaires were employed in the pilot test.

3.6 Research Instrument

A research instrument is a tool that the researcher can use to collect, measure and evaluate data on their study topics. Questionnaires, surveys, interviews, checklists, and simple tests are examples of research instruments. The data research instrument in this research study is a questionnaire. The questionnaire is using five points Likert-Scale.

3.7 Data Analyse

The researcher must arrange and analyse all data received through the data collection process so that the researcher can understand it. Data analysis to determine research findings and determine whether research will achieve its objectives. Data will be collected from primary sources through the distribution of questionnaires.

a) Descriptive Analysis

Statistical Package for Social Sciences (SPSS) Version 26 was used to analyse the data collected from the survey in this study. The SPSS software framework includes advanced statistical analysis, a vast library of machine learning algorithms, text analysis, open-source extensibility, big data integration, and easy application integration. Because of its ease of use, adaptability, and scalability, SPSS is accessible to users of all skill levels.

b) Correlation Analysis

Correlation analysis is a tool that examines the relationship between a dependent variable and multiple independent variables. (Sentinathan, 2019). Correlation analyses normally used in research include Pearson and Spearman correlations. In this study, the Spearman correlation will be used to understand how to measure the strength of the association between two ranking variables. According Dudovskiy (2018), Spearman rank correlation requires that the data be sorted and values are assigned a specific rank, with 1 being assigned the lowest value. The closer the coefficient is to zero, the weaker the association between the ranks. Table 1 shows the strength of the Spearman's rho coefficient.

Table 1: Spearman rho Coefficient Strength (Prion and Haerling, 2014)

Range	Strength
0.00 – 0.20	Negligible
0.21 – 0.40	Weak
0.41 – 0.60	Moderate
0.61 – 0.80	Strong
0.81 – 1.00	Very Strong

4. Results and Discussion

This chapter explains and details the analytical results obtained in this study. The purpose of data analysis is to answer research questions and objectives so that a hypothesis or framework is proven accurate and supported by solid evidence and research findings. All collected data were analysed using the Statistical Package for the Social Sciences (SPSS) software.

4.1 Survey Return Rate

The population tourist arrival statistics arrival to Malaysia in 2021 was 0.31 million while the sample size of this study was 379. There are a total of 379 sets of questionnaires have been distributed to targeted respondents. The target respondents were inbound ASEAN and domestic tourists who visited Malacca. A total of 250 sets of questionnaires from the issued 379 have been collected with the assistance of the respondents. Therefore, the questionnaire survey return rate was 65.96% who were willing to participate in this research study. The survey return rate had been summarized in Table 2 below:

Table 2: Survey Return Rate

Population	Sample Size	Questionnaire Distribute	Valid Questionnaire Returned	Percentage (%)
0.31 million	379	379	250	65.96

4.2 Reliability and Validity Analysis

The Cronbach's Alpha (α) coefficient was used to measure the internal consistency or reliability of a set of items in the questionnaire. The test was conducted for the pilot study and the actual study. The value of Cronbach's Alpha (α) coefficient was more than 0.7 or greater is mean the questionnaire design is good. Therefore, if the research can get more than 0.7 can be conducted. Table 3 shows the reliability coefficient value.

Table 3: Reliability Coefficient Value

Cronbach's Alpha (α)	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 \geq \alpha \geq 0.8$	Good
$0.8 \geq \alpha \geq 0.7$	Acceptable
$0.7 \geq \alpha \geq 0.6$	Be Disputed
$0.6 \geq \alpha \geq 0.5$	Bad
$0.5 \geq \alpha$	Unacceptable

a) Reliability and Validity of Pilot Study

A pilot test has been conducted in this study to examine that the questionnaire is reliable and valid before the actual study has been carried out. There were 30 targeted respondents involved and 30 questions are used in this pilot test to ensure that the design of the questionnaire is good. The main purpose of the pilot test is to determine the level of understanding of respondents toward the questionnaire provided. Table 4 showed that the value of Cronbach's Alpha (α) for the pilot test for 30 respondents is 0.978. Based on the results, the Cronbach's Alpha (α) value is excellent reliability and the questionnaire can be used.

Table 4: Reliability Test for Pilot Test

N of Items	N of Respondents	Cronbach's Alpha (α)
30	30	0.978

b) Reliability and Validity of Pilot Study

After the pilot test has been done, a reliability test of the questionnaire for actual study was continued. Total of 250 respondents those inbound ASEAN and domestic tourists who visited Malacca have been selected for the actual study. The reliability test for the actual study had been summarized in Table 5. Based on the results, the obtained values of Cronbach's Alpha (α) are excellent and effective with a high level of reliability. This shows the reliability test results of the study also showed that the questionnaire used in this research study was also good and can be adopted.

Table 5: Reliability Test for Actual Study

N of Items	N of Respondents	Cronbach's Alpha (α)
30	250	0.964

4.3 Demographic Analysis

Table 6 showed that question designed part A related with demographic information of the respondents. The question included gender, age, race, country, occupation, monthly income and travel companion. All data from the answered questionnaires are analysed and the results are summarized in tables and pie charts with frequencies and percentages.

Table 6: Summary of Demographic Analysis

Demographic	Classification	Frequency (N)	Percentage (%)
Gender	Male	135	54.0
	Female	115	46.0
Age	Below 20 years old	57	22.8
	21 – 30 years old	124	49.6
	31 – 40 years old	49	19.6
	41 – 50 years old	14	5.6
	51 years old and above	6	2.4
Race	Malay	91	36.4
	Chinese	110	44.0
	Indian	48	19.2
	Other	1	4.0
Country	Malaysia	212	84.8
	Singapore	29	11.6
	Indonesia	5	2.0
	Thailand	2	0.8
	Brunei	1	0.4
	Cambodia	1	0.4
Occupation	Student	152	60.8
	Employed	88	35.2
	Retired/Unemployed	10	4.0
Monthly Income	Less than RM2000	130	52
	RM2001 – RM3000	43	24.0
	RM3001 - RM4000	60	17.2
	More than RM4001	17	6.8
Travel Companion	Family/Relatives	117	46.8
	Friend	115	46.0
	Colleague	18	7.2

4.4 Analysis of the Factors Influence Cultural Tourist

This section is to identify the factors influencing the satisfaction level of cultural tourists. The research focuses on the inbound ASEAN and domestic tourists who visited Malacca. In Part B, there

are total five dimensions with 25 questions which are cost, transportation, environment, form of cultural tourism and safety quality. The score rated by respondents are converted into mean thus the values are used to identify the factors influencing the satisfaction level of cultural tourists.

a) Descriptive Analysis by Dimensions

The table below shows the mean and standard deviation of the 5 factor which are cost, transportation, environment, form of cultural tourism and safety quality.

Table 7: Summary Analysis of Each Average of Mean

Descriptive Statistics				
	N	Sum	Mean	Std. Deviation
Cost	250	1037	4.1500	1.097
Transportation	250	984	3.9400	1.110
Environment	250	976	3.9000	1.137
Form of Cultural Tourism	250	998	3.9900	1.072
Safety Quality	250	999	4.0000	1.114
Valid N (listwise)	250			

4.5 Analysis of the Satisfaction Level of Cultural Tourists

This section is to identify the satisfaction level of cultural tourists. The research focuses on the inbound ASEAN and domestic tourists who visited Malacca. Part C consists of 5 Likert Scale questions and the method used to analyse the results would be descriptive analysis. The objective of descriptive analysis is to summarize and organize the huge amount of data and it comprised into two types which is measure of central tendency and measure of variability.

a) Descriptive Analysis Data for Cultural Tourists Satisfaction Level

The table below the score rated by respondents are converted into mean thus the values are used to identify the satisfaction level of cultural tourists.

Table 8: Descriptive Analysis (Cultural Tourists Satisfaction Level)

Descriptive Statistics				
	N	Sum	Mean	Std. Deviation
I will visit Malaysia again.	250	1061	4.2400	1.049
I will like to share the experience of this trip with relatives and friends.	250	940	3.7600	0.977
I am satisfied with the attitudes of local people towards tourists.	250	946	3.7800	0.970
I am satisfied with the local hygiene.	250	916	3.6600	1.068
I am satisfied with the convenience of local transportation.	250	911	3.6400	1.040

Valid N (listwise) 250

4.6 Correlation Analysis

The function of the correlation analysis describes the strength of a relationship between two or more variables (Kumar, 2016). It was evaluated using data collected from respondents. Therefore, researcher can investigate correlation between the factor and the satisfaction level of cultural tourists in this study. On the other hand, correlation coefficients such as Spearman's and Pearson's predict a linear relationship between the variables. Even if the correlation coefficient is zero, a non-linear relationship may exist. Table 9 shows the strength of the Spearman's rho coefficient.

Table 9: Spearman rho Coefficient Strength

Range	Strength
0.00 – 0.20	Negligible
0.21 – 0.40	Weak
0.41 – 0.60	Moderate
0.61 – 0.80	Strong
0.81 – 1.00	Very Strong

(Prion and Haerling, 2014)

Table 10: Result of Spearman' correlation

	CT	TT	EV	FOCT	SQ	CTSL
CT	1.000	.641**	.638**	.661**	.619**	.629**
	.000	.000	.000	.000	.000	.000
	250	250	250	250	250	250
TT	.641**	1.000	.750**	.646**	.660**	.646**
	.000	.000	.000	.000	.000	.000
	250	250	250	250	250	250
EV	.638**	.750**	1.000	.660**	.674**	.634**
	.000	.000	.000	.000	.000	.000
	250	250	250	250	250	250
FOCT	.661**	.646**	.660**	1.000	.604**	.629**
	.000	.000	.000	.000	.000	.000
	250	250	250	250	250	250
SQ	.619**	.660**	.674**	.604**	1.000	.611**
	.000	.000	.000	.000	.000	.000
	250	250	250	250	250	250
CTSL	.629**	.646**	.634**	.629**	.611**	1.000
	.000	.000	.000	.000	.000	.000
	250	250	250	250	250	250

**Correlation is significant at the 0.01 level (2- tailed).

Note: CT: Cost

TT: Transportation

EV: Environment

FOCT: Form of Cultural Tourism

SQ: Safety Quality

CTSL: Cultural Tourists' Satisfaction Level

In this study, the researcher use Spearman's Correlation Coefficient to establish a relationship between the two variables. Table 10 shows the results of highest Spearman's Correlation Coefficient, r is 0.646 which was a moderate relationship between factor of transportation and cultural tourists' satisfaction level. The lowest Spearman's Correlation Coefficient, r is 0.611 which was a moderate relationship between factor of safety quality and cultural tourists' satisfaction level. The second highest Spearman's Correlation Coefficient, r is 0.634 which was a moderate relationship between factor of

environment and cultural tourists' satisfaction level. The remaining two variables which are factor of cost and factor of form of cultural tourism had both same Spearman's Correlation Coefficient, r is 0.629 which are moderate correlation.

5. Conclusion

This section will discuss and summarise the data collected and analysed in the previous chapter. The discussion and interpretation will be done in a detailed manner. In addition, this chapter will summarise the results and provide conclusions and recommendations, highlighting the research objectives and answers. There are also recommendations offered to relevant organisations and future research. Last but not least, the section will end with a conclusion.

5.1 Overall Summary

In this research, the target respondents are inbound ASEAN and domestic tourists who visited Malacca. The questionnaire was distributed by the researcher through social media such as Facebook, Instagram, WhatsApp and E-mail. The actual sample size were 379 respondents however there are only 250 respondents were willing to participate in the research and answer the questionnaire to identify the relationship between the factor and the satisfaction level of cultural tourists. Questionnaire was designed based on five dimensions which are cost, transportation, environment, form of cultural tourism and safety quality. The significant findings have been obtained. Based on the analysis, there are 135 respondents out of 250 respondents are male and the rest of 115 respondents are female. Majority of the respondents in this research is Malaysian which is 212 respondents and most of the respondents are Chinese with number of 110 respondents. According the result, there are 60.8% of respondent who is student. The most frequency of monthly income of respondents is less than RM2000 while monthly income of more than RM4001 is lowest. Furthermore, the majority of respondents will choose travel with their family or relatives.

5.2 Limitation of Research

Overall, there are some limitations when conducting the research of this study. One of the limitations of researchers is the difficulty they face during data collection. It is difficult for researchers to collect questionnaires from respondents. Only 250 out of 350 questionnaires were received in this study because some respondents were unwilling to answer the questionnaire or thought it was a waste of time. Furthermore, it is difficult for researchers to obtain and approach larger sample sizes. Researchers only can distribute questionnaires via social media. In addition, the respondents of the study were also limited to inbound ASEAN and domestic tourists visiting Malacca. Therefore, limitations should be considered in future studies.

5.3 Recommendation

a) Recommendation for Government

Nowadays, cultural tourists have grown particularly rapidly in Malaysia. The Ministry of Tourism, Arts and Culture (MoTAC) plays an important role in sustaining and improving the sector of cultural tourism. Based on the study, we know that the Historic City of Malacca Strait, Malaysia was declared a UNESCO World Heritage Site in 2008. Therefore, the Malaysian government can strengthen the protection of cultural heritage to prevent cultural heritage from disappearing. In addition, the government can cooperate with travel agencies to promote cultural tourism in Malaysia. For example, the government can organize cultural events and exhibitions with travel agencies. In addition, the government can also provide professionally trained tour guide courses to travel companies, so that they are more capable of effectively guiding international tourists to Malaysia. In this way, in addition to the growth of the Malaysian economy, it can also enhance Malaysia's popularity.

b) Recommendation for Future Researchers

The proposal aims to ameliorate weaknesses in future research, enabling further researchers to perform better than those of the past. Researchers can recommend some suggestions. The first recommendation is that further researchers can use different methods for their research. The interview method can be used to better understand the respondents' satisfaction with cultural tourism. By conducting interviews with respondents, the resulting data will be more accurate and precise. Not only that, but it also helps researchers to deeply explore the factors that affect the satisfaction of cultural tourists. The second recommendation is to use language that helps respondents understand the question and research content. Different languages can help respondents understand researchers' questions and responses more accurately. Apart from that, make sure not to use overly general sentences or vague sentences in the questionnaire as this will confuse the respondents while answering the questionnaire.

5.4 Conclusion

In a nutshell, this study shows that there is a considerable correlation between the influence of factors and the satisfaction of cultural tourists. Through the research process, the proposed research questions and objectives have been achieved. Tourism is one of the important sectors of Malaysian national economic growth. This study successfully achieved the research purpose. Besides that, among the factors studied in these studies, tourist satisfaction plays an important role in every factor that attracts tourists to Malaysia. Tourists who are satisfied with their visit not only return to the country multiple times but also share the positive experience with others.

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Appendix A

Factor of cost

Table 4.22: Calculating Least Square Linear Regression of Cost

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	1.114	.184		6.063	.000
	COST_IV	.720	.048	.691	15.060	.000

a. Dependent Variable: SL_DV

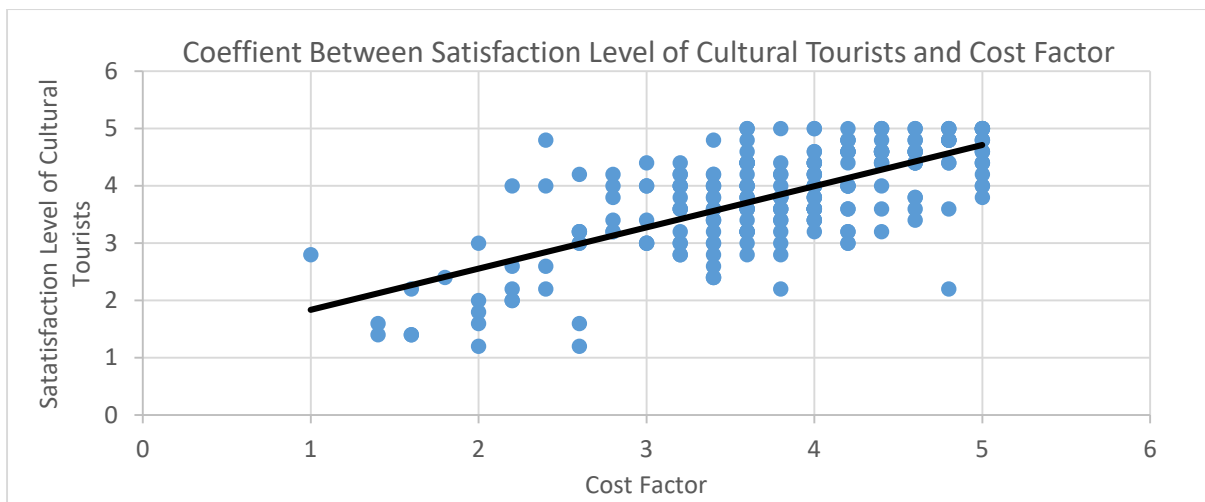


Figure 4.8: Linear Regression Diagram of Coefficient Between Satisfaction Level of Cultural Tourists and Cost Factor

Factor of transportation

Table 4.22: Calculating Least Square Linear Regression of Transportation

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	1.073	.168		6.403	.000
	TRANSPORTATION_IV	.735	.044	.730	16.799	.000

a. Dependent Variable: SL_DV

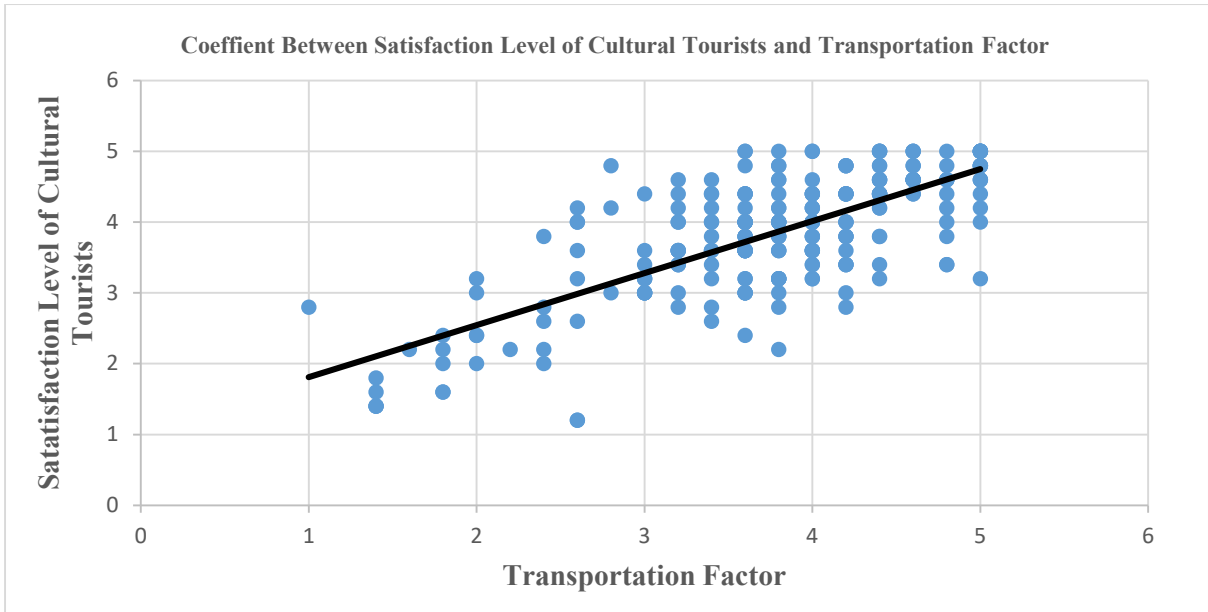


Figure 4.9: Linear Regression Diagram of Coefficient Between Satisfaction Level of Cultural Tourists and Transportation Factor

Factor of environment

Table 4.23: Calculating Least Square Linear Regression of Environment

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	1.115	.167		6.694	.000
	ENVIRONMENT_IV	.738	.044	.727	16.659	.000

a. Dependent Variable: SL_DV

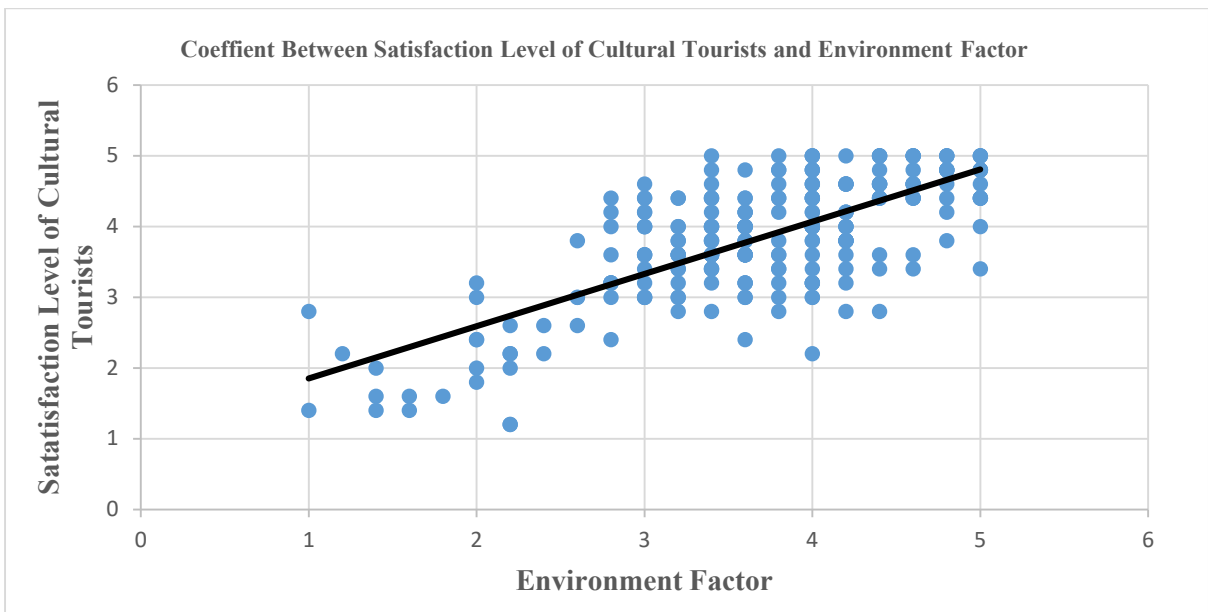


Figure 4.10: Linear Regression Diagram of Coefficient Between Satisfaction Level of Cultural Tourists and Environment Factor

Factor of form of cultural tourism

Table 4.24: Calculating Least Square Linear Regression of Form of Cultural Tourism

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized	t	Sig.
	B	Std. Error	Coefficients		
1	(Constant)	1.090	.163	6.676	.000
	FORM_IV	.726	.042	.737	.000

a. Dependent Variable: SL_DV

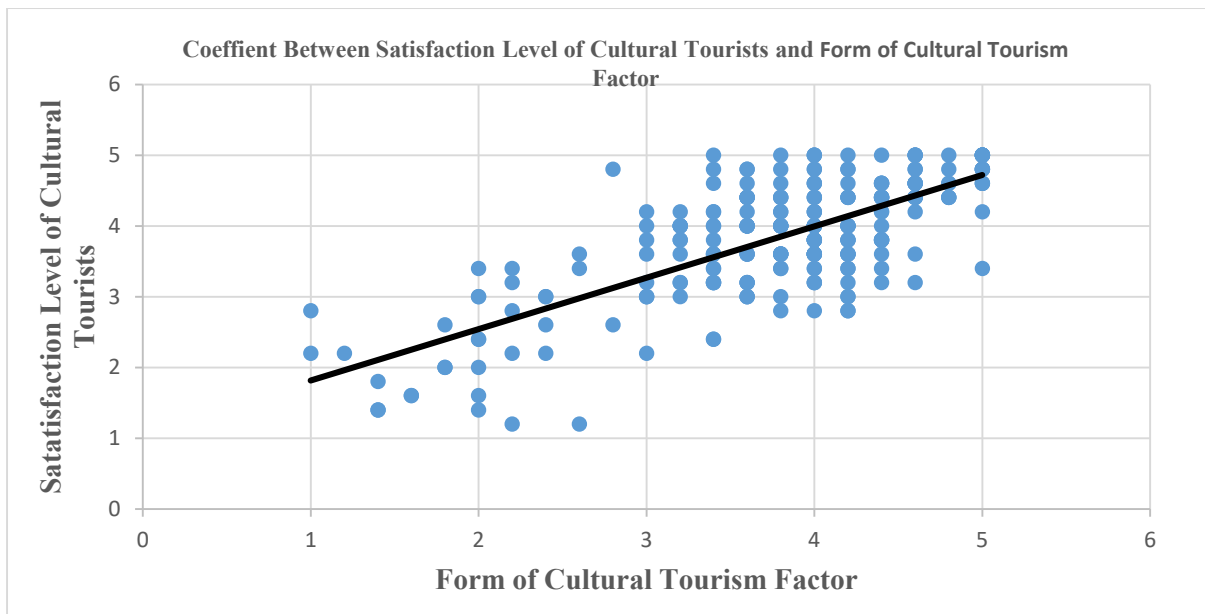


Figure 4.11: Linear Regression Diagram of Coefficient Between Satisfaction Level of Cultural Tourists and Form of Cultural Tourism Factor

Factor of safety quality

Table 4.25: Calculating Least Square Linear Regression of Safety Quality

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	1.396	.172		8.122	.000
	SAFETY_I V	.659	.046	.677	14.484	.000

a. Dependent Variable: SL DV

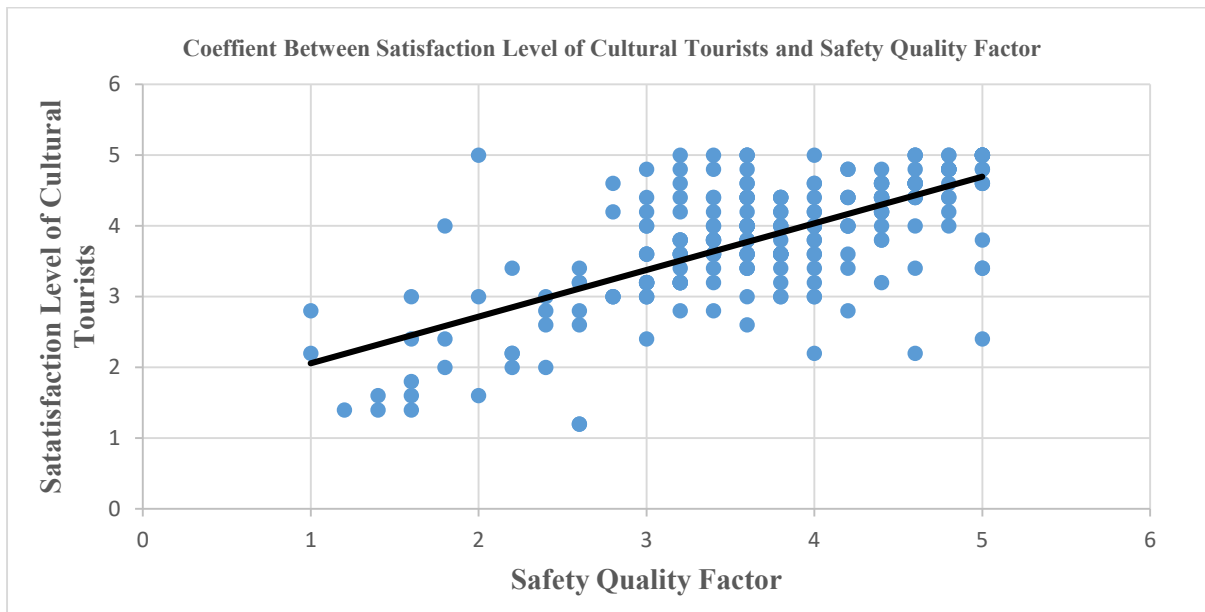


Figure 4.12: Linear Regression Diagram of Coefficient Between Satisfaction Level of Cultural Tourists and Safety Quality Factor