

Tourists' Perceptions of Attraction Factors in Melaka

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Abstract

The tourism industry is one of the largest industries in the world. In the increasingly competitive domestic tourism market, the emergence of various new tourism destinations with infrastructure and beauty gains a competitive advantage through repeated visits. As established, Melaka is recognized as the Historic State and has been declared by UNESCO as a World Heritage City (World Heritage). This is due to the strategic position along the Strait of Malacca that had made Melaka an important trading empire around the years 1300 to 1500. However, there were reports that recorded the decreasing number of tourists to Melaka during the first quarter of 2019 due to negligible branding, causing tourists especially domestic tourists, to switch to other states such as Penang and Sarawak. Thus, this study was conducted to identify the perceptions of domestic tourists to Melaka through factors such as destination, food, and infrastructure facilities. The research sample was consisted of 300 domestic tourists visiting Melaka. Data collection was done through a questionnaire form and distributed to domestic tourists visiting the state of Melaka. The data were analyzed using the Statistical Package for Social Science (SPSS) version 25.0 with the mean scores and independent t-test. The findings of the t-test in this study are consistent with the finding made by the domestic tourists of Melaka, which indicated that there is no difference between male and female factors that attract domestic tourists. The studies revealed that gender does not bring change to the factors that attract domestic tourists. The results of this study can be utilized in facilitating the tourism industry, especially in Melaka, to grow more rapidly. Indeed, it is the responsibility of all of us as citizens not to overlook the tourism sector and to contribute to the process of running the tourist sector in our country. Overall, necessary feedbacks from the respondents were successfully obtained. Thus, it can be concluded that the objectives of the study had been successfully achieved.

Keywords: *perceptions, attraction factors, domestic tourist.*

1.0 Introduction

The tourism sector has experienced steady growth and has become one of the fastest-growing economic sectors in many countries. It also serves as the main driver in socio-economic progress in these countries. The tourism industry in Melaka holds huge potential for the state as it is popular for its well-preserved culture and heritage (Soo, Mohd Taib, Norfaridatul, Fadhlur, Haslinda, Abdul Mutalib, Hamidah & Mohamad Fadzil, 2017). The strong performance of this sector has contributed to economic growth and created employment opportunities in many parts of the world. Therefore, tourism-driven countries need to develop policies that encourage sustained tourism growth through improved tourism products, facilities, and human resource development. In

some developing countries, the tourism sector is a significant source of income through foreign exchange transactions which contribute to the household income for various groups in their society. Subsequently, many of these countries use tourism as a strategy to eradicate poverty. In many success stories, well-managed tourism businesses have directly benefited the poor through employment opportunities (Liedewij & Breugel, 2013; UNWTO, 2016 in Zaimah, Er, Sarmila, Habibah, Hamzah, Nurain & Nadiah, 2016).

1.1 Problem statement

This study was conducted to determine the perception of pull factors of domestic tourists that visit the state of Melaka. A few known pull factors are destination, food, and infrastructure facilities. The pull factor is external factor that affect person travels to fulfill needs or desire. Person will choose one destination which fulfills their needs and desires. (Antara & Yuni Ariningtyas Prameswari, 2018). Visitors' perception as a whole perception to the tourist site is the image of destination (Said & Maryono, 2018). The image of destination is a key factor and stimulus for the tourists when they choose destination.

This study was also carried out to evaluate the food factor that is becoming the focus of domestic tourists coming to Melaka. There are a lot of restaurant owners in the state maintaining the food hygiene in compliance with the hygiene standards that have been issued by the ministry as Melaka is a tourist-focused state. These operators are very cautious because unpleasant cases may damage the image of the food premises as well as other food operators that may lead to a tremendous income loss (Amran , 2018).

The infrastructure is one of the factors or mechanisms that influence the level of social and economic development of a country. The main issue is the poor quality of tourism infrastructure due to several factors such as financial constraint, ineffective monitoring by government agencies and irresponsibility of the appointed contractors. The poor quality of infrastructure will cause various problems. Additionally, Melaka also has many international five-star hotels as well as budget hotels and shopping malls that attract more tourists to visit the state. Unfortunately, there were complaints from the domestic tourists who have visited Melaka regarding the public transport facilities, especially public buses. Occasionally, the public bus rides were uncomfortable, the air conditioning was not functioning well, and the bus itinerary and frequency were unsystematic (Hamid, 2016).

1.2 Research objectives

1. To determine the mean difference of tourists' perception among male and female toward destination factors.
2. To determine the mean difference of tourists' perception among male and female toward food factors.
3. To determine the mean difference of perception of domestic tourists toward the level of infrastructure facilities available in Melaka among male and female tourists.

1.3 Research questions

1. Is there any significant difference in the mean of destination that attracts domestic tourists to Melaka between male and female?
2. Is there any significant difference in the mean of perception of domestic tourists toward the food availability in Melaka between male and female?
3. Is there any significant difference in the mean of perception of domestic tourists toward the level of infrastructure facilities available in Melaka between male and female?

1.4 Significance of study

This study provided information on the issues faced by the domestic tourists around Melaka City. This information can be used by the relevant parties to further improve the quality of domestic tourist attractions, which indirectly can further advertise the City of Melaka to tourists around the world.

This study is very important in terms of identifying the problem or issue faced by various parties such as the government personnel. This study may benefit the management, especially the Melaka State Government in further improving the quality of services in terms of destination, food, and infrastructure facilities. This study can serve as a basic guide and provide information to the researchers in solving the stated problems.

1.5 Scope of study

The study was conducted within the state of Melaka with focus on several attractive destinations based on Statistics from the Melaka State Structure Plan. This study covered the problems faced by the domestic tourists around Melaka City. This study was targeted on the domestic tourists who came for the purpose of traveling, shopping, business, etc., whether they came individually, together with family, friends, etc.

This study also focused on the selection of attractive destinations by the domestic tourists. In addition, this study also emphasized on the search for interesting foods available in Melaka and the infrastructure facilities that can be used by the domestic tourists.

1.6 Limitation of study

Throughout this research, considerable limitation and problem were encountered. These include financial matter, time constraint, cooperation of various parties, distance of research places, etc. Most of the tourists and visitors did not complete the required information in the given form. This may be due to the confidentiality of information or lack of time in fulfilling the form. Finally, the sample size of the present study is small and may not truly represent the Malaysian population as a whole. Questionnaire forms collected during the field work were examined and only completed forms were processed and analyzed.

1.7 Definition of terms

1.7.1 Perception

Perception is an individual's view making it a powerful driving force for action. Processing sensory information and relating to past experiences

enables one to create a lens in which to view the world through a filter of sociocultural influences.

1.7.2 Attraction

Alin (2016) mentions that tourism attraction is everything that supports visitors to visit a destination. In short, tourism attraction is all things (occurrences, creations, happenings) which support people to visit a destination and those things can fulfill people's wants and satisfactions.

1.7.3 Domestic tourist

A domestic tourist is someone who wants to go beyond, who knows that there are very popular reasons for attraction. Domestic tourists want to eat and drink at domestic shops, shop at domestic boutiques, listen to domestic groups and view the domestic art (Zahir, 2015).

2.0 Literature review

2.1 Definition of domestic tourist

Melaka is a prosperous country. In 2008, Melaka was declared by UNESCO as a World Heritage City. Tourism is the second most important sector after the industrial sector in the economic development of state of Melaka. The city of Melaka has been declared as the Visit Malaysia 2020. The Melaka state government has taken steps to improve the facilities, infrastructure, and quality of tourist services in the state of Melaka (Jefri Razali, 2017).

Other than that, the motivating factor for the domestic tourists to come and travel to Melaka is the historical tourist sites. The Melaka state stores a variety of valuable treasures. During the era of Melaka Sultanate, the state was famous for its world's major spice trading ports that attract foreign powers including the Portuguese, Dutch and British. Melaka Museum Corporation General Manager, Datuk Khamis Abas said that Bandar Hilir Melaka currently has 15 museums whose establishments are supported by the state and federal governments.

In addition, another factor that causes the domestic tourists to visit Melaka is due to the shopping facilities available. Melaka Governor *Tuan Yang Terutama* Tun Dr Mohd Khalil Yaakob stated that Melaka aims to welcome 20 million tourists by 2019 (Nor Farhana, 2019).

2.2 Destination

Destination is a place where a joint venture or activity is done. Heritage landmark building will always symbolize the image of Melaka hence allow tourists to trace the historical origin of the city. The concern of the new aim in driving Melaka as a green technology state, historical buildings will be overlooked than urban development. On top of that, Melaka is preferred as it is a most affordable place to stay and visit, suitable place to escape and has a lot to offer for domestic as well as international tourists (Syakir, Mariana, Osman, Syahriah & Mansor, 2014). The Malaysia has been recognized as the second most popular shopping city for Muslim tourists in the world by the Muslim Travel Shopping Index 2015 as well as 'Top 10 Best Travel Destinations for 2016' by the Lonely Planet.

Tourist destinations that have the characteristics of cultural attractions can also attract tourists to travel in the tourist destination. For example, the state of Melaka which has its historical elements and the uniqueness of ethnic cultures

such as the Portuguese and Baba Nyonya which are not found in other states in Malaysia makes Melaka famous as a Historic City. There is one destination that tourists will definitely visit, which is the Melaka city. Apart from enjoying the beauty of sea of the Malacca Strait, Chinese tourists can also observe some of the historical relics left by their ancestors in the past. Tourism Counselor of the Malaysian Consulate in Guangzhou, Mr. M. Wahid highlighted that Melaka is a historic city. Melaka is not only famous for its historical relics during the Portuguese and Dutch occupation, but also for its Chinese Hill and Hang Li Poh's Well that proved the connection between the Malaysia and China over 600 years ago (CRI Online, 2010).

2.3 Food

Restaurant diners want reasonable prices and get discounted prices on food and beverages purchased. In addition, food choices are important because they are basic necessity for human beings. The selection of food is closely linked to the awareness of people towards healthy food intake for improving wellbeing and reducing the risk of specific diseases.

In an effort to market the Malaysian brand as a worth visiting tourist destination, the government through its various agencies is promoting the tourist products aggressively all over the world; as quoted: 'not knowing is hence, not loving'. As a result, the Ministry of Information, Communications and Culture had organized a "Malaysian Kitchen" event in the city of London to introduce a variety of domestic food to British citizens. This event was found to have received a warm response from the citizens themselves.

2.4 Infrastructure facility

Infrastructure facilities refer to the basic facilities and services such as transportation facilities, education, health, etc. These facilities are needed for the development and growth of a country, society, organization, and others.

Infrastructure facilities for tourists are among the important things that need to be upgraded in increasing the arrival of tourists to Malaysia. Secretary General of the Malaysia Association of Tourist Development, Jeffri Sulaiman claimed that the allocation through the 2018 budget to tourists have encouraged tourists with the provision of excellent facilities. Convenience facilities may attract the tourists' interest howbeit the maintenance of the facilities is a must to ensure its good condition (Jamaluddin, 2017).

The planning and design as well as the cleanliness of public washrooms. Poor design and inappropriate positioning of washroom facilities may encourage bacterial contamination of the washroom environment and cause post-handwashing contamination of cleaned hands.

Shopping is one of the main activities and highly spent by tourists (MacCannell, 2002; Timothy, 2005). Tourists' shopping behaviors are influenced by several factors such as age, gender, income, and culture. Many tourists are considering shopping as the most enjoyable leisure activity; therefore, shopping malls are an essential element of tourist shopping activities, enrich tourism experiences and destinations. The task of piquing the tourists' interest should be the responsibility of all parties and not solely on the government for the tourist industry to growth and develop. Every Malaysian need to make consistent, pragmatic, and effective efforts in ensuring the success of the tourist

industry across the continent and the world. The primary step in improving the country's tourist industry is that the government needs to fully equip the facilities of transportation and communication in our country to a first-class infrastructure, especially the attractive tourist destinations.

3.0 Research methodology

3.1 Research design

One of the purposes in providing a research design is to find answers to research questions. The research design employed the group sampling method as a descriptive study. The group sampling method aims to gather information about the variables related to a phenomenon in each time and often involves the usage of questionnaires (Mohd Majid, 2000). This method was chosen due to the accurate and simple process in achieving goals and relevant to the research objectives.

This method used the questionnaire instrumentation as a mean to obtain information from the respondents. The tourists were asked about their expectations and perceptions of security aspects around the Melaka city. The variables were identified and categorized into dependent variables, in this case referring to the domestic tourists' satisfaction toward the state of Melaka.

3.2 Sampling method

The sampling method used was a non-random sampling method. The respondents were the domestic tourists visiting the Melaka state. The sampling method consisted of the aspect of research population, sample, and location in obtaining the information. Then the data were analyzed to obtain the results.

Non-random type sampling procedures are commonly used by researchers in qualitative research. Non-random sampling involves the selection of a sample from a population that has been identified based on pre-determined criteria.

3.2.1 Research population

The population of this study consisted of domestic tourists who had visited the Melaka with a total of 13,979,000 in 2019 (Department of Statistics Malaysia Official Portal, 2021).

3.2.2 Research sample

A total of 300 sets of questionnaires were distributed to the domestic tourists visiting the Melaka state. The number was chosen based on the table by Krejcie and Morgan (1970). The questionnaire forms were used for analysis purposes. Data obtained were analyzed using the descriptive analysis method.

Table 1: Sampling frame

Item	Total
Research population	17,020,000
Number of samples	384
Research sample	300

3.3 Research instrumentation

In this study, the research instrument used for data collection purpose was the questionnaire form. According to the theory stated by Mohd Majid (2000), questionnaire instrumentation is considered appropriate in the field of Education for the purpose of data collection. This questionnaire form is prepared by the researcher based on the objectives of the study.

The questionnaire was divided into two parts, namely part A and part B. Part A comprised of questions regarding the background of the respondents such as gender, age, race, place of origin according to zone, knowledge about Melaka during the first visit and purpose of travel. While part B contained 16 questions and was divided into three parts: six questions on the destination factors, five food factor questions and five infrastructure facility factor questions. In part B, respondents' answers were measured using the 5-point Likert scale.

Table 2: Division of items in the questionnaire form

Part	Item
A	Demographic profile
B (A)	Destination
B (B)	Food
B (C)	Infrastructure facility

3.4 Data collection

The data collection method was focused on the primary and secondary data. Primary data was obtained from the questionnaire forms which were distributed to 300 respondents.

Meanwhile the secondary data was obtained from the previous studies and through information obtained from the internet sources, referring to the basic concepts and related previous research.

3.5 Data analysis

Descriptive analysis methods were used in this study. The use of descriptive analysis was to determine the perception of domestic tourists toward the Melaka state. It is a quantitative method and the data obtained were analyzed using the *Statistical Package for Social Science* (SPSS Version 25.0) software.

The t-test is the most widely used method to evaluate the differences in the mean between groups. This test is the parametric test because they estimate parameters of some underlying normal distribution. The advantages of parametric test are it is more powerful and flexible methods that allow researchers to study the effect of many variables and their interaction. The research will use Independent T-Test when there are many instances that the researcher is interested to know whether two groups are different from each other on a particular interval-scaled of interest.

For this study, the researcher would like to know if male and female tourists will have some involvement in factors that attract domestic tourists in Melaka, or will their involvement be different? To find an answer to such

questions, the nominal variable that is split into two subgroups will be tested to see if there is the significant mean difference between the two split groups on factor that attract domestic tourists which is measured on a numerical scale.

$H_1: H_1$: There is a difference in the mean of destination that attracts domestic tourists to Melaka among male and female tourists.

$H_1: H_1$: There is a difference in the mean of perception of domestic tourists toward the food availability in Melaka among male and female tourists.

$H_1: H_1$: There is a difference in the mean of perception of domestic tourists toward the level of infrastructure facilities available in Melaka among male and female tourists.

There are five (5) assumptions need to comply before performing this independent t-test, which are:

1. The checking on types of data for dependent variable or the test variable. The dependent variable must be in numerical or continuous data.
2. The sample is drawn randomly from the population of interest. The sample used must be randomly selected from the population by using any probability sampling techniques.
3. The observations should be independent. This means that the sampling unit should appear in only one group. It should not be related to each other or measured twice.
4. Normality assumption must be satisfied. This assumption means that the distribution of the data for each group must be normally distributed. This assumption can be check by using graphically such as 34 histogram or normal Q-Q plot or statistical test such as Shapiro-Wilk or Kolmogorov-Smirnov. However, for large sample size that more than 30, the violation of this assumption should not cause any major problems.
5. Homogeneity assumption must be satisfied. Both groups should have the constant same variance which means homogeneity assumption must satisfied. This assumption can be check by using Levene's test.

When the assumptions are violated or do not meet, here are few suggestions that can be done:

1. Paired T-Test
Use Paired T-Test when there were two dependent samples but follow normal distribution.
2. Wilcoxon- Mann-Whitney Test
Use Wilcoxon-Mann-Whitney Test when there were two independent samples but does not follow normal distribution.
3. Wilcoxon-Signed Rank Test

Use Wilcoxon-Signed Rank Test when there were two dependent samples, and both do not follow normal distribution.

4.0 Findings and Discussion Findings

4.1 Demographic profile

Table 3: Gender of respondents

No.	Gender	Frequency	Percentage
1	Male	123	41%
2	Female	177	59%
	Total	300	100%

Table 3 shows the fractions of the gender of the domestic tourists. Most of the tourists were female, with a percentage of 59%, while the male tourists were 41%.

Table 4: Age of respondents

No.	Age	Frequency	Percentage
1	15-25	214	71.3%
2	26-40	67	22.3%
3	Above 40	19	6.3%
	Total	300	100%

Table 4 indicates the age of the domestic tourists. Most of the tourists were in the age group of 15 to 25 years with 214 (71.3%), followed by the age group of 26 to 40 years with 67 (22.3%) and lastly for the age of above 40 with a percentage of 6.3%.

Table 5: Race of respondents

No.	Race	Frequency	Percentage
1	Malay	279	93%
2	Chinese	6	2%
3	Indian	9	3%
4	Others	6	2%
	Total	300	100%

Table 5 records the race type of the domestic tourists. Most of the tourists were Malay which accounted for 93% (279). Next, nine of the tourists were Indian (3%), followed by both Chinese and other races with 2% (6).

Table 6: Place of origin (zone) of respondents

No.	Zone	Frequency	Percentage
1	East	64	21.3%
2	North	54	18%
3	West	68	22.7%
4	South	114	38%
	Total	300	100%

Table 6 shows the percentage of the place of origin of the tourists who came to visit Melaka. Most of the tourists were from the Southern zone with 114 (38%).

While tourists from the Western and Eastern zones accounted as much as 22.7% and 21.3%, respectively; followed by tourists from the Northern zone with 54 (18%).

4.2 Destination

Table 7: Distribution of mean scores of destination factor

No.	Item	Mean
1	Good quality of accommodation	3.94
2	Ease of movement within surrounding area	3.71
3	High rate of traffic congestion	3.94
4	Historical site visit in Melaka	4.11
5	Limitation of parking space	3.93
6	Diversity in the types of accommodation	4.04
Average Mean		3.95

Table 7 presents the mean scores for the destination's variables. Overall, the mean scores for the destination were within the range of 3.81 - 5.00, which indicated high level of value. All items scored value of more than 3.81 except for item 2 (ease of movement within surrounding area) with mean score of 3.71 which indicated moderate level. The item with the highest mean score was the item 4 (visiting historical sites in Melaka) with a mean value of 4.11. Syakir et. al. (2014) in their study find that heritage landmark building will always symbolize the image of Melaka hence allow tourists to trace the historical origin of the city. Overall, the average mean value was 3.95.

4.3 Food

Table 8: Distribution of mean scores of food factor

No.	Item	Mean
1	Reasonable food price	3.66
2	Broad and refined menu selection	4.01
3	Diversity of food choices in Melaka	4.14
4	Excellent customer service	3.88
5	Attractive and comfortable premise	4.03
Average Mean		3.94

Table 8 shows the mean score for the food's variables. Overall, the mean scores recorded were at the high level with values between 3.81 and 5.00. All items earned mean scores of more than 3.81 except for item 1 (the food price offered is reasonable) with a moderate level of mean value of 3.66. The item with the highest mean score was item 3 (diversity of food choices in Melaka) with a mean value of 4.14. Overall, the average mean value was 3.94.

4.4 Infrastructure facility

Table 9: Distribution of mean scores of infrastructure facility factor

No.	Item	Mean
1	Cleanliness of washroom	3.74
2	Diversity of shopping center	4.02
3	Safe and secure playground	3.84
4	Clarity of information	3.99
5	Good maintenance of infrastructure	3.97
Average Mean		3.91

Referring to Table 9, the results show that the mean scores for the infrastructure facility variables were in the range of 3.81 - 5.00. All items showed mean score value of more than 3.81 except for item 1 (cleanliness of washroom) with a mean value of 3.74 and was at a moderate level. Item 2 (diversity in shopping activities) had the highest mean score of 4.02.

4.5 The significance difference between gender

An independent t-test is used when a researcher wants to compare the mean score on some continuous variables for two different groups of participants. In this study, independent t-test was conducted to determine the differences in the mean score of factors that attract domestic tourists between male and female. Before the performing of independent t-test, few assumptions were checked as shown in the details below.

4.5.1 Assumptions Checking for Independent T-Test

- i) Checking on data types for dependent variable
This assumption was already satisfied since the study used mean score of destination factor, food factor and facility factor as the dependent variable this test. The data for dependent variable was in numerical or continuous data.
- ii) The sample is drawn randomly from the population of interest
The sample used in this test is drawn randomly from the population. From Table 3, there were 123 male and 177 female tourists involved in the study.

	Group Statistics			
	Gender	N	Mean	Std. Deviation
Meandestination	Male	123	3.8984	.53119
	Female	177	3.9746	.46072
Meanfood	Male	123	3.9626	.64495
	Female	177	3.9299	.59930
Meanfacility	Male	123	3.8472	.70505
	Female	177	3.9593	.54952

Table 10 shows the result for t-test for equality of means. This finding was used to find out whether there is significant difference or not among the gender. In the second line on the presented t-test output, Sig. (2-tailed) is 0.199, 0.657

and 0.14. As this value is above the required cut-off of 0.05, the study concluded that there was no significant difference of factors that attract domestic tourists for male and female tourists.

Table 10: Result t-test for equality of means

		Independent Samples Test	
		Sig. (2-tailed)	Decision (Accept/Reject)
Meandestination	Equal variances assumed	.187	Reject
	Equal variances not assumed	.199	Reject
Meanfood	Equal variances assumed	.653	Reject
	Equal variances not assumed	.657	Reject
Meanfacility	Equal variances assumed	.123	Reject
	Equal variances not assumed	.140	Reject

The finding in this study is consistent with the finding made by the domestic tourists of Melaka, which indicated that there is no difference between male and female to factors that attract domestic tourists. The studies revealed that gender do not bring the change to the factors that attract domestic tourists.

5.0 Discussion

Tourist from all over Malaysia has come to visit Melaka which in conjunction way to ‘Visit Melaka Campaign’. The image of Melaka is the main reason to visit the destination itself. The highest mean score in destination factor is its historical site visit in Melaka. Melaka is famous due to its culture and heritage well preserved. Melaka’s and federal government supported the establishments of 15 museums in Melaka. The act will ensure Melaka shall forever keep its charm as most historical place in Malaysia. However, Hamid M.N., 2016 reported that public transports were poorly maintained hence we can say that is the reason why ease of movement within surrounding area in destination has the lowest mean score. Tourists who do not have own transport are most likely will not to make Melaka as their travel place.

People choose destination where the place can fulfill the desire and satisfaction. Since Melaka has various types of ethnicities, it also indicates that Melaka provide different types of food. Tourist able to choose from Malay’s ‘Asam Pedas’ to Baba Nyonya dishes. As a result, the highest mean score in food factors is diversity of food choice where tourists can find all their desired foods and eat to their heart content.

Economic development is influenced by its infrastructure. Due to facilities available, the governor of Melaka targeted to welcome 20 million tourists as reported by Nor Farhana, (2019). The state’s government has provided various

types of facilities for the tourist. One of the highest mean scores in infrastructure factor is due to diversity of shopping center which accessible in Melaka. Tourists can have shopping experience from streets of Melaka to 5-star shopping mall.

While gender proved that it did not has significant difference towards the element of attractions domestic tourist to Melaka, it can be concluded that people choose their destination where they can always have multiple choices to attain their wants and impulses where it can be found in Melaka. These are the reasons tourists most likely make Melaka a must-go destination, their escape place where all the wishes can be met in one place

5.0 Conclusion

The results of the study found out that the factors of destination, food and infrastructure facilities were essential in determining the tourists' perception towards the Melaka state. Overall, necessary feedbacks from the respondents were successfully obtained. Thus, it can be concluded that the objectives of the study had been successfully achieved. Infrastructure facilities such as transportation and communication should be upgraded to achieve the first-class status, especially destinations that are becoming the tourist attractions. Apart from that, the government should rebrand new tourism products as to attract the domestic and international tourists. The Malaysia Tourism Promotion Board (LPPM) should provide complete and interactive information about the attractive and beautiful destination in Melaka. Additionally, the safety aspects should be improved to ensure the tourists' satisfaction and well-being as well as to diversify intriguing activities such as the international sports tournaments. Furthermore, Visit Melaka campaign should be carried out more effectively with greater number of participations to encourage domestic tourists to come and visit the Melaka state. Finally, this paper discussed only on the perceptions of tourist in terms of destination, food, and infrastructure's factors. In lieu of the foregoing, the research team has planned to study other more influential factors to differentiate such perceptions.

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