The Effectiveness Of National Museum Kuala Lumpur As A Platform To Promote Malaysian Culture & Heritage

Jacqueline, Tham; Albattat, Ahmad; S. M. Ferdous Azam

Abstract: Malaysia’s museum industry began in the early 19th century. The Selangor Museum, now the original National Museum, was established in 1907 and operated by the Department of the Federal Malay States. In order to reach tourists travel satisfaction, this paper would investigate the effectiveness of museums in promoting Malaysian culture and heritage to foreign and local visitors. This thesis explores how museums interpret history in the light of a narrowly defined nationalist agenda, which favours the dominant Malays, in addition to their position as custodian of heritage. The National Museum, citing the particular position given to the national museum, portrays national history in textbooks close to the curriculum of secondary school. In a way, the National Museum visually reinforces the text of history, making a lasting impact on visitors’ memories, especially international and local youth. The regular changes in museum exhibits are meant to ensure museum continue to remain relevant to the nation-building agenda in an age when public interest in museum and awareness of their importance is waning. There are 110 sets of questionnaires prepared and distributed to the targeted respondents who are visiting the National Museum Kuala Lumpur. The result shows that there are significant correlations between the effectiveness of National Museum Kuala Lumpur with the other independent variables. The finding of assessing the effectiveness of Kuala Lumpur’s National Museum has been outlined in three variables that support Malaysian culture and heritage in the context of internalization, the characteristic of museums, and the issues and challenges addressed.

Index Terms: Effectiveness; National Museum; Kuala Lumpur; Promote; Culture; Heritage

1 INTRODUCTION

Tourism is a critical business in many nations. Several important factors can influence tourist attraction and are connected to the satisfaction of visitors (Kim, 2018; Kim, 2010). The study aims to examine the characteristics of cultural / heritage and historical destination that attract visitors from travelling to other countries. Travelling to another country and the increasing number of visitors who spend a short time in that country would benefit that country’s people, particularly those individuals and businesses directly involved in tourism (Yodsawan, Planluprasidh, & Butcher, 2018). Briefly, the purpose of this study is to establish a relationship between cultural destinations and to promote tourism destinations or tourists’ satisfaction (Zhang, Wu, & Buhalis, 2018). Completed in 1962, the National Museum is a perfect combination of both traditional architectures in Malay style in modern lines. In the heart of Kuala Lumpur, close to historic buildings and scenic parkland, the museum is situated. The museum is embellished by two monumental murals made from Italian glass mosaic one side depicting the critical historical events of Malaysia, while the other side depicts the crafts of Malaysia (ABCKuala Lumpur, 2014). There are four main galleries in the building. In the first floor, Gallery A displays stone findings from the Paleolithic Age right up to the Bujang Valley Hindu Buddhist relics. Gallery B explains the history of the early Malay Kingdoms in the Archipelago, with particular reference to the 15th century the Malay Kingdom of Melaka.

Gallery C on the second floor shows the arrival of the Portuguese, Dutch, British and Japanese as well as the subsequent effects on the political, social and economic situation of the country. Gallery D guides visitors to the fighting of the different races for the independence of a new nation and the glorious achievements of Malaysia to this day (ISSUU, 2017). As the advocate of the noble goal of the country to elevate the status of the heritage of the nation, the National Museum needs the public’s support and contribution to gather, preserve and display the historical heritage of the nation. Public contributions are always welcome to ensure that the museum is relevant and useful in demonstrating the nation’s historical development to be shared with both people and foreign tourists. Such efforts are expected to cultivate the spirit of undivided love in every Malaysian’s heart for the country and create a strong sense of identity among the new generation. The contributions required are not limited only to the collection of artefacts. The public is invited to contribute documents, working papers, books, photographs, personal collections of historical value and information (Phuoc, 2019). Besides, the Museum also welcomes any information and research assistance on any location or event of historical significance. The National Museum is located near the southern tip of the Gardens Lake, past the National Art Gallery. An excellent introduction to Malaysia’s history, economy, geography, arts, crafts and culture, overlooking Jalan Damansara, built-in 1963 with displays spread over three floors. The building has a high, traditional Minangkabau-style roof and the main entrance flanked by two sizeable Italian glass mosaic murals depicting the country’s major historical events and cultural activities. A few years ago, the National Museum underwent a significant renovation that added a new gallery to its collection. Heritage managers have a primary duty to protect and maintain sites under their jurisdiction. Cultural heritage, such as performing arts, dance and activities, may not be directly affected by the growth of the tourism industry and the rise in tourist arrivals; but cultural heritage site may be affected. Due to the fragility of the site, public access to the heritage site is not always possible.
appropriate or may have to be restricted. Besides, heritage administrators have responsibilities and a robust ethos of providing education and entertainment to the public about the site under their care. Apart from tourism operators and heritage managers, there is also a local community where heritage sites are located where they may be interested in developing tourism, but they may also protect their privacy and be wary of the effects that tourism may have. It is therefore essential to identify the new needs, desires and expectations of the local community. Local communities should be consulted on the planning, growth and operation of heritage sites for tourism. With the participation of local communities, it will help to ensure that tourism projects are responsive to public goals and aspirations. It will also be able to capture the essence of the site and its people. In the last decade, most popular museums have started to change their positions to more than just exhibition centres. To remain competitive in the market, they give their guests many products, including research and development, meeting rooms, conference centres, bookshops and cafés. With the increasing development of modern museums, such as science and technology museums, conventional museums are facing fierce competition. The goal of this study is to measure the position of interpretation in cultural and heritage knowledge of globalization; to establish an active role of culture and heritage in international promotion, and to provide an overview and discuss the issues and challenges of cultural and heritage tourism in Malaysia.

2. LITERATURE REVIEW

2.1 THE ROLE OF MUSEUM

Museums are not only used to improve the pride and image of a group or country. The truth is that museums are built in such a way that cultural property and its information can be shared with the public, locals or outsiders, regardless of a country’s history and thus, should be involved in the process of unlocking the cultural values of a country. Therefore, whatever museum management programs do, the management must keep in mind that this should be of benefit to the public (Carnegie, & Kociatkiewicz, 2019). In the end, information is meant to be shared and, for this reason, should be carefully maintained. Thus, it must be noted that, first and foremost, the museum must preserve its collections as authentic as possible. Then there is a need to discover the values behind the objects and also the subsequent conservation treatment that the objects may need. With this in mind, it is vital to establish some standards or ethics to guide the practice of conservation, management, scientific work and the educational mission of museums (Knell, 2017). ICOM (2006) has provided the Code of Ethics for Museums which also can be viewed as the roles of the museum, which stated as:

1. Museums conserve, interpret and encourage the natural and cultural heritage of humanity. Principle: Museums are responsible for the tangible and intangible heritage of nature and culture. Management bodies and those dealing with the strategic direction and oversight of museums have a primary responsibility to protect and encourage this heritage, as well as the human, physical and financial resources made available for this purpose.

2. The museums that maintain their collections hold them in trust for the benefit of society and its development. Principle: Museums are responsible for the creation, preservation and promotion of their collections as a contribution to the protection of environmental, cultural and scientific heritage. Their collections are a significant public heritage, have a special legal status and are protected by international legislation. The principle of stewardship, including legal ownership, permanence, recording, transparency and responsible disposal, is implicit in this public trust.

2.2 NATIONAL MUSEUM, KUALA LUMPUR

The history of Malaysian museums started in 1883 with the foundation of the Perak Museum Taiping by the British government. This project was continued by the Sarawak Museum in Kuching in 1888 and the Selangor Museum in 1906. In 1930, management was again divided as a step under the decentralized system introduced by the British Government (Dellios, 1999). The Muzium Negara National Museum is Malaysia’s main museum. It has a large central hall, and two show section is the main entrance. There are Historical Museum of which, one is the Gallery of Metalwork and Musical Instruments, Art Gallery, National Gallery of Sports and Natural History Gallery. There are also sections in those galleries (Sellato, 2017). The History Gallery explores the different times of Malaysia’s peninsular history. A set of different aspects of Malaysian culture, from traditional daily pastimes to significant ritual rituals, is the Cultural Gallery. The exhibits include a Malaysian love sequence, a royal ritual for circumcision and a lecture on the Chinese raised in the Straits (Muzaini, 2017). The gallery showcases various pieces of metalworking and musical instruments, including kitchenware and ceremonial ornaments, as well as traditional Malaysian musical instruments. The National Museum is one of Kuala Lumpur’s famous museums. It first came into being in 1963 to show local citizens in Malaysia many objects and signs of national pride. Over the years, Kuala Lumpur National Museum has been the embodiment of the history and culture of Malaysia. The Kuala Lumpur National Museum was also known in the style of Rumah Gadang, as the Museum Negara in Malay (Malaysia Traveler, 2019). The National Museum’s architecture is quite similar to the architecture of Minangkabau. The palace architecture and the essential elements of contemporary Malaysia shape the context of the National Museum. Also, the National Museum’s structure is more than 109.7 m long and 15.1 m wide. It is a three-story building whose façades incorporate the elements of Malaysian heritage. Tourists profit Malaysia’s National Museum thanks to its many ethnological and natural history-like exhibits. It also displays numerous standing pictures that show various events such as musical instruments, costumes, festivals, weddings and others. (Malaysian Nomad-Asia, 2017). Near the Southern tip of the Lake Gardens, the National Museum is situated past National Art Gallery. It overlooks Jalan Damansara and has been built in 1963 on three floors and provides an excellent introduction to the past, environment, landscape, architecture, crafts and culture of Malaysia. The tower has an extensive, typical Minangkabau roof and the main entrance, flanked by two massive Italian glass mosaic murals, depicting the major historical and cultural events of the state. A few years ago a significant refurbishment of the national museum took place which introduced to its complex an all-new exhibition. Many of the original art galleries of the National Museum have been ruptured during a bombing during the Second World War, but there is still a large ethnographic and archaeological display.
His impressive collection began in the ground floor with a life-size diorama of ritual weddings, traditional Malaysian life (fishing, agriculture, weaving) in a kampong environment and even a Malaysian circumcision ceremony (Malaysia Traveler, 2019). There is even a typical, life-sized Malacca Baba House on the first floor with lovely cacophony furnishings, intricate tapestries and brass, silver and gold decoration. The museum also brings a touch of prosaic culture to the mix with a section dedicated to Malay music as a kind of wooden puppet theatre. A large zoological section with stuffed animals is located on the second floor of the National Museum. It looks vaguely like a lodge. A quite impressive collection of weapons is also presented here including parangs (machetes), kris, swords and miniature guns. When walking down the twisting corridors, a visitor will come across a portion of the typical musical instruments including the serunai (multicoloured end of the reed), rebab, a fiddle, rebana (drumming pipes), Kelantan drums and Chinese gongs, louds and flutes. The architecture of the National Museum is quite close to that of Malay’s royal palaces, which is attractive to tourists. Ho Kok Hoe is the architect who has specially designed the Museum for exhibits and spaces for display. The Selangor Museum remained at the current site of the National Museum before the national museum or Muzium Negara was established. It was established through the joint efforts of the government of Great Britain and Selangor. In the Second World War, the museum’s right-wing was destroyed, leading to the construction, at the independence of the Malaysian federation, of the new museum Muzium Negara by then Premier Tunku Abdul Rahman (Putri, 2018). The National Museum is charismatically central with geometrically designed mosaic tiles and beautifully sculpted panels on the wall ceiling. The Central Hall of the National Museum is the temporary location for exhibits. Such shows bring visitors from around the globe with Gangsta Negara, Srivijaya, Majapahit, Avalokiteshwara of Bidor. These exhibits will be displayed. These statues show that each period is historically relevant. It also addresses the significance and interest for the Muslim Sultanate of Malaysia for each of Malaysia’s States.

2.3 CULTURE & HERITAGE

2.3.1 CULTURAL TOURISM

Cultural tourism in general, in particular lifestyle and the art of individuals, faith and background, and other aspects of the individual’s lifestyles, is called a category of tourism linked to the community of a region or state. The tourism industry in this regards involves the attractions and entertainment services such as theatres and galleries in small and significant traditional towns and urban areas. Furthermore, this also involves tourism to rural areas in order to demonstrate traditions and customs as well as the way of life and principles of local cultural groups. This is generally agreed that there are growing numbers of cultural tourists who tend to adapt and to accept the cultural lifestyle in Malaysia. WITH REGARDS TO THE GROWING WORLDWIDE POPULARITY CULTURAL AND LATEST STUDY, which has underlined its role, regional development can be strengthened in several parts of the world (Pearson, 2001). Culture has many meanings, and all people are affected by their thoughts, beliefs, behaviours and rational and planned behavioural patterns in culture. Culture does not occur on its own and is genetically-inherited, which has never been transmitted by a society’s participants. Hofstede (2011) describes culture as the “collective conditioning of the mind that makes representatives of one class distinct from the other,” that moves from generation to generation and always varies as every community contributes something to its own before it passes on. It is common to take for granted that the community is the only one, or at least the first one, and is thought to be right (Tarofder et al., 2019; Raisal et al., 2019; Ulfah et al., 2019; Pathiratne et al., 2019). Culture is a complex concept, and in the literature, there has been no single definition of it. The following description guides this analysis, from the many possible definitions considered: culture is a series of universal and lasting significance, values and beliefs that define and direct the actions of racial, ethnic or other groups (Strauss-Hughes, Heffernan, & Ward, 2019). Culture is a notoriously hard term. In 1952 Kroeber and Kluckhohn, the American anthropologists, critically examined cultural concepts and definitions and drew up a list of 164 definitions. In Apte’s Encyclopedia of Languages and Linguistics ten-volume, Apte (1994: 2002) summarized the problem as follows: ‘There was not an agreement between anthropologists in the early 90ies on the nature of culture, despite a century of efforts to define culture appropriately’ (Showkat, 2017).

2.3.2 HERITAGE

The preliminary debate should explore specific definitions of heritage and provide for this study an understanding of the word. The word heritage is used in a broad context, not only in the old buildings. The word patrimony is generally associated with the word inheritance, which means something that has been transferred from one generation to the next (Ong, 2016). Own patrimony includes things cared for and passed on to future generations by a person or a family. The emotional connection level is high and thus becomes a strong sense of belonging and pride. Nevertheless, heritage today is not only linked to human ancestry. The idea of heritage was expanded to include not just rural and cultural heritage but also urgent environments, architectural complexes and archaeological sites (Smith, Messenger, & Soderland, 2017). History is, therefore identified as something that belongs to us all (Mbembe, 2015). In this section, this study emphasizes only the question about built heritage in the restrictive sense of immovable patrimony, including archaeological sites, historical buildings and historical urban centres (Kumar, 2018). The importance of cultural capital is not limited to cultural capital which embodies the community in its social, historical or cultural dimension. A straightforward definition might define the building as a historic building with a cultural or historical aspect that would explain its survival for the generation to come, and also as contemporary landmarks whose symbolic and cultural significance is high: houses or structures built by the kind of foreign architectural elite (Apple, 2017). Even in this context, heritage consists of a broad range of goods that change their designation over time and space, depending on the variety of dimensions included in the definition (symbolical, political, national identity-based, personal) (Higham, 2018). Thus, heritage is a social structure with unstable borders, with a double source of extension: historical additions and the extension of the concept of patrimony to other items (garden areas, industrial buildings) (Plevoets & Van Cleempoel, 2019).

2.3.4 TOURIST PERCEPTION IN HERITAGE AND CULTURAL TOURISM
MANAGEMENT

Concerning the National Heritage Assets Act (1999), heritage assets are of lasting value and demonstrate that the South African culture has its roots. They must also be managed carefully to maintain survival as they are worthwhile, finite, non-renewable and irreplaceable. A compromise must be sought in the responsible management of heritage and cultural tourist items between heritage preservation and the growth of tourism. Since South Africa has a clear need for more significant growth and transformation, the conflict between the preservation of cultural capital and the rapid development and extension of the tourism sector has been handled on an ongoing basis (Carter, 2012). The shortage of revenue streams for the preservation of nature from the sale of cultural products for tourists is a significant challenge. An integrated management strategy should, therefore, tackle the concerns of the patrimony and tourism goods and should then strike a balance through a specific plan for both patrimony and tourism (McKercher & Du Cros, 2002a,b).

1. RESEARCH METHODOLOGY

The study aims to investigate, using quantitative research methodology, the effect of promoting Malaysian cultural & heritage for international tourists and the survey method was used to collect the data. The public visited the museum worldwide, and 110 questionnaires were carried out on a suitable study (Creswell, 1994). SPSS analyzed data collected (Pallant, 2010).

![Figure 1 Study Framework](image)

**H1** Internalization (INT) is positively related to Interpretation (ITP)

**H2** Characteristic (CRT) is positively related to Interpretation (ITP)

**H3** Internalization (INT) is positively related to Effectiveness (EFF)

**H4** Interpretation (ITP) is positively related to Effectiveness (EFF)

**H5** Characteristic (CRT) is positively related to Effectiveness (EFF)

**H6** There is a Reciprocal Relationship between Internalization (INT) and Characteristic (CRT)

2. FINDINGS

The respondent is a domestic and international tourist visiting Malaysia and the museum to do their trade, holiday and meet their relatives. The survey took 110 people, and they travelled to airlines. The respondent’s population includes students, professionals, business people and others. These survey is using scale (strongly disagree=1, disagree=2, neutral=3, agree=4 and strongly agree=5). The questionnaires in this study were equally distributed between male and female respondents, with a ratio of 45.5% and 54.5% respectively. The questionnaires were distributed to few different nationalities of respondents consists of Malaysian, Eurasian, African, European, Asian, and American with Malaysian having the highest population of 31.8% and other nationalities are almost evenly distributed, who participated in the questionnaires. Majority of the respondents in this study was between 21-30 years old (47.3%) followed by 31-40 years old (29.1%). 30.9% of the tourists who participated in this study are Private Employees, while 20% are self-employed, and 34.5% were students. It was interesting to find that 78.3% of the tourists were undergraduate or lower and 22.7% with postgraduate education. It was also found that the majority of the tourists travel with their spouse, and the majority of the tourists chose budget airlines for their flight preferences with the least preferred way was through Water-Based Transportation method. It was found that 68% of the tourists purpose to visit was for leisure or holiday, and 49% of the tourists sourced their travel-related information through the social media with only 1.8% through the travel agent. 92.7% of the tourists had no cultural & Heritage Site experience gathered from visiting a museum. Majority of the tourists had their first experience visiting the Malaysian Museum in this study. Besides, it was found that 63% of the tourists find that museum’s interpretive content is based on appropriate research whereby, it was further found that 68% of the tourists agree that the museum preserves, interpret and promote the natural and cultural inheritance of humanity with a high level of quality in its interpretive activities. Majority of the tourists also agree that interpretation is a dynamic communication process designed for audiences to reveal the real meanings and to understand the cultural heritage in Malaysia. Finally, 65% of the tourists agree that the museum understands the characteristics and needs of its existing and potential audiences. On the other hand, the tourists also agree that the Museum is better suited than any other public entity to help explore connections of the local to the global, create agreements with communities, government and corporations for projects to improve the community, engage with many communities and actively develop new audiences globally. Furthermore, in this study, the tourists visited the Malaysian Museum agree that the development of technology has transformed and improved the way the Museum operates and engages with the public. It is also agreed that the international strategy enables museums to increase their revenue. However, the Museum needs more studies to identify what factors to consider for tourist satisfaction and cultural & heritage sustainability. Further to that, the developments in technology offered a variety of home entertainment, and an exhibition with the latest techniques such as interactive or 3D is proven effective and successful. Also, it was agreed that there is a world demand for educational experiences of high scientific value. Moreover, in understanding the Museum visitors’ satisfaction, 95% rated that they had good and excellent experience with their visit to the museum and only 5% rated as fair. From this study, it was noted that even
though the majority of the visitors are satisfied. Yes, there is still a need to continuously improve the experiences of visitors as part of sustaining the tourism industry. On the other hand, the dimensionality of the Internalization (INT), Characteristic (CRT), Interpretation (ITP) and Effectiveness (EFF) were sought through a principal component analysis (PCA) after which a confirmatory factor analysis (CFA) was conducted to confirm the dimensionality obtained through PCA. The PCA was to explore the underlying dimensions of Internalization (INT), Characteristic (CRT), Interpretation (ITP) and Effectiveness. First, the statistical assumptions of PCA were tested. The exercise revealed that a substantial number of variables were correlated (r ≥ .50). Besides, the two measures for inter-correlations among variables supported the use of PCA (Hair et al., 2010; Kline, 2011; Kothari, 2004; Neuman, 2007). Bartlett’s Test of Sphericity was statistically significant [4190.487, p = .000], while the Kaiser-Meyer-Olkin (KMO) measure of the sampling adequacy (MSA) was .857, indicating that the inter-correlations were sufficient for PCA (Pallant, 2007). PCA with Varimax rotation was performed on the data collected. Four latent factors were extracted with eigenvalues greater than one, explaining 55.70% of the total variance. Thus, the results show that four latent factors were successfully extracted on 29 items. The internal consistency of all the factors was obtained by computing the Cronbach’s Alpha coefficient on the four extracted factors was retained by PCA. Given the guidelines by researchers (Cronbach, 1951; Sekaran & Bougie, 2010), Cronbach’s Alpha was employed to estimate the reliability of the extracted factors as presented in Table 1. All four factors [Internalization (INT), Characteristic (CRT), Interpretation (ITP) and Effectiveness (EFF)] had good reliability indices of .909, .833, .827 and .833, respectively.

At this point, this research has adopted structural equation modelling (SEM), which is a comprehensive approach to find the relationship between the factors (Byrne, 2010). In SEM, before examining any specific relationship, the researcher must determine the overall model fit (Hair et al., 2010). The researcher must either accept or reject the entire model. Hence, before to set off to the path analysis, the study went for a measurement model to justify if the model defines the constructs adequately. The similarity between the measurement model and the full (path) model is also necessary for depicting the different sorts of the validity of the analysis (Byrne, 2010). Among the many statistical pieces of evidence, some are treated as relatively crucial in seeking the overall model fit for the complete structural model (path analysis). In depicting the overall model fit, the research should report χ2 (Chi-square) and the degree of freedom with p-value along with incremental index (at least one) such as CFI and one absolute index like RMSEA (Hair et al., 2010). This treated as the fundamental tools used to assess the overall fit measures. The calculated chi-square value depends on the sample size and the difference between the observed and model covariance matrix, which means that the lower the value is, the better at a certain degree of freedom and given “P” value. In the study, Chi-Square value is closed to the standard value at the given degrees of freedom and p-value shows the excellent fit. The number of items used in a model is also considered to justify the p-value of the model. For instance, if the number of items is more than twelve with the 250 or higher respondents (in this research, n=331), the significant p-value is expected. Comparative fit index (CFI) is one of the most used incremental indices used to examine the baseline comparison. Fundamentally, it measures the correlation and their average size in the given data. Higher the correlation between the variable is higher the CFI value. The expected CFI value is .90 and higher (close to 1). RMSEA is a kind of absolute index to assess the overall model fit. The value of .08 and less is expected for the excellent model fit while the value of .1 or more usually indicates the poor model fit. However, in social science research, the global fit indices are unrealistic as this only provides statistical fitness (Byrne, 2010; Hair et al., 2010). However, in social science, fitness should also be considered theoretically as well as practically. In this study, all these were taken into consideration. A complete path model is shown in the following Figure 2.

The hypothesized model was estimated by using AMOS adopting the Maximum Likelihood (ML) estimation on the data collected from the sample of 331 respondents involved at various Manufacturing, service and education sectors (GE) in West Peninsular Malaysia (n = 331). The results of the model were assessed using the goodness-of-fit indices and reasonableness of parameter estimates. The squared multiple correlations (SMC) of the indicators were also computed. The results from the SEM structural model showed the fitness level for the hypothesized model (Figure 2) [Absolute fit (RMSEA) = .070, Incremental fit (CFI) = .870; and Parsimonious fit (ChiSq/df) = 2.457]. The Normed chi-square (CMIN/DF), which is an attempt to reduce the sensitivity of chi-square to the sample size, was found to be 2.457, thus, within the recommended ≤ 3.0 value. The comparative fit index (CFI) was .870, indicating a lack of a satisfactory fit index for the hypothesized model concerning the uncorrelated model. The root means a square error of approximation (RMSEA) also

![Figure 2: Fit Indexes and Parameter Estimates of Hypothesized Model](image-url)
showed a good fit (.070) for the hypothesized model. For a good fitting model, RMSEA should be ≤ 0.08. Conversely, the parameter estimates of the hypothesized model, as shown in Figure 2, did not show any offending estimates (offence-free). All path coefficients were positively directed with reasonable magnitude. The causal path between the constructs was statistically significant at 0.001, but the path value of Internalization (INT) and Effectiveness (EFF) and Characteristic (CRT) and Effectiveness (EFF) were not statistically significant. Hence, it was further needed to examine the skewness and Modification Index (MI). It has been found that the skewness for the item Q33 was positive while other items’ skewness was negative. Thus, the item Q33 was deleted from further analysis. This is, however, justified methodologically (using AMOS) and theoretically.

The model was re-specified and re-ran again using AMOS (version 21.0). As shown in Figure 3, the goodness-of-fit indices of the revised model were sharply improved as compared to that of the hypothesized model. Thus, indicating that there were statistical discrepancies between the observed covariance matrix of the sample (observed data) and the implied covariance matrix of the population (revised hypothesized model). The Normed chi-square (CMIN/DF) showed a good fit for the revised model, with an index less than 3 (i.e. 2.411), supporting the consistency of the data to the revised model. The statistical significance of the χ² of the model may be due to the large sample size (n = 331). Moreover, the measure of RMSEA was .068, which is below the recommended cut-off of RMSEA ≤ .08 for the complexity of this revised model (Hair et al., 2010). Thus, RMSEA of .068 indicates the lack of any significant difference between the covariance matrix of the sample and the covariance matrix of population. In other words, the revised model adequately fitted the data. The CFI (.879) of the revised model also show the adequacy of the model fit, adding more evidence to support the goodness of fit of the revised model. The AMOS (Version 21.0) text output did not provide any further suggestion to modify the revised model. After this, open relationships are tested that sometimes is called confirmatory data analysis, is a hypothesis that is testable based on observing a process that is modelled via a set of random variables. A statistical hypothesis test is a method of statistical inference. Commonly, two statistical data sets are compared, or a data set obtained by sampling is compared against a synthetic data set from an idealized model. A hypothesis is proposed for the statistical relationship between the two data sets, and this is compared as an alternative to an idealized null hypothesis that proposes no relationship between two data sets. The comparison is deemed statistically significant if the relationship between the data sets would be an unlikely realization of the null hypothesis according to a threshold probability, the significance level. Hypothesis tests are used in determining what outcomes of a study would lead to a rejection of the null hypothesis for a pre-specified level of significance.

**Table 2: Hypothesis Testing (Maximum Likelihood Estimates)**

<table>
<thead>
<tr>
<th>Variable</th>
<th>Relationship</th>
<th>Estimate</th>
<th>S.E.</th>
<th>C.R.</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interpretation</td>
<td>--/&gt; Internalization</td>
<td>.440</td>
<td>.119</td>
<td>3.713</td>
<td>***</td>
</tr>
<tr>
<td>Interpretation</td>
<td>--/&gt; Characteristic</td>
<td>.468</td>
<td>.084</td>
<td>5.603</td>
<td>***</td>
</tr>
<tr>
<td>Effectiveness</td>
<td>--/&gt; Interpretation</td>
<td>.286</td>
<td>.075</td>
<td>3.823</td>
<td>***</td>
</tr>
<tr>
<td>Effectiveness</td>
<td>--/&gt; Internalization</td>
<td>.176</td>
<td>.096</td>
<td>1.831</td>
<td>.06</td>
</tr>
<tr>
<td>Effectiveness</td>
<td>--/&gt; Characteristic</td>
<td>.129</td>
<td>.070</td>
<td>1.842</td>
<td>.05</td>
</tr>
<tr>
<td>Internalization</td>
<td>--/&lt; Characteristic</td>
<td>.045</td>
<td>.015</td>
<td>3.052</td>
<td>.00</td>
</tr>
</tbody>
</table>

**Table 3: Standardized Regression Weights: (Default model)**

<table>
<thead>
<tr>
<th>Variable</th>
<th>Relationship</th>
<th>Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interpretation</td>
<td>--/&gt; Internalization</td>
<td>.250</td>
</tr>
<tr>
<td>Interpretation</td>
<td>--/&gt; Characteristic</td>
<td>.419</td>
</tr>
<tr>
<td>Effectiveness</td>
<td>--/&gt; Interpretation</td>
<td>.350</td>
</tr>
<tr>
<td>Effectiveness</td>
<td>--/&gt; Internalization</td>
<td>.122</td>
</tr>
<tr>
<td>Effectiveness</td>
<td>--/&gt; Characteristic</td>
<td>.141</td>
</tr>
<tr>
<td>Internalization</td>
<td>--/&gt; Characteristic</td>
<td>.220</td>
</tr>
</tbody>
</table>

Total six hypotheses were also answered by goodness-of-fit indices showing that Internalization (INT) and Characteristic (CRT) substantially influence Interpretation (ITP) into the various manufacturing, service and education sectors in West Peninsular Malaysia. Moreover, it also shows the influence of Interpretation (ITP) on Effectiveness (EFF). However, the results did not support the second and fourth hypothesis that relate to the influence of Internalization (INT) on and Effectiveness (EFF) and the influence of Characteristic (CRT) on Effectiveness (EFF). The last research hypothesis was also addressed. It was revealed that there is a significant positive reciprocal relationship exists between Internalization (INT) and Characteristic (CRT). The main findings of the study are summarized in Table 4.

**Table 4: Summary of the Main Findings of the Study**

<table>
<thead>
<tr>
<th>H(x)</th>
<th>Hypothesis</th>
<th>Finding</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>Internalization (INT) is positively related to Interpretation (ITP)</td>
<td>Accepted</td>
</tr>
<tr>
<td>H2</td>
<td>Characteristic (CRT) is positively related to Interpretation (ITP)</td>
<td>Accepted</td>
</tr>
<tr>
<td>H3</td>
<td>Internalization (INT) is positively related to Effectiveness (EFF)</td>
<td>Rejected</td>
</tr>
<tr>
<td>H4</td>
<td>Interpretation (ITP) is positively related to Effectiveness (EFF)</td>
<td>Accepted</td>
</tr>
<tr>
<td>H5</td>
<td>Characteristic (CRT) is positively related to Effectiveness (EFF)</td>
<td>Rejected</td>
</tr>
<tr>
<td>H6</td>
<td>There is a Reciprocal Relationship between Internalization (INT) and Characteristic (CRT)</td>
<td>Accepted</td>
</tr>
</tbody>
</table>
The findings of this study are formulated for the hypothesis based on the research questions of this study. The findings of this study are based on all the variables of a conceptual framework, data collection and data analysis. According to the analysis of the data where it was found out that most of the manufacturing, service and education sectors in West Peninsular Malaysia are operated in a structured way. Moreover, the next section will provide an extensive discussion.

3. CONCLUSION

The analysis of assessing the effectiveness of Kuala Lumpur’s National Museum has been distilled into three variables that support Malaysian culture and heritage in the context of internalization, museum features, and concerns and challenges that have been addressed. The first factor was the highest percentage of respondent satisfaction. This factor has assessed the National Museum’s success in promoting Malaysian culture and heritage to international and local visitors in a highly accepted way. The highest contribution is the reliability test (82 per cent). It implies that the respondent is pleased with the museum’s knowledge and transmission of output and data. In short, the findings in this research show the factors that are internalization, characteristics, and issues and challenges that have a significant relationship with the National Museum’s effectiveness in promoting Malaysian culture and heritage. All of these independent variables play an essential role in increasing the number of visitors to the museum. Besides, this dissertation has provided useful information to researchers for future studies. Future and current studies need to concentrate on other factors affecting Malaysian culture and heritage knowledge for tourism. Therefore, information and data can be accessed through the next generation. Kuala Lumpur’s National Museum’s success in supporting Malaysian culture and heritage has a positive impact on the experience of visitors. Satisfaction varies depending on their cultural, household and other interests, or perhaps because the survey is commonly dispersed, some respondents prefer to look at their interaction during the visit compared to the service rendered to the tourists during visits. As a conclusion of this report, our research results revealed that our independent variables Promoting Malaysian Culture & Heritage have a significant positive correlation with our dependent variable, the National Museum Kuala Lumpur’s Effectiveness. Our independent variable tested in our research is the Internalization variable, National Museum Leonardo da Vinci’s success in promoting Malaysian culture and heritage has a positive impact on the experience of visitors. Therefore, information and data can be accessed through the next generation. Kuala Lumpur’s National Museum’s success in supporting Malaysian culture and heritage has a positive impact on the experience of visitors. Satisfaction varies depending on their cultural, household and other interests, or perhaps because the survey is commonly dispersed, some respondents prefer to look at their interaction during the visit compared to the service rendered to the tourists during visits. As a conclusion of this report, our research results revealed that our independent variables Promoting Malaysian Culture & Heritage have a significant positive correlation with our dependent variable, the National Museum Kuala Lumpur’s Effectiveness.

4. REFERENCES


[21]. Ong, A. (2016). Building on Shifting Sand: The Contested Terrain of Urban Heritage Legislation in...
India, Hong Kong and Singapore. Sing. L. Rev., 34, 219.


