

# Role of Social Media in Transforming the State Museum of Negeri Sembilan, Malaysia

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## ABSTRACT

This study investigated the relationship between five factors of service quality on visitor's perception towards the State Museum of Negeri Sembilan services. There were 489 respondents chosen for the analysis. Managerial implication expected the consideration of whether The State Museum of Negeri Sembilan services is a reasonable and meaningful visitor expression in particular service context, the necessity of focusing on surprising level of perception when attempting to predict decision making and potentially separate strategies for including experience and intention. Findings of this study will benefit the State Museum of Negeri Sembilan higher management, State Government, Federal Government, Government agencies, policy maker, students and university by creating insight into visitor perception, intentional behavior and finally building the decision to visit The State Museum of Negeri Sembilan.

**Keywords:** state museum, Nigeria, social media, transformation, visitor's perception.

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## INTRODUCTION

The strategy towards the new era in which rapid changes takes place in the society, emphasized that the museum should be aggressive as the museum reflect the dynamic quality of culture and therefore the museum should play its active and dynamic role accordingly. The Museum industry is believed to have very good potential to become one of the major sources of income for the country. The National museum, the rice museum, Malacca Museum and Islamic art museum are good examples of that support and contribution. In its effort to increase visitors, it is imperative that Museums should reinvent themselves to ensure not only their survival and relevance, but also their future development. The changing role of a museum must take place from being seen as relics of the past to the one that is essential for the future. Museum's website, Facebook and Twitter are all common features but having them is not enough as the website must be attractive and dynamic, and provide some form of feedbacks and suggestions (Ahmad & Popa, 2014; De Silva et al., 2018a; De Silva et al., 2018b; Nikhashemi et al., 2013).

Malaysia's museums have come a long way since 1883 when the British first set up the Perak Museum (Malaysia Track, retrieved on 2013). This is a clear testimony of the museums commitment towards ensuring continuity sense and ties with Malaysian rich history. With this, Museums in Malaysia, at least, will remain as living institutions, and certainly not as mere relics of the past. The existence of museums are very much part of the contribution towards the future. They are not only exhibits from the past, but they also safeguard the treasures for the future generation (Arshad, Shahifullah, & Zulkarnain, 2017; Dewi et al., 2019; Pambreni et al., 2019; Tarofder et al., 2017).

It is the mission of the Museum's Board of Directors to provide efficient and effective service in its effort to attract as many visitors to the Museum as possible. The Museum's Board of Director's has also a vision to turn the museum into a famous and attractive tourist centre for local and

international visitors exhibiting the complete history and culture of Negeri Sembilan. Currently, there are four Museums managed by the Museum Negeri Sembilan Board of Director which comprises of the State Museum in Seremban, The Royal Museum of Seri Menanti, the House of Zaaba in Batu Kikir and Replicas Museum of Raja Melewar in Rembau. Besides this, there are other museums which are managed by other agencies such as the Armed Forces Museum, The Armoury Museum, Lukut Museum and Cultural Museum of Jelebu. Apart from this, Museum Negeri Sembilan Board of Directors also helps to refurbish, restore and manage the historical heritage and culture of Negeri Sembilan. The historical heritage falls under different category such as tombs, buildings, historical sites and monuments. Besides this, the Board also strives to strengthen the practices of the matrilineal system culture. To achieve this, the Board has produced books, pamphlets, bulletin and other forms of publication which touch of the Adat Perpatih and still strongly being practiced here in Negeri Sembilan.

A powerful tool for cheaper communication is social media. The social media allows people to share photo, publish and converse online with tools such as sites, podcast, wikis, bookmarks and blogs (Bernstein, 2008). Russo, et al., (2008) mentioned that social media becomes important just because the idea of social networking in which refers to the ability of user creating a profile by themselves in online places and socialize among the peoples by using a range of social media tools such as images, tagging, video, blogs, forum, messaging and lists of friends (Kelly, 2009). The Web 2.0 is a platform emerging of common share in World Wide Web in which known as people's interaction on the web. The social networking sites and activities are:-

- Chats or Instant messaging (IM) features on most social networking sites including of Facebook, Tweeter, MSN, Yahoo, Ning, Bing, Whatsapp, Wechat and etc.

- Virtual world such as Habbo Hotel and Second Life through creating a virtual identity.
- Microblogging on Twitter.
- Saving favourite websites such as bookmarking
- Photo sharing on Google image, Flickr, and etc.
- Video sharing on You Tube
- Blogging on Blogger and Wordpress
- Creating profile or description of personal profile on Facebook, LinkedIn and eBay.

Social media for museum is a personal access domain of audience and they feel attended by the museum personally. In other words, it seems to explain that the visitor turns to be an attendant and all the way he or she will contribute for participating and supporting of activities organized by the museum. Museum should take into consideration to offers web site and social network to everybody especially to public, researchers and student to access from internet. Furthermore, websites and social networking are reliable platform to spread and distribute information as well as cultural contents. Past studies identified that museum who create social media platform would develop the sense of new world era in spreading the world around from individual to the society. In other words by creating social media platform, the museum will gets visitor's feedback and responds that would be credits and benefited to the museum in understanding the needs and wants of visitor (Du, 2014; Doa et al., 2019; Maghfuriyah et al., 2019; Nguyen et al., 2019).

The top five social media surf by Malaysian citizen which indicates that Facebook is most popular site visited by people in Malaysia by 75.5% reachable. Yahoo stands for 56.5%, blogspot for 42.4%, live.com for 21.8% and MSN for 19.7%. Malaysian spent more time in social networking site with everyday faceless friends is more than real friends. They communicate through of social networking friends more than in person with offline family communication or gathering.

The Web site has great potential to serve the challenges faced by museum in relations to access and audience development. However The State Museum of Negeri Sembilan website lacks the marketing tools to enable them to promote and attract visitors to come to the State Museum. Focusing on the effectiveness of the present website The State Museum demonstrated the fulfilment of content, security, participation, services and covering almost all aspects of the usability set by Malaysian Government Portals and Websites requirement, but it doesn't confine to the activities organized by the State Museum instead. Therefore, the website lacks promotion and the dissemination of knowledge to the public. Since the website of Museum in Negeri Sembilan is owned by the State Government therefore some of the response from the comments may have to be filtered by the publisher and only moderate comments are to be accepted and posted. By choosing this website, the researcher hopes to share some innovative and interesting concept with the management of Museum by adding new ideas in the presentation on cultural heritage concept through this website in order to get more people to come and visit the museum of Negeri Sembilan which in returns generate more income to the Museum especially on special exhibition brought to the state Museum (Hardey, 2001; Pathiratne et al., 2018; Rachmawati et al., 2019; Seneviratne et al., 2019; Sudari).

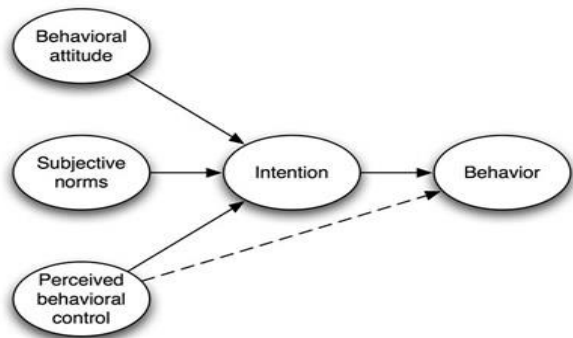
Rapid changes have taken place caused by the development from protected economic policies to free market economies. These economic changes and development have profound impact on the social and cultural elements in particular developing countries. The era of globalization or 'digital age' has expanded economic potentials and opened new job opportunities and as a consequence, keener competition and quick turnover and mobility of capital and services that is in the field of communication, tourism and heritage have materialised (Hew, Leong, Ooi, & Chong, 2016).

Lately, new concepts have been born, as if the worlds knows no bound of "a borderless world" where there are no boundaries between the culture of one nation and the other and there is "one world development" that knows only one kind of development for all races of the world and global sourcing to utilize the world success. One of the few examples of the respective organization is "The Museum with No Frontiers"(MWNF). Its aim and vision is to organize exhibitions without moving their work of art but through exhibition trails and in a virtual environment. "This organization was founded in 1995 as a result of the Barcelona Declaration which main goal is to promote cooperation in the fields of cultural heritage, tourism and education among participants country". Over 500 partners from 21 countries from Europe, North Africa and the Middle East participate in this project (Museum with No Frontiers, 2013). The consequences among others are changes in the system of values and norms that are being replaced by new ones, even though but at the same time, not all old values and norms should be dismissed. Many new cultural elements have proved to have positive influence on our culture and have enriched as well as enhanced it.

Theory of Planned Behaviour (TPB) is an extended theory from TRA in which consist of three components that explain further intention to behave and thus behave itself, for instant attitude, subjective norm and perceived behaviour control. This theory was developed by past literature in replacing of Theory of Reasoned Action. Under TPB assumption that behaviour is determined by ability of individual's in making intention and this attention is determined by attitude and subjective norm. Both of these elements are a function of belief (Huang & Lu, 2017).

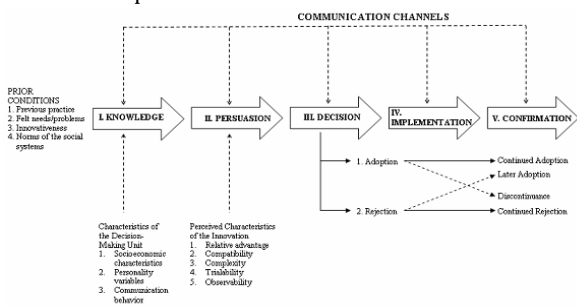
According to TPB, this model explained that to predict behaviour is under individual's control not the circumstances behaviour beyond control. Thirdly, perceived behaviour control refers to individual's perceived ease or difficulty of making intention to purchase. Extended to that theory, this research will add on other variables which are trust and knowledge in extension to the theory (Hussain, Mosa, & Omran, 2017; Nikhashemi et al., 2017; Tarofder et al., 2019; Ulfah et al., 2019; Tarofder et al., 2016; Udriyah et al.). Thus, this study will explain the factors that influence intention to purchase among consumers. Below is the Theory of Planned Behaviour framework:-

## LITERATURE REVIEW



**Figure 1: Theory of Planned Behavior**

This model introduced by past studies in explaining of innovation's description as an idea, projects or practice as it perceived by an individual or other people of adoption as new technology. An individual perceived as a new technology even though the innovation have been existed for long time ago then it still consider as an innovation for them. An innovation is an intangible such as pedagogical or methodology design and also could be tangible such as products. The Diffusion of Innovation Model (DIM) is the process of innovation in which spread by communication channels among the members over time by using of a social media platform.



**Figure 2: Five Stage of Diffusion of Innovation Model**

Figure 2, shows innovation decision process created by past studies in which describes the process involved in deciding whether to adopt or reject of such innovations. There are five elements of process; knowledge, persuasion, decision, implementation and confirmation.

**i. Knowledge**

First stage is knowledge, in which an individual awareness of availability in information regarding the technology. Visitors notice the existence of technology in advertisement channel, friends, magazine or thru website. Rogers (2003) identifies three stages:-

- **Awareness knowledge**

This refers to the individual knowledge about the existence of innovation. An individual would be motivated by themselves to learn more about the innovation and at the same time to adopt it.

- **How-to knowledge**

This refers to information on customers should have sufficient level of how to knowledge prior to the trial of this innovation.

- **Create new knowledge**

This refers to principle functioning on describing on why and how innovations work. The innovation can be adopted without this knowledge, however the innovation misuse could discontinue of innovation.

**ii. Persuasion**

The second stage is persuasion in which visitor begin with showing interest by seeking information about feature, costs, technology and reviews. Individual knowledge about innovation could shape his or her attitude and such, persuasion will follow together with knowledge stage in innovation decision process. This occurs because of individual positive or negative attitude towards innovation. Knowledge is more cognitive while persuasion is more affective. Thus, the individual is more sensitive during the persuasion stage.

**iii. Decision**

In this stage the individual in the process whether to choose or to reject the innovation. Usually in this stage, more individuals wanted to try the new innovation and visitor would choose to adopt an innovation more quickly compare to others. However visitor might do rejection and this is possible in every stage of innovation decision process.

**iv. Implementation**

In this stage, innovation is to be transformed to practice and uncertainty of the outcomes become as a problem. To reduce the degree of uncertainty, technically, implementers need helps from the building founder. Rogers (2003) further discussed that the more rapidly innovation adopted, the more reinvention takes place as computers as tools that consist of many possible opportunities and applications and becomes institutionalized.

**v. The conformation**

In this stage, the individual looks to support for the decision being made. The attitude becomes more crucial as individual may support or stay away from these messages. Later, discontinuity or adoption happens during this stage that depending to the individual attitudes and adoption of the innovations. Discontinues may occur in two conditions; replacement discontinues in which the individual rejects the innovation to adapt better innovation and disenchantment discontinues in which refers to individual being dissatisfied with its performance.

The distinction between both cost and quality seems to point out that cost is the important determinant source used. One major review on information seeking behaviour states that most researchers of communication have shown that ease of use or time required dictates information sources used by customers. Thus choosing among information sources that available starting with at least effort and does not use information quality as major criterion of selecting source. Rick Erwin, Director of the City Museum in St Louis, United States of America believed that social media is one of the most important tools for his museum to interact with the public. The traditional way of advertising sometimes fails to impress the public but alternatively the museum concentrated more on online as the most practical and cost efficient way to stay in touch with its audience. Other than that, they used Facebook and Twitter to promote, inform and entertain while hoping that the method. According to the report, as at February 2011, the City Museum had call upon all their Facebook friends and fans to their party in order to keep their friends and fan engaged online and in person. Rick Erwin also believes that by using social media will allow the public to feel closer to the museum and in turn become more invested in its uniqueness (Kamalipour & Friedrichsen, 2017).

In Newseum Washington, D.C, social Media is been used as a communication tool due to its applicable and easy to update and also disseminate a message quickly and cost effectively. With its budgets and staffs limitation, the Newseum make full use of its social media communication to increase visitor attendance and awareness among its visitors. For many people, especially the young, a museum does not have any attraction that would make them come to visit it. The display does not apply to their modern needs and techniques which results them to prefer more to their liking which is entertainment. Furthermore, museum publications is considered as dull and boring and circulate only among scholars and museum staff and not among the public at large who are interested in reading magazines that provide them with interesting items which are more to their interest. The other reason is also because most of the words used were not written in an easily understood language nor attractively presented (Hussain, Mosa, & Omran, 2018).

This situation becomes really disturbing in view of the rapid spread of information through TV media, parabola and internet which all present topical news and entertainment from all over the world without being censored, for all to watch, not to speak of the number of advertisement that make us a consumptive society. In anticipating these changes, because in the era of globalization, to attract visitors to come to museum is difficult. In addition, the web provides access to educational media, games, simulations, and scientific visualization. Museum such as The Exploratorium and Franklin Institute Science Museum make use of their websites to attract millions of users annually (Latysheva, Karlova, & Koryakina, 2015).

Past studies used of perceived usefulness as major determinant constructs. They have been augmented of TAM for further enhance by combining of TPB and TAM as direct determinant of intention behaviour are used as major determinant of strong evidence support and behaviour intention (Hussain, Musa, & Omran, 2019).

Thus perceived usefulness is a rational to use as direct determinant of usage behaviour in this study. Past studies strengthened the perceived ease of use by finding of e-learning self-efficiency concept to have indirect relationship effect on customer intention. They focused on perceived ease of use to better understanding of antecedents. In social media adoption, there has been limited research that intervention that has been lead to greater use and acceptance of internet and social media. The most popular and wider acceptance to be employed are IT adoption and internet usage such as social media. Due to the increasing trend towards using internet based marketing, business environment becoming more competitive (Nawaz, Afzal, & Shehzadi, 2013).

Past studies define intention as a persons' location on subjective probability dimension involving a relation between himself and some action. Moreover Armitage and Corner (1999) identify in their research that intention is motivation for individual in perform and engage in certain behaviour. The intermediate construct in Theory Reason Action (TRA) and Theory Planned Behaviour (TPB) is intention and seem to be significant determinant and predictor of behaviour. They identify a powerful model in predicting and explaining of customer intention to use m-commerce systems in which they are integrated with perceived trust construct with intention to use in TAM (Hussain et al., 2012). Furthermore, they eliminated of

attitude in order to simplify of the model. However, the findings of the research have been supported the appropriateness of integrating model in order to have better understanding on customer acceptance in m-commerce by individual and it has a greater ability to predict as well as to explain the behavioural intention of users to use an information systems with five construct developed in the model. Several researchers have proven that both empirical and theoretical support the existence for higher correlation between actual behaviour and intention to engage in behaviour. Thus, this variable in explaining the intention behaviour to be uses as an individual intention in using mobile data service has been adopted (Hussain, Musa, & Omran, 2018).

## METHODS

Mixed method integrates both quantitative and qualitative data. The relevant is that many data in quantitative study needs its techniques while the data in qualitative involves counting as well at some stage. It is very important to have in depth understanding in the study and to verify the findings in this study against one another. In achieving comprehensive understanding regarding the data collected, the data must be analysed in different angles; quantitative and qualitative.

Quantitative method is the best especially when it comes in the isolation and identifying the variety of information at specific moments in time while a good qualitative study can help to comprehend the issue in detail to fill the curiosity faced by the readers. Not only that, the complex questions and issues can be discussed and clarified. In qualitative, negotiating with real meaning interpreted from the society in their context will help the researcher to understand the concept of "social construction of reality. As this research is more related with social context, the quantitative and qualitative method will be used because this study is much related with social phenomenon where the data gained might vary. Besides, the samples for questionnaires are 500 students while 10 teachers were interviewed and all of them were randomly selected to make the results gained to be more natural.

The hypotheses tested in the demographic analysis in this research are as follows:

H1 There is a significant relationship between perceived ease of use and intentional behaviour

H2 There is a significant relationship between perceived service quality and intentional behaviour  
Data collection is the most important element in gaining the important information in this study. It determines the quality of the research and its success. From this data, the researcher can see deeper what lies behind the use of social media and internet among teenagers in Negeri Sembilan, Malaysia. Not only that, it helps the researcher to see the validity and reliability of the results with the literature review from others too. The evidence will be gained from the information given by the participants from the questionnaires and interviews done by the researcher.

The questionnaire is more practical where the big number of information can be collected from many participants in a short time and it can be considered as the cost effective way. Plus, there is limited effect on its validity and reliability which make the data to be elaborated in more scientifically and objectively than other form. The interviews are used to triangulate the statistical data to

produce a core description of experience and the analysis in interview is a cycle because the researcher repeated the process over and over again where one part of the analysis can be recalled back to the previous one in improving the understanding and each and every steps involved can give impact to the entire process. Before distributing the questionnaires and conducting the interviews, researcher ensured the participants are:

- i. Given the explanation on confidentiality
- ii. Have clear picture of the research
- iii. Agree to share everything that will be asked to them
- iv. The data collected will be kept confidential.

#### ANALYSIS

This section focuses on examining whether demographic elements namely – gender, age, race, education, monthly level, profession, frequent visit museum, mode of transportation, how did you hear about museum? and which social networking do you join? are significantly related to intention to use internet.

This test is to test the effect of gender (male and female) on intention to purchase. In statistics, one way ANOVA is a technique used to compare means of two or more samples by using the F distribution. This technique can be used only for numerical data and the element inside on variables is more than two example age, race, education, monthly level, profession, frequent visit museum, mode of transportation, how did you hear about museum? and which social networking do you join?

This findings indicates that there is significant differences in intention to purchase between two sector (t value = -1.576, P = 0.049). As the probability error is less than 0.05 ( $p=0.049 < 0.05$ ). This indicates that there is 4.9 percentages that similarity of score by respondents in gender that contribute to significant which is more less 5 percent in different. Therefore, genders of respondents do have any influence on intentional behaviour.

**Table 1: T-test between Gender and Intentional Behaviour.**

	t-test for Equality of Means									
	Levene's Test for Equality of Variances								95% Confidence Interval of the Difference	
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper	
Gender	3.900	.049	-1.576	487	.116	-.10391	.06592	-.23343	.02561	
Equal variances assumed			-1.576	487	.116	-.10391	.06592	-.23343	.02561	
Unequal variances assumed			-1.576	487	.116	-.10391	.06592	-.23343	.02561	

Table 1 shown one way ANOVA results that significant level at  $p=0.003$  which is the p value is less than 0.05. The results revealed that there is 0.3 percentages similarity interest between frequency visit museum groups which less than 5 percentage. This can be concluded that there is significant difference in intentional behaviour based on (F = 2.243,  $p=0.003$ ). Frequency visit Museum is influence on intentional behaviour.

**Table 2: ANOVA comparing Frequency visit Museum across Intentional Behaviour**

		Sum of Squares	df	Mean Square	F	Sig.
Frequency visit Museum NS	Between Groups	9.768	17	.575	2.243	.003
	Within Groups	119.880	468	.256		
	Total	129.648	485			

Table 3 reveals that the mode of transportation of respondents does not have an influence on intentional behaviour. The one way ANOVA table indicates that there

is no significant difference in intentional behaviour and mode of transportation of the respondent ( $F=0.732$ ,  $p=0.770$ ). The result indicates that there are 77 percentages in similarity score by mode of transportation factor which is more than 5 percentages. Since the P value is more than 0.05, thus mode of transportation group is significant difference over intentional behaviour.

**Table 3: ANOVA comparing Mode of transportation across Intentional Behaviour**

		Sum of Squares	df	Mean Square	F	Sig.
Mode of transportation	Between Groups	1.649	17	.097	.732	.770
	Within Groups	62.392	471	.132		
	Total	64.041	488			

Table 4 the one way ANOVA shows that significant level at  $p = 0.809$ . This indicates that the similarity of score among hear about Museum are 80.9 percentages which more than 5 percentage. Since the p value is above 0.05, this can be concluded that there is no significant difference in intentional behaviour based on "their hear" about Museum group ( $F = 0.695$ ,  $P = 0.809$ ). Thus, hear about Museum does not have any influence on intentional behaviour.

**Table 4 - ANOVA comparing Hear about Museum group across Intentional Behaviour**

		Sum of Squares	df	Mean Square	F	Sig.
How did you hear about us?	Between Groups	22.246	17	1.309	.695	.809
	Within Groups	887.145	471	1.884		
	Total	909.391	488			

Table 5 the one way ANOVA shows that significant level at  $p = 0.166$ . This indicates that the similarity of score among social networking are 16.6 percentages which more than 5 percentage. Since the p value is above 0.05, this can be conclude that there is no significant difference in intentional behaviour based on their social networking group ( $F = 1.228$ ,  $P = 0.238$ ). Thus, social networking group does not have any influence on intentional behaviour.

**Table 5: ANOVA comparing Social networking group across Intentional behaviour**

		Sum of Squares	df	Mean Square	F	Sig.
Which social networking do you join?	Between Groups	12.565	17	.739	1.334	.166
	Within Groups	260.961	471	.554		
	Total	273.526	488			

This value was then categorized to the following to indicate their level of perceptions towards all variables:

- 1.0 to 2.33 = Low
- 2.34 to 3.63 = Moderate
- 3.64 to 5.00 = High

It is found in table 5 that attitude towards intention to purchase among respondents were high score of mean (mean = 4.13, sd = 0.60). For perceive behaviour control towards intention to purchase were score high (mean = 3.88, sd = 0.68). Subjective norms variable is holding moderate correlation (mean = 3.20, sd = 1.09), trust variable is score for high correlation (mean = 3.82, sd = 0.52) and perceive price variable have high value of mean (mean = 3.67, sd = 0.72). Therefore, most of the respondents have the perception to intention to purchase. Hypothesis four is to study about relationship between perceived usefulness and intentional behaviour. Below is the hypothesis statement:-

H1: There is a significant relationship between perceived ease of use and intentional behaviour

Table 5 above shows that the results of Pearson Correlation test has been conducted between two dimensions of perceived usefulness and intentional behaviour. The results state that there is significant value between these two dimensions as the p value smaller than significant value, ( $p=0.000$  which  $< 0.05$ ). The results revealed that there none of the respondents did not agree with perceived ease of use and intentional behaviour (Nawaz, Azam, & Bhatti, 2019). Therefore, all respondents are in agreement to perceived ease of use as contributor to intentional behaviour. Furthermore there is moderate correlation between these two dimensions as correlation coefficient is at (0.513). Thus H1 is accepted.

Another hypothesis tends to study the relationship between perceived service quality and intentional behaviour. Below is the hypothesis:-

H2: There is a significant relationship between perceived service quality and intentional behaviour

Tables 5 show the correlation analysis result of perceived service quality and intentional behaviour. Since both variables are interval, Pearson Correlation test was conducted. There is a positive correlation between critical success factor of perceived service quality and intention to use internet with significant value of 0.000 which is  $< 0.05$ . The results revealed that there is zero (0) percentages in which the respondents did not agree with perceive usefulness on intentional behaviour. Almost all respondents are in agreed to perceived service quality that contributes to an intentional behaviour (Nesi, Choukas-Bradley, & Prinstein, 2018). The direction is moderate high status whereby there is moderate high correlation which majority direction was back up by perceived service quality in intention. So H2 is accepted. Perceived service

quality and intention to use internet related with a moderate high correlation coefficient is at (0.638). As a conclusion from the hypothesis testing result, are information sources, quality of museum shows and exhibition, perceived usefulness, perceived ease of use and perceived service quality was significantly influence the perception to customers toward performing their intentional behaviour.

## DISCUSSION

H:1 There is a significant relationship between perceived ease of use and intentional behaviour

There is positive correlation between critical success factors of perceived ease of use toward intentional behaviour with significant value of 0.000 which is below 0.05. Thus, the H4 show that perceived ease of use was significantly influenced intentional behaviour (Nawaz & Hassan, 2016; Schweer & Sahl, 2017). It shows that when customers have gained an experience the ease in gathering access information, quality of amenities and facilities they will makes intentional behaviour towards Museum product; they would have more intention to buy it. This is consistent stated that trust on facilities has significantly positive influence on belief (Schmitz Weiss & Higgins Joyce, 2009).

This hypothesis is to study the relationship between perceived customers service toward intentional behaviour. Therefore it is to predict of customers service will significant intentional behaviour.

H2: There is a significant relationship between perceived service quality and intentional behaviour

The result of study stated that perceived customers service has significant effect on intentional behaviour. Among other variables this is the highest in correlation coefficient  $r=0.638$  at significant level of 0.000. Score for regression value ( $\beta = 0.601$ ) for H5. It show that a positive relationship between the variable. This result is supported by previous study on the study of customer's service to customers' satisfaction.

The result is consistent with the present study. This can be concluded that people experience on customer service can influence intention to purchase. In today business world intensive customer service has advantage capability to increase intentional behaviour to perform intention to purchase (Pietsch & Clark, 2014).

## RECOMMENDATION

This research provide valuable insight for State Museum of Negeri Sembilan and government agencies by indicating perceived service quality as the most important dominants of creating intentional behaviour among the nine predictors. The findings of the study suggest that creating a positive perceived service quality towards intentional behaviour may be significantly consideration for State Museum of Negeri Sembilan to increase consumer's intentional behaviour. These give the management of State Museum of Negeri Sembilan an insight to develop effective marketing strategies to satisfy that value of potential customers.

Another suggestion to State Museum of Negeri Sembilan is to study about future market development of museum has potential to expand and success in Malaysia. Implies in this view the higher management of State Museum of Negeri

Sembilan need to develop strategies to compete with their competitors.

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