

Visitor Motivation to the Tun Jugah Foundation Gallery

Shaik Azahar Shaik Hussain¹, Mohd Irfan Hazrain Kamuruddin¹, Nazfieziana Anak Jelias¹

¹University Malaysia Sarawak, Malaysia

ARTICLE INFO

Article history:

Received June 7, 2022

Revised Oct 8, 2022

Accepted Dec 1, 2022

Keywords:

Motivation,
Visitor,
Tun Jugah Foundation Gallery,
Factor,
Perception

ABSTRACT

This study has focused on visitor motivation in visiting the Tun Jugah Foundation Gallery and identifying the pull factors and push factors driving the Tun Jugah Foundation Gallery. The research objectives that have been focused on are to identify the motivation that influences the visitor, study visitor perceptions, and analyze the level of visitor satisfaction towards the Tun Jugah Foundation Gallery. In addition, quantitative methods such as distributing questionnaires to 384 respondents around Kuching and Tun Jugah Foundation Gallery building were conducted. In conclusion, this study found that Tun Jugah Foundation Gallery is one of the institutions that still maintains the uniqueness and authenticity of the traditional culture of Iban society today.

Conflict of Interest:

None

Funding:

None

Corresponding Author: Mohd Irfan Hazrain Kamuruddin, Universiti Malaysia Sarawak, Faculty of Applied and Creative Arts, 94300 Kota Samarahan, Sarawak. Tel. +60-19-4830231. E-mail: mohdirfanhazrain@gmail.com.



© Shaik Azahar Shaik Hussain, Mohd Irfan Hazrain Kamuruddin, Nazfieziana Anak Jelias

This is an open access article under the CC BY-SA 4.0 international license.

1. Introduction

This study is a study conducted by researchers on visitor motivation to Tun Jugah Foundation. Researchers focus on factors affecting visitor arrival to visit the Tun Jugah Foundation. Therefore, several factors affect the visitor's arrival. Among the factors are pull factors and push factors. Attraction factors are used to describe the choice of a tourist destination. Crompton (1979), the attraction factor is divided into two parts. Among the sections are oddities and education. The oddity is said to be a factor that can influence repetition visits, while education occurs when a traveler is forced to do multiple visits to a place to learn and learn a new one. Whereas the push factor is characterized by two separate decisions made to the first two sections of focus to go and the second part is where to go. Dann (1977), the repetition factor is more of an internal impulse that consists of elements of escape, oddness, and self-esteem.

Tun Jugah Foundation (2014) stated that Iban weaving is one of the major projects carried out by the Tun Jugah Foundation. It also investigates ways for improving the value and quality of woven textiles. Nowadays, the traditional methods of Iban ikat weaving are being abandoned since the advent of new technologies and modernization. Today, only a few weavers are still preserved using traditional methods. Tun Jugah Foundation also stated that preserving traditional patterns is of utmost importance because they identify the Iban society.

Besides, Iso-Ahola (1980) stated that internal factors and external factors are factors that influence the arrival of visitors to the Tun Jugah Foundation. Studies have shown that there are some changes in the behavior of visitors who are less interested in the museum. Among the examples is that the interest of visitors is reduced to go through each of the exhibitions provided by the museum as well as visitors who are not interested in exploring each of the artifacts displayed in each museum. In general, how visitors interact and are interested in

visiting a museum lies in the individual as well as factors related to the environment and services offered by a museum (Davey, 2005).

A strong attraction factor encourages visitors to visit the museum. This can also affect the repeat visits of international tourists to develop tourist destinations. In addition, this attraction factor can also help the museum in attracting local visitors to visit the museum. Not only that, another factor that can be seen is the uniqueness and variety on display can also attract visitors to visit the museum. Visitors nowadays want the variety and uniqueness that can be highlighted by a museum.

Furthermore, according to Davey (2005), defining that perception is the effect that will be obtained on the individual through sight. Next, this effect or impact will be analyzed and will be evaluated until the individual acquires meaning. The interest in museums and exhibitions has diminished as tourism progresses. This has sparked the phenomenon of a 'grim museum'. Generally, how visitors interact and are interested in visiting a museum lies with an individual as well as factors related to the environment and services offered by a museum (Davey, 2005).

1.1 Motivation

The word motivation comes from the Latin word, *movere* which means to move or move all the behavior and behavior of a person. Motivation is one of the motivators in an individual in doing or achieving self-esteem (Aziz, 2012). However, the behavior of an individual will not happen by chance but will be motivated or motivated by various factors such as internal factors and external factors. Lieper (2004) states that motivation is a force that can induce individuals to respond to needs, while the need refers to a lack of sense. The lack of sense can consist of emotions, encouragement, or words of the heart and cognitive process in determining a study.

1.2 Visitor

The word tourism comes from the Latin word *tornare* and Greek *tornos* which means the movement in a circle. According to Leiper (2004), it states that tourism is an open system that has links to a wide range of environments, human elements such as tourists, area elements of origin, destination areas and selected destination areas, economic elements of the tourism industry, and dynamic elements comprising from traveling individuals to stay away from their home for about a day.

According to The International Travel Organization (IUOTO) and the United Nations World Tourism Organization (UNWTO) as well as the International Council of Museums by stating any person traveling to another country from a place where he or she is outside the normal environment for some time over 12 months and the main purpose of the visit is other than an activity that gets paid from the country of visit.

2. Research Objective

1. Identify the factors that influence visitors' arrival at the Tun Jugah Foundation Gallery.
2. To study the perception of visitors visiting the Tun Jugah Foundation Gallery.
3. To analyze the satisfaction level of visitors who visited the Tun Jugah Foundation Gallery.

3. Literature Review

3.1 Push and Pull Factors

The understanding of the deep meaning and significance of the attraction factor and the push factor is very simple and easy to understand in explaining and explaining the motivation of tourists. Crompton (1979) explained that the meaning of attraction and repulsion factors as internal factors towards the individual self that will cause an individual to be attracted or open-hearted to travel for relaxation, stay away from normal routines, and so on. In fact, according to Yoon and Uysal (2005), the push factor's complexity in encouraging a person to travel is a necessity in one's sociopsychology, and the attraction factor is a motivational factor that inspires an individual to visit a destination.

Push factors according to Crompton (1979) are used to explain the selection of a tourist destination. Crompton explains that this factor is divided into two parts. Among the first parts are oddities and education. The strangeness is said to be an attraction factor that can influence repeat visits to tourists when tourists are willing to make another repeat visit to a destination just to revisit the place that does not exist in their own country. Education, on the other hand, occurs when a tourist must make many visits to a place just to find out and learn something new that is only available in one place.

Push and pull factors are generally characterized by two separate decisions made into two parts i.e., the first part is the focus on what to go and the second part is where to go. Dann (1977), states that once a vacation is determined, where to go, what to see, or what to do, is related to the specification of the destination that can be addressed.

According to Dann (1977), the repulsive factor is more in nature to an internal urge which consists of elements of escape, strangeness, and self-esteem. Any need for escape can be defined as the action of a person to distance or distance themselves for a while from the daily routine by deciding to visit a destination outside of their place of residence. On the other hand, strangeness brings meaning to the desire in an individual to find something new by visiting a new destination. This can be interpreted as coming out of the cocoon of one's life. In addition, self-esteem refers to the desire to gain recognition from others by recounting their travel experiences to people who have never traveled to the destination.

4. Results and Discussion

Objective 1: To identify the factors that influence the arrival of visitors to visit Tun Jugah Foundation Gallery

Table 1. Push Factors

Push Factors	Highest Data Rank
Occupy free time	254
Culture values	232
Be an option for holiday locations	227
Interest	312
Knowledge	317
Part of entourage schedule	191

Table 2. Pull Factors

Pull Factors	Highest Data Rank
Environment & services	300
Uniqueness	375
Price	244
Strategic location	232
Recommended by a friend or family member	242
Appreciation	351

In this data, the highest push factor influencing visitors' arrival at Tun Jugah Foundation Gallery is Knowledge, with 317 stating positively. Followed by Interest with 312 stating positive. Meanwhile, the highest pull factor influencing visitors' arrival to Tun Jugah Foundation Gallery is Uniqueness, with 375 stated positively. Followed by Appreciation, 351 stated positively.

Objective 2: To study the perception of visitors visiting the Tun Jugah Foundation Gallery

Table 3. Perception of Visitors Visiting the Tun Jugah Foundation Gallery

Perception	Data Represent Positive
The location of the building is close to the shopping centre	302
Comfortable spacious environment	240
Easily accessible elevator facilities	217
Knowledge information about culture	328
The quality of products produced is of high quality	261
Easily accessible transportation facilities	165
The uniqueness of the folklore of the Iban people	289
The uniqueness of Iban weaving	365

Based on Table 3 above, shows the perception of visitors who visit the Tun Jugah Foundation Gallery with the highest data representing positive which is the visitor tends to visit Tun Jugah Foundation because of the uniqueness of Iban weaving with 365 and 328 states positive with the Tun Jugah Foundation gives knowledgeable information about culture.

Most of the data shows very positive feedback from respondents about their perception of visiting the Tun Jugah Foundation Gallery. Cherry (2013) stated that perception of a person's experience as it relates to his feelings entails a combination of stimulant experience and activity as a response to the stimulant. Lee (2009) states that the image of the destination is the visitors' view of the tourist spot. Besides, perception is the way a person feels, thinks, and reacts to the information they get from their surroundings (Rossi et al., 2015). Chen (2015) also states that positive image perception from a destination has become the most popular option among the other options. As a result of the negative image perception, the number of visitors will decrease.

Objective 3: To analyze the satisfaction level of visitors who visited the Tun Jugah Foundation Gallery

Table 4. *Satisfaction Level of Visitors Who Visited the Tun Jugah Foundation Gallery*

	Satisfaction Level
Pleasant spacious environment (Tangible things)	259
Convenient parking facilities (Tangible things)	147
Friendly service from the staff (Respond)	300
Iban weaving exhibition that attracts visitors (Trustworthiness)	308
Publication of interesting Iban folklore books (Trustworthiness)	258
The traditional artifacts of the Iban community on display are well maintained (Guarantee)	318
The staff has in-depth knowledge of the Iban culture (Empathy)	345

Based on Table 4 above, 5 factors that influence customer satisfaction to visit the Tun Jugah Foundation gallery which are tangible things, response, trustworthiness, guarantee, and empathy. The options typically range from one end of the satisfaction level to the opposite, which is very unsatisfied, unsatisfied, neutral, satisfied, and very satisfied. The higher the number of responses for 'Satisfied' and 'Very satisfied', the higher the score. It implies that the visitors are happy with the products and services.

Based on the data that had been collected, the highest score for satisfaction level of visitors who visited the Tun Jugah Foundation Gallery which is the empathy factor that influences higher satisfaction level with 345 respondents. Follow by a guaranteed factor is the visitors who visit the Tun Jugah Foundation Gallery are very satisfied with the traditional artifact of the Iban community on display are well maintained with 318.

5. Conclusion

The Iban people's traditional culture has been preserved to this day. The Iban community's culture, way of life, Pua Kumbu cloth, as well as their dance and apparel, are still preserved today. Not only that, but the Tun Jugah Foundation is an institution dedicated to preserving the Iban community's unique culture, such as the publication of old Iban poetry books and Iban folklore books. This study was conducted to identify the factors that affected visitors visiting the Tun Jugah Foundation. Among the factors that drive visitors to the Tun Jugah Foundation are interested in visiting the museum, eagerness to get intuitive, and having become a holiday site. From the study, Tun Jugah Foundation needs to increase the promotion of disseminating information to visitors and communities. Promotion through mass media can help raise awareness of the Tun Jugah Foundation's community's interest in society. Aside from that, the Tun Jugah Foundation catalyzes the generational transition by introducing the younger generation to the Iban community's culture, which has been practiced from time immemorial. In the future, the Tun Jugah Foundation will be able to attract more visitors.

References

- Aziz, I. N. (2012). *Faktor-faktor yang mempengaruhi kedatangan pengunjung ke Muzium Sabah*. (Tesis Ijazah tidak diterbitkan). Universiti Malaysia Sarawak, Kota Samarahan, Malaysia.
- Carver, C. S., & Schier, M. F. (2003). A psychology of human strengths: Fundamental questions and future directions for a positive technology. *Annals of Tourism Research*, 1, 87-102.
- Chen, L. J., and Chen, W. P., *Tourism Management*, 48, 416–425, (2015).
- Cherry, K. (2013). *Perception and the Perceptual Process*. Retrieved April 11, 2017, from <http://psychology.about.com/od/sensationandperception/ss/perceptproc.htm>

- Crompton, J. L. (1979). Motivations for pleasure travel. *Annals of Tourism Research*, 6, 408- 424.
- Dann, G. M. (1977). Anomie, Eco-enhancement, and tourism. *Annals of Tourism Research*, 4(4), 184-194.
- Davey, G. (2005). What is museum fatigue? *Visitors Studies Today*, 8, 17-21
- Iso-Aloha. (1980). Motives of visitors attending festival event. *Annals of Tourism Research*, 1, 425-439.
- Lee, T. H. (2009) *Leisure Sciences*, 31(3), 215–236.
- Leiper, N. (2004). *Tourism Management*. (3rd ed). Australia: Pearson Education Australia.
- Majid, M. A., & Dimon, Z. (2012). Peranan motivasi terhadap pembentukan tingkah laku. *Malaysia Journal of Society and Space*, 3, 15-23
- Rossi, S. D., Byrne, J. A., Pickering, C. M, and Reser, J., *Geoforum*, 66, 41–52, (2015).
- Tun Jugah Foundation (2014) *Textile, Museum and Gallery*, <https://tunjugahfoundation.org.my/textile-museum-gallery/>
- United Nations World Tourism Organisation (UNWTO), Statistical Office of the European Communities, Organisation for Economic Co-operation, and Development (2008). International Recommendations on Tourism Statistic. New York.
- Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: A structural model. *Tourism Management*, 26(1), 45-56.

The Authors:

Shaik Azahar Shaik Hussain, Lecturer at Faculty of Applied and Creative Arts, Universiti Malaysia Sarawak. His research interests include Arts, Tourism, Business Management, and Science Tourism. Email: shazahar@unimas.my.

Mohd Irfan Hazrain Kamuruddin, Lecturer at Faculty of Applied and Creative Arts, Universiti Malaysia Sarawak. His research interests include Arts Management and Arts Tourism. Email: mohdirfanhazrain@gmail.com.

Nazfiezia Anak Jelias, Lecturer at Faculty of Applied and Creative Arts, Universiti Malaysia Sarawak. Her research interests include Arts Management, Arts Tourism, and Business Management. Email: nazfieziaanjelias@gmail.com.