A STUDY OF USING SOCIAL MEDIA AND INTERNET IN THE TRANSFORMATION OF THE STATE MUSEUM OF NEGERI SEMBILAN

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Abstract---The aim of this study is to investigate the impact of social media and internet on transformation of state museum. Visitor's intentional behaviour in creating perception and intention is an important factor for State Museum of Nigeria Sembilan in creating awareness and delivering history education using informal techniques. Emphasis on the importance of social media and internet information availability are now growing and becoming fast new market force in moving into mainstream market affecting and changing perception on how State Museum of Nigeria Sembilan should be conducted in delivering informal education in the visitor's point of view. Yet, the concept of social media and internet as platform for marketing tools in transformation of Museum's Nigeria Sembilan in term of service quality has not been given a clear practical foundation; and the antecedents and consequences of the concept of State Museum of Nigeria Sembilan, when manifest specific service context, have not been empirically explored. This research attempts to provide a first step towards establishing intentional behaviour basis for The State Museum of Nigeria Sembilan quality service, empirically testing its hypothesized antecedents, consequences and exploring the resulting implication as well as to explore the key elements dimension of visitor's perception. There were 489 respondents chosen for the analysis. Managerial implication expected the consideration of whether The State Museum of Nigeria 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.

Keywords---The State Museum of Nigeria Sembilan, Social media, Internet, Transformation, Visitor's Perception, Behaviour and Intentional Behaviour.

I.   Introduction

Museum has expanded in variety and exploded in popularity over the last few decades. The "International Council of Museums (ICOM) defines museum as non-profit making organization, permanent institution in the service of the society and its development, open to the public, which acquires, conserves, research, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purpose of study, education and enjoyment (ICOM, 2012)"**.** This comprehensive definition of Museum has not undergone any basic changes. Nevertheless museums, as institution of distinctive character, have achieved remarkable significance during the past several decades by breaking new grounds and fast becoming an indispensable instrument in the welfare of the society and to enrich the environment. Nowadays, the

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popularity and number of museum have grown and there has been a marked change in the role of our museum in society (Arshad, Shahifullah, & Zulkarnain, 2017; De Silva et al., 2018a; De Silva et al., 2018b; Nikhashemi et al., 2013).

Pablo Picasso, the greatest and most influential artist of the 20th century, who once said that, "Give me a museum and I'll fill it". However, in today's world, the most important factor to ensure the success of a museum is creativity, especially in the artefact presentation. The displays have to be attractive, with audio-visual and multimedia facilities. Museums must also be dynamic enough to have their own twinning programmes with other museums locally and globally, where exchanges of their respective treasures may take place. Special exhibition and constant changing of displays must be actively pursued.

The Museum of Nigeria Sembilan was established in 1953. The State Museum of Nigeria Sembilan is administered by the Nigeria Sembilan Board of Directors chaired by the State Secretary. The establishment of the State Museum was based on the objective to administer acquisition, restoration, management and exhibition of the state's heritage and culture that can inculcate awareness and appreciation among the members of society, students and tourists locally and globally. The objective of its establishment was on accordance to the Negeri Sembilan Museum Enactment of 1956 and revised in 1992 (Pietsch & Clark, 2014; Dewi et al., 2019; Pambreni et al., 2019; Tarofder et al., 2017).

The House of Zaba was built in in 2001, located in Batu Kikir in the district of Jempol. This historic house is established in memory of Zaba (Tan Sri Dr Haji Zainal Abidin bin Ahmad) who is the icon of Malay language, literature and philosophy who has contributed his idea significantly in economics, social, religious, cultural and political field. The idea of building this museum was from the brainchild of the former Chairman of Museum the late Tan Sri Abdul Samad Bin Idris after visiting the famous English poet home, William Shakespeare in Stratford- upon England. Almost all of his personal belongings are exhibited in this house.

Nowadays the Nigeria Sembilan State Museum owns a collection of 1000 pieces which can be classified into several groups. Every group is displayed in a certain space that are: Prehistoric collections: among others stone artefacts, potteries, bronze artefacts and beads. Archaeological collections: inscription, metal and stone statues Ceramic collections: several shapes of ceramic originated from China and Vietnam. Numismatic and Heraldic collections: several kinds of coins, medals and stamps. Ethnographic collection: several kinds of artefacts like music instruments, weapons, ceremonial equipment, miniature traditional houses and textiles from different regions and ethnic groups in Malaysia. Geographic collections: among others ancient navigation equipment. Historic relic collection: furniture and porcelain from the colonial era. In 2008 the first museum known as "Kasteel Heeswijk" in Netherlands had twitter account sees tremendously increase in interaction and communication between the museum and customers and today more than 30% of world's museum have twitter account. The museum is a place for public space for exposing psychological and demographic character of community and it can be seen the opportunities available in social networking for museums to promote and prepare exhibitions by mutual cooperation by the staff and visitors in collaboration with social media network (Simon 2010). It can be observed that the social media would communicate between the audience and the museum by interactively promote and facilitate to directly effect on curator and exhibition organizer. Significantly, museum offer indirect interaction, voluntary, multifaceted and exploratory information domain for teaching and learning (Hew, Leong, Ooi, & Chong, 2016;

Doa et al., 2019; Maghfuriyah et al., 2019; Nguyen et al., 2019).

Last few years, the powerful of internet has been expanded with emerge of instant messaging, blogs, peer to peer voice, online news, e-commerce, podcasting, multiplayer gaming, online maps, photo sharing, video, global positioning services (GPS) and other mean of social networking have entered vocabulary becomes most popular with internet users in aiming to connect peoples. Many people found that use of internet for connecting people such as rekindle long lost relatives, old friends and for business purposes are for promoting and making relationship with customers. However many people began using internet more than just to surf for information. Malaysia is fast growth in social media users and shows a significant increase

over a few years back (Liat, Mansori, Chuan, & Imrie, 2017; Pathiratne et al., 2018; Rachmawati et al., 2019; Seneviratne et al., 2019; Sudari et al., 2019; Tarofder et al., 2019).

For this purpose, the 'Lembaga Muzium Negeri Sembilan' website which collects and exhibits documentary of cultures, photography, articles and comments from the users as well as other subjects related directly to Adat Perpatih of the Negeri Sembilan. This website is owned by the State Government of Nigeria Sembilan and maintained by Mr. Firdaus Bin Nosri, Information Technology Officer in State Museum of Nigeria Sembilan whose task is to update the activity, upload photos and response to its followers in the Facebook.

This research provides a useful reference work on the application of social media to all the museums in Malaysia especially to the State Museum of Nigeria Sembilan. Along with only the minor cost involved, the benefit that can be gained, practical and technical information in implementing a good website, there is much to stimulate the thought about how such technologies can enhance and expand the impact of a museum visit by transforming the visitor's experience of the museum using website. Although museums are not really meant to be profit generating entities, it has to be competitive. Museums need to start coming up with new benchmarks and pitch them at higher levels. It is not about rivalling other museums but to be competitive against other forms of entertainment and infotainment. The young are being pulled in different directions and many compete to attract their attention and interests. Therefore, museums must now start to be part of this competition, in order to attract youngsters to be interested in their history by visiting and appreciating museums (Latysheva, Karlova, & Koryakina, 2015; Nikhashemi et al., 2017; Tarofder et al., 2019; Ulfah et al., 2019; Tarofder et al., 2016; Udriyah et al., 2019).

II.   Literature Review

Museums in every country are recognized as important institutions. One important function of a museum is to preserve culture. Cultural preservation gives an insight in the lifestyle of past generation and their basic values which are still relevant to the present and even to the future. In fact, our present life is basically a continuation of the past and forms the base on which future plans are built. Cultural preservation also means having dynamic elements that do not stop at a certain point but goes on in conformity with the situation and condition at a certain time; it changes, develops and continues.

"Social media has irrevocably altered the way museums connect and communicate with their audiences and visitors. It has transformed how museums showcase their exhibitions and engage with their visitors". The challenge of the museums is on how to attract, especially the young to visit museum. It has been said that, if the museum can concentrate its role in the field of education them half of the work is done. According to Secretary G. Wayne Clough, The Museum of Smithsonian needs a full participation from a younger generation for the museum to remain important institution especially in this 21-st century. Therefore, the Smithsonian Museum must utilise their new digital technologies at the maximum potential to attract these generation with their collection and knowledge. This is in line with the museum's mission that is to increase numbers of visitors and diffusion of knowledge for the benefits of all the Americans and the people around the world (Ahmad & Popa, 2014).

The first consideration is that the subject matter of exhibitions should be more accessible to a wider public. If not, how can museums attract more visitors except with the use of gimmicks? The choice of exhibition theme and subject therefore critical decision activities should be made by higher management authority. The question is, accessible to whom? Museums have potentially very wide public visitors, with very different level of awareness and appreciation. One way of this issue has been addressed is that a variety of exhibition themes, ranging from big exhibition to blockbusters on subjects likely to be accessible or popular with the public at large to smaller audience. In other words, the means employed to improve accessibility have been tailored to the needs or characteristics of these different audiences.

"The theoretical framework represents and elaborates the relationships among the variables, explains the theory underlying these relations, and describes the nature and direction of the relationships". Based on the literature review and observation of the internet searching information, a model indicating the customer's perception online searching information in making intention to use internet was developed (Hardey, 2001).
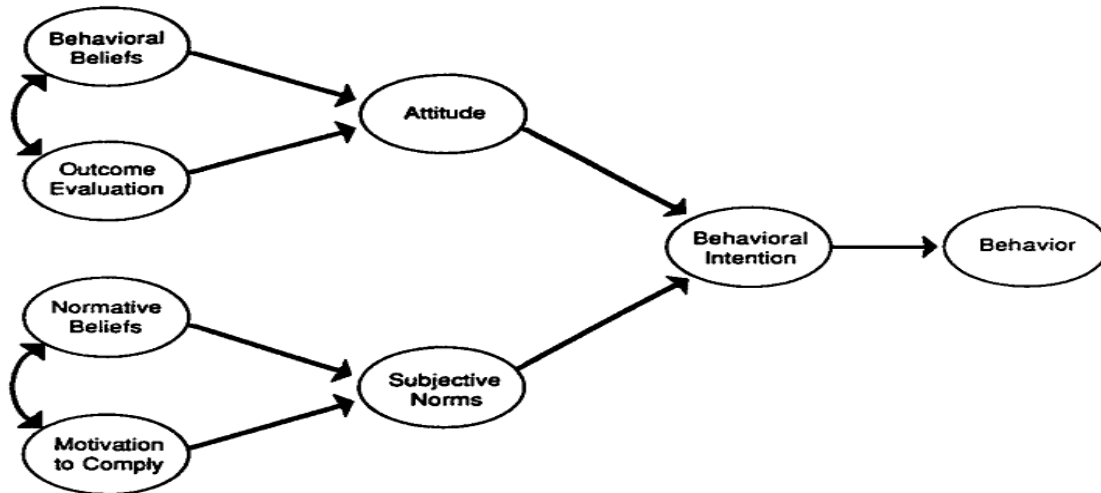

Figure 1: Theory of Reasoned Action

Past studies proposed Technology Acceptance Model (TAM) for further investigates in predicting and explaining user acceptance of an information system (IS). This model provides some basis for tracing the impact on external factor such as attitudes, internal beliefs and intention compared to Theory of Planned Behaviour in which to study an internal factor of individual by eliminates the external factors (Schweer & Sahl, 2017).

Furthermore, the perceived ease of use is less importance because the difficulties in using system can create boredom among customers as to overcome the system usage and lead to customer bored to use it. Few studies have found that perceived usefulness was positively relationship to intention behaviour to use IS or internet system but not the perceived ease of use. However some study showed that constructs; perceived usefulness and perceived ease of use have significant relationship to intention behaviour to use IS or internet system. Alternately, constructs of perceived usefulness and perceive ease of use are major and important determinant of individual intention to use an IS and internet system. Thus TAM is one of models in explaining IS user behaviour. Overall, this model explains 47% of the overall variance model. The modified model from original TAM found a stronger support of perceived ease of use with collaboration from perceived usefulness rather than intention to use (Du, 2014).
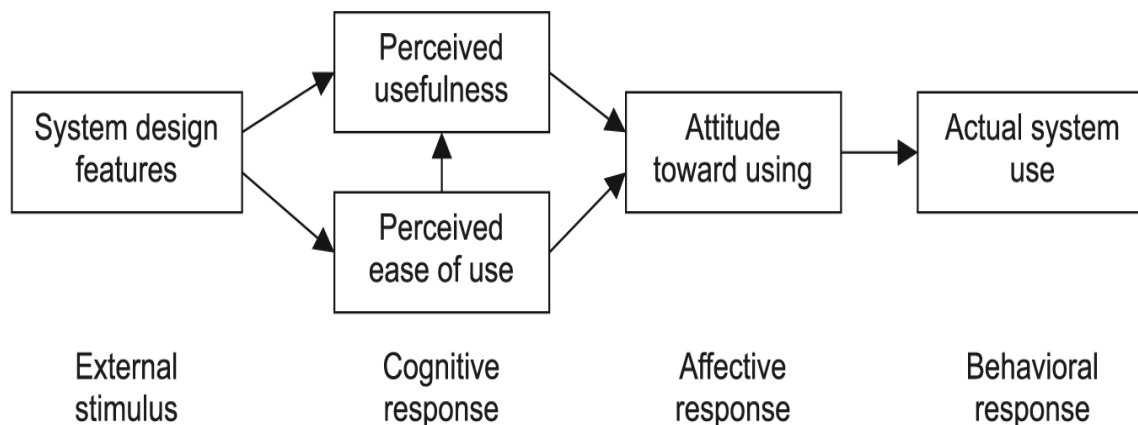
Figure 2: Technology Acceptance Model

In figure 2, the two major constructs in TAM are perceived usefulness and Perceived ease of use. Perceived usefulness refers to person believes that when using of technology device will enhance their productivity, increase efficiency, updates news, increase knowledge and fast convey of information. Perceived ease of use refers to an individual believes that the technology will be free effort. According to its theoretical postulates, system usage is determined by individual behaviour means to intentions to use an information system or in online internet or website in which these are jointly merge with attitude of individual towards internet usage and perceived usefulness. Behavioural intentions are influenced, whether direct or indirect, by external variables through perceived usefulness and perceived ease of use. The relative strength of perceived usefulness in relationship compared with perceived ease of use in which important in particular for the researcher as well as the findings for both variables. Especially, the user of an internet system need to perceive the useful of the system for their interest and benefit or they will not to use it regardless of how importance because of difficulties in system usage (Kamalipour & Friedrichsen, 2017).

Information is power and an essential ingredient in making decision. In information seeking, many people rely on various source of information before they are making any intention.

Information is a predominant element and dominates in daily life activities of information society. Studies on information seeking behaviour have investigated the factors that affect customer's choice of information sources which tend to rely on internal sources such as colleagues and family, as opposed to external sources to their own self. In attempt to explain this behaviour, the researcher makes use of two types of factors that affect customer in making choice of information sources: For thousands of years, human has kept records, preserve their stories on stone, tablets and parchment scrolls and many of those documents survive until these days. Then, printing machine was invented which resulted records kept in a written text. They too, still survive until these days (Nesi, Choukas-Bradley, & Prinstein, 2018).

Technology advancement in the Information Technology (IT) has made it possible for people to interact virtually. In museum, the characteristic of digital technology has open up new possibilities for museums (Nawaz, Afzal, & Shehzadi, 2013). These relate to the audiences we can reach and how it relates to, what we offer, to the connection that we can now engage and to how our audience can find and retrieve what interests them. The function of museum as social educator has been recognized by people for many years. In the history of education development, there are two controversial approaches to education - formal education and informal education. Formal education emphasizes inculcation of knowledge by using dogmatic methodology while informal education emphasizes inspiration, and interests of the learners. The learners have freedom of making choices of knowledge. Museum education is informal education and for that it should be inspiring to students (Nawaz, Azam, & Bhatti, 2019).

An exhibition is a display and organized presentation of selection of items. Usually exhibitions occur within galleries, museum, world's fair and exhibition halls. Exhibitions should be executed and developed with attention to the visitors. The first experience creates a foundation whether the visitors in the position of satisfying or dissatisfying. Careful attention in term of those factors results in the absence of dissatisfaction and critical incidents that yield unfavourable word of mouth advertising and one off experience such as no return visit. In such to create wonderful of visitor's experience, exhibition should create visitor's experience within (before and after), expectations for, access to and navigation of exhibitions derives to their feel that the exhibition experience was stimulating, relevant and enjoyable (Huang & Lu, 2017) and (Schmitz Weiss & Higgins Joyce, 2009).

The perceived ease of use is structure as variable in determinant of intention to use internet for information searching and this variable has been mentioned in Technology Acceptance Model by many of researchers. It is evident that perceived ease of use was supported by many researches to explain the direct determinant of usage behaviour. This variable is analogous to

perceived complexity of characteristics and same as Roger's Innovation Diffusion Theory even though of different direction. Based on many of the theory and model by previous researchers, it can be concluded that perceives ease of use is justified as an important determinant to influence of usage behaviour in this research model (Hussain, Mosa, & Omran, 2017).

Since the 80's, the issue of service quality is a main topic in discussion and many researchers argue in service marketing literature suggested that the relationship is a marketing fundamental in designing of marketing concept. In making long term relationship in retaining loyal customers is not an easy way and the key issue for museum provider is to make use of this relationship in the way it manages customers by offering what the customers' needs and wants. Today, the increases in technologies and competitive of business to customers (B2C) markets, the company cannot rely only on cost efficiency as it has gone beyond cost subjectivity. Learning on how customers' behaviour are more important in regards as main focal point of business (Hussain, Mosa, & Omran, 2018).

Intentions are behavioural indicator that often being used as central for Theory Planned Behaviour in predicting level of behaviour and as well as to estimate demand potentiality for new products. Intention plays a role as estimation the motivational factor that influences people behaviour with several models in psychological and science. Intentions are often being used as indicator and evaluation in what condition people are willing to perform and in extent of how much they will look forward and effort in order to get certain particular product in order to perform such behaviour (Hussain, Musa, & Omran, 2019).

Basically, intention is merely identify as plan behaviour in the presence of opportunities and resources in performing the goal of behaviour (Hussain, Musa, & Omran, 2018). Previous researcher study are founded that the overall correlation between intention and behaviour was 0.53. It shown a significant relationship between intentional and behaviour measured by observation on food study defined that intention have a significant relationship and effect on behavioural frequency.

III.   Research Methods

This study used quantitative method where the questionnaire surveys with follow up interviews were used to strengthen the data. From the questionnaire surveys, the data were analysed through SPSS where this process will follow some statistical procedures and the result will end in statistical form. The statistical data will reveal the nature on how social media and internet plays an important role in disseminating valuable information in transforming The State Museum of Nigeria Sembilan among teenagers in descriptive explanation. Somehow, not all statistical data gained can give deeper or clearer explanation especially for the complex one. Here, the interviews will remedy the weakness with 'sequential explanatory design' which will explain the rationale of the study.

This will add rich detail and nuance that illustrates or documents existing knowledge of the issue. The use of statistical data in explaining the study, qualitative study will collect the words from the interviews and comments to have deep understanding in terms of feelings and experiences from interviewer and interviewee. Here, it can give better information both in statistic and words. It is also stated that qualitative research will promote higher validity in information. Not only that, this will assist the theory building where in this study, qualitative is used for triangulation in ensuring research validity where it is said can be more valid than a hypothesis made with the help of single method .

Foundation of fundamental in entire research project knows as theoretical framework. Based on development of theoretical framework there are two types of variable available in this research namely independent variable and dependent variable. Whereas independent variable is about visitor's perception toward internet and dependent variable is about visitor's intention to use internet. Under independent variable, there are five (5) factors that have been developed and there are information sources, quality of museum shows and exhibition, perceived usefulness, perceived ease of use and perceived service quality which are factors determinant in influence visitor's in making decision to use internet.

Based on literatures, the framework of this research is proposed; the models were developed and there are five factors that affect intention to use internet.
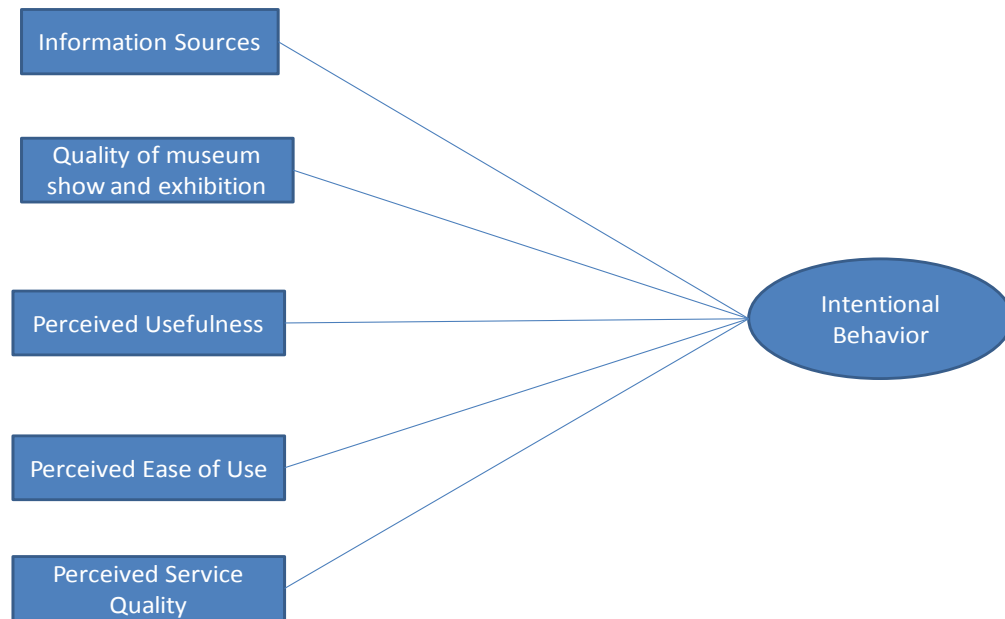
Information Sources

Quality of museum show and exhibition

Perceived Usefulness

Perceived Ease of Use

Perceived Service Quality

Intentional Behavior

Figure 3: The Theoretical Framework

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

H1   There is a significant relationship between information sources and intentional   behaviour

H2   There is a significant relationship between quality of museum show and exhibition   and intentional behaviour

H3   There is a significant relationship between perceived usefulness and intentional   behaviour

In engaging with a research, a research must firstly engage in sampling from the population. Without sampling, no research can be conducted and developed as no sample represents no data. Data are sustainable through some type of sampling. The type, size, composition and the nature of sampling depends on the purpose of study, the population available, the research design and others. Furthering this, sampling is a process whereby one makes estimates or generalizations about a population based on information contained in a portion (a sample) of the entire population.

IV.   Findings

summarizes the descriptive statistics of the respondents according to demographic information such as 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?. In the first category by gender, male consist of 212 respondents (43.4%) and female represent for 277 (56.6%). This indicates that female respondents are more than male respondents. The second category, the respondent's age are categorized by six categories different age, for age below than 20 years is 96 respondents (19.6%), for 21 to 25 years of age for 116 respondents (23.7%), 26 to 30 years of age for 199 respondents (40.7%), 31 to 35 years of age 65 respondents (13.3%), 35 to 40 years of age for 13 respondents (2.7%) and above than 40 years are no respondents. Third category is race, where more than half of respondents are Malay for 416 respondents (78.8%), followed by Chinese for 43 respondents (8.8%), Indian represent for 26 respondents (5.3%) and others races only 4 respondents (0.8%).

The respondent's education level is divided to five categories. First is university education for 90 respondents (18.4%), second by polytechnic for 65 respondents (13.3%), third is College University for 124 respondents (25.4%), fourth is college for 77 respondents (15.7%) and finally is secondary school for 133 respondents (27.2%). Income section, income less than RM1,500 is 89 respondents (18.2%), RM1,501 to RM3,000 is 84 respondents (17.2%), RM3,001 to RM5,000 is 164 respondents (33.5%), RM5,001 to RM7,000 is 139 respondents (28.4%), RM7,001 to RM10,000 for 10 respondents (2.0%) and income more than RM10,001 is 3 respondents (0.6%). Professions are divided by seven categories, post for CEO/Director/Senior Management for 5 respondents (1.0%), Senior Manager/Manager for 97 respondents (19.8%), Senior Executive/Executive for 156 respondents (31.9%), Clerical for 129 respondents (26.4%), Non Clerical for 86 respondents (17.6%), General Workers for 16 respondents (3.3%) and other is no respondent.

Section of mode of transportation is divided to four categories. First is using private car for 454 respondents (92.8%), public transportation for 29 respondents (5.9%), walking for 3 respondents (0.6%) and other for 3 respondents (0.6%). The questions on how did you hear about us, is divided to seven questions. The first is museum website for 319 respondents (65.2%), second is social media for 33 respondents (6.7%), third is tourist information for 52 respondents (10.6%), fourth is brochure for 60 respondents (12.3%), fifth is advertisement for 16 respondents (3.3%), sixth is friends/relative for 7 respondents (1.4%) and finally is other for 2 respondents (0.4%). Final question for demographic data is social networking that respondents join. This question is divided by six elements. Facebook user for 415 respondents (84.9%), Twitter for 58 respondents (11.9%), Flicker for 3 respondents (0.6%), Google plus for 3 respondents (0.6%), Instagram for 5 respondents (1.0%) and other for 5 respondents (1.0%).

Table 1: Demographic Profile

Variables	Frequency	Percentage (%)
Gender		
Male	212	43.4
Female	277	56.6
Age		
Below 20	96	19.6
21 to 25	116	23.7
26 to 30	199	40.7
31 to 35	65	13.3
35 to 40	13	2.5
Above 40	0	0
Race		
Malay	416	85.1
Chinese	43	8.8
Indian	26	5.3
Others	4	0.8
Education		
University	90	18.4
Polytechnic	65	13.3
College University	124	25.4
College	77	15.7
Secondary School	133	27.2

Income		
Less than RM1,500	89	18.9
RM1,501 to RM3,000	84	17.2
RM3,001 to RM5,000	164	32.5
RM5,001 to RM7,000	139	28.4
RM7,000 to RM10,000	10	2.0
More than RM10,000	3	0.6
Profession		
CEO/Director/Senior Management	5	1.0
Senior Manager/Manager	97	19.8
Senior Executive/Executive	156	31.9
Clerical	129	26.4
Non Clerical	86	17.6
General Worker	16	3.3
Frequency visit of State Museum		
O time	89	18.3
1 to 3 times	363	74.7
4 to 6 times	30	6.2
Above than 7 times	4	0.8
Mode of Transportation to Museum		
Private car	454	92.8
Public transportation	29	5.9
Walking	3	0.6
other	3	0.6

Table 2 reveals that the age level of respondents does have an influence on intentional behaviour. The one way ANOVA table indicates that there is significant difference in intentional behaviour and age of the respondent (F=1.988, p= 0.011). The result indicates that there are 1.1 percentages in similarity score by age factor which less than 5 percentages. Since the P value is less than 0.05, thus age group is significant difference over intentional behaviour.

Table 2: ANOVA comparing Age group across of Intentional Behaviour

		Sum of Squares	df	Mean Square	F	Sig.
Age	Between Groups	34.854	17	2.050	1.988	.011
	Within Groups	485.850	471	1.032		
	Total	520.703	488			

Table 3 the one way ANOVA shows that significant level at p = 0.238. This indicates that the similarity of score among race are 23.8 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 age (F = 1.228, P = 0.238). Thus, race does not have any influence on intentional behaviour.

Table 3: ANOVA comparing Race group across Intentional Behaviour

		Sum of Squares	df	Mean Square	F	Sig.
race/ethnic	Between Groups	6.774	17	.398	1.228	.238
	Within Groups	152.813	471	.324		
	Total	159.587	488			

Table 5 below, explains that there is no significant relationship between intentional behaviour over education group as f value is 1.422 and p=0.121 which is more than 0.05 and this can be concluded as education level has no an impact to intentional behaviour. This indicates that the score value for religion factor is 12.1 percentage which more than 5 percentage.

Table 5: ANOVA comparing Education level group across Intentional Behaviour

		Sum of Squares	df	Mean Square	F	Sig.
Education level	Between Groups	49.505	17	2.912	1.422	.121
	Within Groups	964.855	471	2.049		
	Total	1014.360	488			

Table 6 the one way ANOVA shows that significant level at p = 0.091 and f=1.495. Since the p value is more than 0.05, this can be conclude that there is no significant difference in intentional behaviour based on their profession (F = 1.1495, P = 0.091). The results revealed that there is 9.1 percentages similarity interest between profession groups which more than 5 percentage. Thus, profession does not have any influence on intentional behaviour.

Table 6: ANOVA comparing of Profession across Intentional Behaviour

		Sum of Squares	df	Mean Square	F	Sig.
Profession	Between Groups	31.450	17	1.850	1.495	.091
	Within Groups	582.787	471	1.237		
	Total	614.237	488			

Table 7: Correlation Analysis

		IS	QM	PU	PE	PS	IB
IT	Pearson Correlation	.118**	.217**	.205**	.513**	.638**	1
	Sig. (2-tailed)	.009	.000	.000	.000	.000	
	N	489	489	489	489	489	489

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

The first hypothesis is intent to see the relationship between information sources and intentional behaviour. Below is the hypothesis statement:-

H1: There is a significant relationship between information sources and intentional behaviour

Table 7 shows the results of Pearson Correlation test that has been conducted between dimensions information sources and intention to use internet. The results reveal that there is an existence of significant value between these two dimensions as the p value is smaller than significant value (p = 0.009 which < 0.05). The results revealed that there is 0.9 percentages in which the respondents did not agree with information sources on intentional behaviour. In simple words, many respondents are in agreeing to information sources that contribute to an intentional behaviour. However the direction is not strong enough whereby there is another factor can effect to information sources in intention. It simply because of negligible correlation between these two dimensions as correlation coefficient is at (r=0.118). The correlation is on negligible correlation. However the hypothesis **H1 is accepted**.

The second hypothesis is intending to evaluate the relationship with quality of museum show and exhibition and intentional behaviour. The hypothesis as below:-

H2: There is a significant relationship between quality of museum show and exhibition and intentional behaviour

Table 7 above shows the results of Pearson Correlation test that has been conducted between dimensions of quality of museum show and exhibition and intentional behaviour. The results revealed that there is positive relationship between two dimensions as the p value is smaller than significant value, (p=0.000 which is <0.05) and **H2 is accepted**. The results revealed that there almost none of the respondents did not agree with quality of museum show and exhibition on intentional behaviour. Many respondents are in agreed to quality of museum show and exhibition as contribute to an intentional behaviour. However the direction is not strong enough whereby there is another factor can effect to quality of museum show and exhibition in intention. But, there is low correlation coefficient is at (r=0.217).

The third hypothesis in this study is assessing the relationship between perceived usefulness and intentional behaviour. Below is the hypothesis statement:-

H3: There is a significant relationship between perceived usefulness and intentional behaviour

Table 7 shows the results of Pearson Correlation test that has been conducted on perceived usefulness and intentional behaviour. The results reveal that there is positive correlation between these two dimensions as the results of the p value is smaller than significant value, (p = 0.000 which is < 0.05) and **H3 is accepted**. The results revealed that there none of the respondents did not agree with perceived usefulness and intentional behaviour. As such, all respondents are in agreed to perceived usefulness as contribute to an intentional behaviour. However the direction is not strong enough whereby there is

another factor can affect to perceived usefulness and intentional behaviour. There is low correlation between these two dimension as correlation coefficient is at (f=0.205).

V.   Discussions

The result reveals that five (5) hypotheses have significant relationship due to intentional behaviour of people's in State Museum of Nigeria Sembilan was relatively high. Many of museums have put increasing emphasis on information sources. The information sources must be transfer to technology base as technology needs to be developed by people capable of reaching understanding with those who retrieve information and those who manage the collections. Information sources and intentional behaviour is also hypothesized to examine the relationship among them and how are their influences.

H1:   There is a significant relationship between information sources and   intentional behaviour

The result revealed that there is positive correlation between these two dimensions as the p value is smaller than significant value, ($p < 0.05$). Moreover, there is a negligible correlation coefficient is H1 at (r=0.118) and p value of 0.009. Past studies stated in their study that information sources influence customer's satisfaction and will directly affect belief of respondents (Hussain et al., 2012).

Another hypothesis was developed to assess the relationship between qualities of museum show/exhibition towards intentional behaviour.

H2   There is a significant relationship between quality of museum show and exhibition and intentional behaviour

The finding indicate that there is significant differences in quality of museum show/exhibition towards intentional behaviour which is value at (p=0.00 which is <0.05). As probability error is less than 0.05 mean that this variable does influence the quality of museum show/exhibition and intentional behaviour. Indeed, technology enhancement by introducing edutainment has become popular and commercially successful with parents, teachers and students. Researcher had structured hypothesis three that predict the visitor perceived usefulness will significant influence intentional behaviour among visitors (Nawaz & Hassan, 2016).

H3   There is a significant relationship between perceived usefulness and intentional behaviour

Independent variables of H3 scored regression value r = 0.205. Whereas p value stand for H3 at p = 0.000. It also shows positive relationship, which mean that perceived usefulness increasing, visitors of behaviour will correlate with intentional behaviour and vice versa.

VI.   Limitations

This limitation of the study concerned on the selection bias. This was due to the fact that the participation in the study was based on voluntary basis, usually those who volunteered are satisfied and do not have any complains towards the State Museum of Nigeria Sembilan. Consequently, it increases the results of intentional behaviour towards the museum. On the other hand, a sample of 489 visitors is not big enough to detect any significant association between the socio-demographic characteristics and the level of intentional behaviour.

VII.   Recommendation

Traditionally people learn about history from school education, reading book, internet information or observation. They are demanded for state museum is come to the feature to full fill their needs and wants. There are some suggestion to service provider and researcher as below:-

Finding of this study will primary beneficial to federal government agencies, state government agencies, policy maker and higher management of State Museum of Nigeria Sembilan by creating insight into visitor perception and finally building intentional behaviour to purchase the product. Past studies stated that different marketing approaches or technique should be used to stimulate sales. Thus, today higher management of State Museum of Nigeria Sembilan should using creativity and new technique in term of approaching National planetarium to compete with others science museum or science centre.

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