

**CITY BRANDING OF MALACCA AND EFFECT  
ON TOURIST VISIT INTENTION**

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## **DECLARATION OF ORIGINAL WORK**

“I admit that this report is the result of my own work except summaries and citations that every thing I have explained the source”

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## APPROVAL

I hereby acknowledge that I have read this thesis and in my opinion this work sufficient in terms of scope and quality for the award of Bachelor Of Technology Management (High Technology)

Signature : .....

Supervisor : Ir. Budiono Hardjono

Date : .....

## **DEDICATION**

This research paper was fully dedicated first to my beloved family who had always giving their non-stop moral and physical supports and encouraged me along the whole long journey of finishing this studies to fulfill my Bachelor of Degree Requirement.

I would like to express my greatest gratitude to my parents, who had keep supporting me until I finished the whole research. This research also was for their endless love, support and encouragement that never end.

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## **ABSTRACT**

Recently, every city is need to compete with another city in ways to attract the world's consumers, the tourists, the businesses, the investment, the capital, yet not to be forgotten, the respect and attention. Thus, those who have a strong brands of their own city will definitely, much easier to sell their products and services at the same time they will attract people and investor to their cities or company which will increase their profit. The research objectives to identify the existing brand identity of Malacca, make comparison analysis with the expectation of the existing brand identity and satisfaction level of tourist after visiting Malacca, to find out the brand image based on tourist respond and to find out the relationship between factors of successful city branding and the intention of the tourist to visit Malacca. This work is primarily a quantitative research where questionnaire were used to collect quantitative data. Nowadays, the historical city images have been no so into Malacca because there were such rapid changes in Malacca's building and constructing. Thus, the customer perception about Malacca based on what is the Malacca city image or what actually Malacca was based on their experiences have been collected. Based upon the results of this study, several recommendations can be made to increase tourists' satisfaction with the Malacca city. First, comprehending what tourists seek at cultural/heritage attractions will help tourism marketers better understand their customers. Second, identifying which attributes satisfy the tourist who visit cultural/heritage destinations will help tourism planners develop appropriate strategies to attract their customers and serve them effectively. Third, knowing who the satisfied tourists are may help reduce marketing costs and maintain cultural/heritage destinations' sustainability.

## ABSTRAK

Sejak kebelakangan ini, setiap bandar perlu bersaing dengan bandar lain dalam cara-cara untuk menarik pengguna di dunia, pelancong, perniagaan, pelaburan, modal, namun tidak boleh dilupakan, penghormatan dan perhatian. Oleh yang demikian, bandar yang mempunyai jenama yang kukuh di bandar mereka sendiri akan pasti, lebih mudah untuk menjual produk dan perkhidmatan pada masa yang sama mereka akan menarik minat orang ramai dan pelabur ke bandar-bandar mereka dan ini akan meningkatkan keuntungan. Objektif kajian ini adalah untuk mengenal pasti identiti jenama yang sedia ada di Melaka, membuat analisis perbandingan dengan jangkaan tahap identiti jenama dan kepuasan yang sedia ada bagi pelancong selepas melawat Melaka, untuk mengetahui imej jenama berdasarkan pelancong balas dan untuk mengetahui hubungan antara faktor penjenamaan bandar berjaya dan niat untuk pelancong melawat Melaka. Kajian ini pada dasarnya merupakan suatu penyelidikan kuantitatif di mana soal selidik telah digunakan untuk mengumpul data kuantitatif. Kini, imej bandar bersejarah di Melaka agak berkurangan kerana ada pembangunan yang pesat di Melaka. Berdasarkan hasil kajian ini, beberapa cadangan yang boleh dibuat untuk meningkatkan kepuasan pelancong dengan bandar Melaka. Pertama, memahami apa yang pelancong mendapatkan di tarikan budaya / warisan akan membantu pemasar pelancongan lebih memahami pelanggan mereka. Kedua, mengenal pasti ciri-ciri yang memenuhi pelancong yang melawat destinasi budaya atau warisan akan membantu perancang pelancongan membangunkan strategi yang sesuai untuk menarik pelanggan dan berkhidmat kepada mereka dengan berkesan. Ketiga, mengetahui yang pelancong berpuas hati adalah boleh membantu mengurangkan kos pemasaran dan mengekalkan kelestarian budaya atau destinasi warisan '.

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## LIST OF ABBREVIATION AND SYMBOLS

<b>ABBREVIATION</b>	<b>SYMBOLS</b>
<b>FPTT</b>	Faculty of Technology Management and Technopreneurship
<b>H<sup>0</sup></b>	Null Hypothesis
<b>H<sup>1</sup></b>	Alternative Hypothesis
<b>IV1</b>	City Branding Architecture
<b>IV2</b>	City Branding Identification
<b>IV3</b>	City Branding Communication
<b>IV4</b>	City Branding Positioning
<b>UTeM</b>	Universiti Teknikal Malaysia Melaka
<b>UNESCO</b>	United Nations Educational, Scientific and Cultural Organization

## LIST OF APPENDICES

<b>NO</b>	<b>TITLE</b>
A	Questionnaire
B	Results of Descriptive Statistics of Respondent
C	Cross Tabulation

## CHAPTER 1

### INTRODUCTION

The purpose of this chapter is to provide an insight of the research scope, as an introduction to the topic. Due to accomplish this task, the research background, objective and organization are outlined.

#### 1.1 Introduction

United Nations Educational, Scientific and Cultural Organization (UNESCO) have nominated Malacca as the World Heritage site on 7<sup>th</sup> July 2008. In view of the culture and the heritage, Malacca is now a famous tourist attraction from all over the world. To make sure the standard quality of the tourist satisfaction achieved, the tourism perception's about Malacca need to be fulfill.

This is to make sure that the tourist will count on Malacca as a place for them to visit on. This research is to study about The City Branding of Malacca And Its Role to Increase the Tourism. The outcome of this research will highlight the recommendation on how to increase city branding at Malacca to be tally with what are Malacca in tourist mind.

We can clearly see that there are competitive environment of things around us. And how a city is trying to ensure that there is a difference in their city to become one of the tourist and investment destination.

With that, cities and companies are actually the same. Those who have strong brands will definitely, much easier to sell their products and services at the same time they will attract people and investor to their cities or company.

## 1.2 Background Of Study

Wiberg et al. (2009) said that there are connections between visitor satisfactions and the visitor's choice to re-experience the product. In terms of tourism services, if the tourist satisfied with what they experienced in Malacca, he or she will love to re-experience to visit Malacca again or suggest to their friends and family members.

The satisfactions of the tourist to Malacca are very important which will lead to increase the economy of tourism in Malacca. In order to achieve that level of satisfaction of the tourists, Malacca should know what are in the tourist mind about Malacca. This is to make sure what actually tourist perception is the same as what will tourist experienced.

In current situation, Malacca already has own the branding, which is 'Visit Malacca Means Visiting Malaysia' with the logo of *Keris Taming Sari*. They also have a trademark, which are '*Melaka Maju Negeriku Sayang, Bandar Teknologi Hijau*'. But in terms of tourism, researcher would like to more focus on the tourism aspect. To create a good branding, the slogan, visual identity or logo of tourism of Malacca is needed to be something that represents Malacca as the whole in tourist mind perception.

According to Keller (2003:xvii), there are strongly held perceptions about the brand established in the minds of the consumers can be difficult to influence or change. Because of that, the researcher aimed to have a better understand on how the Malacca city branding impacts on the role of increasing the tourism.

### **1.3 Problem Statement**

There are several problems based on the current branding of Malacca. First of all, we already know that Malacca existing branding is known as heritage city, city with mixture of cultures, place for leisure and city of green technology.

The problem that needs to be catered is, what is the way to communicate all of the expected branding to the tourist and what do actually tourist expectation about Malacca. What do the tourist think about Malacca and how does this entire city branding strategy effects on their visit intention to Malacca?

### **1.4 Research Question**

As the problem statement stated, there are a number of questions were identified:

- What is the brand identity of Malacca?
- Are these brand identities in line with what the tourist expect about Malacca?
- What brand image that tourist think about Malacca?
- How success factor of city branding influence tourist intention to visit Malacca?

## 1.5 Research Objective

The objectives of this research are:

- To identify the existing brand identity of Malacca.
- To make comparison analysis with the tourist expectation of existing brand identity attributes and the tourist satisfaction level after experienced it.
- To find out the brand image based on customer respond.
- To find out the relationship between factors of successful city branding and the intention of the tourist to visit Malacca.

## 1.6 Study Hypothesis

There are two main study hypotheses were utilized to fulfill the objectives of the study. These hypotheses are expressed in null-forms as follow:

$H_0$ : There is no relationship between the factors of successful city branding to visit intention of tourist to Malacca.

$H_1$  : There is a relationship between the factors of successful city branding to visit intention of tourist to Malacca.

## 1.7 Scope Of Study

The main scope of this study is to evaluate the tourist satisfaction on the desired perception about Malacca with the current identity brand strategy and what actually the tourists assume the brand image of Malacca would be. Either the brand perceived values, which are more known as consumer perception, or brand awareness or brand recall or the brand image affected their intention to visit Malacca as one of their tourism destination.

## 1.8 Importance Of The Study

This research is focused on the tourist perception on Malacca as one of their tourism destination. This is either what they have in mind about Malacca is the same as what do they experienced in Malacca. This research includes the suggestion and recommendation in improving the current brand of Malacca. This study will be beneficial to many parties:

- **Malacca Tourism Department.**

With this research, Malacca Tourism can identify some of the main issues about the city branding of Malacca in tourism aspects. Besides, the recommendation and suggestions from this research can help on improving the existing brand of tourism Malacca.

- **Malacca World Heritage Office.**

With the knowledge provided in this research, Malacca World Heritage Office can identify some of the place and activities which being the main attraction that presumes in tourist mind when they think about Malacca. The recommendation and suggestions from this research can help on what Malacca World Heritage can do to make sure Malacca will be one of the tourist choice to visit on.

- **Tourism Sector and Heritage Tourism Sector**

The Tourism Sector either it is Tourism or Heritage Tourism Sector in Malaysia or worldwide can get beneficial in this research. This is due to opening their eyes on the reality about how important the city branding image to their tourism aspect. The recommendation and suggestion from this research can help the tourism sector in any country to think what they can do to branding their city.

## **1.9 Summary**

This chapter briefly provided an overview on the researcher's study regarding the city branding of Malacca and the impact in increasing the tourism. This chapter highlighted the problems, which lead to the research question and research objectives. Based on the developed research objectives, it defines the scope of the study and the limitation of the study. At the same time, the importance of this study is stated in this chapter. In conclusion, this chapter provided the general overview and structure of the study besides giving its significance.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 Introduction

The Chapter 1 laid the foundation for this thesis, describing the research aim, objectives and specific research questions. The research aim is to determine the role of the brand identity strategy of Malacca to increase the tourism. This chapter reviews aims to fulfill the first objective that is to identify the existing brand identity of Malacca.

As a result, this chapter is composed of five parts:

- 1) Malacca as Tourist Destination,
- 2) Branding and City Branding,
- 3) Communication of Brand Image,
- 4) The theoretical framework of the studies and
- 5) The hypothesis of the study.

In this way, the definitions and established theories for city branding and understand the concepts of city branding through semiotic perspective. Finally, this chapter concludes with a conceptual tool for the city branding that is to be addressed.

## 2.2 Malacca As Tourist Destination

In this point, researcher will discussed about few attraction of Malacca in view of tourism destination. There will cover about Malacca as the heritage city, Malacca as the multicultural mix, Malacca as the Leisure City and Malacca as the green technology city.

The latest tourism of Malacca vision and mission are:

Vision:

- To be the eminent tourist destination in the region of Asia, with the theme of ‘Visit Malacca Means Visiting Malaysia’.

Missions:

- To develop the tourism industry of Malacca to become a major contributor to GDP and employments
- To extend the length of stay of the tourist to 3 nights in Malacca by 2010
- To attract half of amount of the tourist who visited Malaysia for a visit to Malacca by 2010

The problem that researcher saw from this vision and mission is the vision and mission is not currently updated. And what researcher would love to know is either the vision and mission of this tourism of Malacca were already achieved or not.

In other aspect, researcher wishes to investigate what are Malacca in tourist perception on their mind before they are arriving in Malacca and what do they get when they arrive in Malacca. This will result a clear view either Malacca is doing a good branding image or the current branding image need to be revised.

### 2.2.1 Malacca As The Heritage City

Malacca or also known is Malay language as Melaka or known in Europeans in 1500 as Malaqua was came into existence as a humble fishing village and developed into the most important entrepot in the region.

Melaka was founded around 1400 by a Sumatran prince fled, Parameswara. Parameswara was making the trip to Melaka in an attempt to flee from the wrath of Majapahit Emperor that he had unsuccessfully tried to overthrow.

In 1989, Melaka has been declared a Historical City of Malaysia (Malacca, 2009). On July 7, 2008, this historic city center has been listed as a UNESCO World Heritage Site famous.

Many people travel to destinations heritage for the purpose of experiencing something new to them. In line with the global trend in tourism, culture, Melaka has emerged as one of the most popular forms of tourism in Malaysia. Melaka development in tourism activities has created a need to have a better research to be seen as the use of experience.

What is the heritage tourist expects around Melaka heritage tours and their perception of the brand identity Melaka tried to communicate with travelers who are key issues to be evaluated by this study. Heritage tourism tourist segment also described as highly motivated to perform and visual arts, cultural exhibits and other attractions.