

Vol:1, Issue: 4 pp: 658-666

JEL Codes: L00,L2,M14,Z1

BUDIANTO, I.R.D., HADITA (2020). "**Relationship between Service Quality and Revisit Intention of Museum Travelers in Jakarta: Mediation Effect of Visitor Satisfaction**", Vol: 1 Issue: 4 pp: 658-666

Keywords: *service quality, visitor satisfaction, revisit intention, museum*

Article Type Research Article

*Relationship between Service Quality and Revisit Intention of Museum Travelers in
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Arrived Date
10.09.2020

Accepted Date
14.09.2020

Published Date
31.10.2020

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ABSTRACT

The purpose of this study is to examine the revisit intention of visitors who come to the museum in Jakarta in relation to service quality mediated by visitor satisfaction. Samples taken were 120 visitors who came to the nine museums, Museum Nasional, Museum Satria Mandala, Museum Sejarah Jakarta, Museum Bahari, Museum Tekstil, Museum Wayang, Museum Seni Rupa dan Keramik, Museum Joang 45, Museum Thamrin dan Museum Prasasti on November and December 2019. This study is using SPSS and AMOS software to analyse the data. The results of this study stated that there is a significant influence on visitor satisfaction caused by service quality. There is a significant correlation where visitor satisfaction affects revisit intention. There is a significant effect on revisit intention caused by service quality and there is a significant effect of service quality on visitor revisit intention through visitor satisfaction mediation. Museum managers must improve service quality in order to remain competitive in tourism industry.

INTRODUCTION

Tourism is one amongst the vital sectors for Indonesia. Central Bank of Indonesia states that tourism is the most effective sector to boost Indonesia's economy. As a service industry, tourism has contributed and played a strategic role in the development of the national economy, regional development as well as improving the welfare of the community, through contributions in Indonesian Gross Domestic Product (GDP). Based on The Travel & Tourism Competitiveness Report released by WEF (World Economic Forum) 2019, the ranking of Indonesia's tourism competitiveness index rose to 40th in 2019 from 42nd in 2017. Jakarta Tourism and Culture Office continues intensifying the promotion of tourist destinations and local wisdom. Jakarta Government expects both local and foreign tourist arrivals to increase from year to year. One of the tourist destinations in Jakarta is the museum such as the National Museum, the Satria Mandala Museum, the Jakarta History Museum, the Maritime Museum, the Textile Museum, the Puppet Museum, the Fine Arts and Ceramics Museum, the Joang 45 Museum, the Thamrin Museum and the Museum Inscription.

Museums in Jakarta are well known and has been visited by many tourists. According to the data from Jakarta Tourism Office, in 2018 the number of travellers visiting the museum was 1,697,821 people. Revisits from the travellers are very important and the strategy to make tourists coming back to visit is becoming a challenge (Ayuningtiyas et al., 2014). In the tourism industry, to be able to stand out, service quality becomes the most important thing for tourist satisfaction and loyalty (Wyllie, 2000). Tourism is a way to form happiness within the world (Pearce, 2007). Happiness is expounded to satisfaction, and so overall happiness is closely associated with satisfaction within tourism sector (Glatzer, 2000).

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Besides the importance of visitor satisfaction, there is still a gap as to whether visitor satisfaction has a mediating role in the effect of service quality on revisit intentions. Visitor satisfaction is fascinating. In the industry, customer retention will be additional vital than attracting new customers (Kim & Lee, 2011). Several studies have been conducted to assess visitor satisfaction in this case visitor satisfaction as a factor effecting revisit intention, however the tourists are now becoming more sophisticated and this makes it more difficult to measure their satisfaction (Ballantyne et al., 2018). The competitiveness of tourist destinations depends on various service offerings including infrastructure, transportation, and attraction itself which can influence satisfaction (Neal & Gursoy, 2008).

This study will present and test service quality that affects visitor satisfaction, and how the revisit intention to the tourist attractions that have been visited. The objective of this article is to measure the service quality contributed by the museum and its impact on visitor satisfaction in visiting museums in Jakarta, as well as to what extent tourists want to come back to that place. Much research has been done on service quality and visitor satisfaction, but not many studies have been done at museums in Indonesia. The outcomes from this study are expected to provide benefit to the existing knowledge about service quality provided by museum managers and visitor satisfaction during the experience of being in the museum as well as providing relevant advice for museum managers and local governments to provide satisfaction and increase revisit intention in the existing museum in Jakarta.

LITERATURE

Service Quality

The significance of service quality for business achievement has been named within the research through its result on traveller satisfaction on client loyalty (Al Khattab and Aldehayyat, 2011). Service quality is defined as what customers spend and are willing to pay "from" what is offered by the seller (Ducker, 1991). Kotler (2003: 83) posits that service quality is any activity carried out by companies to meet consumer expectations. In previous study, service quality has been outlined to the degree that services meet the requirements or expectations of users (Lewis and Mitchell, 1990) Five dimensions of service quality as stated in Parasuraman, Zeithaml, and Berry (1996) called SERVQUAL. Physical evidence (tangibles), includes physical facilities, equipment, and numerous communication materials that are sensible, attractive, and well-maintained. Empathy is the willingness of staff to care more regarding giving personal attention to customers. Reliability is the ability to supply services consistently with promised, trusted, accurate and consistent. Responsiveness is the willingness of staff to assist customers and supply services quickly as well as listen to and resolve complaints from consumers. Assurance that is within the variety of the power of staff to come up with confidence and trust within the promises that are declared to shoppers.

Visitor Satisfaction

Satisfaction or dissatisfaction is the result of the difference between expectations and the results received by customers. According to Kotler (2006) satisfaction is someone's happy or upset feelings that occur after comparing perceptions of performance or products with expectations. If the performance is below expectations, the customer is not satisfied. If the performance is the same as expectations, the customer will be satisfied. If the performance exceeds expectations, the customer will be very satisfied or happy. Visitor satisfaction has become a concern and is very important for companies or organizations to improve the quality of products and services in addition to maintain customer loyalty in a very competitive market (Awwad, 2012). Visitor satisfaction according to Zeithaml et al., (1996) is a feeling about one type of service that customer receives. Customer satisfaction or dissatisfaction occurs due to service and is influenced by perceived quality as well as value of service (Andreassen and Lindestad, 1997). Visitor satisfaction is very important to maintain customer loyalty, so customers will buy a product or service again. From several studies that have been done visitor satisfaction depends on the perceptions and expectations of visitors. Factors that influence consumers' perceptions and expectations when purchasing goods or services include the needs and desires felt by consumers when buying goods or services, past experiences when

consuming goods or services and the experience of friends who have consumed goods or services and advertising (Matzler, Bailom, Hinterhuber, & Renzl, 2004).

Revisit Intention

From the consumer's perspective, visitor behaviour can be divided into three stages: pre-visit, during visit, and post-visit (N. Chen & Funk, 2010). The possibility of tourists returning again is depending on their previous experiences (Nyaga, n.d. ; Raza, Siddiquei, & Awan, 2012). There are four effects that can trigger tourists to visit again, namely: a. Motivation to travel is to investigate the impact of various motivational factors during a visit b. Past experience, to test the influence of past travel c. Obstacle Perception, to investigate the perceived constraints on the willingness of tourists to visit again. d. Attitude, to measure the extent of travellers' attitudes in mediating the impact of certain factors on the intention to visit again (Huang & Hsu, 2009).

Service Quality and Visitor Satisfaction

Many studies have investigated the effect between service quality and visitor satisfaction. Gounaris et al., (2003) revealed that service quality has a significant impact and positive relationship with visitor satisfaction. Osman and Sentosa (2013) analyse the impact of service quality on visitor satisfaction in tourism in Malaysia; they found that service quality has a significant impact and a positive relationship with visitor satisfaction. Soleimani and Einolahzadeh (2018) emphasized that service quality has a direct impact on visitor satisfaction. Based on the above research the hypothesis is as follows:

Hypothesis 1: Service quality is positively related to visitor satisfaction of tourists who visit museums in Jakarta

Service Quality and Revisit Intention

Service quality is very important when tourists consider going back to that place. Nietos et al., (2015) confirmed the influence between service quality, visitor satisfaction, and revisit intention in the amusement park recreation setting in Greece. Their study revealed a high positive relationship between service quality and visitor satisfaction, along with visitor satisfaction and behavioral intentions. The study also showed a positive correlation between service quality and revisit intention. A study conducted by Baker and Crompton (2000) revealed that commitment to return to service and willingness to pay more for service is strongly influenced by service quality and visitor satisfaction. From various studies a hypothesis was made:

Hypothesis 2: Service quality is positively related to the Revisit Intention of tourists who visit museums in Jakarta

Visitor Satisfaction and Revisit Intention

One of the most important factors influencing revisit intention of the tourist is satisfaction (Wu et al., 2015). Several studies in the past have confirmed that visitor satisfaction is positively related to revisit intention (Liu & Jang, 2009; Ryu & Han, 2010). Visitor satisfaction is considered as one of the fundamental causes of post-purchase revisit intention because it substantially increases customer insight into the product or service. This can also increase the customer's desire to return in the future (Oliver, 1980). Customers are more likely to re-visit if a place gives them a positive impression (Sukalakamala & Boyce, 2007). Alexandris, Kouthouris, and Meligdis (2006) posit that satisfaction plays a very vital role in getting visitors to re-visit a place. Soleimani and Einolahzadeh (2018) state that the satisfaction experienced by certain destination tourists is a determinant of their revisit intentions. Therefore, it is hypothesized that:

Hypothesis 3: Visitor satisfaction is positively related to the revisit intention of tourists visiting museums in Jakarta

Service Quality and Revisit Intention through Visitor Satisfaction

There is a positive relationship between service quality, satisfaction and revisit intention. Dabholkar, Shepherd, and Thorpe (2000) posit that visitor satisfaction acts as a mediator between service quality

and revisit intention. Cronin and Taylor (1992) show that service quality perception leads to visitor satisfaction, and that satisfaction, has a significant positive effect on repurchase intentions. On the other hand, Bougoure and Neu (2010), found visitor satisfaction to mediate the effect of quality service on revisit intentions among customers in Malaysia. From the above explanation, a hypothesis is made that:

Hypothesis 4: Visitor satisfaction mediates the relationship of service quality and revisit intension of tourists who come to museums in DKI Jakarta.

Method of Research

The population for this study is all tourists who come to museums in Jakarta which are managed by the government of Jakarta during November and December 2019 periods which are considered as unlimited population statistics. Data were collected using a random survey collection. To collect a more comprehensive sample, this study uses a questionnaire. A total of 200 surveys were collected using convenience sampling. After the elimination of outliers and incomplete surveys, a total of 120 surveys were used for further analysis (N = 120) including 71 (59%) men and 49 (41%) women. Most subjects 72.5% were aged between 20-40 years.

Two software (SPSS and AMOS) are used for analysing statistical data. Data analysis in this study was carried out by conducting several stages, namely descriptive analysis, test data consisting of reliable and validity, path analysis, answering hypotheses and analysing the discussion.

Data Analysis

Reliability and Validity Test Results

The results of the instrument test measurement using SPSS. Each variable can be explained as follows:

Table 1.1 Reliabilities Test

Variable	Cronbach's Alpha	Remarks
Service Quality	0,723	Reliable
Visitor Satisfaction	0,800	Reliable
Revisit Intention	0,767	Reliable

A construct / variable is reliable if it gives a Cronbach Alpha value > 0.70. Thus from the table 1.1, according to the SPSS calculation, all the variables used in this study are reliable, and can be used in research.

Table 1.2 Validity Test

Variable: Service Quality	r count	r table	Remarks
X1.1	0.531	0.1509	Valid
X1.2	0.558	0.1509	Valid
X1.3	0.527	0.1509	Valid
X1.4	0.592	0.1509	Valid
X1.5	0.202	0.1509	Valid

Variable: Visitor Satisfaction	r count	r table	Remarks
Z2.1	0.697	0.1509	Valid

Z2.2	0.698	0.1509	Valid
Z2.3	0.757	0.1509	Valid
Z2.4	0.534	0.1509	Valid

Variable: Revisit Intention	r count	r table	Remarks
Y.1	0.605	0.1509	Valid
Y.2	0.394	0.1509	Valid
Y.3	0.789	0.1509	Valid
Y.4	0.575	0.1509	Valid

From the tables above, it is explained that all indicators in this study is valid as the question / indicator item value of $r \text{ count} > r \text{ table}$. With $n = 120$, obtained $df = 120 - 2 = 118$. Then the $r \text{ table}$ of 0.1509, so it can be concluded that all indicators in this study prove valid.

Path Analysis and Estimated Results

In this study, it can be described the path model of 120 visitor respondents who visited the museum in Jakarta.

Figure 1.1 Path Diagram



Based on Figure 1.1, the path diagram, can be derived in the form of a table of relationships between variables used in this study, namely:

Table 1.3 Regression Weights Result

		Estimate	S.E.	C.R.	P	Label
VISITOR_SATISFACTION	<--- SERVICE_QUALITY	.547	.067	8.103	***	
REVISIT_INTENTION	<--- VISITOR_SATISFACTION	.597	.079	7.525	***	
REVISIT_INTENTION	<--- SERVICE_QUALITY	.266	.073	3.650	***	

Table 1.4 Estimation Results of Direct Relationships Between Variables

	Estimate
VISITOR_SATISFACTION <--- SERVICE_QUALITY	.596
REVISIT_INTENTION <--- VISITOR_SATISFACTION	.562
REVISIT_INTENTION <--- SERVICE_QUALITY	.273

Table 1.5 Estimation Results of Indirect Relations Between Variables

	SERVICE_QUALITY	VISITOR_SATISFACTION
VISITOR_SATISFACTION	.000	.000
REVISIT_INTENTION	.335	.000

As for the basis for a decision making the significance test of the regression weight are:

- If the p-value $< \alpha 0.05$ then the hypothesis becomes zero (0) and H_0 is rejected, meaning that there is an influence between the two variables statistically
- If p-value $> \alpha 0.05$, then the hypothesis becomes zero (0) and H_0 is accepted, meaning that there is no statistical influence between the two variables

Then it can be concluded that there is a direct relationship between variables and indirect relationships between variables by having a significance value.

Table 1.6 Questionnaire

Variables	References	Cronbach's alpha
Service Quality		
1 Museum employees are friendly and polite. (Assurance)	J.Hutchinsonetal.(2009)	0.723
2 Museum employees are always willing to help. (Responsiveness)		
3 Museum employees have knowledge of the products and services offered. (Reliability)		
4 Museum employees understand your specific needs. (Empathy)	Johns , et al (2004)	
5 This museum has modern equipment and new technology. (Tangible)	Mohamed (2006)	
Visitor Satisfaction		
1 I think I made the right decision by choosing this museum.	S. San-Martin et al(2015) H.J.Kim et al(2013) Y.Shi et al(2014)	0.800
2 I am glad to have visited this museum.		
3 I am satisfied with the museum's services.		
4 The performance of this museum exceeds my expectations.		
Revisit Intention		
1 I consider this museum as my first choice compared to the others.	T.(Terry)Kim et al (2009) H.J.Kim et al (2013)	0.767
2 I intend to revisit this museum in the near future.		
3 It is very likely that I will re-visit this museum.		
4 I want to visit this museum more often.		

Table 1.6 Descriptive Statistics of the Respondents to the Survey Conducted at the Museums in Jakarta (N = 120)

Demographic profile of respondents (N = 120)			
Measure	Option	Frequency	%
Gender	Male	71	59%
	Female	49	41%
Age	<20	16	13.3%
	20-40	87	72.5%
	41-60	12	10.0%
	>60	5	4.2%
Educational Background	<High School	65	54%
	S1	44	37%
	S2/S3	11	9%
Monthly Income	<3.000.000	49	41%
	3000.000 sd 4.999.999	53	44%
	5.000.000 sd 9.999.999	12	10%
	>10.000.000	6	5%

Discussion

The results of the hypothesis of this study indicate that:

Hypothesis 1: Service quality is positively related to visitor satisfaction during a visit to museums in Jakarta. From these allegations after being tested it proved that the service quality variable coefficient was positive at 0.60. The effect of service quality is significantly less than 0.05, then H₀ is rejected, which means there is a significant effect of service quality variables on visitor satisfaction.

Hypothesis 2: Service quality is positively related to the Revisit Intention of tourists on a visit to museums in Jakarta. From these allegations after being tested it proved that the service quality variable coefficient was positive at 0.27. The effect of service quality is significantly smaller than 0.05, then H₀ is rejected, which means there is a significant effect of the service quality variable on Revisit Intention.

Hypothesis 3: Visitor satisfaction has a positive relationship with the intention to revisit museums in DKI Jakarta. From these allegations after being tested it proved that the coefficient of the Visitor satisfaction variable was positive at 0.56. The effect of Visitor satisfaction is significantly less than 0.05, then H₀ is rejected, which means there is a significant influence of the Visitor satisfaction variable on the intention to revisit museums in Jakarta.

Hypothesis 4: Visitor satisfaction mediates the relationship of service quality and intention to revisit museums in DKI Jakarta. From these allegations after being tested it proved that Visitor satisfaction mediated the relationship of service quality and intention to revisit museums in DKI Jakarta with a positive variable coefficient of 0.33. The influence of Visitor satisfaction mediates the relationship of service quality and intention to revisit, with significantly less than 0.05, then H₀ is rejected, which means there is a significant effect of the variable Visitor satisfaction mediates the relationship of service quality and intention to revisit museums in Jakarta.

CONCLUSIONS AND RECOMMENDATIONS

The results of this study have reaffirmed the importance of service quality and visitor satisfaction to come back to tourism objects in this case the museum. This study proves that service quality and visitor satisfaction can affect the revisit intention of tourists. Managerial implications, museum managers must improve service quality in order to remain competitive in the museum's special tourism service market. They must pay special attention to the responsiveness and abilities of their staff. Regular staff training in the field of service quality will help improve the capabilities and responsiveness of staff. The main limitation in this study is the data collected only from museums managed by the Jakarta Government and this limits the generalization of findings for the entire museum. To overcome this problem, it is recommended that further research take samples from both public and private museums and not only in Jakarta but in various regions to reflect the entire museum service market. In addition, future studies must examine other variables besides service quality that affect visitor satisfaction of the museum.

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