

Revisit Intention to The Museum Bank Indonesia

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Abstract. Museums are part of the fast-growing world of tourism. Museum Bank Indonesia (BI) is one of the museums professionally managed by Bank Indonesia. However, the number of visitors to the BI Museum has not matched expectations; there are still several complaints about service and visitor's satisfaction that are not directly proportional to the interest in returning to visit. This study aimed to analyze how much influence the dimensions of Service Quality on Visitors Satisfaction and its impact on the Revisit Intention to Museum Bank Indonesia (Museum BI). Furthermore, this study also aims to examine the theoretical relationship that Visitors Satisfaction is a prerequisite for Revisit Intention. This study uses a nonprobability sampling method. The number of samples was determined based on the Slovin formula calculation to obtain a total sample size of 275 respondents. The data analysis technique used was PLS-SEM with the SmartPLS version 3.2.8 application. The results showed that Responsiveness and Empathy directly affected Revisit Intention, while Tangibles, Assurance, Reliability, and Visitors Satisfaction had no direct effect on Revisit Intention. This study also proves that visitor's satisfaction does not have a significant impact on Revisit Intention. Visitors Satisfaction does not mediate the dimensions of Service Quality on Revisiting Interest. The strongest indicator is guide friendliness which correlates with satisfaction with service and interest in visiting the website. For this reason, researchers suggest encouraging museum management to maintain and improve the goodwill of guides and other museum staff as well as developing engagement patterns with visitors that have an impact on Revisit Intention.

Keywords: Service Quality, Visitors Satisfaction, Revisit Intention

1 Introduction

Museums are tourism as well as a learning area. Some of these government programs are the Gerakan Nasional Cinta Museum (Love Museum National Movement) in 2010-2014, starting with the Tahun Kunjung Museum (Visit Museum Year) [1] and the inclusion of the Museum visit in the 2013 education curriculum (scientific learning-based history learning) [2]. According to data from the Ministry of Education and Culture, in 2017, there were 438 museums in Indonesia spread across 34 provinces. The most significant number of museums are in the Jakarta, precisely 64 museums. Several museums in DKI Jakarta are concentrated in 2 places, particularly Taman Mini Indonesia Indah, which consists of 19 museums, and in the Kota Tua Jakarta Tourism Area, with six museums [3]. One of the museums in the Kota Tua Jakarta (Old Town) tourism area is the Museum Bank Indonesia (BI), located at Pintu Besar Utara Street No. 3 West Jakarta. Museum Bank Indonesia is owned and managed by the State Institution authorized in the monetary sector, particularly Bank Indonesia. The Museum Bank Indonesia was opened

to the public on 12 December 2006 with a collection divided into 3 clusters: specifically, the BI institutional cluster, the Numismatic cluster, and the Building-Architecture cluster [4].

As a museum established in the Kota Tua Jakarta tourism area and has sufficient funding, the Museum Bank Indonesia is still experiencing fluctuations in the number of visitors. Observing at visitor's satisfaction, the index of visitor's satisfaction level at Museum Bank Indonesia has a high value. However, the assessment performed hitherto only measures a few things, specifically: the friendliness of the luggage storage officer, the friendliness of the ticket counter officers, the friendliness of the information and registration officers, the hospitality of the souvenir shop officers, the cleanliness of the building and the clarity of the information on the panel; therefore it is not specific concerning the quality of service prompting visitors satisfaction to the Museum Bank Indonesia [5].

Apart from that, there were also several complaints regarding the quality of service at the Museum Bank Indonesia. In 2015-2019, there were complaints related to 1) Tangible (physical evidence) as many as 94 complaints, 2) Responsiveness, as many as 11 complaints, 3) Assurance (guarantee) as many as 15 complaints, there were 4) complaints related to reliability, as many as four complaints, 5) complaints related to Empathy as many as 15 complaints [6]. From these data, it shows that there is visitors' dissatisfaction that needs to be considered by management to improve service quality. Based on the background of the problem, the following problems can be identified:

- a. There is fluctuation in the number of visitors,
- b. Visitors' satisfaction is in proportional to the level of intention in revisiting,
- c. there are still complaints related to Museum Bank Indonesia Services.

Following the research background described above, the researchers formulate the problem to be analyzed as follows, are 1) Tangibles 2) Responsiveness 3) Reliability 4) Assurance and 5) Empathy affecting visitors' satisfaction? Furthermore, 6) Does visitors' satisfaction at Museum Bank Indonesia affects the intention in revisiting? Concerning the background, problem identification, and problem formulation previously described, the purpose of this study is to examine, analyze and measure the influence of service quality dimensions on visitor's satisfaction and its impact on intention in revisiting which the results are expected to contribute to researchers and Museum Bank Indonesia.

According to Gronroos [7], service quality is an activity or that occurs as a result of interactions between customers and employees or other things provided by the service provider company to solve customer problems. The dimensions of service quality (SERVQUAL) by Parasuraman [7], are divided into five SERVQUAL dimensions, including 1) Tangibles, particularly the appearance and capability of the company's physical facilities and infrastructure and the surrounding environment. 2) Reliability, particularly the company's ability to provide services as promised accurately and reliably. 3) Responsiveness, precisely the willingness to help and provide fast (responsive) and precise service to customers. 4) Assurance, specifically the knowledge, politeness, and ability of company employees to foster customers' trust. 4) Empathy provides sincere and individual or personal attention to customers by working to understand customer desires [7]. According to Kotler and Keller (2009) [8], satisfaction is a feeling that arises after comparing product performance to expected performance.

Hawkins and Lonney [9] formulate that the dimensions of customer satisfaction include the conformity of expectations perceived by visitors which are formed from, 1)

The products obtained have matched or even exceeded customer expectations, 2) The services obtained have sufficed or exceeded expectations customers, 3) Support facilities have matched or exceeded customer expectations. In the context of permanent services such as tourist attractions or museums, Fornell (1992) states that satisfied customers will make repeat visits and consciously recommend their experiences to others. Zeithalm et al. [10] emphasize that measuring customers' future intentions can be observed from the customer's decision to stay loyal/leave a product. Measurement of intention in revisiting tourist attractions or museums can also be equated with the intention in buying re-entry tickets for tourist attractions or museums [11].

Dimensions of repurchase interest, in general, can be classified as follows Ferdinand (2002: 129): 1) Referential intention, customers will recommend to others; 2) Explorative intention, customers will explore everything related to the product; 3) Transaction intention, customers will continue to increase the number of purchases and product variations; 4) intention, customers will use the product as a reference for comparison with other products.

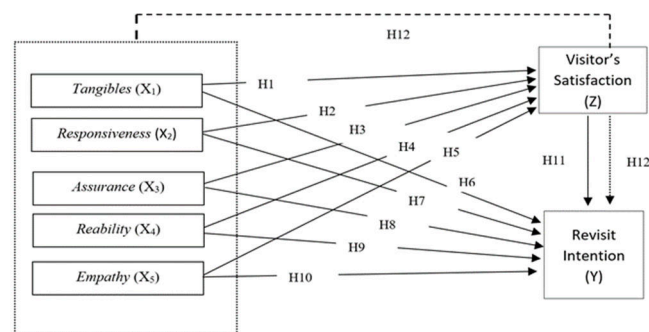


Fig 1. Framework

2 Research Method

The method employed in this research is quantitative and uses the Slovin formula to determine a sample that can represent a population with a degree of confidence of 95%. The sample in the study amounted to 275 respondents. The respondents' data were analyzed using SEM PLS and using the Smart PLS 3.2.8, which will test the correlation between the dimensions of Service Quality and Visitors Satisfaction and its impact on Revisit Intention at the Museum Bank Indonesia.

3 Results and Discussion

The characteristics of respondents in this study were dominated by women, with an average age of 17-25 years, living in Jabodetabek, possessing high school education, and having an income of less than IDR 1 million. In the first stage of validity test with Convergent Validity, there were four indicators in the Tangibles variable that were removed, given that they possessed a loading factor below 0.7. Meanwhile, in the Discriminant Validity test, all variables possess an Average Variance Extracted (AVE) value above 0.5

therefore, they were declared valid. In the reliability test, the Composite Reliability and Cronbach's Alpha tests were performed. It was declared that they had sufficed the criteria; therefore, the research model was a reliable and accurate measuring tool.

The R-square value of the Visitors Satisfaction (Z) variable is 0.816, this means that 81.6% of the Visitors Satisfaction (Z) variable can be influenced by tangibles, responsiveness, assurance, reliability, empathy. The R-square value on the Revisit Intention variable (Y) is 0.665, this means that 66.5% of the Revisit Intention (Y) variable can be influenced by the tangibles, responsiveness, assurance, reliability, empathy, and visitor's satisfaction variables.

Table 1. Path Coefficient, t-statistic dan P-Values

	Original Sample	STDEV	T Statistic	P Values
Tangible->VS	0.613	0.081	7.540	0.000
Tangible-> RI	0.059	0.140	0.421	0.647
Responsiveness->VS	0.008	0.089	0.090	0.928
Responsiveness-> RI	0.286	0.111	2.583	0.10
Assurance->VS	-0.039	0.081	0.479	0.632
	Original Sample	STDEV	T Statistic	P Values
Assurance->RI	-0.167	0.134	1.251	0.212
Reliability->VS	0.200	0.110	3.154	0.002
Reliability-> RI	0.190	0.089	1.729	0.084
Empathy->VS	0.236	0.081	2.918	0.004
Empathy-> RI	0.372	0.111	3.369	0.001

The results of hypothesis testing show that partially Tangible, Reliability and Empathy possess a positive and significant effect on Museum Bank Indonesia Visitors Satisfaction. At the same time, Responsiveness and Assurance do not significantly affect Museum Bank Indonesia Visitors Satisfaction. In further hypothesis testing it proves that partially Responsiveness and Empathy have a positive and significant influence on Revisit Intention to the Museum Bank Indonesia. Tangible, Assurance, Reliability, and Visitors Satisfaction do not have a significant effect on Revisit Intention to Museum Bank Indonesia.

Table 2. Comparison between Direct Influence and Indirect Influence Service Quality Dimensions, Visitors Satisfaction (VS), Revisit Intention (RI)

Variable	Direct Influence	Indirect Influence (through satisfaction)
Tangible-> RI	0.421	1.356
Responsiveness-> RI	2.583	0.090
Assurance-> RI	1.251	-0.454
Reliability-> RI	1.729	1.261
Empathy-> RI	3.369	1.246

The indirect effect test record shows that visitor's satisfaction does not mediate Service Quality on Intention in Revisit the Museum Bank Indonesia. The results not in line according

to theory, given that according to Hawkins and Lonney [9], consumer satisfaction has a positive impact since it can create a harmonious relationship for repeat purchases, formulate loyalty and encourage recommendations to others; therefore visitors satisfaction should be of particular concern to museum management given that visitors satisfaction can provide benefits to the museum, this is not following the research of Ranjabarian (2015) [18], Duantrakoonsil (2017) [19], Hui (2007) [20] and Quintal (2010) [21]. From the results of this research, it is recognized that service quality affects satisfaction and intention in revisiting and visitor's satisfaction as a mediating variable.

These results support Jang's (2007) [12] research, which states that the modernity aspect of tourist destinations is essential to generate intention in revisiting. If there is no modernity in a tourist attraction, visitors tend only to recommend it to others, not revisit it. Also, research by C. Tosun [13] and Wang [14] also states that Visitors Satisfaction is a moderating variable that can affect the increase or decrease of Revisit Intention. The results of hypothesis testing show that visitor satisfaction does not mediate Service Quality on Interest in Revisiting the BI Museum. The results of this study support Jang's (2007) [12] research, which states that tourist destinations' novelty aspect is essential to generate interest in revisiting. If there is no novelty in a tourist attraction, visitors only recommend it to others, not revisit it. According to Lutfi (2013) [15], tourist destinations' novelty in developing tourist destinations is an important alternative that plays an essential role in becoming a tourist attraction. Innovations in unique tourist attractions that other tourist attractions are not owned can be an advantage of a tourist destination.

To maintain the closeness and attachment of museum visitors whose impact is the interest in revisiting, museum management can take several ways: Stakeholders Engagement. In Susilo's research (2014) [16] entitled Stakeholders Engagement Approach in Tourism Village Development, it is stated that the involvement of various parties is something that must be done by a tourist destination. Customer Relationship Management (CRM). In Singh's (2017) [17] study entitled CRM in the Travel & Tourism Industry; it is stated that CRM is effective in strengthening relationships with customers through customer data. In the correlation between dimensions, it was found that empathy had the strongest correlation with Satisfaction and Interest in Revisiting Museum BI. The correlation between indicators shows that the museum educators' hospitality and services have the strongest correlation with visitor satisfaction with services. One of the dimensions of revisiting interest is exploratory interest in opening websites. This is following C. Tosun (2015) [13] and Wu (2015) [22] research, which states that hospitality has a significant effect on the decision to return to Turkey and China

4 Conclusions

The Conclusions of study is tangible, reliability, and empathy significantly affect visitor satisfaction, while responsiveness and assurance have no considerable impact on visitor's satisfaction. Responsiveness and empathy have a substantial effect on Revisit Intention. In contrast, tangible, assurance, reliability, and visitor's satisfaction do not significantly affect to revisit intention to the Museum BI. Visitors' satisfaction does not mediate tangible, responsiveness, reliability, assurance, and empathy for Revisiting Intention in Museum BI. The uniqueness of this research is that visitor's satisfaction does not mediate Service Quality towards Revisit Intention in the Museum Bank Indonesia. In this study, it is concluded that Museum Bank Indonesia's high visitors' satisfaction does not directly affect the Revisit

Intention. Thus, the Museum Bank Indonesia management should not focus on Visitors Satisfaction to increase intention in revisiting. To increase referential intention, particularly the intention in recommending to others, the museum manager can increase empathy aspects, particularly attention and satisfying the needs of visitors. Meanwhile, novelty and engagement to the visitors with Stakeholders Engagement and CRM in tourism is necessary.

For further research, it is suggested to employ other variable dimensions such as visitors trust, brand image, or experiential marketing. Given that, there are still 33.5% of other variables that influence the intention in returning to the Museum Bank Indonesia.

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