



Factors Affecting Museum Re-Visit: Application On The Balai Kirti Museum

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Abstract. This study examines factors leading to visits at the Museum of Balai Kirti – Bogor in Indonesia. The variables studied are service quality, destination image, perceived value and customer satisfaction which are believed to play an important role in influencing re-visit intention at the Museum of Balai Kirti with 200 respondents consumers (or visitors) at the Balai Kirti Museum. A questionnaire has been used as a data collection technique with the help of SEM (Structural Equation Modeling) for data analysis, using AMOS software version 24. This study shows that the intention to re-visit Balai Kirti Museum has a significant impact on service quality, destination image and customer satisfaction. In addition, the perceived value have no significant effect on the intention to re-visit the Balai Kirti Museum.

Keywords: *Service Quality, Destination Image, Perceived Value, Customer Satisfaction, Re-Visit.*

1 Introduction

Tourism is considered the main economic framework in several countries and a job creator, besides that tourism is also one of the pioneers of international growth in the world of service industries (Fourie and Santana-Gallego, 2011). In 2021, the global tourism sector (GDP) will increase to 6.1% (World Travel & Tourism Council, 2022). This has triggered the enthusiasm of countries to rise from adversity and restore their tourism sectors. Currently, Indonesia has started to promote its country again to attract eyes from other worlds. The promotion carried out is by selling the diversity of tourism and Indonesian culture, one of which is museum tourism. This was responded positively by an increase in the number of foreign tourist visits in July 2022 which reached 476.97 thousand visits, an increase of 6,396.46 percent compared to conditions in July 2021. (BPS, 2022).

The Balai Kirti Museum is present as an alternative cultural tourist attraction. The Balai Kirti Museum is busy with domestic and foreign tourists. However, based on interviews with museum staff, visitors have decreased over the last 2 years, as many as 89,336 or -97.6% of visitors.

Hunt (1975) in Isa and Ramli (2014) shows how important destination image is in influencing tourist visits to certain destinations. Chun and Nyam-Ochir (2020) stated that customer satisfaction has a strong and positive relationship with revisit intention. Chang et al (2013) stated that service quality directly influences revision intention. Perceived value is considered to have a positive relationship with revisit intention and customer satisfaction as stated by Raza et al (2012). Based on previous research, phenomena and descriptions of existing problems, this research will analyze the factors that influence return visits to museums (Balai Kirti Museum Study). Destination image, perceived value, service quality will be tested for their influence on customer satisfaction. Next, these four variables will be tested for their influence on revisit intention.

1.1 Service Quality

According to Wandebori (2017) service quality is the overall evaluation of service excellence, this is the customer's perception of a service as well as the customer's assessment or their behavior towards the service. According to Wandebori (2017), service quality has five dimensions, namely: a. Tangibles b. Reliability c. Responsiveness d. Assurance e. Empathy.

1.2 Destination Image

According to Agapito et al (2013) destination image is a subjective interpretation of a destination that exists in tourists' minds which will ultimately determine the tourist's behavior. Agapito (2013) states that destination image has three dimensions, namely: a. Cognitive, b. Affective, c. Conative.

1.3 Perceived Value

Perceived value according to Lim et al (2014) refers to preferences or evaluations of whether the attributes possessed by a product can meet needs and satisfaction in a certain condition. dimensions according to Suratman (2015) include: a. Employee professionalism b. Product quality c. Functional price d. Emotional value, e. Social values.

1.4 Customer Satisfaction

Customer satisfaction is recognized as a key foundation for marketing success with a satisfied customer base playing an important role in achieving company competitiveness (Kant & Jaiswal, 2017). According to Tjiptono and Chandra (2012), customer satisfaction is influenced by five factors, namely: a. Product quality, b. Service quality, c. Emotional, is an intense feeling experienced by customers.

1.5 Revisit Intention

Perceived value according to (Cakici et al., 2019). The positive and negative emotions that consumers get from a service can influence their behavior towards the

business where they get the service and consider their post-sales behavioral intentions (Cakici et al., 2019). According to Huang and Liu (2017) revisit intention has three dimensions, namely: a. Visit again, b. Plan to visit, c. Wish to visit again.

Research Hypothesis Models and Concepts

1. *H1 - Service quality influences customer satisfaction positively and significantly*
2. *H2 - Service quality influences revisit intention positively and significantly*
3. *H3 - Destination image influences customer satisfaction positively and significantly*
4. *H4 - Destination image influences revisit intention positively and significantly*
5. *H5 - Perceived value influences revisit intention positively and significantly*
6. *H6 - Perceived value influences revisit intention positively and significantly*
7. *H7 - Customer satisfaction influences revisit intention positively and significantly*

2 METHODS

This research is explanatory research. The population of this research is museum visitors with a sample size of 200 respondents using accidental sampling techniques. Data were analyzed using SEM AMOS 24 to test the hypothesis.

3 RESULTS AND DISCUSSION

In this model, measurements are carried out using the Fit Measurement Model to measure validity and reliability through CFA (Confirmatory factor analysis). The following are the results obtained:

1. *The results of the validity test on all indicators show that the variable constructs Service Quality, Brand Destination, Perceived Value, Customer Satisfaction and Revisit Intention have a significant regression weight with a value above 2.0 with a p value smaller than 0.05. Thus it can be stated that all the indicators that form the variable construct can be declared valid.*
2. *Based on the results obtained from testing the reliability of the research instrument, the construct variables Service Quality, Brand Destination, Perceived*

Value, Customer Satisfaction and Revisit Intention obtained construct reliability coefficient values > 0.7, it can be stated that the research instrument is reliable.

3.1 Model goodness of Fit Test

Table 1. Model Goodness of Fit

Good of Fit Index	Results	Critical Value	Conclusion
CMIN/DF	1,861	Lower limit 1 upper limit 2	Good Fit
CFI	0.948	≥0,9	Good Fit
GFI	0.900	≥0,9	Good Fit
TLI	0.928	≥0,9	Good Fit
RMSEA	0.066	≤0.08	Good Fit

The use of 5 goodness of fit criteria is considered sufficient to assess the suitability of the model, because each of the goodness of fit criteria, namely absolute fit indices, incremental fit indices, and parsimony fit indices, has been represented.

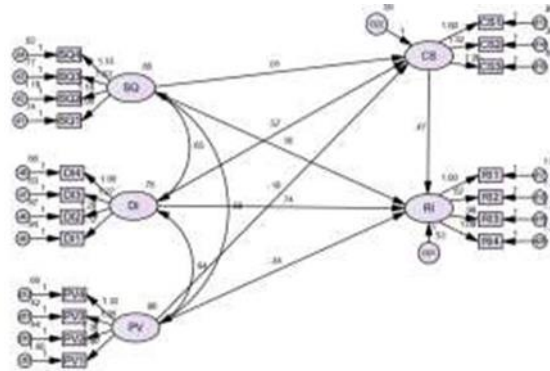


Figure 1. Research Model Structure

1. The C.R (Critical Ratio) value obtained from the relationship between service quality and customer satisfaction is smaller than 2.00 with a P value of 0.844 which is greater than 0.05, which states that there is no positive and significant influence of service quality on customer satisfaction. , shows that the higher the service quality, the less it affects tourist customer satisfaction when visiting the Balai Kirti Museum.
2. The C.R (Critical Ratio) value obtained from the relationship between brand destination and brand image is smaller than 1.96 at -1.784 with a P value of .010 greater than 0.05 which states that there is a not positive but significant influence between Destination Image on Customer Satisfaction shows that the higher the Destination Image, the higher the Customer Satisfaction of tourists when visiting the Balai Kirti Museum.

3. The C.R (Critical Ratio) value obtained from the relationship between Perceived Value and Customer Satisfaction is smaller than 1.96 at -1.784 with a P value of .074 greater than 0.05 which states that there is no positive and significant influence of Perceived Value on Customer Satisfaction. Shows that the Perceived Value of the Balai Kirti Museum is getting better, but it does not affect the Customer Satisfaction of tourists when visiting the Balai Kirti Museum.
4. The C.R (Critical Ratio) value obtained from the relationship between Customer Satisfaction and revisit intention is greater than 1.96 at 3.631 with a P value *** smaller than 0.05 which states that there is a positive and significant influence of Customer Satisfaction on Revisit Intention.
5. The C.R (Critical Ratio) value obtained from the relationship between Service Quality and Revisit Intention is smaller than 1.96 at .896 with a P value of .370 greater than 0.05 which states that there is no positive and significant influence on Service Quality on Revisit Intention.
6. The C.R (Critical Ratio) value obtained from the relationship between Perceived Value and Revisit Intention is smaller than 1.96 at -2.121 with a P value of .034 which is smaller than 0.05 which states that there is a not positive but significant influence between Perceived Value and Revisit Intention, shows that the higher the Perceived Value, the higher the Revisit Intention of tourists in visiting the Balai Kirti Museum.

4 CONCLUSION

This research was conducted to look at factors that can influence tourists' return visits to museums. This shows that of the 7 hypotheses there are 4 hypotheses that are declared influential. This research focuses on museum visits in Indonesia which examines consumer behavior in deciding to make a return visit to a museum based on service quality, destination image, perceived value and customer satisfaction that they have experienced. As a consideration, good service quality, a pleasant destination image, attractive perceived value and customer satisfaction are part of a good quality level in revisit intention.

The results of this research contribute to strategies to attract the interest of visitors or potential visitors in making return visits to the Museum. Through service quality in the form of museum facilities, the ability of museum staff to serve visitors. Through Destination Image, the museum's ability to present a museum that visitors will like. And through Customer Satisfaction in the form of museum conditions that visitors can accept, excellent service quality, and being able to get closer to visitors emotionally.

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