

Visitor Satisfaction at the Multatuli History Museum, Rangkasbitung: A Study on Service Quality Impact

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Abstract

The Multatuli Museum plays a crucial role in serving public demand for high-quality services, as it supports lifelong learning and offers valuable recreational experiences. This study explores the impact of service quality on visitor satisfaction at the Multatuli Museum in Rangkasbitung. A total of 363 participants were included in the sample, selected through purposive sampling with a minimum age of 17. Respondents represented a broad visitor base, including individuals from Rangkasbitung and other areas who had experienced the full range of the museum's facilities and services. The findings show that the quality of services provided by the museum is rated 'very high,' with a score of 3.44, falling within the 3.25–4.00 range. Similarly, satisfaction with these services was categorized as 'outstanding,' scoring 3.42, also within the 3.25–4.00 interval. The analysis further indicates that the quality of services exerts a substantial influence on visitor satisfaction, contributing to 45.4% of the overall satisfaction score. This significant impact underscores the museum's strong potential to deliver high-caliber visitor experiences and demonstrates a solid foundation for continued excellence. To ensure sustained quality and visitor satisfaction, it is essential that the Multatuli Museum, along with the Lebak Regency Culture and Tourism Office, take ongoing, concrete steps to support and enhance the museum's service offerings. By prioritizing service quality and addressing visitors' evolving needs, the Multatuli Museum reinforces its position as an essential educational and cultural hub, promoting learning and enjoyment.

Keywords: *Service Quality, Visitor Satisfaction, Museum Evaluation, Museum Promotion, Multatuli, Rangkasbitung, Anticolonialism.*

Abstrak

Museum Multatuli memegang peranan penting dalam melayani permintaan masyarakat akan layanan berkualitas tinggi, karena mendukung pembelajaran seumur hidup dan menawarkan pengalaman rekreasi yang berharga. Studi ini mengeksplorasi dampak kualitas layanan terhadap kepuasan pengunjung di Museum Multatuli Rangkasbitung. Sebanyak 363 partisipan dimasukkan dalam sampel, dipilih melalui purposive sampling dengan usia minimal 17 tahun. Responden mewakili basis pengunjung yang luas, termasuk individu dari Rangkasbitung dan daerah lain yang telah merasakan berbagai fasilitas dan layanan museum secara menyeluruh. Temuan penelitian menunjukkan bahwa kualitas layanan yang diberikan oleh museum dinilai 'sangat tinggi', dengan skor 3,44, yang berada dalam kisaran 3,25–4,00. Demikian pula, kepuasan terhadap layanan ini dikategorikan sebagai 'luar biasa', dengan skor 3,42, juga dalam interval 3,25–4,00. Analisis lebih lanjut menunjukkan bahwa kualitas layanan memberikan pengaruh yang substansial terhadap kepuasan pengunjung, yang berkontribusi terhadap 45,4% dari keseluruhan skor kepuasan. Dampak signifikan ini menggarisbawahi potensi museum yang kuat untuk memberikan pengalaman pengunjung berkaliber tinggi dan menunjukkan landasan yang kokoh untuk keunggulan yang berkelanjutan. Untuk memastikan kualitas dan kepuasan pengunjung yang berkelanjutan, penting bagi Museum Multatuli, bersama dengan Dinas Kebudayaan dan Pariwisata Kabupaten Lebak, untuk mengambil langkah-langkah konkret yang berkelanjutan untuk mendukung dan meningkatkan layanan museum. Dengan memprioritaskan kualitas layanan dan memenuhi kebutuhan pengunjung yang terus berkembang, Museum Multatuli memperkuat posisinya sebagai pusat pendidikan dan budaya yang penting, yang mempromosikan pembelajaran dan kesenangan.

Kata Kunci: *Kualitas Layanan, Kepuasan Pengunjung, Evaluasi Museum, Promosi Museum, Multatuli, Rangkasbitung, Antikolonialisme.*

INTRODUCTION

As an information institution, the museum's presence is to help manage and provide information on historical heritage and as an institution that provides services to the community (Purnomo, 2022). Article 1 Paragraph 1 of Government Regulation of the Republic of Indonesia Number 66 of 2015 concerning museums, states that museums are institutions that function to protect, develop, utilize collections, and communicate them to the public.

Service quality generally focuses on fulfilling needs and desires and accurately conveying customer expectations (Ok et al., 2018). It is said that if the service received (perceived service) by visitors is comparable to or exceeds what is expected (expected service), then the quality of service is assumed to be good or even very good, and vice versa (Dimaro, 2023).

The Multatuli Rangkasbitung Museum was established on February 11, 2018, in Rangkasbitung, Lebak, Banten. The existence of the Multatuli Museum is intended so that all people can know, recognize, and understand the historical stories that have occurred around the figure of Multatuli, the history of Dutch colonialism, the city of Rangkasbitung, Lebak district, and the history of Banten, and so on. Therefore, the existence of the Multatuli Museum can be appropriately utilized and as optimally as possible by the community, both from within and outside the city of Rangkasbitung itself.

Based on the researcher's initial observations at the Multatuli Rangkasbitung Museum in September 2021, several shortcomings were found related to the quality of service, especially in terms of responsiveness. For example, when the researcher arrived, there was no staff to greet visitors, and no staff needed bettors to explain the collections on display. As a result, many visitors need help, even though, as information experts, they should be able to provide convenience for others and be trustworthy in carrying out their duties. As stated in the Qur'an Surah Al-Anfal verse 27, which means:

"O you who believe! Do not betray Allah and the Messenger and (also) do not betray the trust entrusted to you, while you know it".

However, the Multatuli Rangkasbitung Museum remains committed to consistently continuing to strive to provide quality services to improve the quality of its services as described during the researcher's initial observation. Because if it does not make an effort, the museum will affect visitor satisfaction, as stated in the Total Quality Management theory (Sudirman, 2020). Where according to the Total Quality Management theory, in organizational

management, service quality will always be a determining factor in customer satisfaction (Siswanto & Herawati, 2018). The demand is that there must be continuous efforts involving all elements in the organization so that the planned and established quality can be achieved for the purpose of providing customer satisfaction (Fransisca, 2015).

Several studies have been conducted previously that are relevant to the author's research on the influence of service quality on visitor satisfaction, and there are at least three studies. The three studies have similarities and differences. The first is a study by Dedy Nuryanto 2018 entitled "The Influence of Service Quality on Visiting Decisions at the Body Museum The Bagong Adventure East Java Park 1". The similarities are that they both use museums as research locations, and both use a quantitative approach. As for the differences, the first lies in the variables used. In Dedy Nuryanto's research, the independent variable is service quality. The dependent variable is the decision to visit.

In contrast, the research conducted by the author has four independent variables, namely responsiveness, tangible, communication, and empathy, while the dependent variable is visitor satisfaction; the second difference is in the service quality measurement dimension model used; Dedy's research uses the SERVQUAL model. In contrast, this research uses the HISTORICAL model; the third difference is in the data analysis technique used in Dedy's research using simple linear regression analysis. In contrast, this research uses multiple linear regression analysis.

This second study was conducted by Reynaldo Indrajaya in 2020, entitled "Analysis of the Influence of Service Quality Dimensions on Customer Satisfaction Levels at The Bagong Adventure Museum Tubuh Kota Batu." The study conducted by Reynaldo used quantitative descriptive with an explanatory research approach. The similarities are that both use museums as research locations, research the influence of service quality on visitor satisfaction, and use quantitative research methods. While the difference lies in the service quality measurement dimension model, this study uses the HISTORICAL model, while Reynaldo Indrajaya's study uses the SERVQUAL model; in addition, Reynaldo's study uses the independent variable of service quality, while this study uses four independent variables, namely responsiveness, tangible, communication, and empathy.

The third study by Nira Apriwanti et al. in 2016, entitled "The Influence of Service Quality on Visitor Satisfaction at the Adityawarman Museum" the study conducted by Apriwanti, et al. used a quantitative approach of the causal associative type, a non-probability sampling technique using incidental sampling

totaling 54 people. The similarities are that both use the museum as the research location, want to measure how service quality affects visitor satisfaction and use quantitative research methods. At the same time, the difference lies in the service quality measurement model used. Nira Aprianti's research et al. used the SERVQUAL model. At the same time, this study uses the HISTORICAL model if Nira's research uses only one independent variable: service quality. However, this study uses the service quality variable divided into four independent variables: responsiveness, tangible, communication, and empathy.

Based on the results of the previous research, it was revealed that the study was conducted by the researcher with the three previous researchers. Although the location of the study was the same museum, the names of the museums were different from each other. Likewise, the approach used in qualitative research was the approach, but the model was also different, whereas the three previous studies used the SERVQUAL model. In contrast, the researcher used the HISTOQUAL model.

RESEARCH METHODS

This study uses an explanatory survey method with a quantitative approach. The survey used is by distributing questionnaires. Data collection techniques used are questionnaires, observations, and literature studies (Sari et al., 2022). A research sample of 363 was taken using the accidental sampling technique, with a minimum age requirement of 17 years, and having enjoyed all the facilities and services at the Multatuli Rangkasbitung Museum, both from within and outside Rangkasbitung. The data analysis used is multiple linear regression analysis by quantitative statistical calculations, with the support of the SPSS IBM Statistic 22 application and Excel used to facilitate the data processing and analysis stage.

In order for the research carried out to be more focused and directed and the results obtained are better and more targeted, in this study the researcher focused on the following three problems:

- 1) The quality of service at the Multatuli Rangkasbitung Museum uses the Histoqual service quality model using only four dimensions, namely responsiveness, real, communication, and empathy.
- 2) Visitor satisfaction of Multatuli Rangkasbitung Museum by adopting the core concept of customer satisfaction measurement according to Fandy Tjiptono and Anastasia Diana, namely confirmation of expectations, intention to revisit, willingness to recommend, and visitor dissatisfaction.
- 3) The impact of service quality on customer satisfaction at the Multatuli Rangkasbitung Museum.

The problems that will be found, formulated, and discussed in this study are: "How much influence does service quality, responsiveness, tangible, communication, and empathy have on visitor satisfaction at the Multatuli Rangkasbitung Museum?"

1. Research Instruments.

This study used a questionnaire instrument in the form of a checklist with a Likert scale score of 1-4, with details of the meaning of the answer scores explaining that the score value of 1 category is "strongly disagree"; the score value of 2 categories is "disagree"; the score value of 3 categories is "agree"; the score value of 4 categories is "strongly agree."

For each value, it is then grouped into an interval class. The determination of the interval range is as follows:

$$\text{Interval} = \frac{\text{max. Value} - \text{min. value}}{\text{Number of classes}} = \frac{4-1}{4} = 0,75$$

Table 1. Distribution scale of respondents' opinions

Internal Scale	Category
1,00 – 1,74	Very Low
1,75 – 2,49	Low
2,50 – 3,24	High
3,25 – 4,00	Very High

Table 1 explains that Max. value = highest value, value 4 and Min. value = lowest value, value 1. Number of classes = Very Low, Low, High, Very High (4 number of classes category). So, the scale of distribution of respondents' opinions can be determined with an interval of 0.75 obtained.

2. Research Variables

This study focuses only on the quality of service in the museum, with the Histoqual model on the aspects of responsiveness, tangible, communication, and empathy. In contrast, this study does not include the consumable aspect in Histoqual because the Multatuli Museum needs to meet the consumable aspect for measurement. Therefore, this study uses four independent variables and one dependent variable. With the following details:

- a. Responsiveness as a free or independent variable (variable X1);
- b. Tangible as a free or independent variable (variable X2);
- c. Communication as a free or independent variable (variable X3);
- d. Empathy as a free or independent variable (variable X4);
- e. Visitor Satisfaction as a dependent variable (variable Y).

3. Hypothesis

The hypotheses (temporary assumptions) whose truth will be tested in this research are as follows:

H1: There is a partial influence of responsiveness (X1) on visitor satisfaction (Y) at the Multatuli Rangkasbitung Museum.

H2: There is a partial influence of tangible (X2) on visitor satisfaction (Y) at the Multatuli Rangkasbitung Museum.

H3: There is a partial influence of communication (X3) on visitor satisfaction (Y) at the Multatuli Rangkasbitung Museum.

H4: There is a partial influence of empathy (X4) on visitor satisfaction (Y) at the Multatuli Rangkasbitung Museum.

H5: There is a simultaneous influence of responsiveness (X1), tangible (X2), communication (X3), and empathy (X4) on visitor satisfaction (Y) at the Multatuli Rangkasbitung Museum.

RESULTS AND DISCUSSION

a. Validity Test

A validity test is critical, especially in quantitative research with questionnaires. A Validity test is needed to determine whether an item (questionnaire question) is indeed suitable for use or not as a measurement of what will be measured in this study. The basis for making the decision is if the significance value is <0.05 , and $r_{count} > r_{table}$, then the questionnaire item is declared valid.

Based on the results of the validity test that has been carried out, it was found that the validity of variables X1 (9 items), X2 (8 items), X3 (3 items), X4 (4 items), and Y (16 items), the question items submitted were declared valid, this is because the calculated r value $> r_{table}$ and the significance value obtained <0.05 .

b. Reliability test

Reliability testing is carried out to measure the extent to which the measurement results obtained are reliable. The basis for making decisions is by looking at Cronbach's Alpha value as follows:

Cronbach's Alpha <0.6 : poor reliability

Cronbach's Alpha $0.6-0.79$: Reliability

Accepted

Cronbach's Alpha > 0.80 : good reliability.

Based on the results of the reliability test that was carried out, Cronbach's Alpha value of the responsiveness variable (X1) is 0.853, which means it is

reliable with good reliability. The Cronbach's Alpha value of the tangible variable (X2) is 0.824, which means it is reliable with good reliability; the Cronbach's Alpha value of the communication variable (X3) is 0.728, which means it is reliable with acceptable reliability, the Cronbach's Alpha value of the empathy variable (X4) is 0.633 which means it is reliable with acceptable reliability, and the Cronbach's Alpha value of the visitor satisfaction variable (Y) is 0.918 which means it is reliable with good reliability.

1. Service Quality at the Museum

a. Responsiveness Variable (X1)

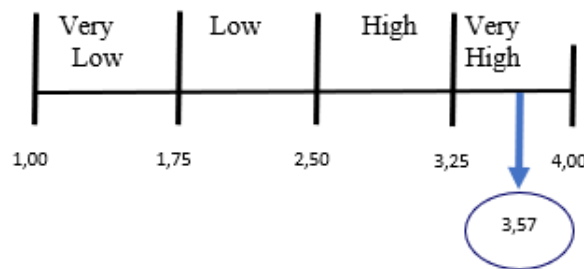


Figure 1. Value of responsiveness variable

Figure 1 above shows that the value of the responsiveness variable is at a very high level (3.57) in between of the interval scale 3.25 – 4.00. The very high level of responsiveness of the variable is because based on the nine questions of the responsiveness variable (X1), the average score of the nine questions was 32.09. So $32.09/9 = 3.57$. The grand mean value of the responsiveness variable (X1) was 3.57. So it can be concluded that the Multatuli Rangkasbitung Museum has responsiveness (responsiveness) of staff efficiency in the availability of welcoming, helping, taking the time, informing (having good staff knowledge) to visitors, giving visitors the freedom to explore the museum freely, and the convenience of the museum's opening and closing hours for visitors in the 'very high' category, because 3.57 is between the interval 3.25-4.00.

b. Tangible Variable (X2)

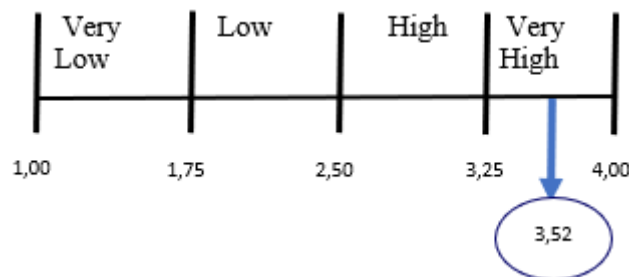


Figure 2. Value of tangible variable

Furthermore, figure 2 indicates that the tangible variable value is also very high at a score of 3.52. This is because on the basis of the eight questions asked for the tangible variable (X2), the average score of the eight questions was 28.17. So $28.17/8 = 3.52$. The grand mean value of the tangible variable (X2) was 3.52. So it can be concluded that the Multatuli Rangkasbitung Museum has tangible (physical evidence) of the museum's environmental conditions ranging from cleanliness, general maintenance, the authenticity of the collections on display, and directional signs used to guide visitors through the museum easily in the 'very high' category because 3.52 is between the interval 3.25-4.00.

c. Communication Variable (X3)

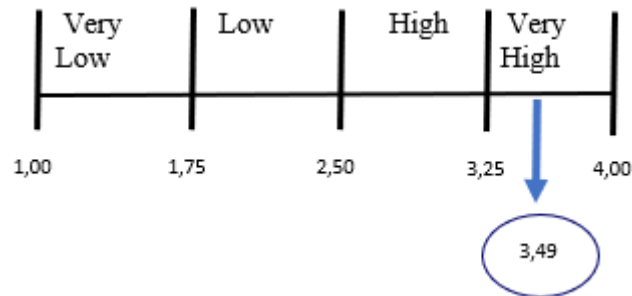


Figure 3. Value of Communication Variable

Moreover, figure 3 indicates that the communication variable is very high at a score of 3.49 . According to the three questions asked for the communication variable (X3), the average score of the three questions was 10.47. So $10.47/3 = 3.49$. The grand mean value of the communication variable (X3) was 3.49. So it can be concluded that the Multatuli Rangkasbitung Museum has communication in terms of the quality and detail of historical information provided by providing instruments such as collection information captions, providing brochures, and informing visitors about the existence of facilities and services in the 'very high' category, because 3.49 is between the interval 3.25-4.00.

d. Empathy Variable (X4)

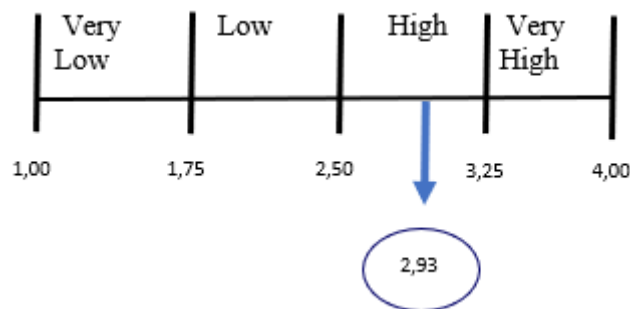


Figure 4. Value of empathy variable

In addition, figure 4, that the empathy variable its value shows only high score (2.93), because the average score of the four questions was 11.73. So $11.73/4 = 2.93$. The grand mean value of the empathy variable (X4) was 2.93. So, it can be concluded that the Multatuli Rangkasbitung Museum has empathy; However, although the Multatuli Museum does not have facilities for child visitors and visitors with physical limitations (disabilities), the Multatuli Rangkasbitung Museum still provides services, especially attention by staff educators to child visitors and visitors with disabilities in the 'high' category, because 2.93 is between the interval 2.50-3.24.

The mean value of service quality (responsiveness, tangible, communication, and empathy) as a whole for the Multatuli Rangkasbitung Museum can be determined as follows:

Service Quality = Total score of variables (responsiveness + tangible + communication + empathy) / number of questions.

$$\text{Service quality} = 32.09 + 28.17 + 10.47 + 11.73 = 82.46 / 24 = 3.44$$

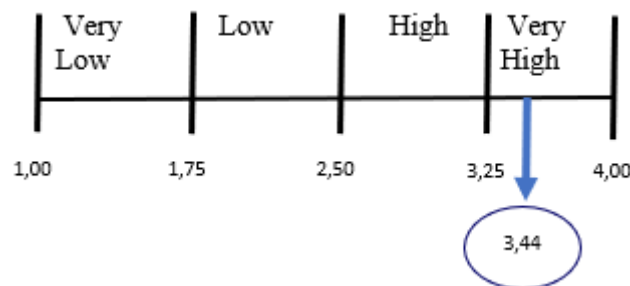


Figure 5. Level of service quality

Finally, that figure 5 shows the level of service quality of the Multatuli Rangkasbitung Museum has a level of service quality in responsiveness, tangible, communication, and empathy in the 'very high' category because 3.44 is between the interval of 3.25-4.00. This study's results align with research conducted by Farida in 2018. The study was conducted at RSI NU Demak, and the results showed that RSI NU Demak has a good level of service quality, especially in terms of good food service and guaranteed cleanliness of food and cutlery. And the officers' good attitude toward patients.

2. Museum Visitor Satisfaction

Visitor Satisfaction Variable (Y) Of the 16 questions asked for this visitor satisfaction variable, a mean value of 3.42 was obtained.

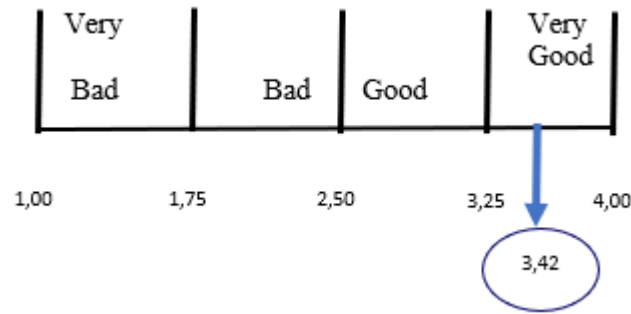


Figure 6. Level of visitor satisfaction

The figure 6, shows the level of the Multatuli Rangkasbitung Museum has a level of visitor satisfaction that can be proven by satisfaction with the product, satisfaction with the friendliness of the staff, confirmation of expectations between expectations and reality, the intention to revisit, the willingness to recommend the museum to family or friends, and has few visitor complaints about visitor satisfaction (visitor dissatisfaction) in the 'outstanding' category because 3.42 is between the interval of 3.25-4.00. This study's results align with the research conducted by Januar Efendi Panjaitan and Ai Lili Yuliati in 2016. The research was conducted at the JNE Bandung branch, and the study results showed that the JNE Bandung branch had customer satisfaction in the outstanding category.

1) Hypothesis Testing

a. Multiple Linear Regression Analysis

Table 2. Multiple Linear Regression Analysis Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	9.326	2.532		3.684	.000
Responsiveness	.402	.089	.228	4.500	.000
Tangible	.500	.100	.263	5.010	.000
Communication	1.128	.212	.268	5.330	.000
Empathy	.286	.109	.106	2.624	.009

a. Dependent Variable: Kepuasan Pengunjung

Table 2, tells about multiple linear regression analysis test. From the results of the multiple linear regression analysis test, the equation is obtained:

$$Y' = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$

$$Y' = 9.326 + 0.402X_1 + 0.500X_2 + 1.128X_3 + 0.286X_4$$

So it is known:

- 1) The constant value (a) is 9.326, which means responsiveness, tangible, communication, and empathy. If the value is 0, then the visitor satisfaction value is 9.326 and has a positive value.
- 2) The regression coefficient value of the responsiveness variable is 0.402, which means that if responsiveness increases per unit, visitor satisfaction will also increase by 0.402 units with the assumption that other independent variables have a fixed value.
- 3) The regression coefficient value of the tangible variable is 0.500, which means that if tangible increases per unit, visitor satisfaction will also increase by 0.500 units, assuming that other independent variables remain constant.
- 4) The regression coefficient value of the communication variable is 1.128, which means that if communication increases per unit, visitor satisfaction will also increase by 1.128 units, assuming that other independent variables remain constant.
- 5) The regression coefficient value of the empathy variable is 0.286, which means that if empathy increases per unit, visitor satisfaction will also increase by 0.286 units, assuming that other independent variables remain constant.

b. Partial (t testing)

Table 3. Results of t-test

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	9.326	2.532		3.684	.000
Responsiveness	.402	.089	.228	4.500	.000
Tangible	.500	.100	.263	5.010	.000
Communication	1.128	.212	.268	5.330	.000
Empathy	.286	.109	.106	2.624	.009

a. Dependent Variable: Kepuasan Pengunjung

Meanwhile, table 3 shows results of t- test. From the results of the t-test, it can be seen that:

1) First Hypothesis Testing (H1):

It is known that the sig. The value of the influence of Responsiveness (X1) on

Visitor Satisfaction (Y) is $0.000 < 0.05$. The t-value is $4.500 > t$ table 1.97, so it can be concluded that H1 is accepted, namely, there is a partial influence of Responsiveness (X1) on Visitor Satisfaction (Y) at the Multatuli Rangkasbitung Museum.

This study's results align with research conducted by Ade Irma and Hendra Saputra in 2020. The study was conducted at the Garuda Plaza Hotel, and the results showed that responsiveness positively affects customer satisfaction.

2) Second Hypothesis Testing (H2):

It is known that the sig. Value. The influence of Tangible (X2) on Visitor Satisfaction (Y) is $0.000 < 0.05$, and the calculated t value is $5.010 > t$ table 1.97, so it can be concluded that H2 is accepted, namely there is a partial influence of Tangible (X2) on Visitor Satisfaction (Y) at the Multatuli Rangkasbitung Museum.

This study's results align with research conducted by Ade Irma and Hendra Saputra in 2020. The study was conducted at the Garuda Plaza Hotel, and the results showed that tangible positively affects customer satisfaction.

3) Testing the Third Hypothesis (H3):

It is known that the sig. Value. The influence of Communication (X3) on Visitor Satisfaction (Y) is $0.000 < 0.05$, and the calculated t value is $5.330 > t$ table 1.97, so it can be concluded that H3 is accepted, namely there is a partial influence of Communication (X3) on Visitor Satisfaction (Y) at the Multatuli Rangkasbitung Museum. This study's results align with research conducted by M. Daffa Atallarick et al. in 2021. The study was conducted at the National Museum of Indonesia, and the results showed that communication positively affects satisfaction as a basis for interest in revisiting.

4) Testing the Fourth Hypothesis (X4):

It is known that the sig. Value. The influence of Empathy (X4) on Visitor Satisfaction (Y) is $0.009 < 0.05$, and the calculated t value is $2.624 > t$ table 1.97, so it can be concluded that H4 is accepted, namely there is a partial influence of Empathy (X4) on Visitor Satisfaction (Y) at the Multatuli Rangkasbitung Museum. The study results align with the research conducted by Januar Efendi Panjaitan and Ai Lili Yuliati in 2016. The study was conducted at the JNE Bandung branch, and the results showed that empathy positively affected customer satisfaction at the JNE Bandung branch.

c. Simultan testing (f test)

Table 4. Simultan testing (f-test) results

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	4963.827	4	1240.957	74.485	.000 ^b
Residual	5964.420	358	16.660		
Total	10928.248	362			

a. Dependent Variable: Kepuasan Pengunjung

Furthermore, table 4 explains stimultan testing (f-test) results. From the results of the f test, it can be seen:

Fifth Hypothesis Testing (H5)

It is known that the sig. The value is $0.000 < 0.05$, and the calculated F value is $74.485 > F \text{ table } 2.629776$, so it can be concluded that H5 is accepted. Namely, Responsiveness, Tangible Communication, and Empathy have a simultaneous influence on Visitor Satisfaction (Y).

This study's results align with research conducted by Haufi Sukmamedian and Nensi Lapotulo in 2022. The study was conducted at the National Museum of Indonesia, and the results showed that physical evidence, reliability, responsiveness, assurance, and empathy have a simultaneous and significant impact on visitor satisfaction.

d. Coefficient of Determination Test

Table 5. Results of the determination coefficient test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.674 ^a	.454	.448	4.082

a. Predictors: (Constant), Empathy, Communication, Responsiveness, Tangible

b. Dependent Variable: Kepuasan Penqunjung

Meanwhile, table 5 shows the results of the determination coefficient test that the R Square value obtained is 0.454, which shows that the contribution of the influence of responsiveness (X1), tangible (X2), communication (X3), and empathy (X4) variables to the visitor satisfaction variable (Y) is 45.4%. In comparison, 54.6% is influenced by other factors not included in this study.

3. The Influence of Service Quality on Satisfaction in Museums. Analisis Korelasi

For the basis of decision-making:

0-0.24 = Very weak correlation

>0.25-0.5 = Quite strong correlation

>0.5-0.75 = Strong correlation

>0.75-1 = Very strong correlation

Table 6. Correlations with variable Y

		Correlations				
		Responsiveness	Tangible	Communication	Empathy	Kepuasan Pengunjung
Responsiveness	Pearson Correlation	1	.582**	.530**	.235**	.548**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	363	363	363	363	363
Tangible	Pearson Correlation	.582**	1	.587**	.196**	.574**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	363	363	363	363	363
Communication	Pearson Correlation	.530**	.587**	1	.180**	.563**
	Sig. (2-tailed)	.000	.000		.001	.000
	N	363	363	363	363	363
Empathy	Pearson Correlation	.235**	.196**	.180**	1	.259**
	Sig. (2-tailed)	.000	.000	.001		.000
	N	363	363	363	363	363
Kepuasan Pengunjung	Pearson Correlation	.548**	.574**	.563**	.259**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	363	363	363	363	363

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

Finally, the table 6 shows the correlation with variable Y that variables X1, X2, X3, and X4 correlate with variable Y. Proven by the sig. X1 = 0.000 <0.05, X2 = 0.000 <0.05, X3 = 0.000 <0.05, and X4 = 0.000 <0.05. It is also known that responsiveness (X1) has a positive relationship with visitor satisfaction (Y), with a Pearson correlation value of 0.548. Therefore, it has a strong degree of relationship (between the interval > 0.5-0.75). Tangible (X2) positively correlates with visitor satisfaction (Y) with a Pearson correlation value of 0.574. Therefore, it has a strong degree of relationship (between the interval > 0.5-0.75). Communication (X3) has a positive relationship with visitor satisfaction (Y), with a Pearson correlation value of 0.563. Therefore, it has a strong degree of relationship (between the interval > 0.5-0.75). Empathy (X4) positively relates to visitor satisfaction (Y) with a Pearson correlation value of 0.259. Therefore, it has a fairly strong degree of relationship (between the interval >0.25-0.5).

The study's results stated that the quality of service at the Multatuli Rangkasbitung Museum was considered excellent and high quality by the visiting public. Both in terms of responsiveness, tangible, communication, and empathy. Responsiveness is related to staff efficiency, tangible is related to museum management, communication is related to the detail and quality of the information provided, and empathy is related to the ability to meet the needs of children and disabled visitors. These four aspects can then influence visitor satisfaction regarding confirmation of expectations, intention to revisit, willingness to recommend, and visitor dissatisfaction. Therefore, it must be done with the Multatuli Rangkasbitung Museum. It also requires real support from various parties, especially the Lebak Regency Culture and Tourism Office, which is the institution that oversees the Multatuli Rangkasbitung Museum. The quality of service at the Multatuli Rangkasbitung Museum will be much better in the future because the more visitors are satisfied with the quality of service provided, the more people will use the existence of the museum as a source of historical information and also have an impact on increasing the number of visits.

The core focus of information institutions is to manage, maintain, and convey information to the public. Information institutions, such as libraries, archives, museums, and so on, wherein providing information, of course, are adjusted to the vision and mission of the information institution or the institution that oversees the information institution concerned and are also adjusted to the users who are the target of the information institution concerned (Pudjastawa & Perdananto, 2023). Like museums, museums are information institutions engaged in managing and fulfilling historical heritage information needs (Fajriyah & Novian, 2023). The Multatuli Rangkasbitung Museum is here to help manage and provide historical information to the public about the figure of Multatuli, Dutch colonialism, and the history of Banten, Lebak, and Rangkasbitung.

Museums, as one of the information institutions engaged in the field of public services, make the quality of service factor a vital thing that museums must do to provide a sense of satisfaction to their visitors (D Budianto, 2020). Because museum information institutions are said to be successful if they can benefit many people, the more people are satisfied with the quality of service provided; the more people will visit and take advantage of all the facilities and services available at the museum (Vernia, 2020).

In providing quality service to visitors, this museum will constantly change occasionally, and everyone inevitably wants the best service. Therefore, the

museum will always try to improve in a better direction (Seth et al., 2005). As explained in total quality management, an organization needs to rely on continuous improvement and involve all elements in the organization so that the quality that has been planned and determined can be achieved to satisfy customers. Improvements in providing quality that the museum has to visitors include improving the quality of service because implementing total quality management will impact improving the quality of service. A good quality of service, of course, will increase customer satisfaction.

Service quality can be interpreted as the totality of the features and characteristics of a product or service that depends on the ability to satisfy both stated and implied needs (Uslu & Eren, 2020). Therefore, service quality is the most critical factor customers consider when purchasing a product or service.

This Histoqual service quality model is a modification of the Servqual model previously introduced by A. Parsu Parasuraman, Valarie A. Zethmal, and Leonard L. Berry in 1985, 1988, and revised in 1991. Servqual was then modified by Isabelle Frochot and Howard Hughes in 2000, which aims to be able to measure the quality of service for cultural heritage managers in all historic houses (museums), which is then known as the Historical model (Frochot, I & Hughes, 2000).

There are five dimensions of measurement contained in the Historical model, including the following:

- 1) Responsiveness and the quality of museum services, in this case, include the efficiency of staff in their availability and willingness to welcome, assist, inform, and spend time with visitors. In addition, it also concerns the property's ability to recognize visitor needs, the quality of visits, the ability of visitors to explore the museum and property freely, and the convenience of the museum's opening and closing hours;
- 2) Tangible (physical evidence), the quality of museum services, in this case, includes the condition of the museum environment, cleanliness, general maintenance, the authenticity of the exhibited property, the attractiveness of the yard, plants planted in the yard, and the attractiveness of the museum's interior for visitors. In addition, it is also related to the usefulness of directional signs used to guide visitors through the museum easily;
- 3) Communication, the quality of museum services in this case, includes the quality and detail of the information provided, the provision of instruments that can help guide and convey information more efficiently to visitors, for example, providing collection captions and brochures;

- 4) Consumables, the quality of museum services in this case, includes additional museum services to be able to provide or cooperate to provide souvenir shopping centers and restaurants for visitors;
- 5) Empathy, the quality of museum services in this case, includes the willingness of the museum to consider the needs of child visitors and visitors with physical limitations (disabilities).

Customer satisfaction is interpreted as a basic concept and practice in contemporary marketing, in which, in the marketing philosophy itself, customer satisfaction is seen as the main element that determines the success of a marketing organization itself, be it a business organization seeking profit or an organization that operates a non-profit. This customer satisfaction is then believed to be a 'vehicle' to realize the organization's goals in terms of sales, profit, market share, business growth, survival, public services, and so on. Therefore, providing a sense of satisfaction to our customers is the main factor that needs to be improved.

Customer satisfaction can be seen through several concepts (Tjiptono et al., 2015), including:

- 1) Overall, customer satisfaction is conducted by directly asking customers about a particular product or service and how satisfied they are.
- 2) Dimensions of customer satisfaction, conducted by identifying the dimensions that are key to customer satisfaction, asking customers to rate competitors' products or services based on items such as speed of service and friendliness of staff towards customers, asking customers to rate competitors' products or services based on items that they think are most important in assessing overall customer satisfaction.
- 3) Confirmation of expectations is conducted by concluding based on the suitability between customer expectations and the actual performance of the products offered by the company. Expectations vs. Reality.
- 4) Repurchase intention is conducted by asking customers whether they will make repeat purchases or use the company's services again.
- 5) Willingness to recommend is conducted by finding out whether customers are willing to recommend the company's products or services to friends or family so that they can be followed up.
- 6) Customer dissatisfaction is determined by determining the reasons for dissatisfaction with the company's services or products, usually indicated by product returns or complaints.

CONCLUSION

Based on the research results found through data collection, processing, analysis activities, and previous discussions, the Multatuli Rangkasbitung Museum has excellent service quality in the excellent and very high-quality categories. This is evidenced by the total score of 24 question items submitted for the responsiveness (X1), tangible (X2), communication (X3), and empathy (4) variables. A mean score of 3.44 was obtained for service quality, which is in the "very high" category because it is between the interval of 3.25 and 4.00. Meanwhile, the responsiveness variable is the variable with the highest score in the service quality assessment, with a Grandmean score of 3.57 (very high), and the lowest service quality is the empathy variable with a Grandmean score of 2.93 (high).

Visitors to the Multatuli Rangkasbitung Museum, both from within and outside the city of Rangkasbitung, are satisfied in the "very high" category. This can be proven by the total score of 16 question items submitted for the visitor satisfaction variable (Y), which has a mean value of 3.42. It is in the "very high" category between the interval 3.25 and 4.00. At the same time, the magnitude of the influence of service quality simultaneously on visitor satisfaction is 0.454 or 45.4%.

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