

# Foreign Tourist Satisfaction at Museum

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**Keywords:** Tourist Satisfaction, Tourist Attraction, Quality of Travel Destinations

**Abstract:** Tourism is an industrial opportunity that has a very wide network and can even develop other business fields and is a very profitable opportunity for a particular country. Tourist satisfaction can be influenced by Travel Attractions and Service Facilities, and according to the Quality of Travel Destinations can also influence consumer behavior. This research is a survey research using a questionnaire. The population in this study were all foreign tourists visiting the Yogyakarta and South Sumatera museum and with sampling techniques convenience sampling. Multiple linear regression analysis was used to examine the relationship between variables in this study.

## 1 INTRODUCTION

The Tourism Industry is one of the most important sectors in several local economies, mainly because of the ever-increasing contribution to regional income, but also because of the opportunities offered for further growth (Karakitsiou et al., 2007). Tourism is an industrial opportunity that has a very wide network and can even develop other business fields and is a very profitable opportunity for a particular country. Tourist satisfaction can be influenced by Travel Attractions and Service Facilities, and according to the Quality of Travel Destinations can also influence consumer behavior in determining destination destinations (Rajaratnam et al., 2011). This study aims:

- a. To find out and analyze the influence of Attraction on the satisfaction of Foreign Tourists in the Yogyakarta and South Sumatera Museum.
- b. To find out and analyze the effect of the Facility on the satisfaction of Foreign Tourists in the Yogyakarta and South Sumatera Museum.
- c. To find out and analyze the effect of Accessibility on the satisfaction of Foreign Tourists in the and South Sumatera Museum.

- d. To find out and analyze the effect of Destination Quality on the satisfaction of Foreign Tourists in the Yogyakarta Museum.

## 2 LITERATURE REVIEW

### 2.1 Tourist Satisfaction

#### 2.1.1 Understanding Satisfaction

Zeithaml and Bitner (2003) suggest that satisfaction is a much broader concept than merely an assessment of service quality, but is also influenced by other factors, such as situation factors, individual background, and product quality.

The perception of the quality of tourist destinations felt by tourists during and after visiting tourist destinations is the quality of tourism and affects tourist satisfaction. Satisfaction is a measure that shows how well expectations are met regarding satisfaction from customer needs. Tourist satisfaction research has often been applied because it has an important role in the survival of each tourism product, service, and tourist destination (Gustroy et al. 2003, 2007).

The disconfirmation model is the one most often used in previous satisfaction studies (Erevelles and

Leavitt, 1992). Based on this approach, satisfaction is seen as evaluating individual responses.

Between what is received and what is expected (Liljander and Strandvik, 1997). Therefore, the quality of service performance evaluated by consumers in terms of reference or comparison basis is generally referred to as the standard of expectation or comparison. The individual decisions resulting from this comparison are referred to as disconfirmation of expectations, which reflects if the service is better or worse than expected.

Based on this, expectations, performance, and disconfirmation are the most important variables that contribute to customer satisfaction (Oliver, 1997). To complete, loyalty to service providers is considered as the main consequence of satisfaction (Yu and Dean, 2001).

## 2.2 Destination Attractiveness

### 2.2.1 DefnTravel Attractions

Gunn (1972, 1998) suggested that without tourist attraction, there would be no tourism. Lew (1987) adds that without tourism, there will be no tourist attraction. The importance of tourist attraction is a condition for developing tourism in certain areas. Lew (1987) defines a tourist attraction as all elements of a tourist destination that draw tourists from their permanent residence and refers to the geographical and climate characteristics of a particular location, activities in which tourists can participate according to the experience they remember.

Mayo and Jarvis (1981) define attractiveness as the perceived ability of a goal to provide individual benefits. Gartner (1996) defines tourist destinations as the center of the tourist experience, and he also stresses the importance of management by saying that almost all features can be a tourist attraction if marketed properly and adequately presented.

Hu and Ritchie (1993) define tourist attraction as a reflection of the feelings, beliefs, and opinions one has about the desired perceptions of destinations to meet special needs and satisfaction for certain individuals. "

### 2.2.2 Classification of Tourist Attractions Tourism

Objects are heterogeneous and the essence of each Different tourist attraction. For example, natural attractions, night tours, historical tourism, and spiritual tourism are examples of tourist destinations.

The essence of each of these tourist attractions is different, but if all tourist destinations are properly presented and marketed then it can become an attraction perfect tourism McIntyre, Hetherington and Inskeep (1993) classify factors of tourist attraction into the following categories:

- 1) natural tourism resources,
- 2) cultural and historical heritage,
- 3) climate conditions,
- 4) infrastructure,
- 5) services and tourist facilities

In addition to the above tourist attraction factors, the tourist attraction is influenced by several main factors of tourism component ta include Attractions, Amenity, and Accessibility.

#### 1) Attraction

Cooper (2000) mentions that Attraction is a form of cultural activity, natural beauty, and events that motivate tourists to come to visit. Attraction (Attraction) is all about nature, culture, events, recreation, and entertainment, which is an attraction so that people want to come to visit a tourist destination and can be entertaining when people watch the attraction.

#### 2) Facilities (Amenity)

Cooper (2000) states that Amenity includes facilities and services provided for tourists in tourist destinations. Amenity is all facilities contained in a tourist destination that supports tourist activities to enjoy the tourist destination area.

#### 3) Accessibility

Includes distance from the highway, road conditions, and vehicles to tourist attractions. According to cooper (2000), Accessibility is the provision of transportation facilities to reach destinations easily. Accessibility can also be said as facilities for tourists to reach tourist destinations in the form of vehicles, transportation systems, terminals, and pre-highway facilities.

## 2.3 Quality Travel Destinations (Destination Quality)

The Quality tourist destination is defined as a location group of attractions, facilities, and tourist services (Kim and Brown, 2012), and the combination of these features is a tourism product at the destination (Zabkar et al.,2010). Zakbar highlighted the existence of two frameworks for classifying the attributes of tourist destinations, namely Attractions, access, additional facilities, and services) and (tourist attractions, access, facilities, packages available, activities and additional services).

Previous studies conducted by Lopez-Toro et al., (2010); Eusebio and Vieira, (2013); Chen et al., (2011); Moutinho et al., (2012) using different important attributes aimed at assessing the quality of tourist destinations. This study does not focus on rural tourism destinations. Apart from the growth of rural tourism in many developed and developing countries. The study states that the quality of rural accommodation (Lourerio and Gonzalez, 2008) or Farm tourism (Rozman et al., 2009). Because of the scope of this study, relevant attributes for measuring the quality of rural tourism destinations have been identified and used.

The perception of the quality of tourist destinations felt by tourists during and after visiting tourist destinations is the quality of tourism and affects tourist satisfaction. Rajaratnam et al., (2011) in his research stated that there were 8 (eight) attributes of the quality of tourist destinations namely Amenities which include facilities and services provided for tourists in tourist destinations (Cooper, 2000), Accessibility, namely the provision of transportation facilities to reach destinations (Cooper, 2000) and Logistics, Core Tourism Experience (experience in tourist attractions), Hygiene or cleanliness, Information, Security or security, Value for Money and Hospitality.

#### **2.4 Effects of Tourist Attractions on Tourist Satisfaction Tourist**

Attractions namely, as all elements of tourist destinations that attract tourists from their permanent residence and refer to the geographical and climate characteristics of a particular location, activities where tourists can participate according to the experience they remember. Satisfaction is a feeling happy or disappointed someone who arises because of comparing the perceived performance of products or results against their expectations (Kotler, 2009). As explained in the definition above, satisfaction is a function of perception or impression of one's performance or service and expectations. Renewal and making purchases. Travel Attractions are influenced by several main factors, including Attractions, Amenity, and Accessibility.

According to Basiya and Rozak (2012), the attractiveness of tourist destinations is the main motivation for visitors to travel. Basiya and Hasan (2012) in his research concluded that the quality of natural attractions(natural attraction), the quality of tourist attraction in the form of the architecture of the building(building attraction), cultural attractions (cultural attraction), and attraction of social (social

attraction) have a direct and positive relationship to tourist satisfaction.

H1: Attraction positively influences Tourist Satisfaction of Yogyakarta Vredebung Museum

H2: Facilities (Amenity) has a positive effect on Yogyakarta Vredebung Museum

H3: Accessibility (Accessibility) tourist satisfaction has a positive influence on Tourist Satisfaction of Yogyakarta Vredebung Museum.

#### **2.5 Effect of Quality of Tourist Destinations on Tourist Satisfaction**

The Quality of tourist destinations is defined as the location of a group of attractions, facilities, and tourist services (Kim and Brown, 2012), and the combination of these features is a tourism product at the destination level (Zabkar et al., 2010). Zakbar highlighted the existence of two frameworks for classifying the attributes of tourist destinations, namely Attractions, Access, Facilities, and Additional Services).

Rajaratnam et al. (2011) state that the perception of the quality of tourist destinations has a significant effect on satisfaction, which subsequently has a significant effect on consumer behavior. From the above explanation, it can be drawn the following research hypothesis:

H4: There is a positive influence on the quality of tourist destinations on tourist satisfaction of the Yogyakarta and South Sumatera museum.

### **3 RESEARCH METHODS**

This research is a survey research using a questionnaire. The population in this study were all foreign tourists visiting the Yogyakarta Vredebung Fort Museum and with sampling techniques convenience sampling. Multiple linear regression analysis was used to examine the relationship between variables in this study.

### **4 RESULTS**

#### **4.1 Characteristics of Respondents**

Based on the demographic characteristics of the respondents can be seen in table 1.

Table 1. Demographics of respondents

| Gender            | Number | Percentage (%) |
|-------------------|--------|----------------|
| Female            | 36     | 36%            |
| Male              | 64     | 64%            |
| Public            |        |                |
| Private Employees | 28     | 28%            |
| Student           | 35     | 35%            |
| Entrepreneur      | 10     | 10%            |
| Civil Servants    | 4      | 4%             |
| Other             | 23     | 23%            |

Characteristics of respondents based on tourist origins can be seen in table 2.

Table 2. Origin data of tourists

| countries   |    |     |
|---|----|-----|
| Dutch   | 21 | 21% |
| Australia   | 15 | 15% |
| Belgium   | 8  | 8%  |
| Canadian  | 5  | 5%  |
| Prassian, Spanish, Norway , Thailand, Hungary, Uzbek, Bangladesh, Ghanaian, Bosnia, Jamaica, Myanmar, Jordan, Kiribati, Bulgaria, Ireland, Singapore, | 13 | 13% |
| Netherlands   | 4  | 3%  |
| British   | 12 | 12% |
| Polish  | 2  | 2%  |
| Malaysia  | 2  | 2%  |
| American  | 12 | 12% |
| German  | 6  | 6%  |

#### 4.2 Results of Multiple Regression Analysis

Results of multiple regression analysis regarding the influence of Travel Attractions, namely Attraction, Facilities (Accessibility, Accessibility, and Quality of Tourist Destinations (Destination Quality) on Satisfaction of Wisatawan as follows:

Table 3.

| Model                                       | Unstandardized Coefficients |            | t     | Sig  | Remarks     |
|---|-----------------------------|------------|-------|------|-------------|
|   | B                           | Std. Error |       |      |             |
| (Constant)                                  | 35 439                      | 10 149     | 3,492 | .001 |             |
| Things                                      | 147                         | .052       | 2,854 | .005 | Significant |
| Facility                                    | 121                         | .057       | 2128  | .036 | Significant |
| Accessibil ity                              | 140                         | .058       | 2401  | .018 | Significant |
| Quality Travel Destinati ons                | 534                         | .055       | 9742  | .000 | Significant |
| dependent variable (Y): Satisfaction rating |                             |            |       |      |             |
| F count: 587 759                            |                             |            |       |      |             |
| Sig. F: 0.000 Adj R2 : 0.960                |                             |            |       |      |             |

## 5 CONCLUSIONS

Based on the results of the above research, it can be concluded as follows:

- Tourist Attraction ie, Attraction has a positive effect on Tourist Satisfaction Museum.
- Travel Attractions, namely Facilities (Amenities), have a positive effect on the Tourist Satisfaction of the Museum.
- Travel Attractions, namely Accessibility has a positive effect on the Tourist Satisfaction of the Museum.
- The Quality of a Tourist Destination has a positive effect on the Tourist Satisfaction of the Museum.

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