

ANALYSIS OF VISITOR SATISFACTION WITH SERVICES AT THE TRANSPORTATION MUSEUM

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Abstract

This research examines visitor satisfaction with services at the Museum of Transportation using a qualitative approach. The study focuses on three main aspects: staff friendliness, information clarity, and the quality of facilities. Data were collected through in-depth interviews, direct observation, and documentation, with thematic analysis employed to interpret findings. Results show that most visitors are satisfied with the staff's hospitality and attentiveness, although some noted the lack of personnel in certain areas. Regarding information clarity, visitors expressed a need for more comprehensive and accessible resources, particularly in multilingual formats. Facility quality was perceived as satisfactory, especially in terms of cleanliness, but visitors suggested improvements in accessibility and the availability of supporting amenities such as rest areas and parking. This study highlights critical areas for service improvement and provides recommendations for museum management to enhance the overall visitor experience.

Keywords: Visitor satisfaction, Qualitative Analysis, Service Quality, Museum Management, Staff Friendliness

INTRODUCTION

Museums play an important role as a means of education and recreation, providing a unique and engaging learning experience for visitors. As a learning resource, museums provide direct access to artifacts and information that enrich understanding of history, art, and culture. A visit to the museum allows visitors, especially students, to learn interactively and contextually, which can enhance memory retention and understanding of the material taught in school. Museums also serve as educational media that stimulate students to think critically and actively in the learning process, making the learning experience more enjoyable and meaningful (Chatulistiwa et al., 2024).

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also serve as educational media that stimulate students to think critically and actively in the learning process, making the learning experience more enjoyable and meaningful (POSHA & Yusnita, 2023).

Quality service plays an important role in enhancing visitor satisfaction at the museum. Good service quality, such as staff friendliness, reliable information, and attention to visitors' needs, can create a positive and enjoyable experience. Research shows that service elements, such as an attractive exhibition layout and the guide's ability to provide information, greatly influence visitor satisfaction (Puspita et al., 2014). When visitors feel valued and appreciated, they tend to have a more satisfying experience and are likely to return and recommend the museum to others. Therefore, focusing on improving service quality is a strategic step to ensure visitor satisfaction and loyalty at the museum.

Several factors that influence visitor satisfaction at the Transportation Museum include service quality, facilities, and the appeal of the collections offered. Good service quality, such as staff friendliness and clear information, significantly contributes to a positive visitor experience. In addition, adequate facilities, such as parking areas, cleanliness, and the comfort of exhibition spaces, also play a role in creating a pleasant atmosphere during the visit. The appeal of an interesting and informative collection can enhance visitor engagement, making them feel more satisfied with their experience at the museum. Research shows that all these factors together significantly influence visitor satisfaction levels (Astriecia, 2018; Tumewu & Susanto, 2024).

This research aims to explore the factors that contribute to their satisfaction. Through a qualitative approach, it is expected to obtain in-depth insights into the expectations and needs of visitors, as well as areas that need improvement to enhance service quality. The results of this research are expected not only to provide recommendations for museum management in improving services but also to contribute to the literature on visitor satisfaction in the museum context in general.

LITERATURE REVIEW

Visitor satisfaction at the museum is influenced by various factors, which can be categorized into dimensions of service quality. According to research conducted at the National Museum of Jakarta, good service quality, including aspects of physical evidence, reliability, and empathy, has a significant impact on visitor satisfaction. The research results show that when visitors are satisfied with the service received, they are more likely to return and recommend the museum to others (Sukmamedian & Lapotulo, 2022).

Another factor that plays a role is the image of the museum destination itself. Research at the Aceh Tsunami Museum shows that the destination image has a positive impact on visitor satisfaction, where a good image can enhance the overall experience during the visit. Visitors who feel a high level of interest and

engagement with the museum tend to have a higher level of satisfaction (Nurfajrina & Aprilia, 2022). Thus, the combination of service quality and destination image becomes key in enhancing visitor satisfaction at the museum.

In addition to the quality of service, accessibility is also an important factor that affects visitor satisfaction. Accessibility includes the ease of reaching the museum location, the availability of public transportation, and facilities for visitors with special needs. Research at the Asia Africa Conference Museum shows that good accessibility can enhance the overall visitor experience. Adequate facilities, such as sufficient parking areas, clean restrooms, and comfortable resting areas, also contribute to visitor satisfaction. By providing good facilities and ensuring easy accessibility, the museum can create a more enjoyable environment for visitors, thereby increasing the likelihood of them returning in the future.

METHOD

The qualitative descriptive research approach is used to understand social phenomena in a deep and comprehensive manner. This method relies on data collection through interviews, observations, and documentation to obtain a clear picture of the experiences and perspectives of individuals related to the research object. According to Neuman, qualitative research aims to analyze specific cases or problems by relying on existing facts, which are then interpreted to provide meaning (Lawrence Neuman, 2014). By using a descriptive-analytical approach, researchers can describe data in both written and oral forms, thereby producing a richer understanding of the social context being studied (Moleong, 2019).

In this study, the data collection technique through interviews allows researchers to obtain direct information from visitors regarding their experiences at the museum. Observation also plays an important role in observing visitor interactions and behaviors during the visit, while documentation helps in collecting relevant secondary data. Emphasizes that data triangulation—using various data collection methods can enhance the validity and reliability of research results (Sugiyono, 2015). With this approach, researchers can not only describe the current conditions but also understand the dynamics affecting visitor satisfaction at the Transportation Museum in greater depth.

DISCUSSION RESULT

Respondent Description

The respondents used in this study are visitors who visited the Transportation Museum. From the results of distributing questionnaires to 100 respondents, the characteristics of the respondents were analyzed based on several important variables, including gender, age, occupation, and purpose of visit.

Table 1. Number of Respondents by Gender

Gander	Frequency (people)	Percentage
Men	51	51%
Women	49	49%

Based on the table above, it can be seen that the respondents based on the gender of the tourists visiting the Transportation Museum are dominated by men, with 51 respondents (51%) and women, with 49 respondents (49%).

Table 2. Age of Respondents

Age	Frequency of People	Percentage
< 20 Years	30	30%
20 - 39 Years	38	38%
40 - 59 Years	32	32%

Based on the table above, it can be seen that the age of visitors or tourists to the Transportation Museum, based on a sample of 100 people, is dominated by those under 20 years old, with 30 respondents (30%), followed by respondents aged between 20-39 years with 38 respondents (38%), and respondents aged 40-59 years with 32 respondents (32%).

Table 3. Respondents' Occupations

Work	Frequency (people)	Percentage
Student/University Student	39	39%
Entrepreneur	23	23%
Entrepreneurship	3	3%
Miscellaneous	35	35%

Based on the table above, it can be seen that the occupations of students are 39 respondents (39%) and others which include housewives and teachers and others are 35 respondents (35%), then respondents who work as self-employed are 23 respondents (23%), for respondents with entrepreneurial jobs as many as 35 respondents (5%).

Table 4. Purpose of Visit

Purpose of Visit	Frequency (people)	Percentage
Study/Assignment	52	52%
Vacation	42	42%
Others	6	6%

Based on the table above, it is evident that the purpose of visiting the Transportation Museum is dominated by tourists who visit for educational/assignment purposes, totaling 52 respondents (52%).

Tourists visiting for leisure purposes total 42 respondents (42%), while tourists with other purposes amount to 6 respondents (6%).

Service Satisfaction Analysis

The friendliness of the staff at the Transportation Museum generally receives positive feedback from visitors. Most visitors are satisfied with the friendly attitude and assistance provided by the museum staff, especially in welcoming and providing basic information related to the collections or the location of facilities. However, there are complaints from some visitors regarding the lack of staff in certain areas, such as in the more remote exhibition zones or at additional facility locations like restrooms and break rooms. This causes some visitors to have difficulty obtaining assistance or information quickly. Therefore, although the staff's friendliness is rated well, a more even distribution of staff throughout the museum area needs to be a concern for the management to enhance the overall visitor experience.

The analysis of service satisfaction shows that visitors generally feel satisfied with the quality of service provided at the Transportation Museum. Based on the questionnaire results, 78% of respondents expressed satisfaction with the comfort inside the museum, while 86% were satisfied with the cleanliness of the rooms. The quality of the collection was also rated well, with 81% of respondents giving positive feedback. However, there are areas that need improvement, such as the clarity of information provided by the guides, where only 74% of respondents felt satisfied. Previous research shows that good service quality can significantly increase visitor satisfaction (Hudhori & Lazuardi, 2024). Therefore, improving training for guides and museum staff is necessary so that they can provide clearer and more accurate information to visitors.

Factors Supporting Satisfaction

Another factor that influences visitor satisfaction is the accessibility and facilities available at the museum. Research shows that ease of access to the museum location and the availability of facilities such as adequate parking areas and clean restrooms contribute to a positive visitor experience (Dirgantara, 2013). As many as 75% of respondents stated that accessibility to the museum is very good, while other supporting facilities also received positive evaluations. Thus, to further enhance visitor satisfaction, museum management needs to continue paying attention to accessibility and facilities to meet visitor expectations.

CONCLUSION

Thematic Analysis of Visitor Satisfaction Analysis towards Services at the Transportation Museum

Thematic analysis aims to identify and analyze patterns that emerge from the data collected regarding visitor satisfaction with the services at the Transportation Museum. In this context, several main themes can be identified based on the research findings.

Service Quality Theme

Service quality is the central theme in this analysis. The survey results show that visitors pay great attention to the friendliness and professionalism of the museum staff. As many as 85% of respondents rated that the museum staff provided friendly and helpful service, which significantly contributed to their positive experience. Previous research also shows that good service quality can enhance overall visitor satisfaction. However, some respondents noted that the information provided by the guides was sometimes unclear, indicating the need for improved staff training to ensure that all information is conveyed accurately and informatively.

Accessibility Theme

Accessibility is another important theme found in this research. As many as 75% of respondents stated that access to the Transportation Museum is very good, including the ease of public transportation and the road conditions leading to the museum. Good accessibility not only makes it easier for visitors to reach the location but also creates a positive impression from the beginning of the visit. Research shows that ease of access is directly related to visitor satisfaction (Nurfajrina & Aprilia, 2022). However, some visitors suggested that the museum provide more directional signs and transportation information to assist new visitors.

Facility Theme

The facilities available at the museum are also an important theme in this analysis. The results show that 78% of respondents are satisfied with the cleanliness and comfort of the available facilities, such as restrooms and rest areas. However, there is feedback from visitors regarding the need for additional facilities for people with disabilities and an increase in the number of toilets to avoid long queues during peak hours. Previous research shows that adequate facilities can enhance visitor comfort and satisfaction (Permana, 2024). Therefore, the museum management needs to consider this feedback to enhance the visit experience for all visitors.

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