



Analysis of Visitor Satisfaction at the Samudera Pasai Islamic Museum Tourist Attraction Using the Servqual Method

Dearma Fahri Nazarta Sinaga, Fatimah, Muhammad Sayuti*

Department of Industrial Engineering, Faculty of Engineering, Universitas Malikussaleh, Aceh, Indonesia

*Corresponding author E-mail: sayuti_m@unimal.ac.id

The manuscript was received on 10 January 2024, revised on 28 Feb March 2024, and accepted on 22 June 2024, date of publication 12 August 2024

Abstract

Visitor satisfaction greatly influences the development of the tourism industry, the development of the tourism industry in a region will give birth to other supporting businesses. The Samudera Pasai Islamic Museum is one of the cultural-based tourist attractions that displays tourist attractions in the form of fine art, historical relics and customs. The Samudera Pasai Islamic Museum is located in North Aceh Regency, Aceh Province. In 2023, the average number of museum visitors was 1,050 people and there was a significant decrease in visitors in September 2023. The purpose of this study was to determine visitor satisfaction with the quality of service provided by the management of the Samudera Pasai Islamic Museum. The method used in this study is the Service Quality (Servqual) method. Servqual is a method used to identify the level or quality of visitor satisfaction with the services provided by a service industry through five dimensions, namely tangibles (physical evidence), responsiveness, reliability, empathy and assurance by analyzing the gap between the value of perception and the value of visitor expectations. The results of the study showed that in the tangibles dimension, the gap value was obtained at -0.50, the responsiveness dimension obtained a gap value of -0.43, the reliability dimension obtained a gap value of -0.32, the assurance dimension obtained a gap value of -0.26 and the empathy dimension obtained a gap value of -0.34. These results indicate that the satisfaction of visitors to the Samudera Pasai Museum has not been achieved, so service improvements are needed.

Keywords: Museum, Ocean, Pasai, Servqual, Tourism.

1. Introduction

Tourist attractions are tourist destinations managed by an organization or institution with the hope that visitors will come to visit and use various products from the tourist attraction. In order to attract visitor loyalty, managers must be able to provide the best quality of service in meeting consumer satisfaction. Quality service provided by managers or companies is an important requirement if the company wants to compete in the domestic and international business sectors. Cultural tourism is one of the tourism industry activities that generally displays tourist destinations as a result of the expression of art and culture of a region, for example customs, the way of life of local people, historical relics and also the uniqueness of the community. The supporting components in the cultural tourism industry are the existence of social characteristics that have their own quality and uniqueness and are attractive to the region. One of the cultural tourist attractions that we often find in almost every region is the Museum. A museum is a building that functions to store and exhibit valuable historical objects. The presence of a museum as a center of history is very important because the museum is obliged to maintain, encourage and foster regional culture, both those that have physical forms and those that do not have physical forms.

The Samudera Pasai Islamic Museum is located in Beuringen village, Samudera District, North Aceh Regency, Aceh Province [1]. This museum is managed by the North Aceh District Government and the North Aceh District Education and Culture Office. The types of objects displayed in the museum consist of manuscripts or books, currency, cultural objects and art [2]. However, based on data obtained by researchers in the period from January to October 2023, it can be seen that there was a significant decrease in visitors to the Samudera Pasai Islamic Museum. In January, there were 1,397 visitors to the museum, in February there were 2,294 visitors, in March there were 1,578 visitors, in April there were only 35 visitors because the museum was closed during the month of Ramadan, in May there were 1,836 visitors, in June there were 831 visitors, in July there were 651 visitors, in August there were 610 visitors, in September there were 534 visitors and in October there were 737 visitors. Researchers realize that the decrease in visitors to the Samudera Pasai Islamic Museum occurred due to various factors, both internal and external factors.

Service quality and visitor satisfaction are the most important aspects, especially in every economic sector that operates in the service and services sector. [3]. Visitor satisfaction is the assessment of visitors based on the gap or distance between the services received and those expected by visitors in fulfilling their needs and desires. The method commonly used as a measuring tool for visitor satisfaction is the SERVQUAL method. [4]. This method assesses the quality of a service by comparing actual performance (perception) and visitor expectations based on five dimensions, namely tangible evidence, responsiveness, reliability, assurance and empathy.



2. Literature Review

2.1. Marketing Management

Marketing management is a series of analysis, design, implementation, control, programs created to build, maintain profits from exchanges through the market to achieve organizational or company goals in the long term. [5]. Marketing is the science of planning, implementing, and managing that aims to produce and maintain positive relationships with consumers in order to meet organizational or corporate goals. The process of organizing, planning, acting, directing, and controlling.

2.2. Quality of Service

Service quality is the integrity of a product or service attribute that can satisfy customer demand. Service quality can be interpreted as the behavior of a business in providing quality service in order to achieve customer satisfaction [6]. Service quality is closely related to consumers, where good service quality will create a sense of consumer satisfaction in using the service [7]. Dimensions or characteristics that must be considered by the service sector when evaluating service quality include timeliness, accuracy, politeness and friendliness, responsibility, completeness of facilities, convenience, innovation, personal service quality, location and supporting features [8]. Some variables contained in service quality, namely reliability, is a service provided by the service provider according to customer needs. Tangibles, are facilities provided by the service provider that can help fulfill customer needs. Responsiveness, is the responsibility of the service provider to the customer. Assurance, is the attention given by the service provider to the customer in fulfilling needs. Empathy, is the ability of the service provider to obtain information about customer needs [9].

2.3. Visitor Satisfaction

Visitors' feelings, both positive and negative, are described as visitor satisfaction. When a product's performance is compared and evaluated but does not meet expectations, it will cause disappointment [10]. Customer or visitor satisfaction is a factor that needs to be considered, if visitors are satisfied with the service received, then this will provide a beneficial psychological effect and can affect their loyalty to the company. If customers are satisfied with the service provided, they will become loyal customers and will not use other services [11]. Aspects that greatly influence visitor satisfaction in meeting their needs are product quality, cost determination, service level, psychology and facilities [12]. Visitors' impressions of how well a product or service compares to customer expectations determine customer satisfaction. If customer expectations are met, customers will be happy and if expectations are exceeded, customers will be very happy. There are five elements related to visitor satisfaction, namely expectation, performance, comparison, experience, confirmation and disconfirmation [13].

2.4. Tourist

Tourism is the sum total of activities caused by travel, living with other people and providing short-term accommodation that is not related to work [14]. Law No. 10 of 2009 defines tourism as a series of activities assisted by various resources and services offered by local residents, business owners, the federal government, and regional governments.

2.5. Tourist Attraction

Tourist attractions are representations of human endeavor, lifestyle, artistic and cultural expressions, history, and the environment that attract tourists. Tourist attractions are attractions of beauty and authenticity that have a form and do not require prior planning to enjoy them [15].

2.6. Service Quality

Zeithaml created a service quality method that uses a user-based approach in 1990. This method uses a questionnaire to measure service quality quantitatively using factors such as tangibles, reliability, responsiveness, assurance and empathy. Broadly speaking, service quality methods are divided into two, namely [16]:

1. Expectation section, contains various questions with the aim of obtaining data on customer expectations or expectations of a service.
2. Perception section, contains various questions with the aim of obtaining data on actual performance felt by customers.

Dimensions or groups of characteristics that form service quality (servqual) in assessing service quality include tangibles (physical evidence), dimensions consisting of tangible things such as location, machines, clean and neat staff uniforms, promotions and facilities. Reliability, represents the right and consistent capacity to provide services as promised [17]. Responsiveness (responsiveness), shows readiness in providing services and giving a good impression to customers. Assurance (guarantee), expresses the confidence and trust that management and staff have when serving customers [18]. Empathy, explains the attitude of caring for customers, having the ability to focus on customers, communicating effectively and understanding customer needs [19].

3. Methods

This research was conducted at the Samudera Pasai Islamic Museum located in Beuringen Village, Samudera District, North Aceh Regency, Aceh Province. Data collection techniques are very necessary in a study because it is used to determine what data will be taken in the study. Data collection used in this study is direct observation at the Samudera Pasai Islamic Museum. Then an interview was conducted to obtain direct information about the research object through the manager of the Samudera Pasai Islamic Museum and a questionnaire was conducted by making a list of questions and distributed to respondents who were visitors to the Samudera Pasai Islamic Museum via g-form. Then determine the type of operational variables, namely Tangible (T1, T2, T3, T4), Responsiveness (R1, R2, R3, R4), Reliability (Re1, Re2, Re3, Re4), Assurance (A1, A2, A3, A4) and Empathy (E1, E2, E3, E4). After the observation and data obtained, the Validity and Reliability tests were carried out.

4. Results and Discussion

4.1. Respondent Characteristics

The respondents in this study were 100 visitors to the Samudera Pasai Islamic Museum. The characteristics of the respondents who were visitors to the Samudera Pasai Islamic Museum can be seen in Table 1.

Table 1. Respondent Characteristics

No	Respondent Characteristics	Item	Number of Respondents	Percentage
1	Gender	Man	51	51%
		Woman	49	49%
	Amount		100	100%
2	Age	<20	18	18%
		20-25	78	78%
		>25	4	4%
	Amount		100	100%
3	Profession	Students	89	89%
		Employee	3	3%
		Self-employed	8	8%
	Amount		100	100%
4	Purpose of Visiting Museum	Entertainment	73	73%
		Learning Tasks	21	21%
		Study	6	6%
	Amount		100	100%
5	Museum Information Resources	Friend	52	52%
		Family	1	1%
		Social media	31	31%
	Amount		100	100%
6	Number of Visits	1 time	66	66%
		2 time	24	24%
		3 time	7	7%
		> 3 time	3	3%
	Amount		100	100%

4.2. Validity Test

To find out whether an instrument is valid or not, a validity test needs to be conducted. Validity tests can be conducted using the SPSS application, the results of the validity test can be seen in Table 2.

Table 2. Validity Test

No	Variables	Item	r count	r table	Information
1	<i>Tangibles</i>	T1	0,764	0,163	Valid
		T2	0,841	0,163	Valid
		T3	0,876	0,163	Valid
		T4	0,747	0,163	Valid
2	<i>Responsiveness</i>	R1	0,835	0,163	Valid
		R2	0,899	0,163	Valid
		R3	0,869	0,163	Valid
		R4	0,845	0,163	Valid
3	<i>Reability</i>	Re1	0,760	0,163	Valid
		Re2	0,830	0,163	Valid
		Re3	0,757	0,163	Valid
		Re4	0,763	0,163	Valid
4	<i>Assurance</i>	A1	0,787	0,163	Valid
		A2	0,770	0,163	Valid
		A3	0,764	0,163	Valid
		A4	0,797	0,163	Valid
5	<i>Emphaty</i>	E1	0,849	0,163	Valid
		E2	0,862	0,163	Valid
		E3	0,839	0,163	Valid
		E4	0,813	0,163	Valid

4.3. Reliability Test

Reliability testing is needed to measure the extent to which a measurement instrument remains consistent and reliable in providing the same results at different times. The reliability test in this study utilizes the Cronbach Alpha formula and the SPSS application. The variable is declared reliable if the cronbach alpha value (α) > 0.6. The results of the reliability test can be seen in Table 3.

Table 3. Reliability Test

No	Dimensi	Cronbach Alpha	N Of Item
1	Tangibles	0,800	4
2	Responsiveness	0,882	4
3	Reability	0,779	4
4	Assurance	0,777	4
5	Emphaty	0,854	4

Table 3 shows that the results for each servqual dimension have a Cronbach Alpha value > 0.6 and it can be concluded that each question item is stated as reliable.

4.4. Calculation of Respondents' Perception and Expectation Values

Perception value is the value given by respondents based on personal assessment or the respondent's point of view as a visitor to the Samudera Pasai Islamic Museum. While the expectation value is the value given by respondents based on the hope of fulfilling the respondent's desires as a visitor to the Samudera Pasai Islamic Museum. The results of calculating the respondents' perception and expectation values can be seen in Table 4.

Table 4. Perception and Expectation Values

Item	Perceived Value	Expected Value
T1	3,58	4,35
T2	4,21	4,50
T3	3,92	4,49
T4	4,12	4,47
R1	3,96	4,46
R2	4,09	4,46
R3	4,04	4,49
R4	4,03	4,46
Re1	4,26	4,49
Re2	4,15	4,47
Re3	3,98	4,43
Re4	4,19	4,47
A1	4,29	4,50
A2	4,25	4,51
A3	4,09	4,38
A4	4,19	4,47
E1	4,13	4,41
E2	4,04	4,41
E3	4,12	4,46
E4	4,07	4,46

From Table 4 it can be seen that the highest perception value is in item A1 with a value of 4.29 and the lowest perception value is in item T1 with a value of 3.58, while the highest expectation value is in item A2 with a value of 4.51 and the lowest expectation value is in item T1 with a value of 4.35.

4.5. Servqual Value Calculation in Each Dimension

1. Servqual Values on Tangibles Dimension

The results of the servqual value calculations for the tangibles dimension can be seen in Table 5.

Table 5. Servqual Values on Tangibles Dimension

Item	Perceived Value	Expected Value	Servqual Value
T1	3,58	4,35	-0,77
T2	4,21	4,50	-0,29
T3	3,92	4,49	-0,57
T4	4,12	4,47	-0,35
Rata-rata	3,95	4,45	-0,50

Table 5 shows that the highest servqual value on the tangibles dimension is in item T1 with a value of -0.76 and the lowest servqual value is in item T4 with a value of -0.35. These results indicate that the perception value is smaller than the expectation value, so the service is said to be unsatisfactory.

2. Servqual Values on Responsiveness Dimension

The results of the servqual value calculations for the responsiveness dimension can be seen in Table 6.

Table 6. Nilai Servqual Pada Dimensi Responsiveness

Item	Perceived Value	Expected Value	Servqual Value
R1	3,96	4,46	-0,50
R2	4,09	4,46	-0,37

R3	4,04	4,49	-0,45
R4	4,03	4,46	-0,43
Average	4,03	4,46	-0,43

From Table 6, it can be seen that the highest servqual value on the responsiveness dimension is in item R1 with a value of -0.50 and the lowest servqual value is in item R2 with a value of -0.37. This shows that the perception value is smaller than the expectation value, so the service is said to be unsatisfactory.

3. Servqual Values in the Reliability Dimension

The results of the servqual value calculations for the reliability dimension can be seen in Table 7.

Table 7. Servqual Values in the Reliability Dimension

Item	Perceived Value	Expected Value	Servqual Value
Re1	4,26	4,49	-0,23
Re2	4,15	4,47	-0,32
Re3	3,98	4,43	-0,43
Re4	4,19	4,47	-0,28
Average	4,14	4,46	-0,32

Based on Table 7, the highest servqual value on the reliability dimension is in item Re3 with a value of -0.43 and the lowest servqual value is in item Re1 with a value of -0.23. This shows that the perception value is smaller than the expectation value, so the service is said to be unsatisfactory.

4. Servqual Value in Assurance Dimension

The results of the calculation of the servqual value in the assurance dimension can be seen in Table 8.

Table 8. Nilai Servqual Pada Dimensi Assurance

Item	Perceived Value	Expected Value	Servqual Value
A1	4,29	4,50	-0,21
A2	4,25	4,51	-0,26
A3	4,09	4,38	-0,29
A4	4,19	4,47	-0,28
Average	4,20	4,46	-0,26

Table 8 shows that the highest servqual value on the assurance dimension is in item A3 with a value of -0.29 and the lowest servqual value is in item A1 with a value of -0.21. This shows that the perception value is smaller than the expectation value, so the service is said to be unsatisfactory.

5. Servqual Value on the Empathy Dimension

The results of the servqual value calculation on the empathy dimension can be seen in Table 9.

Table 9. Servqual Values on the Empathy Dimension

Item	Perceived Value	Expected Value	Servqual Value
E1	4,13	4,41	-0,28
E2	4,04	4,41	-0,37
E3	4,12	4,46	-0,34
E4	4,07	4,46	-0,39
Average	4,09	4,43	-0,34

Table 9 shows that the highest servqual value on the empathy dimension is in item E4 with a value of -0.39 and the lowest servqual value is in item E1 with a value of -0.28. This shows that the perception value is smaller than the expectation value, so the service is said to be unsatisfactory.

4.6. Comparison of Servqual Values for Each Dimension

Comparison of servqual values for each dimension can be seen in Table 10.

Table 10. Servqual Values of Each Dimension

Tim	Perceived Value	Expected Value	Servqual Value
Tangibles	3,95	4,45	-0,50
Responsiveness	4,03	4,46	-0,43
Reliability	4,14	4,46	-0,32
Assurance	4,20	4,46	-0,26
Emphaty	4,09	4,43	-0,34
Average	4,08	4,45	-0,37

Table 10 shows that the highest gap occurs in the tangibles dimension with a value of -0.50 and the smallest gap is in the assurance dimension with a value of -0.26. In addition, the average value for each dimension is -0.37, which means that the level of visitor satisfaction has not met expectations.

From the results of the study, the average perception value was 4.08 while the expectation value was 4.45 and the gap between the perception and expectation values was -0.37. In the tangibles dimension, the gap was -0.50, in the responsiveness dimension, the gap was -0.43, in the reliability dimension, the gap was -0.32, in the assurance dimension, the gap was -0.26, and in the empathy dimension, the gap was -0.34. The biggest gap is in the tangibles dimension with a value of -0.50, in the responsiveness dimension with a value of -0.43, in the empathy dimension with a value of -0.34, in the reliability dimension with a value of -0.32, and in the assurance dimension with a value of -0.26. Based on the servqual value above, the priority order of improvements that must be made by the museum management is

first in the tangibles dimension, second in the responsiveness dimension, third in the empathy dimension, fourth in the reliability dimension, and finally in the assurance dimension.

5. Conclusion

Based on the results of the analysis conducted, it was concluded that the value of the gap in the tangibles dimension at the Samudera Pasai Islamic Museum cultural tourism object is -0.50, which means that the perception value is not greater than the expectation value, so the service is said to be unsatisfactory, the value of the gap in the responsiveness dimension is -0.43, which means that the perception value is not greater than the expectation value, so the service is said to be unsatisfactory, the value of the gap in the reliability dimension is -0.32, which means that the perception value is not greater than the expectation value, so the service is said to be unsatisfactory, the value of the gap in the assurance dimension is -0.26, which means that the perception value is not greater than the expectation value, so the service is said to be unsatisfactory and the value of the gap in the empathy dimension is -0.34, which means that the perception value is not greater than the expectation value, so the service is said to be unsatisfactory. Thus, to improve the quality of visitor satisfaction at the Samudera Pasai Islamic Museum, the manager must improve all aspects, from the smallest to the largest, in the quality of service, especially in the tangibles dimension with the largest gap. The first step that can be taken by the management is to provide transportation facilities to the Samudera Pasai Islamic Museum, maintain every facility provided for visitors, be responsive in answering all visitor questions, set museum operating hours and use identity attributes as officers to make it easier for visitors.

References

- [1] A. Shihabuddin and E. Roza, "Sejarah Uang Dirham Kesultanan Samudera Pasai: Kontribusi terhadap Peradaban Islam di Indonesia," *J. Pendidik. dan Ilmu-Ilmu Keislaman*, pp. 171–186, 2023.
- [2] E. Fahrizal and Y. Novianti, "Identity Of Place Samudera Pasai Melalui Bentuk Fasad (Studi kasus: Kampus Arsitektur Universitas Malikussaleh)," *J. Ilm. Tek. Unida*, vol. 4, no. 2, pp. 370–384, 2023.
- [3] A. Rofik, "Cause Analysis to Measure the Service Quality of Retail Company in PT . ' X ," *Adv. Soc. Sci. Educ. Humanit. Res.*, vol. 125, no. Icigr 2017, pp. 301–306, 2018.
- [4] A. Nugraha, Lutfi; Yuniar; Harsono, "Usulan Peningkatan Kualitas Pelayanan Jasa Pendidikan Bahasa Inggris Menggunakan Metode Service Quality (Servqual) Di Lbpp Lia Martadinata Kota Bandung," *J. Online Inst. Teknol. Nas.*, vol. Vol. 3, no. No. 1, pp. 61–72, 2015.
- [5] S. Assauri, *Manajemen Pemasaran: Dasar, Konsep, dan Strategi (15th ed.)*. Jakarta: Rajawali, 2022.
- [6] P. Kotler and K. L. Keller, *Marketing Management*, 15th ed., London: Pearson Education, 2016.
- [7] W. W. Dharsono, E. Nursati, and J. Hutabarat, "Pengaruh Kualitas Pelayanan Akademik Non-Akademik Citra Lembaga Terhadap Kepuasan Dan Loyalitas Mahasiswa (Studi Kasus Di Universitas Satya Wiyata Mandala Nabire)," *J. Teknol. dan Manaj. Ind.*, vol. 1, no. 2, pp. 28–35, 2015.
- [8] V. Gasperz, *Production Planning and Inventory*. Jakarta: PT. Gramedia Pustaka Umum, 2017.
- [9] M. M. Raharjo, *Manajemen Pelayanan Publik*. Jakarta Timur: Bumi Aksara, 2021.
- [10] Kotler, *Manajemen Pemasaran. In: Manajemen Pemasaran*, vol. 1, no. 2. Jakarta: Erlangga, 2005.
- [11] A. Waromi, F. Achmadi, and I. B. Suardika, "Pengaruh Strategi Marketing Mix Dan Kualitas Layanan Terhadap Dan Loyalitas Pelanggan (Studi Kasus Pada Bengkel Sugali Nabire)," *J. Teknol. dan Manaj. Ind.*, vol. 1, no. 1, pp. 9–14, 2015.
- [12] Irawan Hadi, *Sepuluh Prinsip Kepuasan Pelanggan*. Jakarta: PT. Elex Media Komputindo, 2009.
- [13] D. Priansa, *Manajemen Pelayanan Prima*. Bandung: ALFABETA, 2017.
- [14] O. A. Yoeti, *Perencanaan Dan Pengembangan Pariwisata*. Jakarta: Balai Pustaka, 2016.
- [15] C. Fandeli, *Pengusahaan Ekowisata*. Yogyakarta: Fakultas Kehutanan Universitas Gajah Mada, 2000.
- [16] L. L. Berry, A. Parasuraman, and V. A. Zeithaml, "SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality," *J. Retail.*, vol. 64, no. 1, pp. 12–40, 1988.
- [17] D. Suryapranatha, "Analisis Tingkat Pelayanan Jasa Menggunakan Metode Service Quality (Servqual)-Fuzzy Di Instalasi Rawat Inap Kelas Iii Suatu Rumah Sakit," *Buana Ilmu*, vol. 1, no. 1, pp. 56–65, 2016, doi: 10.36805/bi.v1i1.98.
- [18] I. Damaianti, W. S. G. R. Devi, F. D. Afiany, F. N. Salam, and R. Nurrahmi, "Implementation of the SERVQUAL Method in Service Quality to Increase Student Satisfaction and Loyalty in Tutoring," *J. Abdimas Perad.*, vol. 3, no. 1, pp. 1–8, 2022, doi: 10.54783/ap.v3i1.2.
- [19] F. Tjiptono and G. Chandra, *Service, Quality dan Satisfaction*, 4th ed. Yogyakarta: ANDI, 2016.