

# Pengaruh perceived service quality emotional satisfaction dan image terhadap repeat visit dan recommendation pada first time visitor di Museum Nasional = Measuring effects of perceived service quality emotional satisfaction and image towards patron's repeat visit and recommendation towards first time visitors at the National Museum

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## Abstrak

Dengan dicanangkannya Gerakan Nasional Cinta Museum (GNCM) sejak tahun 2010 oleh Kementerian Kebudayaan dan Pariwisata, keberadaan dan aktifitas museum di Indonesia kini menjadi sorotan dan mengalami peningkatan. Melalui GNCM diharapkan dapat menggairahkan masyarakat untuk berkunjung dan menghidupkan museum. Museum Nasional sebagai museum terbesar dan tertua di Indonesia merupakan salah satu museum yang direvitalisasi dan reposisi. Adanya ketidak-seimbangan antara anggaran yang dikeluarkan dengan fluktuasi jumlah pengunjung mengindikasikan kemungkinan bahwa pemanfaatan atau pengelolaan jasa yang ditawarkan oleh Museum Nasional tidak sesuai dengan apa yang dicari atau dibutuhkan oleh pengunjung.

Penelitian ini membahas pengaruh perceived service quality, emotional satisfaction, dan image terhadap repeat visit dan recommendation bagi first time visitor. Hasil penelitian ini menunjukkan bahwa empathy merupakan dimensi perceived service quality yang paling berpengaruh terhadap laten tersebut. Sedangkan perceived service quality itu sendiri berpengaruh terhadap emotional satisfaction dan image museum namun tidak memiliki hubungan langsung terhadap recommendation dan repeat visit. Laten satisfaction memiliki hubungan positif dengan image namun negative terhadap recommendation dan repeat visit. Image memiliki hubungan positif dengan recommendation dan repeat visit dan menjadi variabel moderasi bagi perceived service quality.

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The launch of the National Love Museum Movement (GNCM) in 2010 by the Ministry of Culture and Tourism put a spotlight on the existence of museums in Indonesia and their activities. GNCM is expected to encourage people to visit and museums. The National Museum, the largest and oldest museum in Indonesia, is one of the museums that is being revitalized and repositioned. An imbalance between the budget spent and the fluctuations in the number of visitors indicates the possibility that the services being offered by the National Museum do not correspond to what is sought or needed by visitors.

This study discusses the influence of perceived service quality, emotional satisfaction, and image in firsttime visitors' intention to make a repeat visit to and recommend the museum. Results of this study indicate that empathy is the most influential dimensions in the perception of service quality. While the perceived service quality itself affects the emotional satisfaction and image of the National Museum, it has no direct relation with recommendations and repeat visits. Satisfaction latent has a positive relationship on the image, but negative for recommendation and repeat visits. Image has a positive relationship on recommendations and repeat visits and could function as a moderating variable for perceived service quality.