

Pengaruh museum experience terhadap visitor satisfaction pada museum nasional indonesia = The effect of museum experience towards visitor satisfaction among museum nasional indonesia

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20482018&lokasi=lokal>

Abstrak

ABSTRAK

Saat ini, museum mengakui adanya kewajiban untuk memberikan pengalaman paling memuaskan yang dapat ditawarkan kepada pengunjung. Museum experience diperoleh dari berbagai pelayanan dan aktivitas yang menginspirasi di dalam lingkungan museum yang ramah dan menarik dalam rangka menciptakan kepuasan pengunjung. Penelitian ini dilakukan dengan tujuan untuk menjelaskan pengaruh museum experience terhadap visitor satisfaction pada Museum Nasional Indonesia. Penelitian ini menggunakan pendekatan kuantitatif, jenis penelitian eksplanatif, dengan menyebarkan kuesioner ke 100 responden dengan teknik pengambilan sampel non-probability sampling. Hasil penelitian menunjukkan bahwa terdapat pengaruh antara museum experience terhadap visitor satisfaction. Penelitian ini menunjukkan bahwa pengalaman berkunjung ke museum telah menciptakan kepuasan pengunjung di Museum Nasional Indonesia.

ABSTRACT

Nowadays, there is some kind of obligation to give visitors the best experience they can get when visiting a museum. Museum experience consists of various services and activities which are both inspiring and interesting to create the visitor satisfaction. The purpose of this research is to analyze the effect of museum experience towards visitor satisfaction in Museum Nasional Indonesia. Quantitative approach with explanative research was implemented in conducting this research. A survey using questionnaire distributed to 100 respondents was conducted using the non-probability sampling technique. Results of this research shows there are correlations between museum experience towards visitor satisfaction. This reserach also shows that the experience of visiting museum has created visitor satisfaction at the Museum Nasional Indonesia.