



Analysis of the Impact of Excellent Service on Visitor Satisfaction (A Study at The Bagong Adventure Human Body Museum)

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ABSTRACT

This research aims to assess the individual and combined impacts of ability, attitude, appearance, attention, action, and responsibility on visitor satisfaction using quantitative methods. The study population was selected through accidental sampling. Data analysis was conducted using multiple linear regression analysis with the IBM SPSS Statistics software. The findings reveal that ability, attitude, appearance, and attention have a significant partial effect on visitor satisfaction, whereas action and responsibility do not significantly impact visitor satisfaction. This is due to the action variable having a significance level of $0.550 > 0.05$ and the responsibility variable having a significance level of $0.171 > 0.05$. When considered together, the F test significance value of 0.001 is less than the predetermined significance level of $\alpha = 5\%$, and the 73% coefficient of determination indicates the extent of influence of the independent variables on the dependent variable, with other factors affecting visitor satisfaction beyond the researcher's scope accounting for 23%.

Keywords: Excellent Service, Visitor Satisfaction, Ability, Attitude, Appearance

1. Introduction

A business that excels in customer service will project a favorable image of itself. The better the existing service, the more automatically it will arouse the customer's interest in returning to buy or use the service they have experienced, so a sense of loyalty or trust will arise from the customer, trust from the consumer and the comfort felt is not far from the good service provided, by providing the service. good and efficient, a sense of trust and satisfaction will be formed from customers, then the services provided and the products sold will be reused and sales will increase. Companies that sell services to customers really need to pay attention to every step and service management system in place. provided in order to obtain excellent service, in this way an image and satisfaction will be created for the community, especially customers.

The aim of the East Java Park Group is to provide tourists with a unique tourism experience by emphasizing various tourist destinations. Apart from being a place of fun, The Bagong Adventure Body Museum is also a place of education. One of the main trips provided by the Jawa Timur Park Group is to the location of Indonesia's first and largest body anatomy museum in Asia. In addition, the facilities offered by the Jatim Park Group, which oversees a number of tourist destinations such as JTP 1, JTP 2, Eco Green Park, and The Bagong Adventure Museum Body, are very distinctive and extensive, some of them are not available in other parts of Southeast Asia.

Museums are accessible educational resources for all types of learners. The idea of a museum rarely evolves over time, especially when it comes to the institution's original purpose, which was to provide

educational value to all visitors. According to Bruninghaus and Knubel (2004), museum objectives should include 1. Education and collections, 2. Cultural heritage and education, 3. Management and development of museum education, and 4. Museum and public education. Museum teaching and education uses various techniques and media that aim to educate passive students through processes of reflection, observation, examination and recognition. Additionally, methods are used to encourage visitors to actively participate in activities such as technical or research projects, collection reviews, exhibitions, and learning about aesthetics.

The Bagong Adventure Museum Badan service system is named after a large company and serves as a benchmark for the success of a business that successfully markets its goods and services by providing the best care to its customers to build a positive reputation and image in the eyes of tourists. Good service is defined as providing goods and services to customers or visitors using a system. There is the best service available.

Satisfaction from visitors is in accordance with expectations of good service, so the quality of the company will automatically be formed for visitors and various parties concerned. By providing the services desired by visitors, the company will also avoid trash issues, seen from the increasingly advanced technology, all More information coming in and out will be through the media, so it is also important to note that in the modern world, when dissatisfaction arises from customers, there are individuals who may deliberately spread bad information about the service received at the company.

A good service system needs to be supported by service quality, organization, morals, or appropriate methods. Providing the best service is intended to guarantee customer satisfaction so that the reviewers' assessment of the company is in line with existing expectations or better. Excellent service is the best service provided by a company to customers or visitors. If visitors are satisfied with the service provided, the company will automatically gain value and increase sales levels from the best service felt by visitors in the company. The Bagong Adventure Body Museum is the only body museum in Indonesia, it is known that the museum has no real or no competition. However, this does not mean that a tourist attraction is the best in the eyes of the general public and customers if the services provided do not meet their needs. Park in Irawan (2021: 54) defines consumer pleasure as emotions that arise from using products and services.

Kotler and Keller (2016: 33) customer satisfaction will appear if what is expected matches what is felt, if what is expected exceeds expectations then the customer will be happy. Batu City is one of the cities that is nicknamed a tourist city because it provides experiences for everyone with varied tourist attractions and some of the attractions for tourists in Batu City are beyond simple sightseeing, but are also educational places for students and other visitors who are not only from Java. East but from outside East Java come to enjoy and gain experience at this tourist spot.

Scientists identified the problem through investigations at the Bagong Museum after conducting direct observations and interviewing several visitors in the museum, such as during break times there should be a change of employees in the museum zone but only a few zones had employee changes, some zones were simply left empty and Visitors who come during that time are left to access it themselves without being accompanied by employees, so what happens is that visitors become confused and feel dissatisfied because they don't understand the existing facilities and are confused about how to proceed to the next zone. There are several crucial points that company management needs to pay attention to in improving service to change existing service into excellent service, service that satisfies customers will be an attraction for other potential customers to come, collaboration between employees needs to be improved as well as adequate communication, monitoring and direction. from company managers and additional staff or employees needed to support each other within the company so that customers do not access existing facilities alone without explanation and supervision.

As well as reviews from maps.google.com indicating dissatisfaction from some visitors seen from the rating or one star given by visitors, one of the local guides named Nurul Huda gave a review indicating dissatisfaction, namely by giving one star in the Google Maps review due to the museum's operating hours. body that does not match the ticket, the ticket purchased stated that the operating hours of the body museum are until 16.30, but when the local guide visited the body museum with his family after JTP 1 at 16.00 and when we entered the museum the employees had packed up and some had even gone home.

This research aims to assess visitor satisfaction and emotions at The Bagong Adventure Museum using variable A6 proposed by Barata. The study will determine whether visitors are satisfied, dissatisfied, or happy. The findings aim to provide insights and improvements for The Bagong Adventure Museum. The study, titled "Analysis of the Effect of Excellent Service on Visitor Satisfaction (Study at The Bagong Adventure Museum)," investigates the partial influence of factors such as abilities, attitudes, appearances, attention, actions, and responsibilities on visitor satisfaction, as well as their combined impact.

2. Literature Review

2.1. Service

Moenir (2008) defines service as the act of meeting someone's needs directly through their actions. Drs. Daryanto and Drs. Ismanto Setyobudi (2014) stated that the best service that a business can offer to meet the requirements and expectations of clients, both inside and outside the organization, is excellent service.

The concept of A6-based excellent service according to Barata (2006) is:

a. Abilities

According to (Grenberg and Barin, 2007: 38), capacity is the ability to carry out various tasks both mentally and physically.

b. Attitude

Callahan and Jufri, (2013) grouped attitude categories into five aspects or made five indicators of attitude, namely: 1) Receiving, 2) Responding, 3) Valuing, 4) Organizing, 5) Internalization of Values (Characterization by Value):

c. Appearance

Grooming or personal appearance, is defined by Wersanto (2006) as a person's external appearance that reflects and characterizes their personality.

d. Attention

Full attention is paid to clients' demands and wishes, as well as to understanding their recommendations and complaints.

e. Action

Legitimate tasks completed to offer client services.

f. Responsibility (Accountability)

The tendency to treat customers with care to reduce their level of dissatisfaction.

To ensure that clients are happy with the goods and services provided, the following metrics indicate what great client service looks like:

- a. Good, courteous and courteous service.
- b. Seems safe.
- c. Gives happy vibes.
- d. Aesthetic view.
- e. Getting along with him is easy.
- f. It's easy to grant forgiveness.
- g. Enjoy yourself while taking knowledge from others.
- h. Satisfaction with morally correct issues.
- i. I enjoy pleasing others.

2.2. Consumer Satisfaction

Omar (2005: 65) defines customer satisfaction as the level of satisfaction experienced by customers after evaluating what they receive in relation to their expectations.

As shown by Kotler (2011) the characteristics of structural fulfillment consist of:

- a. Conformity to Tourist Expectations
- b. Interested in Returning
- c. Willingness to Recommend

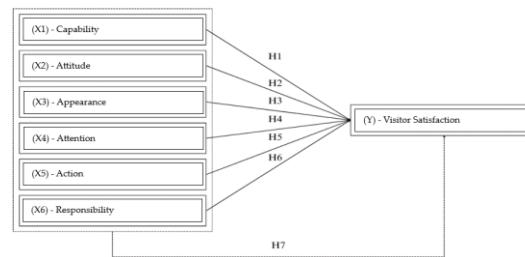


Figure 1. Research Framework

Source: Data Processed by Researchers (2024)

3. Methodology

The reviewer used quantitative research with a descriptive approach. The location for this research is located at The Bagong Adventure Body Museum Jl. Kartika No. 2, Batu (Jatim Park I Complex). Participants in this research were those who had visited The Bagong Adventure Body Museum. This research will involve 68 participants as a sample. To collect data for this research, the survey method used questionnaires and observation.

3.1. Technical Data Analysis

a. Instrument Test

a) Validity test

To assess the validity of the questionnaire, a validity test was used. If the answers to questions in the questionnaire indicate something that the questionnaire is intended to score, then the questionnaire is considered valid. The computational values are compared with the table for $(df) = n - 2$, where n is the number of samples, to carry out the significance test. Conditions can be considered valid if the calculation provides a higher score than indicated in the table.

b) Reliability Test

Reliability test, Ghazali (2016), is a questionnaire measuring tool that functions as an indication of a variable. If a construct or variable has a Cronbach's Alpha score greater than 0.60, it is considered reliable. Reviewers now only use one of these approaches, namely One Shot (Just One Measurement).

b. Classic assumption test

a) Normality test

The normality test is carried out, according to Ghazali and Ratmono (2017), to determine whether the perturbation or residual variables in the regression pattern have a normal distribution or not. The Kolmogorov-Smirnov test on a single sample will be used by researchers in this discussion. If the significant value is > 0.05 then it is said to be normal

b) Multicollinearity Test

The multicollinearity test looks for evidence of the relationship between factor X (independent) and the regression pattern. The strict requirement that is often used to indicate the presence of multicollinearity is a tolerance score of less than 0.10 (VIF). In case the VIF score is less than or equal to 10, multicollinearity is present among the X variables. There are no signs of multicollinearity between the X variables if the VIF score is less than 10.

c) Heteroscedasticity Test

The heteroscedasticity test is used to identify residual variance and disparities, and is referred to as heteroscedasticity if the variations and observations remaining for other observations are not constant (Ghozali, 2018: 137). Heteroscedasticity is indicated if there is a certain pattern, such as a set of points that create a regular pattern. Heteroscedasticity, however, does not appear if the resulting pattern is ambiguous and several points are scattered above and below the number 0 on the Y axis.

c. Multiple Linear Regression Analysis

Sugiyono (2010: 66), the aim of multiple linear regression analysis is to determine whether there is a functional relationship between two or more factors X and related variables by predicting the value of the impact of these variables on the related variables.

d. Hypothesis testing

a) Partial (t Test)

To ascertain whether independent factors have a partial impact on variable Y, the t test is used. The average level used is 0.05.

b) Simultaneous (f Test)

If variable x simultaneously has a substantial impact on variable y, this can be confirmed using the F test. A confidence level of 0.05 is applied. An alternative assumption is that all x variables overall have a large enough impact on the y variable if the F value is greater than the F score as shown by the table.

e. Coefficient of Determination (R2)

R2, also known as the coefficient of determination, is used to calculate the percentage or part of the total variance in the value of variable Y that is accounted for by variable X. (df) has a score between 0 and 1. A low R2 value indicates the limited ability of variable Y.

4. Results and Discussion

4.1. Results

4.1.1. Instrument Test

a. Validity test

Table 2. Validity test

No	Indikator	rhitung	ttabel	Keterangan
1	X1.1	0,382	0,238	Valid
	X1.2	0,745	0,238	Valid
	X1.3	0,847	0,238	Valid
	X1.4	0,812	0,238	Valid
	X1.5	0,652	0,238	Valid
2	X2.1	0,660	0,238	Valid
	X2.2	0,779	0,238	Valid
	X2.3	0,791	0,238	Valid
	X2.4	0,852	0,238	Valid
	X2.5	0,592	0,238	Valid

From the results of the validity test that the researcher obtained, it can be seen that of all the variable conditions used, the rvalue is greater than the r table, so it can be seen that all the conditions that the researcher used are valid.

b. Reliability Test

Table 3. Reliability Test

Variabel	Alpha Cronbach	Keterangan
X1	0,737	Reliabel
X2	0,740	Reliabel
X3	0,781	Reliabel
X4	0,804	Reliabel
X5	0,830	Reliabel
X6	0,849	Reliabel
Y1	0,827	Reliabel

From the test results obtained through SPSS analysis, the researcher obtained results indicating that for each variable that the reviewer used to make the questionnaire greater than Cronbach Alpha > 60 (greater than 60), then all the conditions that the reviewer used could be said to be reliable.

4.1.2. Classic Assumption Test

a. Normality test

According to the results of the Kolmogrov-Smirnov normality test using SPSS, the Asymp score was obtained. Sig. (2-tailed) is 0.200, meaning it is greater than the meaning it is greater than the significance score of 0.05 so it can be summarized that the data is normally distributed.

Table 4. Normality test

		Unstandardized Residual
N		68
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.07944304
Most Extreme Differences	Absolute	.072
	Positive	.072
	Negative	-.060
Test Statistic		.072
Asymp. Sig. (2-tailed)		.200 ^d

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors significance correction.

b. Multicollinearity Test

Table 5. Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	Kemampuan	.997	1.003
	Sikap	.974	1.027
	Penampilan	.990	1.010
	Perhatian	.956	1.046
	Tindakan	.973	1.028
	Tanggung Jawab	.971	1.030

According to the output coefficients table, the tolerance score for all variables X is greater than 0.10. Apart from that, the VIF score for all variables

c. Heteroscedasticity Test

Table 6. Heteroscedasticity Test

Variabel	Sig.	Kesimpulan
X1	0,865	Tidak terjadi heteroskestisitas
X2	0,216	Tidak terjadi heteroskestisitas
X3	0,830	Tidak terjadi heteroskestisitas
X4	0,449	Tidak terjadi heteroskestisitas
X5	0,934	Tidak terjadi heteroskestisitas
X6	0,766	Tidak terjadi heteroskestisitas

From the results of the heteroscedasticity test achieved using the Glejser method, it can be seen that each variable used does not have heteroscedasticity, this is because the significance score achieved is greater or above the 0.05% confidence level.

4.1.3. Multiple Linear Regression Analysis

Table 7. Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	24.685	3.077	
	Kemampuan	.189	.071	.249
	Sikap	-.175	.062	-.274
	Penampilan	-.290	.070	-.391
	Perhatian	-.191	.090	-.216
	Tindakan	.034	.057	.059
	Tanggung Jawab	.072	.052	.134

Obtained an equation from the results of the table above, namely:

$$Y = 24.685 + 0.189X1 - 0.175X2 - 0.290X3 - 0.191X4 - 0.034X5 + 0.072X6$$

4.1.4. Hypothesis testing

a. Partial (t Test)

Table 8. Partial (t Test)

Model		t	Sig.
1	(Constant)	8.023	<.001
	Kemampuan	2.652	.010
	Sikap	-2.808	.007
	Penampilan	-4.117	<.001
	Perhatian	-2.127	.037
	Tindakan	-.601	.550
	Tanggung Jawab	-1.385	.171

The table above indicates that the test was conducted, in part, by comparing sig scores. and the estimated t score with the scores in the t table. with an Alpha score of 0.05. If the score calculation is more than t table and sig. < score 0.05, it is considered to have a significant influence. It was found that the t table from this research had a t table score of 1.996 with a score of n = 124 and (df) of 95% (Alpha = 0.05)

b. Simultaneous (f Test)

A simultaneous test is said to be significant if it meets the simultaneous test criteria, namely if the profitability score (sig.) of the F test < significance level $\alpha = 5\%$. Sig score. The F test indicates 0.001 is smaller than the significance level $\alpha = 5\%$. Thus, all variables X jointly influence Y.

Table 9. Simultaneous (f Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	57.515	6	9.586	8.712	<.001 ^b
Residual	67.118	61	1.100		
Total	124.632	67			

a. Dependent Variable: Kepuasan Pengunjung

b. Predictors: (Constant), Tanggung jawab, Tindakan, Kemampuan, Penampilan, Perhatian, Sikap

4.1.5. Coefficient of Determination (R²)

Table 10. Coefficient of Determination (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.859 ^a	.738	.713	.24661

a. Predictors: (Constant), Tanggungjawab, Tindakan, Kemampuan, Penampilan, Perhatian, Sikap

b. Dependent Variable: Kepuasan Pengunjung

The R² value indicates a score of 0.738 or 73%. So it can be interpreted that all variable X can explain variable Y by 73%, while the other 27% can be explained by other factors not examined in this research.

4.2. Discussion

4.2.1. Partial Influence of X1 on Y

From the results of tvalue > t table (2.652 > 1.996) (df) of 0.010 < 0.05. The partial test indicates that variable X1 has a positive and significant effect on Y. Therefore, H01 is rejected and Ha1 is accepted. This means that employee abilities can increase or decrease visitor satisfaction with the museum.

4.2.2. Partial Influence of X2 on Y

In accordance with the results with tvalue > t table (-2.808 > 1.996) and (df) of 0.007 < 0.05. Partial testing indicates that variable X2 has a positive and significant effect on Y. Therefore, H01 is rejected and Ha1 is accepted. This means that the better the attitude of the employees, the more satisfied the visitors will be.

Attitude is one of the factors that satisfy and disappoint visitors. The Bagong Adventure Body Museum has many employees inside, therefore a friendly and polite attitude is very necessary to meet visitor satisfaction.

4.2.3. Partial Influence of X3 on Y

From the results of $t_{\text{value}} > t_{\text{table}}$ ($-4.117 > 1.996$) and (df) of $0.001 < 0.05$. Ang means that X3 has a positive and significant effect on Y. So it is explained that, H01 is rejected and Ha1 is accepted. Therefore, the appearance of the body museum employees is one of the factors for visitor satisfaction. The better and more harmonious the appearance of the employees, the more satisfied the visitors will be.

4.2.4. Partial Influence of X4 on Y

According to the results of $t_{\text{value}} > t_{\text{table}}$ ($-2.127 > 1.996$) and (df) of $0.037 < 0.05$. Partial testing indicates that variable X4 has a positive and significant effect on Y. Therefore, H01 is rejected and Ha1 is accepted. Therefore, the greater the attention given by the body museum employees, the greater the level of visitor satisfaction at The Bagong Adventure Body Museum.

4.2.5. Partial Influence of X5 on Y

In accordance with the results with $t_{\text{value}} < t_{\text{table}}$ ($-0.601 < 1.996$) and (df) of $0.550 > 0.05$. Partial testing indicated that variable X5 had no effect on Y. So it was found that H06 was accepted and Ha6 was rejected. This means that actions cannot reduce or increase visitor satisfaction at the body museum.

4.2.6. Partial Influence of X6 on Y

Likewise with the variable X6, from the results obtained it was found that the variable from (df) determined $0.171 > 0.05$. From the frequency distribution level of participants' answers, it also indicated that the frequency level was also high for the undecided answer choices. This means that the responsibilities of body museum employees cannot increase or decrease the satisfaction of visitors to the body museum.

4.2.7. Effect of All Variables X Simultaneously on Y

Simultaneous test results for all variables X against Y indicate that the score is significant < 0.001 . This score is smaller than the standard α score = 5% ($\alpha = 0.05$). So what means is that hypothesis Ha7 is accepted, which means that all variables X have a significant effect simultaneously on Y The Bagong Adventure Body Museum. Simultaneously, the coefficient resulting from the specified data is 0.738%, indicating that all factors . From these results it is known that the performance of employees in serving and providing services to visitors can be said to be good because the level of influence of all existing variables is 73%, a result that is more than enough to prove a large level of influence on visitor satisfaction.

5. Conclusion

Based on the results of tests that have been carried out, various conclusions can be drawn. Partially, variable X1, which includes elements such as knowledge, training, experience, skills, and work ability, positively and significantly influences visitor satisfaction. Similarly, variable X2, which comprises elements such as receiving, responding, assessing, organizing, and internalizing, also positively and significantly influences visitor satisfaction. Variable X4, encompassing elements such as listening and understanding, observing, and thinking and guessing, similarly has a positive and significant impact on visitor satisfaction. However, variable X6, which includes elements such as doing an excellent job, carrying out specific responsibilities, taking calculated risks, and acting accordingly, does not have a positive or significant effect on visitor satisfaction. Simultaneously, all variables X collectively have a significant influence on variable Y.

Based on the findings of this research, the reviewer intends to offer numerous recommendations to museums and academics for their consideration and integration into future initiatives. Management can continue to provide excellent service to customers. To give visitors a direct sense of the abilities and duties of staff members and to instill in them a sense of high competence and responsibility, management at The Bagong Adventure Body Museum must also be able to increase employee actions and responsibilities. Academically it is intended that academics can utilize this research as a resource for their students and as a basis for future research, especially when it comes to aspects that influence visitor enjoyment. For other reviewers, it is better

to consider variables other than excellent service, such as indicators of ability, attitude, appearance, and attention, because these also influence visitor satisfaction, as research findings show.

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