

The Effect of Service Quality on Tourist Satisfaction in The Implementation of Chse at Museum Nasional Jakarta

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ABSTRACT

Purpose: The study was to determine the effect of service quality on the implementation of CHSE on the level of tourist satisfaction while visiting Museum Nasional in Jakarta.

Research Methods: The data used in this study are primary data obtained by distributing questionnaires to visitors of Museum Nasional aged 18 years and over and used purposive sampling. The analytical method used is simple linear regression analysis.

Results and discussion: The Museum Nasional has implemented CHSE in its operational activities quite well, this can be seen from the results of the survey data obtained in this study, although there are still parts of the service that must be improved.

Implication: The quality of service in the CHSE implementation have a direct effect toward tourists' satisfaction.

Keywords: *CHSE, Tourist Satisfaction, Service Quality.*

INTRODUCTION

Traveling has become part of the life of Indonesian people. Travelling is also carried out with various motivations, ranging from business needs to simply eliminating fatigue. In Indonesia, various parties have taken the chance provide services to support this travel behavior, so it is easier for Indonesian people to travel (Suwena & Widyatmaja. 2017). Tourist attractions have a variety of unique attractions. There are those who provide outdoor activities, there are also those who hold educational activities such as carving/drawing batik classes. In addition to the activities held, several tourist attraction also have values that can be learned through historic buildings and museums that have historical collections. One of the favorite museums for tourists is the Museum Nasional. This museum is the first and largest museum in Southeast Asia which was founded on April 24, 1778, besides that this museum is also often known as "Museum Gajah" or "Elephant Museum". This is due to the existence of a bronze elephant statue which is a gift from the king of Thailand, King Chulalongkorn (Rama V) in 1871. According to an article published by the Ministry of Tourism and Creative Economy in 2020, it was noted that the Museum Nasional has around 140,000 collections (Kemenparekraf.com, 2020). It is not only its strategic position or the number of

collections, but this museum is also famous for various events held with the aim of preserving culture such as batik workshop and traditional music performances.

Due to improving conditions, the government has again allowed several museums in Jakarta to resume operations since 2021. One of the museums that has been granted permission to resume operations is Museum Nasional. Even though they have been allowed to operate again, all tourists must comply with applicable regulations such as checking in using *peduli.lindungi* application and complying with health protocol (wearing masks, washing hands, keeping distance, staying away from crowds, limiting mobility). With all the dynamic changes in life since the COVID-19 pandemic entered Indonesia, various regulations have been implemented and become new habits for Indonesian people, also known as new norms. This has an impact on many things, from daily life to work activities and the provision of services that support hygiene. The management of the National Museum cannot be separated from their responsibility in providing tourist areas that meet new normal standards. The Ministry of Tourism and Creative Economy has prepared a CHSE (Clean, Health, Safety and Environmental Sustainability) program as a new normal basis in tourist destinations involving various tourism industry players.

Implementation of the CHSE (Clean, Health, Safety and Environmental Sustainability) program in the operations of the Museum Nasional has been carried out since the decision from the Ministry of Tourism and Creative Economy was issued. This can be seen from the swiftness of the management of the Museum Nasional to support online ticket purchases, the use of the *peduli.lindungi* application before entering the Museum Nasional and various other things that have become a mandatory for tourists. However, in reality there are still many aspects that are not in accordance with expectations in the implementation of policies that are carried out, such as differences in the behavior of services provided to tourists who enter through the main door and the parking lot, lack of personnel to regulate the direction of tourist trips within the National Museum, the number of tourists who quite a lot and caused a crowd inside the National Museum, and various other things.

The implementation of CHSE (Clean, Health, Safety and Environmental Sustainability) program at the Museum Nasional on the daily operational, there is a gap between the implementation expectations that should be to maintain and provide a sense of security, comfort and security for tourists, but it does not work as it should. With the explanation that has been described previously, the researcher need to determine the effect of CHSE (Clean, Health, Safety and Environmental Sustainability) implement toward tourist satisfaction while visiting Museum Nasional, so this study will raise the title "The Effect of Service Quality on Tourist Satisfaction in The Implementation of CHSE at Museum Nasional Jakarta".

With the explanation above, this research has the following problem formulation:

1. How does service quality influence tourist satisfaction?
2. How significant is the influence of service quality on tourist satisfaction?

RESEARCH METHODS

This research will use descriptive quantitative method. This research

method will process and present data statistically and present the results descriptively so that they are easier to understand and digest. In this study will be used multiple linear regression analysis. The sample collection was carried out by purposive sampling so that the survey was only distributed to visitors to the National Museum who were over 18 years of age and the determination of the sample size was determined by the formula Hair et. La. by calculating the number of samples of 5 times the number of statements / indicators provided. Scores in this study used a Likert scale, namely strongly agree (5 = SA), agree (4 = A), neutral (3 = N), disagree (2 = D), strongly disagree (1 = SD). The analysis in this study uses the SPSS version 25.0 for windows application.

RESULT AND DISCUSSION

CHSE (clean, health, safety, and environmental sustainability) has been implemented as the basis for health protocols that must be implemented in public places according to the Decree of the Minister of Health Number HK.01.07/Menkes/382/2020. This standard is also applied by the National Museum in carrying out its operations. Here are some things that have been implemented in the operation of the National Museum.

1. Purchase of non-cash tickets
2. Use the care protect application
3. Check the temperature
4. It is mandatory to wear a mask
5. Provision of hand sanitizers
6. The pattern of tourist trips in the museum.

In this study, 2 variables were used, namely 1 independent variable and 1 dependent variable. Each variable has been tested for reliability and validity with the data received and all data used in this study has been proven reliable and valid.



Figure 1. Conceptual Framework

Table 1. Profile of Respondent

Description	Quantity	Percentage (%)
Gender:		
Female	86	52,2
Male	78	47,8
Ages:		
18 - 25	72	44,2
25 - 30	49	29,7
>30	43	26,1
Profession:		
Employee	63	38,4
Student	71	43,5
Entrepreneur	29	17,4
Others	1	0,7

According to the data above, the majority of respondents in this study were aged 18-25 years and for jobs the majority of respondents worked as students/students and employees. For the gender of the respondents, there were more female respondents than male respondents. Table 2. Mean score & Overall Mean Score

Variable	Indicator	Mean Score	Description
<i>Reliability</i> <i>X1</i>	1. Staff wear appropriate masks provision	4,2	Agree
	2. Staff keep their distance	4,2	Agree
	3. Non cash ticket payment facilities are provided	4,3	Agree
	4. Alternative online tickets/ non-printed tickets are provided	4,1	Agree
<i>Overall Mean Score of Reliability (X1)</i>		4,2	Agree
<i>Responsiveness</i> <i>X2</i>	1. The National Museum provides a description for each of collections	4,2	Agree
	2. Officers direct tourists to follow the tourist path	4,2	Agree
	3. Officers always remind visitors to wear masks	4,2	Agree
	4. Officers always remind visitors to keep their distance	4,3	Agree

<i>Overall Mean Score of Responsiveness (X2)</i>		4,2	Agree
<i>Assurance X3</i>	1. To enter tourist must use <i>peduli lindungi</i> app	4,1	Agree
	2. Before enter tourist body temperature will be check	4,2	Agree
	3. Hand sanitizer is provided on every floor/room	4,2	Agree
	4. Museum provide tourist path on floor to reduce and control the flow of crowd	4,3	Agree
	5. Officers always carry out the sanitation activities	4,1	Agree
<i>Overall Mean Score of Assurance (X3)</i>		4,2	Agree
<i>Empathy (X4)</i>	1. National Museum officer have initiatives to help tourists	4,3	Agree
	2. National Museum staff actively remind tourists to comply with health protocols	4,1	Agree
	3. National Museum officers are responsive in answering tourist questions	4,1	Agree
	4. The National Museum attendant is very informative	4,1	Agree
	5. The National Museum staff advises non-cashpayments	4,1	Agree
<i>Overall Mean Score of Empathy (X4)</i>		4,2	Agree
<i>Tangibles X5</i>	1. Condition toilets in National Museum are dry and odorless	4,3	Agree
	2. Hand wash soap, tissue and hand dryers are provided in toilets	4,4	Agree
	3. The toilet attendant is always standby to keep toilets clean	4,2	Agree
	4. At each entrance visitor must scan the barcode of <i>pedulilindungi</i> app	4,2	Agree
	5. The body temperature measuring device at the main entrance is provided	4,1	Agree
	6. Instruction to use mask inside the museum is delivered in poster form	4,4	Agree
	7. There are signate for visitor mobility around museum	4,3	Agree
	8. Hand sanitizer easy to access	4,3	Agree
	9. The handwashing area at the		Agree

	Museum main entrance is available.	4,4	
<i>Overall Mean Score of Tangibles (X5)</i>		4,3	Agree
Variable	Indicator	Mean Score	Description
<i>Tourist Satisfaction Y</i>	1. I felt safe while touring the National Museum	4,1	Agree
	2. I feel comfortable when traveling in the National Museum	3,6	Less agree
	3. I will invite my friends or family members to tour the National Museum	3,7	Less agree
	4. I will return to visit the National Museum	3,7	Less agree
	5. I will recommend the National Museum to my friends and family	4,4	Less agree
<i>Overall Mean Score of Tourist Satisfaction (Y)</i>		3,9	Less agree

The overall mean score in this study is Reliability (X1) with a value of 4.2, which means agree. Responsiveness (X2) is 4.2, which means agree. Assurance (X3) is 4.2, which means agree. Empathy (X4) is 4.2, which means agree. Tangibles (X5) is 4.3 which means agree. tourist satisfaction (Y) is 3.9, which is less agree.

Table 3. Data Normality Test
One-Sample Kolmogorov-Smirnov Test
 Unstandardized Residual

N		164
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	,52798597
	Most Extreme Differences	
	Absolute	,065
	Positive	,060
	Negative	-,065
Test Statistic		,065
Asymp. Sig. (2-tailed)		,086 ^c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

The significance value of the results of the calculation of normality of the data is 0.086. In the Kolmogorov Smirnov normality test, the data is declared normally distributed if it has a significance value of 0.05 (sig. >0.05). So it can be seen that the research data is normally distributed because it

has a significance value of 0.086.

Table 4. Test f

ANOVA ^a						
Model		Sum of Square	df	Mean Square	F	Sig
1	Regression	13,552	1	13,552	44,463	,000 ^b
	Residual	49,377	162	,305		
	Total	62,930	163			

- a. Dependent Variabel: AVG_Y
 b. Predictors: (Constant), AVG_X

The F table value in this study is 2.27 with a total sample of 164 and has 1 independent or independent variable. According to the table above, it can be seen that the significance value is $0.000 < 0.05$ and the calculated F value is $44.463 > 2.27$ (F table). It can be concluded that variable X affects variable Y simultaneously or together.

Table 5. Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,464 ^a	,215	,211	,55209

- a. Predictors: (Constant), AVG_X

Based on table 5 above, the R Square value is 0.211 which can be interpreted as the effect of the independent variable (X) on the dependent variable (Y) of 21.1%.

DISCUSSION

This research was conducted with the aim of knowing the level of tourist satisfaction with the implementation of CHSE at the National Museum. The number of respondents in this study were 164 respondents with a majority of 52.2% women. With the general vulnerability of the majority between 18-25 years of 44.2%. The majority of respondents work as students/students by 43.5%.

The research hypothesis that has been presented in as follows:

Ho : There is no influence between service quality in implementing CHSE on tourist satisfaction at the National Museum.

Ha : There is an influence between service quality in implementing CHSE on tourist satisfaction at the National Museum

According to the F test (simultaneous), all independent variables (X) affect the dependent variable (Y) simultaneously (see table 4). With the results of these data calculations, the results obtained are in accordance with Ha, namely the

existence of an influence between service quality in implementing CHSE on tourist satisfaction at the National Museum.

CHSE implementation at the National Museum has been carried out in daily operations. However, there are still a number of things that are not paid enough attention to, such as directing tourist so that crowds do not occur. This is still not effective since the large-scale social restrictions (PSBB) were lifted and the number of staff were limited. There are also limited facility for hand washing, only available at the entrance of the National Museum.

CONCLUSION

The purpose of this study was to determine the effect of service quality in implementing CHSE at the National Museum on tourist satisfaction and to determine the influence of service quality in implementing CHSE at the National Museum on tourist satisfaction. In this study, measuring the level of tourist satisfaction was carried out by including CHSE elements in the 5 dimensions of service quality.

1. The National Museum has implemented CHSE in its operational activities quite well, this can be seen from the results of the survey data obtained in this study, although there are still parts of the service that must be improved.
2. From the processed data obtained from 164 respondents and the data that has been tested using SPSS Statistical Product and Service Solutions version 25.0 for windows, it can be seen that variable X service quality in implementing CHSE an effect on tourist satisfaction. So that the Ha hypothesis is accepted.

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