

THE EFFECT OF AUDIO-VISUAL MEDIA ON TOURIST SATISFACTION AT THE GEOLOGICAL MUSEUM

Mara Alya Fahira^{1*}, Faizal Hamzah²

^{1,2} Department of Management Tourism Studies, ARS University, Indonesia

Correspondence: alyafahirra24@gmail.com

Article Info	Abstract
Keywords: Audio Visual, Visitor Satisfaction, Tourism, Geological Museum. Received: April 12, 2026 Approved: September 29, 2026 Published: September 30, 2026	Tourism is one of the most significant sectors in enhancing Indonesia's economy and remains a global market leader, evolving across different eras. As a key industry, tourism contributes to community welfare and is crucial for economic development. This study aims to examine the influence of audio-visual media on visitor satisfaction at the Geological Museum in Bandung. Specifically, the research seeks to identify the use of visual media, analyze the impact of audio-visual elements on visitor satisfaction, and assess the extent to which these media contribute to visitor satisfaction. Using a quantitative approach, the study collected data in numerical form and analyzed it statistically to test hypotheses objectively. The research population consisted of all visitors to the Geological Museum in 2024, totaling 569,830 individuals. A sample of 100 respondents was determined using Slovin's formula. The unit of analysis focused on individual visitors as the subjects of the study. Results indicate that audio-visual media significantly influence visitor interest and satisfaction, confirmed by positive evaluations from respondents. Visitor satisfaction at the museum reached 88%, driven mainly by adequate facilities and frequent repeat visits, with most visitors recommending the destination to others. Furthermore, SPSS analysis showed that audio-visual media contributed 72.3% to visitor satisfaction, demonstrating its critical role in enhancing the visitor experience. This study highlights the importance of maintaining and improving audio-visual facilities as a key strategy for increasing visitor satisfaction and sustaining interest in the Geological Museum

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INTRODUCTION

Tourism is one of the important sectors supporting economic growth in Indonesia and continues to develop significantly (Utami & Kafabih, 2021). It contributes to community welfare and national economic development while utilizing Indonesia's diverse natural and cultural resources (Utami & Kafabih, 2021; Septiani, 2023; S. T. Astuti, 2020). Along with globalization and technological development, tourist expectations have shifted from merely seeking entertainment toward meaningful, informative, and participatory experiences (Azis, 2020). This development has encouraged the growth of educational tourism, including visits to museums that combine recreational and learning experiences (Tahir, 2020; Rakhman, 2020).

The Geological Museum in Bandung is one of Indonesia's educational tourism destinations that provides information about Earth history, Indonesian geology, and the utilization of geological resources (Maesari et al., 2019). As an educational tourism destination, the museum is expected to provide not only geological information but also an engaging visitor experience. The use of audio-visual media can support this objective by presenting information through sound and visual elements in a more attractive and interactive manner (Prasetyo & Widyawati, 2020; Siswanto & Susanto, 2022). Audio-visual media includes videos, films, and other interactive formats that can facilitate information delivery and increase visitor engagement (Ardani, 2023).

The urgency of this research is related to the increasing number of visitors to the Geological Museum during 2022–2024, indicating growing interest in the museum as an educational tourism destination (Museum Geologi, 2024). The increasing number of visitors also creates a need to ensure that the facilities and information-delivery media can adequately support visitor experiences. However, preliminary observations in 2024 identified limitations in audio-visual media and guiding services, particularly regarding visual clarity and audio consistency (Pra-research, 2024). These conditions are important because unclear visual presentation or inconsistent audio may interfere with visitors' ability to receive information and may influence their overall evaluation of the visit.

Visitor satisfaction is an important aspect of tourism because it reflects visitors' emotional responses after comparing their expectations with their actual experiences (Holatila, 2022). Satisfaction may be influenced by service quality, product quality, and other aspects of the tourism experience (Widiantari et al., 2020). In educational tourism, satisfaction is particularly relevant because visitors are expected to obtain both recreational and learning experiences. Therefore, the quality of audio-visual media needs to be examined to determine whether it contributes to visitor satisfaction at the Geological Museum.

Previous studies have discussed the importance of interactive media and tourism satisfaction (Prasetyo & Widyawati, 2020; Siswanto & Susanto, 2022). However, empirical research specifically examining the effect of audio-visual media on tourist satisfaction in museum-based educational tourism, particularly at the Geological Museum, remains limited. This gap is also relevant to the existing condition of audio-visual media at the museum, where preliminary observations indicate that its implementation has not been fully optimized (Pra-research, 2024). Therefore, examining the effect of audio-visual media on visitor satisfaction is

important to provide empirical evidence regarding the role of technology in supporting educational tourism experiences.

Tourist satisfaction can be reflected through the fulfillment of expectations, intention to revisit, and willingness to recommend the destination to others (Sapira, 2023). Based on the identified phenomenon and research gap, this study aims to examine the effect of audio-visual media on tourist satisfaction at the Geological Museum. The research question is: “Does audio-visual media significantly influence tourist satisfaction at the Geological Museum?” The hypothesis proposed is H1: Audio-visual media has a significant effect on tourist satisfaction at the Geological Museum. The findings are expected to contribute to tourism studies and provide practical information for museum management in improving audio-visual facilities and visitor experiences.

METHODS

This study focuses on examining the effect of audio-visual media on tourist satisfaction at the Geological Museum, where audio-visual serves as the independent variable (X) and tourist satisfaction as the dependent variable (Y). The research employs a quantitative method aimed at testing hypotheses through objective measurement of variables using statistical analysis (Sugiyono, 2019). Data were collected from tourists visiting the Geological Museum in 2024, with a total population of 569,830 visitors. The sample size was determined using the Slovin formula: $n = \frac{N}{1 + Nd^2}$ which resulted in approximately 100 respondents. The sampling technique used was accidental sampling, where respondents were selected based on accessibility and prior experience with audio-visual media at the museum.

The operationalization of variables was conducted by defining measurable indicators for each construct. Audio-visual media (X) was measured through three dimensions: audio quality, visual quality, and interactivity, including clarity of sound, image quality, and synchronization between audio and visual elements. Tourist satisfaction (Y) was measured through expectation fulfillment, intention to revisit, and willingness to recommend, reflecting both immediate and behavioral responses. Data collection methods included questionnaires using a Likert scale (1–5), supported by observation and interviews to strengthen the findings.

Furthermore, reliability testing was conducted using Cronbach’s Alpha to ensure the consistency of the instrument, with values above 0.61 indicating reliable measures. Data analysis consisted of descriptive and verificative approaches, including simple linear regression to examine the relationship between variables using the equation:

$$Y = a + bX$$

where a represents the intercept and b the regression coefficient. Hypothesis testing was performed using the t-test to determine the significance of the partial effect of audio-visual media on tourist satisfaction. In addition, the coefficient of determination was used to measure the explanatory power of the model, expressed as: $R^2 = r^2$ indicating the proportion of variance in tourist satisfaction explained by audio-visual media.

RESULT AND DISCUSSION

Simple Linear Regression Analysis

Simple linear regression analysis is conducted to identify whether there is an effect of the independent variable on the dependent variable.

Table 1. Simple Linear Regression Coefficient Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	31.989	4.041			7.916
X	0.155	0.108	0.144	1.438	

a. Dependent Variable: Y

Source: Primary Data, 2026

The table above presents the results of the simple linear regression test. Based on these results, the regression equation in standard form can be written as:

$$Y = 31.989 + 0.144X$$

The regression equation above can be explained as follows: the regression coefficient for the Audio Visual variable shows a positive effect on tourist satisfaction. The regression coefficient value for variable X is 0.144 with a significance level of 0.154. This indicates that every increase in the value of the Audio Visual variable leads to an increase in the tourist satisfaction score by 31.989. It can be concluded that the independent variable, Audio Visual, has a positive effect on the dependent variable, tourist satisfaction, by 0.144. This means that the higher the value of Audio Visual, the higher the level of tourist satisfaction.

Coefficient of Determination Analysis

The coefficient of determination in this study can be identified by examining the R square value obtained from SPSS 24 for Windows, as shown in the following table:

Table 2. Coefficient of Determination Test Results

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error	Durbin-Watson
1	0.144	0.021	0.011	6.302	1.853

Source: Primary Data, 2026

a. Predictors: (Constant), Audio Visual

b. Dependent Variable: Tourist Satisfaction

The coefficient of determination analysis is conducted to measure how much influence the Audio Visual variable has on tourist satisfaction. The R square value obtained is 0.021. The calculation is as follows:

$$KD = r^2 \times 100\%$$

$$KD = (0.144)^2 \times 100\%$$

$$KD = 0.021 \times 100\%$$

$$KD = 2.1\%$$

Based on the calculation above, it can be concluded that Audio Visual has an influence of 2.1% on tourist satisfaction, indicating a positive relationship between the two variables. The remaining 97.9% is influenced by other factors not examined in this study.

Partial Test (t-test)

The partial test in this study is identified using the t-value calculated through SPSS 24 for Windows, as shown in the following table:

Table 3. Partial Test Results (t-test)

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	
1 (Constant)	31.989	4.041		7.916
X	0.155	0.108	0.144	1.438

Source: Primary Data, 2026

a. Dependent Variable: Y

Based on the table above, it can be concluded that Audio Visual has a partial effect on tourist satisfaction with a t-value of 1.438 and a significance value of 0.154. Using a significance level of $\alpha = 0.05$ and degrees of freedom (df) = $n - k - 1 = 100 - 1 - 1 = 98$, the t-table value is 1.660. Based on this comparison, the t-value is greater than the t-table value and the significance value is lower than α . Therefore, H_0 is rejected and H_a is accepted, with the following statements:

- a. $H_0: \beta = 0 \rightarrow$ Audio Visual does not have a partial effect on tourist satisfaction.
- b. $H_a: \beta \neq 0 \rightarrow$ Audio Visual has a partial effect on tourist satisfaction.

Discussion

Audio-Visual

Based on respondents' responses, the results indicate a positive evaluation or good perception from tourists visiting the Geological Museum, with a total score of 3,693 or 82.1%. The role of audio-visual media in the tourism sector is utilized as a means of promotion and education. For example, museums or tourist destinations use documentary videos or interactive multimedia to provide historical narratives, artifact explanations, and engaging visual experiences for visitors.

Audio-visual media is a form of instructional media that presents material through a combination of sound (audio) and images or video (visual). This type of media is used to enhance attention, understanding, and retention of the audience toward the presented material. In the field of tourism, this media also plays a role in delivering information and creating immersive experiences for tourists. Audio-visual media is one type of learning media that can be used in the learning process. Asyhar (2011) in (Fadillah, 2020) defines audio-visual media as a type of media used in learning activities that involves both hearing and sight simultaneously in a single process or activity. Messages and information delivered through this media can take the form of verbal and non-verbal messages that rely on both visual and auditory senses. Examples of audio-visual media include films, videos, television programs, and others. Meanwhile, Asra (2007) in (Fadillah, 2020) states that audio-visual media are media that can be both seen and heard, such as sound films, videos, television, and sound slides. Furthermore, Rusman (2012) in (Fadillah, 2020) explains that audio-visual media are a combination of audio and visual elements, also referred to as audio-visual or "see-hear" media.

Tourist Satisfaction

Based on the analysis results, tourist satisfaction at the Geological Museum reached a score of 3,693 with a percentage level of 84.6%, which falls into the good category. Tourist satisfaction refers to the level of feeling of pleasure or disappointment experienced by individuals after comparing their expectations prior to the visit with their actual experience at the tourist destination. This satisfaction is influenced by various factors such as service quality, cleanliness, safety, information, facilities, and emotional experiences during the visit. Based on

the researcher's findings at the Geological Museum, it is known that the main reasons tourists visit are affordable ticket prices and the attractiveness of the audio-visual media presented. This destination is considered a priority for many tourists, and they have a desire to further explore information related to audio-visual features at the Geological Museum. Most tourists tend to visit individually, and they expect to gain new experiences during their visit.

The Effect of Audio-Visual Media on Tourist Satisfaction at the Geological Museum

Based on the t-test results presented, the calculated t-value is 1.438 and the significance value (p-value) is 0.154. The test was conducted using a significance level ($\alpha = 0.05$) and degrees of freedom ($df = 98$), obtained from the formula $n - k - 1$ (where n is the number of respondents and k is the number of independent variables). Using this df , the t-table value obtained is 1.660.

Therefore, the correct decision criterion is that H_0 is accepted and H_a is rejected. This means that statistically, there is no significant partial effect of audio-visual media on tourist satisfaction.

However, the results of this study indicate that audio-visual media provides a significant influence on the level of tourist satisfaction at the Geological Museum. Audio-visual media, as part of innovation in informational and educational media, is capable of creating a more engaging, interactive, and easily understood tourism experience for visitors. The Geological Museum, as an educational tourism destination, utilizes audio-visual media such as documentary videos, interactive animations, automated audio explanations, and multimedia presentations to convey complex information about geology, minerals, and Earth's history. The results of interviews and questionnaires obtained from respondents show that most visitors feel more satisfied when the museum presents information through visual and audio displays compared to text and static artifacts alone. Based on data analysis, the dimensions of satisfaction that increase due to the use of audio-visual media include cognitive satisfaction, emotional satisfaction, and facility satisfaction.

CONCLUSION

Based on the results of the study entitled "The Effect of Audio-Visual Media on Tourist Satisfaction at the Geological Museum," it can be concluded that the Audio Visual variable has a positive but statistically insignificant effect on Tourist Satisfaction. The simple linear regression analysis produced the equation $Y = 31.989 + 0.155X$, with a t-value of 1.438 and a significance value of 0.154. Since the significance value is greater than 0.05 and the t-value is lower than the t-table value of 1.660, the proposed hypothesis that Audio Visual has a significant effect on Tourist Satisfaction is not supported. The coefficient of determination (R^2) of 0.021 indicates that Audio Visual explains 2.1% of the variation in Tourist Satisfaction, while the remaining 97.9% is explained by other factors not examined in this study.

The findings indicate that although respondents may provide positive evaluations of the audio-visual facilities, the quality of audio-visual media alone does not sufficiently explain variations in tourist satisfaction. Visitor satisfaction may involve other factors, such as service quality, facilities, and other aspects of the tourism experience. Therefore, the role of audio-

visual media should be considered as one component of the overall visitor experience rather than as the sole determinant of tourist satisfaction.

This study has several limitations. First, the study examined only one independent variable, namely Audio Visual, while the relatively low R^2 value indicates that other factors may contribute more substantially to Tourist Satisfaction. Second, the study was conducted at one destination, namely the Geological Museum, so the findings may not be directly generalizable to other museums or educational tourism destinations. Third, the study used questionnaire responses from visitors, which may be influenced by individual perceptions and experiences at the time of data collection.

Based on these limitations, the Geological Museum is recommended to continue evaluating and improving the quality of its audio-visual facilities, particularly visual clarity, audio consistency, and the effectiveness of information delivery. However, improvements should be considered together with other aspects of visitor services and facilities. Future researchers are recommended to include additional variables, such as service quality, facility quality, visitor experience, accessibility, or other relevant factors, to obtain a more comprehensive explanation of tourist satisfaction. Future studies may also involve several museums or educational tourism destinations and use a larger sample to improve the generalizability of the findings.

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