

THE INFLUENCE OF SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION OF FORT VREDEBURG MUSEUM YOGYAKARTA

ABSTRACT

The objective of this research is to investigate the influence of service quality towards customer's satisfaction of Fort Vredeburg Museum, Yogyakarta. In accordance with museum visit campaign in Indonesia, management of Fort Vredeburg, Yogyakarta is attempting to promote museum as an attractive destination by improving the service quality and customer's satisfaction provided by the museum.

The literature review in this research used secondary data and primary data. The service quality theory is adopted from Parasuraman et al., (1988) scale, that consist of five dimensions in service quality mainly: tangibility, reliability, responsiveness, assurance and, empathy. Meanwhile, the consumer satisfaction theory was adopted from Mey and Muhammad (2010) scale.

This explanatory research used purposive sampling methods to obtain the relevant information from certain groups. This study used quantitative approach by conducting a field survey with five point likert-type questionnaires with the total of 100 respondents. The test of validity methods uses confirmatory factor analysis and the reliability test uses the cronbach alpha methods.

The methods of analysis used multiple regression in purpose to draw conclusions from the results. The findings of this research showed that 41,1% customer satisfaction is influenced by the service quality attributes and the rest 59,9% were influenced by other variables that are not examined in this study. The findings revealed that customers of Fort Vredeburg museum perceive reliability dimension is the most influential to form consumer satisfactions. The second most influential dimension is tangibility. Followed by empathy, responsiveness and lastly the assurance dimension.

Keywords: Museum, Service Quality, Customer Satisfaction.

THE INFLUENCE OF SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION OF FORT VREDEBURG MUSEUM YOGYAKARTA

INTISARI

Tujuan dari penelitian ini adalah untuk menyelidiki pengaruh servis kualitas terhadap kepuasan konsumen di museum Benteng Vredeburg, Yogyakarta. Sehubungan dengan kampanye berkunjung ke museum di Indonesia, manajemen museum Benteng Vredeburg, Yogyakarta bertujuan untuk mempromosikan museum sebagai destinasi yang menarik dengan cara meningkatkan pelayanan servis kualitas yang di sediakan oleh pihak museum.

Landasan teori di dalam penelitian ini menggunakan data primer dan sekunder. Teori servis kualitas menggunakan sepenuhnya pengukuran dari Parasuraman et al., (1988), yang memiliki lima dimensi servis kualitas yakni: tangibility, reliability, responsiveness, assurance, dan empathy. Sedangkan, untuk teori kepuasan konsumen diambil dari pengukuran Mey and Muhammad (2010).

Penelitian eksplorasi ini menggunakan purposive sampling untuk mendapatkan informasi yang relevan di dalam suatu grup. Penelitian ini mengaplikasikan quantitative metode dengan menyelenggarakan studi lapangan disertai 5-point likert questionnaire dengan jumlah 100 sample. Test untuk mengukur validitas menggunakan confirmatory factor analysis dan test untuk reliabilitas dengan cronbach alpha metode.

Metode analisa menggunakan regresi berganda dengan maksud untuk menarik kesimpulan berdasarkan hasil. Dalam penelitian ini ditemukan pengaruh servis kualitas sebesar 41,1% terhadap kepuasan konsumen. Secara garis besar, konsumen menyimpulkan bahwa pengaruh dari dimensi reliabilitas sangat kuat. Dimensi kedua ialah tangibility atau bentuk fisik suatu museum. Diikuti oleh empathy, responsiveness dan yang terakhir dimensi assurance.

Kata Kunci: Museum, Servis Kualitas, Kepuasan Konsumen