

THE EFFECT OF TOURIST PRODUCTS ON VISITOR SATISFACTION AT THE STATE MUSEUM OF NORTH SUMATRA PROVINCE

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ARTICLE INFO

Keywords:

Tourist Products, Visitor satisfaction

ABSTRACT

Museums are cultural tourist attractions that provide education, which introduces historical relics that will certainly awaken the spirit of nationalism and add knowledge. The State Museum of North Sumatra Province provides visitor satisfaction with the attraction of objects and writings containing the history of the North Sumatra region. Not only that, the Museum also provides clean and comfortable facilities, plus access to visit the museum can also be reached by public and private transportation. The location in the middle of the city is quite strategic. The results showed that the attractiveness provided was significantly to the satisfaction of visitors to come. The calculated t value for the Attractiveness variable (X1) of 2.229 is greater than the t table 2.020 (2.229 > 2.020) or the sig.t value for the Attractiveness variable 0.031 is smaller than 0.05 (0.031 < 0.05). Likewise with facilities where the t-count for the Facility variable (X2) is 4,199 greater than the t table 2,020 (4,199 > 2,020), or the sig.t value for the Facility variable 0.000 is less than 0.05. this means that the facility has a significant effect on visitor satisfaction for accessibility has a positive and significant effect on visitor satisfaction to the State Museum of North Sumatra Province. The calculated t value for the Accessibility variable (X3) is 4,060 greater than the t table 2,020 (4,060 > 2,020), or the sig.t value for the Accessibility variable 0.000 is less than 0.05. this means that Accessibility has a significant effect on visitor satisfaction. Simultaneously, Attractiveness, Facilities and Accessibility have a positive and significant effect on visitor satisfaction at the North Sumatra State Museum. This study used three variables, namely two free variables, and one bound variable, where Facilities (X1), Tourist Attraction (X2) are free variables, while visiting interests (Y) as bound variables. The tests used in, this study are reliability test, normality test, multicholnearity test, heteroskedasity test, coefficient determination (R²), Test (t), Test (F)

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1. INTRODUCTION

Educational tourism is a tour that provides positive benefits to visitors because it is a tourist trip that does not only get entertainment or pleasure, but there is also additional educational value in it which will certainly provide knowledge to visitors.

One of the educational attractions is the museum. A museum is an institution that cares about (preserving) a collection of artifacts and other objects of artistic, cultural, historical, or scientific importance. Museums not only provide pleasure and add knowledge, the most important thing is to cultivate the spirit of Nationalism and a sense of pride in becoming an Indonesian nation because Indonesia is so rich in culture. Museum is one of the alternative tourist visits that can be taken into account in addition to adding knowledge as well as a fairly affordable price.

The State Museum of North Sumatra province located on Jalan H.M. Joni No. 51, Teladan Barat, Medan Kota reopened on February 25, 2022 after being renovated. This museum presents tourist products that provide satisfaction to visitors. The museum is also categorized as a cultural tour that introduces Indonesian culture to visitors.

Tourist products consist of three types, namely: the attractiveness of tourist destinations (Attractions) facilities in tourist destinations (Amenity) and the ease of reaching tourist destinations. (Accessibility). [1] In this study, we will discuss the influence of these three factors on visitor satisfaction

The Tourist Attractions (Attractions) of this Museum are the buildings and the contents presented. The buildings displayed Architecturally, this museum depicts the traditional houses of the North Sumatra region, with the appearance of the front roof filled with ornaments from ethnic Malays, Batak Toba, Simalungun, Karo, Mandailing, Pakpak, and Nias. The collections displayed mostly come from North Sumatra in the form of objects from cultural history relics ranging from prehistoric times, classical Hindu-Buddhist influences, Islam, to the history of today's struggle. Others come from several other regions in Indonesia and from other countries, such as Thailand. [2]

The State Museum of North Sumatra Province provides various facilities that make visitors comfortable such as clean toilets, large parking lots, comfortable places of worship for Muslims, cool air conditioning. Cleanliness is also very much maintained in this museum so that visitors feel at home. The State Museum of North Sumatra Province provides various facilities that make visitors comfortable such as clean toilets, large parking lots, comfortable places of worship for Muslims, cool air conditioning. Cleanliness is also very much maintained in this museum so that visitors feel at home. The State Museum of North Sumatra Province provides various facilities that make visitors comfortable such as clean toilets, large parking lots, comfortable places of worship for Muslims, cool air conditioning. Cleanliness is also very much maintained in this museum so that visitors feel at home.

The journey to the location of this tourist attraction is also very easy because of its strategic location in the middle of the city, which can be reached by public and private transportation. The paved location of the road also smooths the way for motorists who want to visit.

2. METHOD

The location of this research was carried out at the State Museum of North Sumatra Province which is located on the road on jalan H.M. Joni No. 51, Teladan Barat, Medan Kota. The data collection technique was made in the form of a distribution questionnaire which was carried out to 45 visitors This study used a descriptive research method with a quantitative approach using three variables, namely three free variables, and one bound variable, where Tourist Attraction (X1), Facilities (X2), Accessibility (X3) is a free variable, while visitor satisfaction (Y) as a bound variable. The tests used in, this study are reliability test, normality test, multicholinerity test, heteroskedasity test, coefficient determination (R²), Test (t), Test (F)

3. RESULTS AND DISCUSSION

3.1 Travel Products

By definition, Tourist products are an amalgamation or mixture of three main components, namely; attractions, facilities and accessibility. According to research conducted by Aji Prasetya Hadi, it shows that the influence of tourist products on visitor satisfaction in Tamansari Goa Sunyaragi is considered quite high. A very influential aspect of tourist products is the factor of accessibility facilities and image. [3] Tourist products This concept is a development of the marketing concept, where consumer satisfaction must be sought to achieve the satisfaction of each customer individually. All travel products should use this concept in tourism marketing. [4]

3.2 Tourist Attractions

A tourist attraction is something that has an attraction to see and enjoy that is worth visiting the tourist market [5]

Types of tourist attractions that are usually displayed in tourism destinations :

- a. Natural tourist attractions, all forms of attraction possessed by nature, for example: sea, beaches, mountains, lakes, valleys, hills, waterfalls, gorges, rivers, forests
- b. Man-made tourist attractions, including: Cultural tourist attractions,[6]

3.3. Facilities

Fasilitas adalah segala macam prasarana dan sarana yang diperlukan oleh wisatawan selama berada di daerah tourist destinations. The facilities and infrastructure in question include: lodging (accommodation), restaurants (restaurants); transportation and travel agents Maka Fasilitas is everything that is able to provide comfort for tourists who visit [7] According to research conducted by Pleh Ninil Srijani, the results of the facility have an influence on customer satisfaction. The calculation of the t-test obtained was 19,810 while the t-table was 1,937. Thus H₀ is rejected, meaning that there is an effect of the facility as a whole on customer satisfaction [8].

3.4 Accessibility

Accessibility is a facility and infrastructure that causes tourists to visit a destination (object). Facilities and

infrastructure are built so that tourists can reach objects safely, comfortably and easily. This. Tourism domain that facilities and infrastructure are built so that tourists can visit tourist objects easily, safely and comfortably so that they can enjoy these tourist objects. [9]. Accessibility according to Handayani in the research of Putri Indah Yuliana is a condition where a customer gains convenience in achieving a product or service[10]

3.5 Satisfaction

According to Philip Kotler and Kevin Lane Keller in the book rahmawati said that consumer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance of the product thought of against the expected performance [11] According to Lovelock and Writz in Irma Dwiyanti's research, satisfaction is a kind of behavioral assessment that occurs after the experience of consuming the service [12]

3.6 Reliability Test

Table 1
Reliability Test Results

Variabel	Cronbach's Alpha	N of Items	Information
visitor satisfaction	0.893	7	Reliable
Facilities	0.921	7	Reliable
Accessibility	0.920	7	Reliable
Satisfaction	0.932	8	Reliable

From table 1 above, it can be concluded that the question given to visitors to Musiu Negeri North Sumatra Province in the form of a questionnaire is reliable, because croncbach's Alpha is above 0.64.2 Hasil Uji Asumsi Klasik

3.7 Normality Test Results

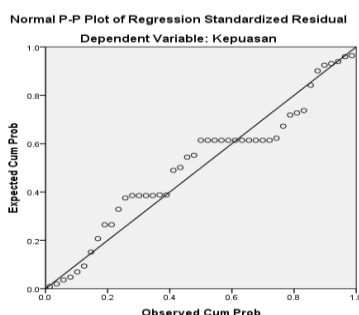


Figure 1. Normality Test Results

The normality test is carried out by observing the spread of data on the diagonal axis of the graph. The method used is the plot method. The way of decision making in this method is: Jika data menyebar di sekitar garis diagonal dan mengikuti arah garis diagonal, maka model regresi memenuhi asumsi normalitas.

1. If the data spreads far from the diagonal line or does not follow the direction of the diagonal line, then the regression model does not meet the assumption of normality.
2. From figure 1, it can be seen that the point spreads following the direction of the diagonal line, which means that this regression model meets the assumption of normality

3.8 Mutikolinierity Test

Table 2 Tolerance value and Variance Inflation Factor

Variable	Tolerance	VIF
Attraction	0.673	1.485
Facilities	0.654	1.528
Accessibility	0.946	1.057

From the multicollinearity test table above, it can be seen that the Value of Attractiveness Tolerance is $0.673 > 0.10$, Facilities $0.654 > 0.10$ and Accessibility $0.946 > 0.10$ There is no multicollinearity For the VIF value for Attraction $1.485 < 10$, Facilities $1.528 < 10$ and Accessibility $1.057 < 10$ means That no multicollinearity occurs

3.9 Heteroskedasticity Test

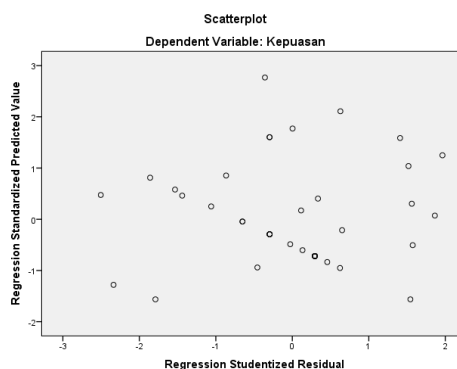


Figure 2. Heteroskedasticity Test

The result of the heteroskedasity test in the figure above is that it looks like the point of spreading above and below the number 0 on the Y axis. Thus it is concluded that the test result above is homoskedasity

3.10 Multiple Linear Regression Test

Multiple linear regression analysis is looking for the relationship of two or more variables X to Y

Table 3 Régression linéaire multiple

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-5.255	4.379		-1.200	.237		
Attraction	.305	.137	.246	2.229	.031	.673	1.485
Facilities	.561	.134	.469	4.199	.000	.654	1.528
Accessibility	.444	.109	.377	4.060	.000	.946	1.057

Dependent Variable: Satisfaction Visitor

Based on table 3, it can be seen that Visitor satisfaction (Y) is influenced by a constant value of -5.255 with a

coefficient value for Attractiveness(X1) of 0.305, Facilities (X2) of 0.561.and Accessibility of 0.444 The regression equation is formulated as follows: $Y = -5.2553 + 0.305 X_1 + 0.561 X_2 + 0.444 X_3$

Table 4 Coefficient of Determination Test

Model	R	R Square	Adjust R Square	Std.Error of the Estimate
1	.816 ^a	.665	.641	1.934

- a. Predictors: (Constant), Attraction, Facilities, Accessibility
 b. Dependent Variable: Visitor Satisfaction

The results of the R Square coefficient of determination test table of 0.665 (66.5%), thus it can be said that Attractiveness, Facilities and Accessibility are only able to explain by 66.5% to the satisfaction of visitors, while the rest (33.5%) is influenced by other variables outside the study, such as entry rates, services, information and others.

3.11 Partial Test (uji t)

This t-test aims to determine the magnitude of the influence of each independent variable individually (partially) on the dependent variable. Regression equation showing the effect of Attractiveness(X1), Facilities (X2) and accessibility (X3) on Visitor satisfaction(Y). The number of observations (respondents) we used to form this equation was 45 people. Hypothesis testing with $\alpha = 5\%$.

$$(df = n - k - 1) = 45 - 3 - 1 = 41$$

$$t\text{-table} = t(\alpha/2; n - k - 1) = 0.05/2; 45 - 3 - 1 = t(0.025; 41) = 2.020$$

Based on table 3 conclusions were obtained

1. The calculated t value for the Attractiveness variable (X1) is 2.229 greater than the t table 2.020 ($2.229 > 2.020$) or the sig.t value for the Attractiveness variable 0.031 is less than 0.05 ($0.031 < 0.05$). meaning that Attraction has a significant effect on visitor satisfaction (Ho is rejected and Ha is accepted)
2. The calculated t value for the Facility variable (X2) of 4.199 is greater than the t table of 2.020 ($4.199 > 2.020$), or the sig.t value for the Facility variable 0.000 is smaller than 0.05. meaning that the Facility has a significant effect on visitor satisfaction (Ho rejected and Ha accepted)
3. The calculated t value for the Accessibility variable (X3) is 4,060 greater than the t table 2,020 ($4,060 > 2,020$), or the sig.t value for the Accessibility variable 0.000 is less than 0.05. meaning Accessibility has a significant effect on Pegunjung Satisfaction (Ho rejected and Ha accepted)

3.12 Test Synchronously (F Test)

The simultaneous test aims to determine whether or not it has significantly affected independent variables together (simultaneously) on dependent variables

$$F\text{ table} = F(k; n - k) = F(3; 45 - 3) = F(3; 42) = 2.827$$

$$df = n - k$$

$$df = 45 - 3 = 42$$

Table 5 Anova

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	304.594	3	101.531	27.136	.000 ^b
Residual	153.406	41	3.742		
Total	458.000	44			

a. Dependent Variable: Visitor Satisfaction

b. Predictors: (Constant), Attractions, facilities, Accessibility

From the results of table 5 of the simultaneous test it can be seen that F count= 27.136 with a significance level of 0.000. When compared to F the table at a confidence level of 5 % ($\alpha = 0.05$) is 2,827 then F counts > F of the table (27,136 >2,827). Because F Numeracy > F table so it is said that the free variables consisting of X1, X2 and X3 simultaneously have a significant effect on the bound variables, namely Y. Attractiveness, Facilities and Accessibility simultaneously affect customer satisfaction.

4. CONCLUSION

From the results of the discussion above, it was concluded that this research is in line with the results of research conducted by N. Surjani that the facility factor has an influence on customer satisfaction As well as research conducted by Aji Prasetya Hadi shows that the influence of tourist products on visitor satisfaction in Tamansari Goa Sunyaragi is considered quite high In partial tests that the facilities have a positive and significant effect on the interest in visiting North Sumatra Provincial State Museum

1. In a partial test, the Attractiveness has a positive and significant effect on the satisfaction of visitors to the State Museum of North Sumatra Province. The calculated t value for the Attractiveness variable (X1) of 2.229 is greater than the t table 2.020 (2.229>2.020) or the sig.t value for the Attraction variable 0.031 is less than 0.05 (0.031<0.05).
2. In a partial test, the facility has a positive and significant effect on visitor satisfaction to the State Museum of North Sumatra Province. The calculated t value for the Facility variable (X2) of 4.199 is greater than the t table of 2.020 (4.199>2.020), or the sig.t value for the Facility variable 0.000 is smaller than 0.05. meaning that facilities have a significant effect on visitor satisfaction
3. In a partial test, accessibility has a positive and significant effect on visitor satisfaction to the State Museum of North Sumatra Province. The calculated t value for the Accessibility variable (X3) is 4,060 greater than the t table 2,020 (4,060>2,020), or the sig.t value for the Accessibility variable 0.000 is less than 0.05. this means that Accessibility has a significant effect on Visitor In a partial test, accessibility has a positive and significant effect on visitor satisfaction to the State Museum of North Sumatra Province. The calculated t value for the Accessibility variable (X3) is 4,060 greater than the t table 2,020 (4,060>2,020), or the sig.t value for the Accessibility variable 0.000 is less than 0.05. this means that Accessibility has a significant effect on Visitor In a partial test, accessibility has a positive and significant effect on visitor satisfaction to the State Museum of North Sumatra Province. The calculated t value for the Accessibility variable (X3) is 4,060 greater than the t table 2,020 (4,060>2,020), or the sig.t value for the Accessibility variable 0.000 is less than 0.05. this means that Accessibility has a significant effect on Visitor Satisfaction
4. Attractiveness, Facilities and Accessibility have a positive and significant effect on visitor satisfaction at the North Sumatra State Museum

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