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The Influence of Service Quality on Revisit Intention to the National Museum of Indonesia

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ABSTRACT

This study aims to analyse the influence of service quality on visitors' revisit intention to the National Museum of Indonesia. This research adopts a quantitative descriptive approach. The sample consisted of 100 respondents who completed an online questionnaire distributed via Google Forms. Data were collected using a non-probability sampling using purposive sampling technique, and responses were measured using a Likert scale to ensure validity and reliability. Data analysis was conducted using simple linear regression, with hypothesis testing performed through a t-test using SPSS version 29. The results of the regression equation obtained Y = 1.413 + 0.888X and the t-test indicate that the service quality variable (X) has a significant effect on revisit intention (Y), as demonstrated by the significance value being lower than the predetermined alpha level (0.000 < 0.050). These findings support the acceptance of the alternative hypothesis (Ha) and the rejection of the null hypothesis (H_0), confirming a positive and statistically significant relationship between service quality and visitors' revisit intention at the National Museum of Indonesia. Based on these findings, it is recommended that museum management maintain the current level of service quality while improving areas identified as weaker, particularly staff responsiveness and their ability to understand and address visitor feedback. Strengthening these aspects will help create a more positive visitor experience and increase the likelihood of repeat visits.

Keywords: *Cultural Tourism, Museum, Revisit Intention, SERVQUAL.*

1. INTRODUCTION

The tourism industry has undergone significant transformation in recent decades, shifting from a product-oriented paradigm toward an experience-based economy [1], where service quality becomes a central determinant of visitor satisfaction and behavioral intention. In contemporary tourism management, destinations are no longer evaluated solely based on physical attractions but also on the quality of services delivered throughout the visitor journey. This shift is particularly relevant for cultural and heritage tourism destinations, where intangible service elements, such as staff interaction, interpretative guidance, responsiveness, and emotional engagement, play a crucial role in shaping visitor perceptions and long-term attachment.

Museums, as institutions that preserve cultural heritage and disseminate knowledge, are increasingly positioned not only as educational spaces but also as competitive tourism destinations. In urban tourism ecosystems, museums must compete with other leisure attractions that offer interactive and immersive experiences [2], [3]. Compared to other tourist attractions, choosing a museum as a travel destination is generally perceived as more affordable. Visitors can experience the richness of Indonesia's history and culture through the museum's collections, exhibitions, public programs, and special events regularly organized by the institution. Consequently, service quality becomes a strategic instrument to sustain visitor engagement and institutional relevance. High-quality service delivery enhances perceived value, strengthens emotional bonds,

and encourages repeat visitation. Conversely, inadequate service performance may result in dissatisfaction, negative word-of-mouth, and declining revisit intention.

The National Museum of Indonesia represents one of the most prominent cultural heritage institutions in Indonesia, attracting domestic and international visitors. Despite its historical significance and comprehensive collections, maintaining consistent visitor engagement remains a managerial challenge. Fluctuations in visitor return rates suggest that revisit intention cannot be assumed solely from institutional reputation. In a highly competitive tourism environment, especially in the post-pandemic recovery phase, visitors demonstrate higher expectations regarding comfort, accessibility, staff professionalism, interpretative clarity, and overall experiential quality. These evolving expectations require empirical assessment to ensure that managerial strategies are aligned with visitor needs.

From a theoretical perspective, service quality has been widely conceptualized using the SERVQUAL model, which comprises five dimensions: reliability, responsiveness, assurance, empathy, and tangibles [4]. This framework has been extensively applied in hospitality, transportation, and tourism research to measure perceived service performance and its influence on satisfaction and behavioral intention. Numerous empirical studies confirm that service quality significantly influences revisit intention [5], [6], [7] through cognitive and affective evaluation mechanisms. However, contextual differences across destinations, cultural settings, and visitor characteristics necessitate location-specific empirical validation. Research examining the influence of service quality on revisit intention within the National Museums of Indonesia remains limited, creating a research gap that warrants further investigation.

The urgency of this research is therefore twofold. First, from a practical standpoint, museum management requires evidence-based insights to prioritize service improvement initiatives. Without empirical data, managerial decisions risk being reactive rather than strategic. Identifying which dimensions of service quality most strongly influence revisit intention enables more efficient allocation of financial, human, and infrastructural resources. Second, from an academic perspective, expanding empirical evidence in the context of heritage tourism contributes to the enrichment of service quality theory and its applicability within public cultural institutions. Unlike commercial tourism enterprises, museums often operate within public service frameworks, which may influence service delivery dynamics and visitor expectations.

Furthermore, revisit intention constitutes a critical sustainability indicator for tourism destinations. Repeat visitors typically demonstrate stronger loyalty, higher trust levels, and increased likelihood of recommending the destination to others. Positive word-of-mouth significantly reduces marketing costs and strengthens destination branding. Therefore, understanding the determinants of revisit intention is essential not only for institutional performance but also for long-term cultural tourism sustainability.

Based on these considerations, this study is rationalized as an effort to bridge theoretical and practical gaps by empirically analyzing the effect of service quality on revisit intention at The National Museum of Indonesia. The research seeks to answer the following problem: To what extent does perceived service quality influence visitors' intention to revisit? Addressing this problem requires systematic measurement of service quality dimensions and statistical examination of their relationship with behavioral intention.

Accordingly, the objectives of this study are: (1) to measure visitors' perceptions of service quality based on the SERVQUAL dimensions; (2) to analyze the level of revisit intention among visitors; and (3) to examine the magnitude and significance of the influence of service quality on revisit intention using quantitative regression analysis.

To solve the identified problem, this research applies a structured quantitative approach involving questionnaire-based data collection and inferential statistical testing. The problem-solving plan involves measuring each service quality dimension, evaluating its overall impact on revisit intention, and generating managerial recommendations grounded in empirical findings. Through this approach, the study is expected to provide actionable insights for museum management while contributing to the broader discourse on service quality and behavioral intention in cultural tourism contexts.

Ultimately, this research underscores the strategic importance of service excellence in strengthening visitor loyalty and ensuring sustainable competitiveness for heritage-based tourism destinations. By systematically examining the relationship between service quality and revisit intention, the study aims to support the development of adaptive, visitor-oriented management strategies within Indonesia's cultural tourism sector.

2. LITERATURE REVIEW

2.1. Service Quality

Service is fundamentally an intangible activity or benefit offered by one party to another that does not result in the ownership of anything. In principle, Kotler and Keller [8] identify four characteristics of services: 1) Intangibility, services cannot be seen, tasted, smelled,

heard, or touched prior to purchase or consumption; 2) Variability (Heterogeneity), service quality and delivery may vary depending on who provides the service, as well as when and where it is delivered; 3)Inseparability, unlike goods, which are produced, sold, and then consumed, services are typically produced and consumed simultaneously, often in the presence of the customer; and 4) Perishability, services cannot be stored, resold, or returned; once the opportunity to deliver a service has passed, it cannot be reclaimed.

In tourism industry, the SERVQUAL model has been widely implemented in various contexts globally, including hotels, resorts, travel agencies, tour operators, and destination management organizations (DMOs) [9], [10]. The SERVQUAL model remains a foundational framework for measuring and improving service quality in tourism [11], this framework as a multidimensional construct consisting of five principal dimensions: 1) Reliability, referring to the ability to deliver promised services consistently and accurately; 2) Responsiveness, which reflects the willingness to assist customers and provide prompt service; 3) Empathy, defined as the provision of caring and personalized attention; 4) Assurance, which relates to employees' competence, courtesy, and capacity to build customer trust; and 5) Tangibles, encompassing physical facilities, equipment, and the appearance of personnel [4], [12]. Collectively, these dimensions offer a structured and comprehensive mechanism for assessing discrepancies between customer expectations and actual service performance [13].

2.2. Revisit Intention

Revisit intention, defined as a visitor's intention to return to a destination, represents not only a key dimension of tourist behavioral outcomes but also a critical indicator of a destination's successful development and sustainability [14]. Revisit intention includes post-purchase behavior, namely re-purchasing and is formed after tourists evaluate the destination and feel satisfied, giving rise to the intention to visit again [15]. Baker and Crompton [14] identify several factors influencing revisit intention, including perceived service quality, perceived value, and satisfaction. Furthermore, Jansri, Hussein & Loo [6] states that revisit intention is influenced by destination image, perceived quality, perceived value, and satisfaction.

According to Zeithaml [16] the revisit intention variable can be identified with the following dimensions: 1) Willingness to visit again, the intention to return to a destination based on previous experience and satisfaction. Higher satisfaction leads to stronger revisit intention; 2) Willingness to recommend, share positive experiences and recommend the destination to others, reflecting visitor satisfaction and positive word-of-mouth; and 3) Willingness to invite other, the intention to encourage others to visit and to return despite higher costs, indicating strong loyalty and perceived value.

3. METHOD

This study employed a quantitative explanatory design to examine the effect of service quality on revisit intention. A quantitative approach is appropriate when research aims to test hypotheses using numerical data and statistical analysis to determine causal relationships between variables [17]**.** The research was conducted at The National Museum of Indonesia, with the population consisting of 1,495,961 visitors recorded during the 2021–2025 period. To ensure representativeness, the sample size was calculated using the Slovin formula with a 10% margin of error, resulting in 100 respondents. The sampling technique applied was non-probability sampling with purposive sampling, allowing each member of the population an equal opportunity to be selected [18].

The research was conducted chronologically through several systematic stages. First, the problem was identified based on empirical phenomena related to visitor perceptions of service quality and their intention to revisit. Second, a theoretical framework was developed based on the SERVQUAL model, which conceptualizes service quality into five dimensions: reliability, responsiveness, assurance, empathy, and tangibles. Based on this framework, a research hypothesis was formulated, proposing that service quality has a significant effect on revisit intention. Third, research instruments were developed in the form of a structured questionnaire using a four-point Likert scale (1 = strongly disagree to 4 = strongly agree). Primary data were collected directly from respondents through questionnaire distribution, while secondary data were obtained from institutional reports, previous studies, and academic literature to support theoretical grounding.

All items met the validity and reliability criteria based on a pilot test conducted with 30 respondents, confirming that the instrument was suitable for hypothesis testing. The regression model used in this study is expressed as: $Y = a + bX + e$, where Y represents revisit intention, X represents service quality, a is the constant, b is the regression coefficient, and e is the error term. Hypothesis acceptance was determined if t-count > t-table and the significance value (p) < 0.05 [19].

Data analysis consisted of descriptive analysis to illustrate respondent perception levels, and inferential analysis using simple linear regression to examine the magnitude and significance of the relationship between variables. All statistical procedures were performed using SPSS version 29. Through these systematic and scientifically grounded stages, the research ensures

methodological rigor, validity, reliability, and replicability in accordance with established quantitative research standards.

4. FINDINGS AND DISCUSSION

4.1. FINDINGS

Before distributing the questionnaire to respondents, validity and reliability tests were conducted, and then curated to ensure all statement instruments were valid and reliable. The questionnaire was then distributed to 100 respondents. The results of the data collection regarding service quality and return visit intention are presented as follows:

Table 1. Service Quality Assessment Recapitulation

Indicator	Average	Category
Reliability		
The staff provide accurate information about MNI.	3,54	Very Good
The staff provide information based on valid sources.	3,54	Very Good
Responsiveness		
The staff are quick to respond to complaints.	3,36	Very Good
The staff provide good complaint handling.	3,35	Very Good
Assurance		
The staff are polite.	3,57	Very Good
The staff have the knowledge and skills necessary to handle customer questions and concerns.	3,52	Very Good
Empathy		
The staff understand the specific needs of customers, especially special needs (disabilities).	3,47	Very Good
The staff have convenient operating hours for customers.	3,44	Very Good
Tangible		
MNI collection is complete and neatly arranged.	3,55	Very Good
The information board for the collection is clear and complete.	3,59	Very Good
The directional signs are clear and complete.	3,51	Very Good
MNI building is clean and comfortable.	3,62	Very Good
New space of imagination immersiveA good and interesting	3,66	Very Good
Service Quality	**3,51**	**Very Good**

Source: Primary data, 2025

In **Table 4.6**, the recapitulation results show an average score of 3.51. This indicates that respondents' responses regarding service quality are very good. The results of the highest average were obtained on the indicators related to the new space of imagination imersifA good and interesting (3.66), the National Museum of Indonesia building is clean and comfortable (3.62) and the information board for the collection is clear and complete (3.59), where all three are in the tangible dimension.

Conversely, the lowest average scores were for indicators related to the staff responsiveness in handling complaints (3.35) and speed in responding to complaints (3.36), both of which fall within the responsiveness dimension.

Furthermore, the results for interest in revisiting The National Museum of Indonesia are detailed as follows:

Table 2. Revisit Intention Assessment Recapitulation

Indicator	Average	Category
Willingness to visit again		
Will be visiting MNI again soon.	3.54	Very Interested
Will visit again when there are interesting events and programs held at MNI.	3.60	Very Interested
Willingness to recommend		
Recommend MNI to friends and family.	3.62	Very Interested
Posting positive experience at MNI on social media.	3.44	Very Interested
Willingness to invite others		
Invite friends and family to visit MNI together.	3.52	Very Interested
Influence friends and family to visit MNI too.	3.51	Very Interested
Revisit Intention	**3.54**	**Very Interested**

Source: Primary data, 2025

Table 4.10 shows the average score of 3.54, categorizing the participants as very interested. The highest average scores were for the indicators of recommending the National Museum of Indonesia to friends and family (3.62) and revisiting when there are interesting events and programs held at the National Museum of Indonesia (3.60).

On the other hand, the lowest average score was for the indicators related to posting about the National Museum of Indonesia on social media (3.44) and influencing friends and family to visit the National Museum of Indonesia (3.51).

After conducting a descriptive analysis for each variable, to test the influence of service quality on the interest in returning to The National Museum of

Indonesia, a simple linear regression method and hypothesis testing (t-test) were used to determine whether the facility variable (X) had a significant influence on visitor satisfaction (Y).

Table 5. Simple Linear Regression Analysis and t-Test

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.413	.264		5.355	.000
	ServQual	.888	.074	.769	11.927	.000
a. Dependent Variable: Y						

Source: SPSS, 2025

Based on the data processed using SPSS, the following regression equation was obtained:

Y = 1.413 + 0.888X

The regression equation above can be interpreted as follows:

a) The constant value (a) is 1.413. If the service quality variable equals zero (0), then the revisit intention is 1.413.

b) The regression coefficient for the service quality variable is 0.888. This means that for every one-unit increase in service quality, revisit intention will increase by 0.888 units, assuming other variables remain constant.

The t-test is then performed by comparing the significance value (p-value) with the predetermined alpha level of 0.05. If the significance value is less than 0.05, the alternative hypothesis (Ha) is accepted, whereas if the significance value is greater than 0.05, the null hypothesis (H_0) is not rejected.

Based on the results presented in the coefficients table, the significance value obtained was < 0.001, which is lower than the 0.05 threshold. Therefore, the alternative hypothesis (Ha) is accepted. This finding indicates that service quality has a statistically significant influence on revisit intention.

4.2. DISCUSSION

A museum can be defined not merely as a space for preserving valuable tangible and intangible human heritage, such as history, culture, collective memory, and even aspirations, but also as an institution dedicated to research, education, and conservation, with the responsibility of making these resources accessible to the public [20]. The results highlight the strong contribution of physical evidence (tangible) to visitor perceptions. In museum and heritage tourism contexts, tangible elements such as modern exhibition spaces, well-maintained facilities, and informative displays significantly enhance experiential quality.

High-quality visualizations [21] and interactive technologies offer museums various opportunities to enrich and improve the overall visitor experience [3]. The immersive space, in particular, reflects innovation in exhibition presentation, which may strengthen emotional engagement and experiential satisfaction among visitors. ImersifA is a permanent 360-degree video mapping installation, including the floor. Visitors who experience it feel as if they are inside the video, immersing themselves in the history of Indonesia through themes of nature, society, historical development, and culture across different periods.

The revitalization of the National Museum of Indonesia has significantly enhanced the overall comfort and quality of the museum environment. Through improvements in building infrastructure, spatial layout, lighting, ventilation, and facility maintenance, the museum now offers a cleaner, more organized, and visitor-friendly atmosphere. These upgrades have not only strengthened the aesthetic appeal of the building but also improved functional aspects that directly influence visitor convenience and intention to revisit [22].

This finding also highlights the presence of positive word-of-mouth intention, which is a strong indicator of visitor loyalty and perceived value. When visitors are willing to recommend a destination to their social circles, it suggests that their experience exceeded expectations and generated trust and satisfaction [23], [24]. Positive recommendations are particularly important in cultural tourism contexts, as they contribute to reputation building and organic promotion.

The second-highest score was observed for the intention to revisit when interesting events and programs are held at the museum. This indicates that thematic exhibitions, special programs, and engaging events play a significant role in motivating repeat visits [25], [26]. It suggests that dynamic programming strategies can effectively stimulate sustained visitor interest. Unlike static attractions, The National Museum of Indonesia regularly introduce new events or interactive activities are more likely to encourage return visits by offering renewed experiences.

Overall, the findings demonstrate that visitors not only intend to return but also actively support the museum through advocacy behavior. This pattern confirms that strong experiential quality and effective programming strategies contribute to maintaining high levels of visitor engagement and long-term destination sustainability.

5. CONCLUSIONS

This study concludes that service quality has a positive and significant effect on revisit intention at The National Museum of Indonesia. The findings indicate that improvements in reliability, responsiveness, assurance, empathy, and tangible aspects of service

contribute directly to strengthening visitors' intention to return. Thus, service quality functions as an important determinant of behavioral intention in cultural tourism destinations.

The results reinforce the relevance of the SERVQUAL framework in measuring service performance within museum settings and confirm its applicability in explaining revisit intention in the context of heritage tourism. From a managerial perspective, museum management should prioritize consistent service improvement, particularly in staff professionalism, visitor assistance, and facility maintenance, as these elements significantly influence repeat visitation and positive word-of-mouth.

This study is limited to a single research location and focuses only on direct relationships between variables. Future research is recommended to involve broader destination samples and include additional variables such as visitor satisfaction or perceived value to provide a more comprehensive explanation of revisit behavior.

Overall, strengthening service quality is essential for enhancing visitor loyalty and ensuring the sustainability of cultural tourism destinations.

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