

PERCEPTION OF MILLENNIAL TOURISTS TOWARD FACILITIES AND SERVICES AT JAKARTA NATIONAL MUSEUM

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ABSTRACT

The Jakarta National Museum is the first and largest museum in Jakarta and it is the largest in Southeast Asia. The study aimed to analyze and describe how millennial tourists perceived before visiting the facilities and services at the Jakarta National Museum. In the millennial era, millennial tourists currently become one of the tourists who like practical things and want to know new things and this can be found at Jakarta's national museum. The method used in this study was qualitative by linking three variables, namely the perception before visiting tourists, expectations and perceptions of the objects' quality. Data collection techniques used interviews. The data analysis process carried out data collection (interviews, observations, documents) then data reduction, coding according to parameters and indicators and interpretation. The validity test of this research was carried out using source triangulation. The results of this study indicated that the perception of millennial tourists before visiting states that the National Museum held many historical relics and had good facilities. The motivation of visitors was for curiosity needs. The expectation was to expect the National Museum to be bigger than they imagined, hoping that the service at the National Museum would be better than other museums, has a very complete collection, the layout of the museum collection was neat and clean. While the perception after visiting the National Museum had a lot of heritage of Indonesian culture and history, it had excellent facilities, the order of historical objects neatly arranged and easy to see, had friendly and good staffs in communication. The National Museum was also comfortable, safe, clean and well-maintained. Thus the comparison of tourists' perceptions and expectations before and after the visit is appropriate and it even exceeds expectations.

Keywords: Tourist perception, National Museum, Millennial Tourist

INTRODUCTION

As time goes by, tourism in Indonesia keeps developing because of the existence of tourists who support the development of a tourist attraction and the existence of human movements in searching for something that they do not know. With so

many tourist attractions in Jakarta, there is one of the first and biggest museums in Jakarta, the National Museum. It can be seen from the number of visits to the first and largest museums in Southeast Asia. The number of visits can be seen in the table of visitors to the national museum.

Table 1.
Number of Visitors at National Museum Visitors

NO	YEAR	VISITORS	PERCENTAGE (%)
1	2013	192.166	0%
2	2014	245.848	28%
3	2015	287.134	17%
4	2016	399.618	39%
5	2017	299.049	-25%

It can be seen from the table above that the level of visits at the National Museum has increased in 2013 to 2016 but it decreased in 2017, in which the visit in 2014 had a 28% increase from the previous year, and in 2015, it increased to 287,134 visitors who came to the national museum, then increased by 39% in 2016 but in 2017, visitors decreased from the previous year from 399,618 visitors to 299,049 visitors, it decreased 25% from the year previous. However, this happened because in 2016, there was an exhibition held at the Jakarta National Museum which made the level of visits to national museums increased dramatically in 2016.

From many tourist attractions in Jakarta that can be visited, the name of the National Museum is familiar to tourists, especially tourists millennial. The National Museum is popularly known as the Elephant Museum located in the center of Jakarta. This National Museum offers educational and cultural tourism so that many students and students visit the Museum can study the history of the Museum. Many visitors who come to the National Museum are millennial generations. Millennials or commonly known as generation Y is a group of human demographics that exist after Generation X (<https://student.cnnindonesia.com/>, accessed 02 September 2018). There is no time limit that can limit the beginning and end of this X generation. According to experts and researchers, the year began in the 1980s as the beginning of birth from this generation and in the mid 1990s to the early 2000s as the end of the birth of this generation (<https://www.republika.co.id/>, accessed 02 September 2018). Millennials are generally children of the older generation X, commonly referred to as "Boomers", this name is used because of the birth of "Booming in the 1980s and 1990s. Millennial tourists have the characteristic of looking for something new and attach great importance to content in each of their travel destinations, where the museum is one of the destinations of millennial tourists to visit. The museum fulfills the requirements of their destination to travel. In National museum they can find out which they have never seen before such as the relics of statues and inscriptions in the national museum. Millennial tourists attach great importance to the content that fits perfectly with the atmosphere in the National Museum as well. They can take good photos with the background conditions inside the Museum that

they cannot find in other tourist attractions. It is because National Museum has a large and unique building which can be used as a good photo spot.

Millennial tourists who visit the National Museum also aim to learn about education in the Museum and they can join programs in museums that are specifically made for millennial tourists in order be more interested in visiting the National Museum.

In order get a positive perception, a museum's tourist attraction must improve its quality to be better. To form a positive perception of the museum, the museum has to maintain existing facilities and provide excellent service to visitors. The most important thing is to fulfill the wishes of tourists and to find out how much the market wants. Analysis is needed as a benchmark to see the level of quality in a tourist attraction. This study emphasizes the observation of the perception of millennial tourists before visiting with the quality of the National Museum.

The purpose of this study was to find out how the desire of millennial tourists visiting the National Museum so as to improve the quality of museum attractions in the National Museum. It had certain objectives as follow; 1) to analyze and describe perceptions of millennial tourists before going to visit the National Museum of Jakarta; 2) to analyze the perception of millennial tourists on the quality of infrastructure and services during a visit to the Jakarta National Museum.

METHODOLOGY

Data sources were primary data obtained through observation by observing the situation and conditions at research site and interviews with millennial tourists, before and after visiting the National Museum of Jakarta. It involved 100 millennial tourist respondents this year aged 18-38 years who visited National Museum. Beside conducting interviews with tourists, guides and museum officers, they were also interviewed to obtain primary data on history, management and services to visitors at Jakarta National Museum. While secondary data is obtained through literature that had relation to national museums.

RESULTS AND DISCUSSION

Quality of Jakarta National Museum's Attraction

The quality of museum attractions is one of

the important elements to determine visitor interest, especially the interest of millennial tourists to visit. The attraction of this museum has facilities, historical objects, educational tours, socialization programs, transportation and services. This really determines whether the national museum is suitable and worth a visit or not. The existence of complete facilities is very important to provide the needs of visitors who are far from their homes.

The National Museum is one of the largest museums located in Jakarta and it is the largest museum in Southeast Asia. The National Museum is located on Jalan Medan Merdeka Barat No. 12 Central Jakarta, until now the National Museum has more than 163,757 historical objects consisting collections of prehistory, archeology, numismatics and heraldic, ceramics, ethnography, history and geography. The National Museum Complex was built with an area of 26,500 m² and it currently has two buildings. The old building (building A) was used to exhibit public collections. Whereas building B (Gedung Arca) was officially opened on June 20, 2017 by the 6th President of Indonesia Susilo Bambang Yudhoyono. Beside for exhibition space (floors 1 to 4), this building is also used for offices, conference rooms, laboratories and libraries.

When visiting the National Museum, visitor can see people from various parts, ranging from musical instruments, ancient clothes, traditional transportation equipment, such as boats, statues of artifacts, and many cultural collections. There is also a special space containing miniatures and various traditional houses of traditional communities in Indonesia. After that, visitors can see the ceramic collection, Starting from large pottery to plates and bowls that can be found here. The types are also diverse, ranging from green celadon, thousand cracks, to colorful ceramics here.

National Museum entrance ticket is Rp. 5,000, - for adults, Rp. 2,000, - for Children and Rp. 10,000, - for foreign tourists. And the price for the group (minimum 20 people) is Rp. 3,000, - for adults, Rp. 1,000, - for children, and a fixed price of Rp. 10,000. The museum also provides programs that can make millennials more interested and happy to visit national museums and carry out program activities organized by the museum. Thus the museum will remain a choice of tourist objects that must be visited by millennials; this program digitizes existing museums, makes an

application called Virtual Museum so that it can access the contents of the museum through gadgets before visiting directly, Photography Contest, Vlog, and looking for the Duta Museum every year, batik workshops, making pottery, dancing traditional dances and playing traditional musical instruments, these programs make the millennium begin to like museums. The National Museum is also equipped with a souvenir shop, coffee shop, restaurant, toilet, mosque, parking area for motorbikes and cars in the basement, and when paying museum entrance tickets, there is a small brochure containing information about the National Museum as an overview before entering the museum. if visitors come with a group, there will be a museum guide who will accompany you during your tour to explain the historical objects in the museum.

Millennial Tourist Perceptions before Visiting

Expectation is generally something that always in a part of someone life. Expectation are desires, hopes, and ideals of something that individuals obtain from a tourist attraction. Expectations for some millennial tourists can be affected by obtain information from many sources. Until the expectations found, it will be very diverse. Many factors influenced tourists expectations before making a visit to the National Museum which are; hoping the National Museum was bigger than they imagined as information obtained before, they would also think that the service at the National Museum would be better than other museums, had very complete collection, the layout of the museum collection was neat and clean. There were also those who chose not to expect, but immediately though to come and get hands-on experience. They used material from the media and information obtained. It would be adjusted to the interests and allow them to travel. If the information obtained in the media is not enough or not specific enough, then they would seek information with various alternatives, both verbally and based on the experience of people who had visited the object directly. From the results of information retrieval, the perception of objects that were formed, according to Kotler, Bowen and Makens (2002) was referred to as the process that would be passed by someone in choosing history, arranging and information to create images which had meaning. On the other words, it could be used to

choose and interpret information to be important and it was important in choosing the place to visit. After all information about the object to be issued, visitors could gather all the information they needed about the object. There would be hope, shadow or hope before making a tour (Ismayanti, 2010). Information used in objects to achieve the objectives would be carried out and it would conduct before making a direct visit. A tourist perception a thousand years before visiting the National Museum was that Museum was a place to store historic old objects in key places and it was protected by the State Perceptions like very commonly used by tourists visiting the National Museum because the information was learned from the brochure or other information media that showed that the National Museum was one of the largest museums in Southeast Asia. The entire contents of the National Museum were almost about historical relics in Indonesia started from human civilization, the way humans lived in the past, the kingdom government system up until now as the form of Republic. Another perception was that the National Museum was a relic of Dutch colonialism, so the structure of buildings and layout were very similar to building buildings in the Netherlands. The contents of the museum also came from each region in Indonesia. In addition to positive perceptions, millennial tourists before visiting the National Museum also had a negative perception about this museum because the National Museum was a museum rarely visited by Millennial tourists due to lack of interest from millennial tourists visiting a place to store historical objects. This was because the information was very easy to obtain from various media and that caused the intention to visit millennial tourists was reduced. Many millennial tourists who often read information might even visit other foreign museums where the museum had more facilities, when millennial tourists saw pictures from the National Museum that might arise in their minds the perception that the National Museum was far compared to the Museum outside the country. However, after visiting the National Museum, there was no less interesting than the other museums in other countries.

There were many facilities that make visitors comfortable, especially millennial tourists where they were very comfortable when there were facilities that support a process. The National Museum also had a coffee shop where it could change

the negative perception of tourists who visit the museum as a boring place. Thus, the perception of millennial tourists towards the National Museum was a museum with European architecture that held a lot of historical objects from the kingdom, colonial period and human civilization that were presented and arranged in a modern way and supported by modern facilities that were very suitable to be visited by millennial tourists.

Motivation

According to Uno (2007), motivation can be interpreted by internal and external encouragement in an individual that is indicated by existence, passion and interest, encouragement and needs, hopes and appointment,

awards and honors. It can be concluded that motivation is a condition or condition that push the stimulates or moves someone to do something for achieving the goals.

Millennial tourists who will visiting the National Museum have the motivation to fill their curiosity needs. Prospective tourists have the motivation for curiosity needs with different goals and reasons for visits

Interested in information obtain by millennial tourists was a reason to visit the National Museum which was information about programs in the museum, historical and cultural heritage in Indonesia that could not be found in other museums especially in Indonesia.

The statement showed that the historical and cultural heritage of a region was very high in value and could be a particular attraction, especially for millennial tourists.

The maintenance of historical objects was very important because it was a wealth that only in Indonesia, which made the interest to visit the Indonesian Museum for millennial tourists to be bigger. With the motivation that was inside the millennial tourists mind with the information learned and the information obtained so that tourists consideration decided to visit the tourist attraction. Before visiting a tourist attraction for millennial tourists, they also had expectations that were expected to satisfy the tourist.

Expectation

Expectation is something that always in a part of someone life. According to Sutisna (2001) expectation is a prior individual belief or belief

about what things should happen in a particular situation. Expectation are desires, hopes, and ideals of something that they get from a tourist attraction. Expectations for some millennial tourists could be affected by information that obtained from many sources such as, technology and mass media. Until the expectations found would be very diverse.

Many factors influenced tourists expectations before making a visit to the National Museum which are; hope that the National Museum was bigger than they imagined as information obtained before. They would also think that the service at the National Museum would be better than other museums, had a very complete collection, the layout of the museum collection was neat and clean. There were also those who chose not to expect, but they immediately thought to come and get hands-on experience.

Millennial Tourist Perception of Object Quality (After Visiting)

The perception of millennial tourists on the quality of non-physical objects in the national museum in general was very good, it included: hospitality, cleanliness, safety and comfort of the national museum. Millennial tourists' perception of the staff's hospitality in the museum was very good. The staffs at the national museum were considered very friendly, always smiled and could provide good information. Millennial tourists' perception of the cleanliness of the national museum was considering very clean and well cared for. Millennial tourists' perception of security was considering very safe where there was a CCTV

camera with security guard that could be found in every room. Millennial tourists' perception of the convenience of the national museum was considering very convenient. Visitors could visit the national museum with a good environment and during visiting the visitors could almost find a seat for those who wanted to rest and also good care could support the comfort felt by visitors.

Millennial tourists' perceptions of National Museum facilities were quite good, visitors could find escalators and elevators in the museum to make it easier for visitors to explore the contents of the museum. Guidance perceptions in conveying information were very good, where visitors assessed informative guides, educators were good and easy to understand. Millennial tourists' perceptions of historical objects in the museum were very good. Visitors could see various types of historical and cultural heritage and so many information are provided.

Comparison of Expectations and Perceptions of Object Quality after Visiting Expectations is created because of perceptions which are also based on the motivation of visitors. Before visiting the National Museum, the visitors' expectations are hoping to get various information about Indonesian cultural history, learn about the historical relics in the museum, to understand the types of cultural heritage, hoping that the National Museum can become one of the best museums and can provide many benefits to the community. Based on the results of expectations and perceptions after visiting the museum, there are expectations that are relevant to perceptions after visiting, this can be seen in Table 2.

Table 2. Comparison of Expectations and Perceptions

Expectations	Perception of the quality of objects
Expect to see the heritage of Indonesian culture and history	The National Museum has many cultural heritage and history of Indonesia
Expect the museum has a complete collection	The National Museum's collection of historical objects is more than 163,757
Expect to get a lot of information about cultural and historical heritage	The National Museum has a lot of information about Indonesian Culture and History
Expect the National Museum has adequate facilities	The National Museum has excellent facilities
Expect that historical heritage is well laid out	The order of historical objects is neatly arranged and easy to see

Expect to get good service during your visit	The National Museum has friendly and good staff in communicating
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Based on Table 2 above it is known that the expectations of millennial tourists before visiting in accordance with the quality of objects in the National Museum. So, the expectations of visitors to the National Museum were fulfilled and the perception of millennial tourists was according to the

expectations. In addition, there were perceptions of millennial tourists about the quality of objects (after visiting) that arose beyond expectations. This can be seen in Table 3.

Table 3.
Millennials Tourist Perceptions on the quality of objects (after visiting)

No	Object Quality Perception (After Visiting) Beyond Expectations
1	The museum was bigger than imagined
2	The museum was very luxurious and the arrangement is very good
3	The National Museum was very safe
4	Very clean
5	Very comfortable
6	Had a magnificent architecture and a good design
7	Had many collections of Indonesian heritage and culture
8	Museum history was very impressive because many parties were involved
9	Well organized museum

Based on the results of the comparison of expectations and perceptions of millennial generation tourists after visiting, the expectations of millennial tourists were fulfilled after visiting the National Museum. Millennial tourists felt satisfied after visiting the national museum, the purpose was fulfilled, even there was new perceptions arose after visiting the national museum because it exceeded the expectations expected before. However, it would be nice for the museum to always pay attention to the aspects that related to attracting the interest of the community to be more attractive and one of them is the millennial generation which was the future of the nation.

CONCLUSION

Millennial generation visitors' perceptions and expectations before visiting the National Museum compared to the results of the perception of the quality of objects owned by millennial tourists in general are appropriate. In fact, it exceeds expectations and that is good. This explains visiting the national museum for the millennial generation has provided a better than expected experience where expectations are fulfilled.

SUGGESTION

The museum is expected to pay attention to information on historical objects in the museum, to provide brief information on each of these historical objects so the tourists who visit the museum understand the information on every historical object they see in the National Museum. Information can shape perceptions and it can lead to expectations for those who want to visit the museum. Good expectations affect good interest in visiting. The National Museum is very informative and useful for all people so the museum and the community need to take care the museum to maintain sustainability and disseminate information to attract interest of the National Museum for millennial tourists to visit.

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