

The effect of service, facility, and security toward tourists' interest to Adityawarman Museum

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Abstract: This study aims to determine the effect of service on tourists' interest in visiting the Adityawarman Museum in West Sumatra, Indonesia. The method used in this research is a quantitative research method. The data collection technique was carried out by filling out a questionnaire. The number of respondents was 100 visitors to the Adityawarman Museum. The data analysis technique used is a validation test, reliability test, classic assumption test, multiple linear regression analysis, determinant coefficient test, and t-test, with all data were processed by using SPSS 22. The results showed that service, facilities and security variables influenced tourists' interest to visit the Museum, while service, facilities, and security variables together influenced tourists' interest to visit. For this reason, this research provides an overview of the Adityawarman Museum manager in maintaining and improving the services, facilities, and tourist safety. Then by providing better services, facilities, and security, it will attract tourists to re-visit the museum so which affects tourist satisfaction. In conclusion, the better the service, facilities, and security at the Adityawarman Museum, the more interest of tourists to visit the Adityawarman Museum will increase.

Keywords: services, facilities, security and tourist visiting interests.

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Introduction

Indonesia is a country that has great potential in tourism where West Sumatra Province is one of the examples of tourist destinations in Indonesia. This province has various natural and cultural resources and has its own uniqueness, one of which is the city of Padang which offers a variety of historical and cultural attractions (Mandalia, et al, 2022). Padang City is the largest city on the west coast of Sumatra and the capital city of West Sumatra Province, Indonesia. This city is the western gateway to Indonesia's Indian Ocean. Geographically, Padang is surrounded by hills which are 1.853 metres above sea level, with an area of 693.66 km², or 1.65% of which, more than half are protected forests. According to data from the Central Statistics Agency (BPS) in 2021, the city has a population of 909,040 people. Padang's history is closely related to its role as a Minangkabau region, consisting of fishing villages in the estuary of Batang Arau and developing into a busy port city after the arrival of the Dutch under the Vereenigde Oostindische Compagnie (VOC) flag. The city's anniversary was set on August 7, 1669, the day the Pauh and Koto people attacked the Dutch hut in Muara Padang. During the Dutch colonial period, the city was a centre for trading in gold, tea, coffee, and spices. At the beginning of the 20th century, the export of coal and cement began through Teluk Bayur Port. Padang's infrastructure is now being equipped with a train line that connects Minangkabau International Airport with other cities in West Sumatra (Safwan, 1987).

This city has a variety of unique tourist attractions of various types from nature tourism, cultural tourism, museum tourism, natural tourism, artificial tourism, and culinary tourism, to various other types of tourism (Mandalia & Rizal, 2021). One of the cultural and historical

attractions in Padang is the Adityawarman Museum at Jalan Diponegoro No. 10. Padang Barat District has a variety of collections both from Minangkabau culture itself and from abroad. Adityawarman museum collections include geology, biology, archaeology, history, philology, numismatics, ceramics, ethnography, technology, and art. This museum is next to the Cultural Park in the middle of Taman Melati, a park where Padang residents play. The Michiels monument was erected during the Dutch colonial period, but according to the story, it was dismantled and the iron was brought to Japan. The shape of the museum building is based on the shape of the *Rumah Gadang* in Minangkabau, with *Rangkiang* on the side and statues that complete the building.

Adityawarman Museum is one of the public museums in West Sumatra. In government regulation Number 19 of 1995, the Adityawarman Museum is a place for storing, caring, securing, and utilising historical objects as material evidence of human works and culture and the natural environment, useful for supporting efforts to protect and preserve the nation's cultural wealth for the benefit of future generations. The Adityawarman Museum is known as a place for storing objects of Minangkabau cultural heritage that are still preserved. This museum contains various types of collections of objects made by humans that are still preserved and cared for. The museum functions as a place to collect, care for, and protect the culture of the Minangkabau community, which is useful for learning, getting to know culture, recreation, research and increasing the knowledge about Minangkabau heritage. The number of collections in the museum has various types and each object has unique characteristics, and cannot be separated from the attraction in Adityawarman Museum called *Rumah Gadang* which has a historical story. In addition to knowing historical objects, visitors also will know the cultural heritage of their ancestors in various forms. Tourists can also feel the emergence of a sense of nationalism and learn from this history. Tourists will visit the Adityawarman Museum because they have a sense of interest that arises in a person to make tourist visits. Interest is a feeling that arises in a person's heart to want to visit a tourist attraction that has its own charm.

Tourist attractions can be divided into two. The first, natural tourist attractions are tourist attractions created by God Almighty, natural beauty and their own uniqueness such as beaches, rivers, lakes, mountains, waterfalls, hills, flora and fauna. The second, artificial tourist attractions, the work and creations of human hands which consist of museums, historical heritage, arts and culture, agrotourism, traditional villages, hunting tourism, nature adventure tourism, recreation parks, event performances, festivals, and entertainment (Utama, 2017). Interest in visiting is basically a feeling of wanting to visit an interesting place to visit (Kotler & Keller, 2014). Interest in visiting is the desire of tourists to visit tourist destinations. Visiting interest is almost the same as buying interest. Tourists will want to visit tourist places if they are interested in visiting. Interest in visiting because of cultural tourism appeal and it has its own characteristics. Indicators of interest in visiting are plans to revisit, interest in visiting references, and interest in visiting preferences (Cronin & Taylor, 1992).

This museum is a historical and cultural tourist attraction, as well as educational for visitors. The number of visitors who visit this museum every year has decreased, due to an outbreak of the Coronavirus called Covid-19 which has hit the whole world and has a huge impact on human activities, especially travelling to historical and cultural tourist attractions, like visiting various schools in West Sumatra, even in Indonesia. During the Coronavirus outbreak, the government implemented restrictions on community activities in Indonesia (PPKM) and also Large-Scale Social Restrictions (PSBB) which were limited to tourist visits and VIP guest visits from various countries, which became an obstacle for tourists to travel. This can be seen from the number of visitors to the Adityawarman Museum which has decreased every year can be seen in the following table:

Table 1. Visitor Data at Adityawarman Museum 2017-2021

No	Year	Amount
1	2017	126.884
2	2018	106.804
3	2019	76.367
4	2020	17.934
5	2021	3.960

From the table above, it can be seen that the number of tourist visits at the Adityawarman Museum every year tends to experience a drastic decline in visitors, from 2019 to 2021. One of the reasons for the decline in visitors to the Adityawarman Museum is that the manager only focused on infrastructure so visitors are limited and only view the collection and cannot see the whole museum during the Covid-19 pandemic. However, the decline in the number of tourists did not become an obstacle for the Adityawarman museum being closed and it was not an optimal result of work. Basically, the management of the Adityawarman Museum has better potential now in an effort to increase the number of tourist visits to the Museum.

Service is an action or activity that can be provided by one party to another, which is basically intangible and does not produce property (Kotler, 2008). The definition of service in the *Kamus Besar Bahasa Indonesia* states that service is helping to prepare (take care of) what someone needs. Based on observations that have been made by researchers, the service is to provide a sense of comfort when tourists visit tourist attractions they visit. The service at Adityawarman museum provides excellent service in serving visitors or guests starting from visitors coming from the entrance or main gate of the Adityawarman Museum starting from coming and returning. But the services provided by service providers at the Adityawarman Museum are quite diverse, which are felt by visitors, some are good and some are bad. Of the various services provided at the museum, there are also services that are less impressive, such as museum guides that are less friendly to visitors who visit the Adityawarman Museum. Then it is difficult to find a guide who is ready to serve in every exhibition room. This is proven by the presence of visitors who have difficulty asking questions and finding out information about the collections in the exhibition hall. There are five service indicators, Tangible (physical evidence), Reliability, Responsiveness, Assurance (guarantee), and Empathy (Harfika & Abdullah, 2017; William, 2020).

Facilities in the form of (facilities and infrastructure) (Nugraha, 2013), facilities are environmental conditions that show the appearance, and capacity of an infrastructure facility, and the state of the surrounding environment, such as physical facilities (buildings), equipment, and supplies. Facilities are everything that is intentionally provided by service providers to be used and enjoyed by consumers which aims to provide the maximum level of satisfaction (Sofyan, 2013). Facilities are meeting the needs of visitors; complete facilities will make visitors interested in the attractions they visit. Based on observations made by researchers, the Adityawarman Museum has complete facilities, like toilets, places of worship, cafeterias, children's playgrounds, Wi-Fi, parking lots, trash cans, and various cultural museums that satisfy tourists visiting the Adityawarman Museum. The museum facility itself is equipped with an exhibition room, library room, collection storage room, route, and location of the museum, and an introduction to the culture of each region. However, the facilities in the museum, such as toilets are still lacking, so at peak season, it is difficult to use the toilet, which creates a long queue. According to Spillane's theory, the facilities indicators in this study are grouped into three parts. Facilities that are needed and felt very necessary as long as visitors are in a tourist attraction. Some of the most important things for the main facilities are cleanliness, comfort and beauty. Supporting facilities are facilities that complement the main facilities so that tourists will feel more at home. Supporting facilities are seen from the parking lot, shopping area, and places to eat. Visitor facilities are facilities that are complementary to the main facilities so that tourists are fulfilled whatever needs such as road access and parking areas.

The security factor is a facility that can guarantee the physical and mental security of property and tourists. Security is very important in making a visit to a tourist attraction that is visited (Ikhwan, 2018). Based on the observations that researchers have made, the Adityawarman Museum provides comfort and cleanliness, which starts when visitors enter, they must show a ticket and during their visit, security guards provide comfort by directing visitors. Starting from the cleanliness of the museum maintained by the security forces, the security forces have made many changes that ensure the safety of tourists who want to visit the museum to spend vacation time and add new knowledge. Safety and comfort for tourists is one of the factors that can determine tourists' decisions to visit a tourist attraction which is important for a tourist attraction (Khalik, 2014; Fanani & Pangestuti, 2017). The safety indicators used in this study are cleanliness and comfort.

In an effort to increase the number of tourist visits to the Adityawarman Museum, there are several factors that affect the interest in visiting the museum, such as service, facilities, and security. Therefore, the author of this study wanted to know about these factors in influencing interest in visiting the Adityawarman Museum which needs to be done as an effort to optimise the management of the Museum. This study aims to determine the effect of service, facilities, and security factors on the interest of visiting tourists.

Methodology

This research is field research using a quantitative research approach. This research is called field research because it recognizes data by searching directly in the field to find existing problems to examine the effect of services, facilities, and security on the interest of tourists visiting the Adityawarman Museum. The population in this research are tourists who visit the Adityawarman Museum. The sampling technique used in this study is incidental sampling. Incidental sampling is a sampling technique based on chance, that is, anyone who coincidentally/incidentally meets a researcher can be used as a sample if it is seen by accidental people as a source of data (Sugiyono, 2013).

Data collection techniques are processed through questionnaires and documentation. Questionnaires that will be distributed must go through the pilot stage. The test of the research instrument used data from 30 respondents and was tested with a validity test with product moment with a significance level of 5% and a reliability test with Cronbach Alpha value > 0.60 . The data analysis technique is to determine the effect of service, facilities and security variables on the interest of visiting tourists by using the classical assumption test. The classical assumption test in this study is using the normality test and the multicollinearity test for the two equations. After the data is analysed, it can be done with multiple linear regression and hypothesis testing to determine the effect of the dependent and independent variables.

Results and Discussion

Results

Before testing the hypothesis, a prerequisite analysis test must be carried out. In this study, there are three analysis prerequisite tests, the classical assumption test (normality test and multicollinearity test), the Multiple Linear Regression test and the Determination test. The normality test is used to determine whether the data in the population is normally distributed or not. In the normality test, the researcher uses the Skewness and Kurtosis ratio analysis test. The data can be said to be normally distributed if the ratio value is between -2 to $+2$.

Table 2. Normality Test

Descriptive Statistics				
	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error
Unstandardized Residual	.800	.241	.610	.478

Based on Table 2, it can be seen that the skewness ratio = $0.800/0.241 = 3.3195$, while the kurtosis ratio = $0.610/0.478 = 1.2761$. Because the ratio of skewness and kurtosis is between -2 to +2, it can be concluded that the data is normally distributed.

Table 3. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
Service	.563	1.776
Facility	.424	2.356
Security	.533	1.876

Based on the results above, it can be seen that the tolerance values are 0.563, 0.424, and 0.533, which means the results are > 0.10 , and the VIF values are 1.776, 2.356, 1.876 < 10 . From these results, it can be concluded that the regression model used in this study has no multicollinearity.

Table 4. Multiple Linear Regression Test

Model	B	T Count	Sig.	R²	F Count	Sig.	Inf.
(Constant)	3.432	2.109	.038	0, 594	46, 843	0, 000	Significant
Service (X1)	.078	2.763	.007				Significant
Facility (X2)	.377	3.676	.000				Significant
Security (X3)	.214	3.151	.002				Significant

The results of the multiple linear regression analysis when it is used in the equation are:

$$Y = 3.432 + 0.078 X_1 + 0.377 X_2 + 0.214 X_3$$

Based on the regression equation above regarding the variables that affect interest in visiting, it can be explained as follows:

- The constant is 3.432, meaning that if X_1 , X_2 , and X_3 are 0 or there are no services, facilities, and security, the interest in visiting the Adityawarman Museum is 3.432 units.
- The regression coefficient of the service variable (X_1) is 0.078, meaning that if the number of services increases by 1 unit, the interest in visiting will increase by 0.078 units. Assuming other variables are considered constant.
- The variable regression coefficient (X_3) of Security is 0.214, meaning that if the number of security increases by 1 unit, the interest in visiting will increase by 0.214 units. Assuming other variables are considered constant.

Coefficient of Determination Test

To see how much effect service, facilities and security have on interest in visiting, see the table above. Based on the table above, it can be seen that the coefficient value of R Square (R^2) is 0.594 or 59.4%. It can be concluded that the magnitude of the effect of service, facilities, and security variables on the interest of visiting tourists is 0.594 or 59.4%. while the remaining 40.6% is explained by other variables not included in this study.

Hypothesis testing

The t-test is used to determine whether the independent variable has a significant effect or not on the independent variable. The table above can be seen to determine whether the service, facilities and security variables have a significant effect on visiting interest.

$$\begin{aligned} \text{Table} &= t(\alpha / 2 ; n - k - 1) \\ &= (0,05 / 2) ; 100 - 3 - 1 \\ &= (0,025 ; 96) \\ \text{Table} &= 1,985 \end{aligned} \quad (1)$$

- Known value of sig. for the effect of X_1 (service) on Y is 0.007 < 0.05 and the value of count is 2.763 > $t_{\text{table}} 1.985$, so it can be concluded that H_{a1} is accepted which means there is an effect (X_1) of service on Y's visiting interest.
- Know the value of sig. for the effect of X_2 (facilities) on Y is 0.000 < 0.05 and the value of t_{count} is 3.676 > $t_{\text{table}} 1.985$, so it can be concluded that H_{a2} is accepted which means there is an effect (X_2) of facilities on Y's visiting interest.
- Known value of sig. for the effect of X_3 (security) on Y is 0.002 < 0.05 and the value of t_{count} is 3.151 > $t_{\text{table}} 1.985$, so it can be concluded that H_{a3} is accepted which means there is an effect (X_3) of security on interest in visiting Y.

Discussion

The Effect of Service on Visiting Interest

Based on the results of the T-test, the service variable consisting of physical evidence, responsiveness, reliability, and assurance has a significance value of < 0.05 then (0.007 < 0.05). So H_{01} is rejected and H_{a1} is accepted, meaning that the service has a significant effect on the interest in visiting the Adityawarman Museum. Then the service multiple regression analysis has a value of 0.078, indicating that if the service increases by 1 unit, the interest in visiting will increase by 0.078%. The service coefficient is positive, so the service has a positive effect on interest in visiting the Adityawarman Museum. Service is an action or activity regarding behaviour in providing service products or goods such as physical evidence in accordance with what is delivered, reliability, responsiveness and assurance (Syhadat, 2006). This research is in line with that conducted by Selva (Desnia, 2020) which shows that service quality has a positive and significant effect on customer satisfaction. The conclusion from the service variable, the better the service provided, the more interest in visiting will increase. In this case, it proves that one way to grow tourist interest is by providing the best service. With good service, it creates a sense of interest for tourists to visit again. If tourists are satisfied with the services provided, they will compare the services provided. If tourists are really satisfied, they will make repeat visits and tourists will tell many people that the Adityawarman Museum provides good service to every visitor. Therefore, service is a very important aspect in a company that has been established.

The Effect of Facilities on Visiting Interest

Based on the test results of the T-test of the facility variable on interest in visiting, it shows a significance value of < 0.05 then (0.000 < 0.05). So H_{02} is rejected and H_{a2} is accepted, meaning that the facility has a significant effect on interest in visiting the Adityawarman Museum. Based on multiple regression analysis, the facility has a value of 0.377, indicating that if the facility

increases by 1 unit, the interest in visiting will increase by 0.377%. The coefficient of the facility is positive, so the facility has a positive effect on interest in visiting the Adityawarman Museum. The results of this study are different from the research conducted by (Afralia and Alfian, 2019) where the results of the study stated that the facilities had no effect on tourist visits, while based on the results of the study, the results showed that the facilities had a significant positive effect on the interest of visiting. So the conclusion is the more complete the facilities provided, the interest in visiting will also increase. In this case, it proves that one way to grow tourist interest is to provide complete facilities. With complete facilities, tourists are increasingly interested in visiting. According to the researchers, the Adityawarman Museum has good infrastructure such as collection attractions, places of worship, toilets, free WIFI, living rooms, children's playgrounds, and also the availability of complete information boards related to history that add to our knowledge. cultural thing.



(Source: Author Documentation, 2022)

Figure 1. Museum Adityawarman



(Source: Author Documentation, 2022)

Figure 2. The Facilities of The Adityawarman Museum

The Effect of Security on Visiting Interest

Based on the test results of the T-test of the security variable on interest in visiting, it shows a significance value of <0.05 then $(0.002 < 0.05)$. So H_{03} is rejected and H_{a3} is accepted, meaning that security has a significant effect on interest in visiting the Adityawarman Museum. Based on multiple regression analysis, security has a value of 0.214, indicating that if security increases by 1 unit, visiting interest will increase by 0.214%. The safety coefficient is positive, so security has a positive effect on interest in visiting the Adityawarman Museum. This research is the same as that conducted by (Sondakh, 2016) which shows that security has a positive and significant effect on visiting interest. So, in conclusion, the better the security provided, the more interest in visiting will increase. In this case, it proves that one of the factors to foster tourist interest is by providing good security, with good security tourists feel safe during their visit.



(Source: Author Documentation, 2022)

Figure 3. The security of the Adityawarman Museum



(Source: Author Documentation, 2022)

Figure 4. The security of the Adityawarman Museum

The Effect of Service, Facility, and Security on Visiting Interests

Based on the simultaneous F test, the variables of service, facilities, and security on interest in visiting the Adityawarman museum with $f_{count} 46,843 > f_{table} 2,698$, this shows that the service, facility, and security variables together affect the interest in visiting variable Y. The results show that the service variable, facilities and security are factors that affect the interest of tourist visits. The better the service, facilities and security at the Adityawarman Museum, the greater the interest in visiting tourists to the Adityawarman museum. So this research is the same as previous research conducted by Sondakh (2016). This can be seen from the results of research conducted by Sondakh, namely the service, security and attractiveness variables simultaneously and partially all research variables affect tourist interest.

Conclusions

Based on the research conducted and has gone through the stages of data collection, processing and data analysis results regarding the effect of services, facilities and security on interest in visiting the Adityawarman Museum, the conclusions are as follows: The service variable has a significant effect on visiting interest. The facility variable has a significant effect on visiting interest. The security variable has a significant effect on visiting interest. Variables of service, facilities and security simultaneously affect the interest in visiting.

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