

CHAPTER I

INTRODUCTION

1.1 Background

Tourism is when people go to the tourism object destination in one place temporarily with the purpose to find happiness by enjoying the attraction or to fulfill the other needs. Kodhyat (1998) states that tourism is a journey from one place to others which is temporarily done by individual or groups as the effort to find the balance and happiness in the environment in the terms of social, culture, nature, and knowledge. It is in line with Richardson and Fluker (2004) who states that tourism is a journey that is done temporarily, which is held from one place to another leaving their original place, with a plan and with the purpose not to try or make a living in the visited places, but simply to enjoy an excursion and recreation or to meet the diverse desires. Furthermore, Suwantoro (1997, p.19) states that tourism object can be divided into two kinds, those are: man-made tourism object (tourism park, statue, museum, etc) and natural product tourism object (mountain, river, hill, sea, etc). There are many tourism objects in Palembang City. They are Ampera Bridge, Benteng Kuto Besak (BKB), Kemaro Island, Monpera Museum, Sultan Mahmud Badaruddin II Museum, Kawah Tengkreup, Punti Kayu, Siguntang Hill, Kapitan Village, The Great Mosque, and many more.

Nowadays, people do not just want to see the natural view in the tourism object, but people want to know about history and culture for the place they visit. Spillane (2003) states that cultural tourism product has a special market segment, that is "knowledge workers" or in terms of tourism called "mature tourist" or experienced tourists where they travel or visit to other areas with the aim not merely recreational but more motivated to gain experience through direct engagement with life events, traditions, and local culture. Cultural tourism object

can be used and developed as objects and attractions include museums, historical heritage, traditional ceremony, arts and crafts.

However, every tourism object including the cultural tourism object is not only enough just to be made interesting, but also to be made satisfying for the tourists or visitors. Tourism object requires facilities to support it in order to achieve the tourists' or visitors' comfort, safety and satisfaction whenever they leave it. Kotler and Keller (2007, p. 177) states that satisfaction is feeling happy or disappointed someone who emerged after comparing the performance (yield) of products considered against the expected performance. It is in line with Tjiptono (1996) who states that satisfaction is the response of consumer or passenger to the evaluation of the perceived between expectations before (or other performance norm) and the actual performance of the product that is felt after use. So, it can be concluded that the satisfaction is when someone gets more than what he or she expected on a product or service.

Palembang has many museums as one of the historical and cultural tourism object. They are Balaputradewa Museum which has many ancient epigraphs from Sriwijaya era, Monpera Museum which has weapons collection from the famous war "Perang Lima Hari Lima Malam", and Sultan Mahmud Badaruddin II Museum which has other collection of ancient epigraphs, Budha statue, songkets and equipping from the era of Sriwijaya. The location of Sultan Mahmud Badaruddin II Museum is quite strategic because it is located near the Palembang famous Ampera Bridge and surrounded with other famous tourism objects such as Benteng Kuto Besak, Monpera Museum, and the Great Mosque. Therefore SMB II Museum will easily attract the tourists or visitors who never come or visit it before. Unfortunately, there are still many visitors who complained about the facilities in this museum. Such as, the lack of lighting in the rooms, the distance between the objects of heritage, and many others. Based on the explanation above, the writer considers **"The visitors' satisfaction to the facilities of the Sultan Mahmud Badaruddin II Museum"** as her final report title.

1.2 Problem Formulation

1. What do the visitors feel about the facilities at Sultan Mahmud Badaruddin II Museum ?

1.3 Research Purpose

To know the visitors impression about the facilities at Sultan Mahmud Badaruddin II Museum and to know about are the factors that influence the visitors' satisfaction to the facilities of the Sultan Mahmud Badaruddin II Museum.

1.4 Research Benefit

1. The writer hopes that this research will be useful for the staff to know the lackness and should repair the facilities at Sultan Mahmud Badaruddin II Museum as the tourism destination at Palembang City.
2. The writer hopes that this research will be useful for the Museum to let the government know to help the financial for the Sultan Mahmud Badaruddin II Museum to do the reparation as the tourism destination at Palembang City.