

CHAPTER II

LITERATURE REVIEW

This chapter discusses the key theories and studies relevant to this final project, namely: tourism, museum, public service, public facilities, and visitors' satisfaction.

2.1 Tourism

According to Spillane (1982, p. 20), tourism is the activity of traveling with the aim of gaining pleasure, seeking the satisfaction, knowing something, improving health, enjoying sports or resting, performing tasks, making pilgrimages and others.

Furthermore, tourism is a journey that people do temporarily, which is held from one place to another leaving their original place, with a plan and with the intention not to try or make a living in the place visited, but solely to enjoy sightseeing and recreational activities or to fulfill diverse desires (Sihite, 2000, p. 46).

Moreover, tourism is a trip from one place to another that is temporary carried out by individuals or groups, in an effort to find balance or confidentiality and happiness with the environment in social, cultural, natural and scientific dimensions (Kodhyat, 1998, p. 4).

In addition, tourism is a human activity that is carried out consciously that gets service alternately between people in a country itself or outside the country, including the occupation of people from other regions for a while seeking the satisfaction that is diverse and different from what they experience, where he got a permanent job (Yoeti, 1996, p. 116).

Based on the statements above, it can be concluded that tourism is a traveling activity which is conducted individually or groups from one place to another place temporarily by prior planning aims to get pleasure, enjoy the journey, and find happiness.

According to Yoeti (1990, p. 111), there are three kinds of tourism: based on the location, based on the reason or purpose of tour, and based on the object.

1. Based on the location

a. Local Tourism

Local tourism is an activity of tourism in a narrow scope and limited in certain places.

b. Regional Tourism

Regional tourism is an activity of tourism which developed in a place or area and it has a larger scope than local tourism, but smaller than national tourism.

c. National Tourism

National tourism is an activity of tourism which developed in the territory of a country. The participants do not only consist of its citizens, but also foreigners who visit the country.

d. Regional-International Tourism

Regional-international tourism is an activity of tourism which developed in a limited international region, but passed by more than two countries in the region.

e. International Tourism

International tourism is similar to World Tourism Business. It is an activity of tourism which developed in whole country in the world. It includes "Regional-International Tourism" and "National Tourism".

2. Based on the reason or purpose of tour

a. Business Tourism

Business tourism is a kind of tourism which the visitor comes to work, trade, convention, or seminar.

b. Vocational Tourism

Vocational tourism is a kind of tourism which the people do the journey for vacation, recreational, or holiday.

c. Educational Tourism

Educational tourism is a kind of tourism which the visitor do the journey for the purpose study or learn something in the field of education.

3. Based on the object

a. Cultural Tourism

Cultural tourism is a journey to learn the customs, institutions and the people's way of life in other countries, visit historical monuments, relics, and other civilizations.

b. Commercial Tourism

Commercial tourism is also called trade tourism because this journey is related to the national or international commercial activities such as expo, fair, and exhibition.

c. Recuperation Tourism

Recuperation tourism is also called health tourism. People who make this journey aim to cure a disease.

d. Sports Tourism

Sports tourism is a kind of tourism undertaken to see or watch a sport event in an area.

e. Political Tourism

Political tourism is a journey to see or to witness an event related to the activities of the state.

f. Religion Tourism

Religion tourism is a kind of tourism which the tourist make this journey to witness the religious activities.

g. Maritime Tourism

Maritime tourism is a kind of tourism which the sea and the river will be the destination for the tourist to have a picnic such as surfing, fishing, or diving.

2.2 Museum

A museum is a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment (International Council of Museums, 2007, p. 1).

In addition, a museum is an institution dedicated to the general public. The museum serves to collect, maintain, and present and preserve the cultural heritage of the community for the purpose of study, research and pleasure or entertainment. (Museum Directorate, 2009).

Furthermore, the museum is an institution that gives a unique contribution to the public by collecting, preserving, and interpreting things in the world (American Alliance of Museum, 2000).

Dillenburg (2011) says that the museum is a nonprofit public or private institution which involves professional staff to take care of the tangible objects kept and exhibit them to the public.

According to Poerwadarminta (1989, p. 675), the museum is a building that is used as a place for permanent exhibitions objects that deserve general attention, such as historical heritage, art, and knowledge, as well as a place to store ancient objects.

Based on the explanation above, the writer concludes that the museum is a nonprofit institution dedicated to the public which collect, maintain, and exhibits the historical objects to the public for the purposes of education, research, and enjoyment.

According to Museum Directorate (2009), museums in Indonesia can be distinguished through two types of classifications which are as follows:

1. Based on the collection

- a. General Museum

- The collection consists of human material evidence and/or the environment relating to various branches of art, various branches of science, or various branches of technology.

b. Specific Museum

The collection consists of a collection of human material evidence and/or the environment relating to one branch of art, one branch of science or one branch of technology.

2. Based on the position

a. National Museum

The collection consists of objects originating, representing and relating to human material evidence and/or the environment from all Indonesian territories of national value.

b. Provincial Museum

The collection consists of objects originating, representing and relating to human material evidence and/or the environment from the province where the museum is located.

c. Local Museum

The collection consists of objects originating, representing and relating to human material evidence and or the environment from the district or municipality where the museum is located.

2.3 Public Service

Public service is an activity or series of activities in order to fulfill service needs in accordance with the laws and regulations for every citizen and resident for administrative goods, services and/or services provided by public service providers (Law No. 25/2009 on Public Service).

In addition, public services are all service activities carried out by public service providers as an effort to fulfill public needs and the implementation of statutory provisions. In the implementation of public services, government officials are responsible for providing the best service to the community in order to create community welfare. The community has the right to get the best service from the government because the community has provided funds in the form of payment of taxes, levies, and various other levies (Mahmudi, 2010, p. 223).

Every implementation of public services must have service standards and be published as a guarantee of certainty for recipients of service. Service standards are measures imposed in the implementation of services that must be adhered to by the giver and/or recipient of the service (Ridwan & Sudrajat, 2009, p. 103). As for public service standards which include the following:

a. Service procedure

Standardized service procedures for providers and recipients of services include complaints.

b. Time of completion

Settlement time determined from the time of filing the application to the completion of the service including complaints.

c. Service costs

The service fee or tariff includes the details specified in the service delivery process.

d. Service products

The results of services to be received are in accordance with the stipulated conditions.

e. Public facilities and infrastructure

Providing adequate public facilities and infrastructure by organizing public services.

f. Competence of service providers

The competency of the service provider must be determined precisely based on the knowledge, skills, skills, attitudes, and behaviors needed.

According to the statements above, the writer concludes that public service is a series of activities provided by public service providers to fulfill public needs. Then, public services have service standards, namely: service procedure, time of completion, service costs, service products, public facilities and infrastructure, and competence of service providers.

2.4 Public Facilities

Buchari (2001, p. 12) says that public facilities are the available physical equipment to provide satisfaction and comfort to its users so that the needs of using those public facilities can be fulfilled. Furthermore, he says that public facilities are toilet, parking lot, praying area, and restaurant.

According to Chaudhary and Aggarwal (2012, p. 55), public facilities should be provided by local authority in a good cleanliness and condition because it would affect the visitor's satisfaction.

Ginting (2010, p. 54) adds that public facilities must fulfill several characteristics, such as security, clean and well-arranged areas, and good accessibility to make the visitors feel satisfied and comfortable.

Moreover, Kotler (1997, p. 146) defines public facilities as everything that has been provided by the company to consumers that can provide comfort, security, satisfaction, and convenience.

Based on the explanation above, it can be concluded that public facilities are physical equipment provided by the authority which should be in good condition to give satisfaction and comfort to the visitors.

There are some public facilities standards for tourism area according to the Regulation of the Minister of Tourism of the Republic of Indonesia Number 3 Year 2018 (Ministry of Tourism Republic of Indonesia, 2018) as follow:

1. Toilets

The hygiene in toilets is very important because the vulnerability of disease spread through this facility is very high. Disease that spread through the air can last up to an hour. Therefore, toilets must be clean, healthy, dry, and hygienic. There are some standards of toilets for tourism area:

a. Space Amount

Separate toilets for male and female must be available and equipped with signboard. The minimum size of the toilet is 90 cm x 150 cm x 220 cm.

The area of toilets in tourism area consists of floors, walls and roofs.

1. The floor must be resistant to friction, not slippery, clean, does not absorb water, and is easy to clean.

2. The dividing wall between the toilet room and the other must be waterproof and hang 20 cm (twenty centimeters) from the top of the floor.
3. The roof is located at the height of the wall with the determination of the minimum amount that must cover the area of space.

b. Toilet Equipment

There must be a squat toilet for minimum standard or flush toilet for recommended standard, a water dipper, a tub, and a dustbin.

c. Air Circulation

Good air circulation is needed in the toilet. A wet toilet room has very high humidity reaching 40-50%, therefore good air circulation is needed to overcome the humidity. To overcome this humidity, several alternatives are used, among others, by using the exhaust fan or dryer fan on the sink which can help the process of drying the floor around it. Air circulation is very important to keep the toilet air free of odors, mold and bacteria and other harmful chemicals.

d. Lighting

The lighting standard in toilet is 200 lumens. Lighting can be done by utilizing artificial lighting and natural lighting. Good natural lighting, besides being able to save energy can also give a positive impression, while poor lighting will give a dull, dark, and dirty impression on toilet.

e. Door

The door used uses waterproof material such as fiber material which is laminated with waterproof material or made of aluminum.

f. Ceiling

The shape of the ceiling can be flat or follow the slope of the roof and must be waterproof to prevent leakage during rain.

g. Washstand

The washstand in toilet must provide liquid soap, mirrors, water tap, rotary faucets or sensor faucets (can be opened without touching for hygiene).

h. Water tap

The water tap that can be used in toilet is an automatic water tap (sensor water tap) that saves water or a tap by using the lever handle.

2. Parking Lot

The parking lot for visitors can accommodate maximum 40 (forty) units of cars, 3 (three) units of tourists buses, and 100 (one hundred) units of motorcycles. The parking lot should be clean, safe, neatly arranged, equipped with signboard, and separated for car and motorcycle.

3. Canteen

a. Place

1. The canteen must be clean and neat.
2. The location of the canteen must be easily accessible.
3. Cooperate with developers.
4. It has air circulation system and good lighting.
5. There are directions and signboard of the canteen with clear and visible text.

b. Criteria for Canteen

1. For consumption of the general public.
2. Showing traditional culinary.
3. Minimum 5 (five) types of culinary, maximum 20 (twenty) types of culinary and there should be no duplication.

c. Trash can

There is a trash can in the canteen area.

4. Praying Area

Praying area is a building provided for visitors who want to fulfill their religious obligations. There are some standards of praying area for tourism area:

a. Place

1. The location of praying area must be easily accessible.

2. The room area can accommodate a maximum of 30 (thirty) people.
 3. It has air circulation system or air conditioner and good lighting.
 4. It has a clear, visible, and readable signboard.
- b. Building Design
- Praying area design must meet the elements of uniqueness; represent tourist attractions, and the distinctiveness of local culture.
- c. Supporting Facilities
1. Well-maintained separate ablution place for male and female visitors, it is equipped with a clear signboard, clean water, good air circulation and lighting.
 2. Footwear and Muslim clothes are clean and well-maintained.

2.5 Visitors' Satisfaction

Visitors' satisfaction can be defined as a person's feeling either of pleasure or disappointed resulting from the experiences on the performance which they received based on their expectation (Kotler, 2000).

Moreover, Tjiptono (1996, p. 146) adds that satisfaction is the response of customer to the evaluation of the perceived between expectations before and the actual performance of the product or service that is felt after use

Furthermore, visitors' satisfaction is feeling happy or disappointed someone who emerged after comparing the performance of product or service considered against the expected performance (Kotler & Keller, 2007, p. 177).

Supranto (2002, p. 396) says that visitors' satisfaction is the level of a person's felt state resulting from comparing a product or service perceived performance to the person's expectation.

According to the statements above, the writer concludes that visitors' satisfaction is the level of visitor's feelings after comparing what they receive and what they expect.

According to Tjiptono (2004, p. 148), there are three methods that can be used by companies to measure customer satisfaction, namely:

a. Complaint and Suggestion System

Every customer oriented company needs to provide easy and convenient access for customers to submit their suggestions, criticisms, opinions and complaints.

b. Customer Satisfaction Survey

Through surveys, companies will get responses directly from customers and also give a positive impression that the company pays attention to its customers.

c. Lost customer analysis

The company should to contact customers who have switched to other companies in order to understand why it happened and in order to be able to take further improvement or refinement policies.