

CHAPTER I

INTRODUCTION

This chapter discusses background and problem formulation. It also discusses purpose and benefit of this final report.

1.1 Background

Tourism is a dynamic and competitive industry that requires the ability to adapt constantly to visitors or customers changing needs and desires. The main focus of the tourism business is visitors' or customers' satisfaction, security and enjoyment (Bobanović, 2013, p. 2). In general, tourism is a traveling activity carried out by individuals or groups from one place to another temporarily with a plan and not to make a living in the places they visited, but simply to enjoy the journey and get pleasure.

In tourism activities, there are a lot of things to do starting from visiting tourism objects or enjoying the tourism attraction. Tourism object is a place or natural condition that is built and developed so that it can become a tourist destination. Suswantoro (1997, p. 19) says that tourism object divided into two kinds: man-made tourism object such as museum, park, and statue; and natural tourism object such as mountain, river, hill, and sea.

In Indonesia, every province or city has tourism objects to introduce their own culture, especially Palembang. Palembang has Balaputra Dewa Museum as a cultural tourism object to introduce visitors about the history and culture of South Sumatra. In the museum, visitors can see many historical relics starting from the prehistory of South Sumatra, Sriwijaya kingdom, Palembang Sultanate until the time of the struggle for independence.

Balaputra Dewa Museum has many collections to attract the visitors. The collections are divided into some categories. The collections are divided into ten categories. The categories are historiography, ethnography, archeology, philology, geology, biological, ceramic, modern technological tools, carved object, and traditional architecture of South Sumatra. Besides attraction, public facilities are also needed to make visitors comfortable while visiting the museum. It is in line

with Buchari (2001, p. 21) who says that public facilities are the available physical equipment such as toilet, parking lot, praying area, and restaurant to provide satisfaction and comfort to its users.

Balaputra Dewa Museum has some public facilities which are considered to be less feasible. For example, there is not any canteen signboard and praying area signboard in Balaputra Dewa Museum. So, it is not in line with the Regulation of the Minister of Tourism of the Republic of Indonesia Number 3 Year 2018 which states that the canteen and the praying area in the tourism area should have direction and signboard with clear, visible, and readable text.

Based on the explanation above, Balaputra Dewa Museum as a tourism object provides public facilities in order to give satisfaction and comfort to the visitors while visiting the museum. Therefore, the writer has entitled this final report as “Visitors’ Satisfaction towards Public Facilities at Balaputra Dewa Museum”.

1.2 Problem Formulation

- a. What are the public facilities in Balaputra Dewa Museum?
- b. How is visitors’ satisfaction towards public facilities at Balaputra Dewa Museum?

1.3 Research Purpose

- a. To know about the public facilities in Balaputra Dewa Museum.
- b. To know about the visitors’ satisfaction towards public facilities at Balaputra Dewa Museum.

1.4 Research Benefit

- a. For the writer
To get more knowledge and experience in doing a research about visitors’ satisfaction towards public facilities at Balaputra Dewa Museum through observation and questionnaire.

b. For the reader

To give more information and reference about the public facilities in Balaputra Dewa Museum, also the visitors' satisfaction towards public facilities at Balaputra Dewa Museum.

c. For the government

To let the government know the present condition of public facilities in Balaputra Dewa Museum and help the financial for the museum to make improvements in the future.