

The Influence of Product Quality and Museum Facilities on Visitor Satisfaction at the Sonobudoyo Museum Yogyakarta

Mia Wahyu Lestari^{1*}, Uystka Hikmatul Kamiliyah NH²

^{1,2}Tourism Destination, Departmen of Language, Communication and Tourism, Politeknik Negeri Jember, Jember, Indonesia
e-mail: ¹miatari2002@gmail.com

ABSTRACT

This study aims to determine the effect of Product Quality and Museum Facilities on visitor satisfaction. This study uses a descriptive quantitative method. In this study, two hypotheses are being tested. The variables used in this study consist of independent variables, namely Product Quality (X1) and Facilities (X2), and a dependent variable, namely Visitor Satisfaction (Y). The data analysis tool used is IBM SPSS Statistics Version 26, with the analysis method being multiple linear regression. The sampling method used was purposive sampling, with a sample size of 100 respondents who had visited the Sonobudoyo Museum in Yogyakarta. The results of this study indicate that product quality significantly influences visitor satisfaction, while museum facilities do not significantly influence visitor satisfaction at the Sonobudoyo Museum in Yogyakarta. However, even though the facility aspect does not have a significant effect, it does not mean it can be ignored. Therefore, this study recommends that the Sonobudoyo Museum focus on improving and evaluating these aspects, especially the facility aspect, to create a better and more memorable cultural and historical tourism experience.

Keywords :

Product Quality; Facilities; Visitor Satisfaction

A. INTRODUCTION

The development of Indonesian tourism has begun to increase rapidly, as evidenced by the many new, unique, and distinctive tourist destinations that have begun to emerge from all corners of Indonesia (Kamiliyah NH, 2023). Tourism began to develop rapidly and offers various tourist destinations that are the main attraction for domestic and foreign tourists, including natural, artificial, cultural, historical, and various other tourist destinations (Safitri & Putri, 2024). One type of tourism that is growing rapidly today and contributes to cultural preservation in Indonesia is cultural tourism (Choirunnisa, 2021). Cultural tourism is a type of tourism that focuses on introducing, utilizing, and preserving cultural potential as the main attraction for tourists. The main attraction of cultural tourism lies in the uniqueness and authenticity of cultural elements passed down from generation to generation, such as art, customs, traditions, and historical objects (Putra, 2024). In the context of cultural tourism, the museum is one of the tourist destinations that plays an essential role in preserving cultural and historical heritage.

A museum is defined as a place, building, or historical exhibition site in the form of artifacts, artworks, and various other historical objects to be introduced to the broader community (Solekhan, 2023). Today, museums function not only as a place to store historical objects but also as a source of education and entertainment that allows visitors to engage with the various cultural values in the collection. One of the regions that has many museums is Yogyakarta. One of the museums in Yogyakarta that tourists often visit for historical and cultural tourism is the Sonobudoyo Museum. Sonobudoyo Museum was founded by a foundation called Java

Instituut, which is a foundation that focuses on the preservation and development of cultures in Indonesia, including Javanese, Balinese, Madurese, and Lombok cultures. The museum was inaugurated and opened to the public in 1935, which was marked by the candrasengkala “Kayu winayang ing brahmana budha” which shows the number 1866 of the Javanese calendar (Wening, 2021). Sonobudoyo Museum has experienced a significant increase in tourist visits in recent years.

Table 1. Sonobudoyo Museum Tourist Visits

Number of Visits at Sonobudoyo Museum				
Years	2021	2022	2023	2024
Total	9.679	243.090	378.765	536.930

Source: (Dinas Pariwisata DI Yogyakarta, 2021), (Dinas Pariwisata DIY, 2022), (Dinas Pariwisata DI Yogyakarta, 2023), (Sonobudoyo Museum Visit Report Data 2024)

Based on the table above, the number of tourist visits to the Sonobudoyo Museum from 2021 to 2024 has continued to increase. This increase in visitor numbers reflects the growing interest of the public in historical and cultural tourism, especially at the Sonobudoyo Museum in Yogyakarta. Although this museum has an interesting collection of cultural and historical artifacts, the increase in visits does not always go hand in hand with an optimal visitor experience. There are several aspects that need to be addressed, particularly regarding the quality of products and facilities provided for visitors. Sonobudoyo Museum has several product aspects that serve as attractions within the museum, such as the display of exhibition spaces, diverse collections, explanations about the collections, and interactive exhibits. Additionally, the Sonobudoyo Museum is supported by available facilities, such as a prayer

room, restrooms, information boards, directional signs, a site map, and the MMC (Museum Medical Center) room. However, there have been some complaints from visitors regarding the quality of products and facilities at the Sonobudoyo Museum.

These various visitor complaints ultimately became a problem for the museum. The problems that arose related to the museum's products included stuffy rooms when there were large numbers of visitors, interactive exhibits that often malfunctioned or did not work properly, inadequate security for the collections, and incomplete and inconspicuous information about the collections. Issues with the museum's facilities include the absence of a roof on the connecting pathway between the two buildings, the need to improve the cleanliness and comfort of the restrooms, the need to update information boards regarding room and floor sequences, unclear and often unnoticeable directional signs, poorly visible floor plans, inadequate facilities for prayer rooms such as ablution areas, and the MMC room being difficult for visitors to locate.

To date, there have been few studies specifically examining the quality of products and facilities and their impact on visitor satisfaction in museums, particularly at the Sonobudoyo Museum in Yogyakarta. Therefore, researchers are interested in conducting a series of studies covering how product quality and facilities at the Sonobudoyo Museum affect visitor satisfaction. The findings from this study are expected to contribute to the literature on quality management and visitor satisfaction at cultural tourist destinations. They will also serve as recommendations for improvements for museum managers to enhance services and provide a better experience for visitors.

B. RESEARCH METHOD

The research method used in this study was a descriptive quantitative approach with multiple linear regression analysis used by researchers to measure and analyze the influence of product quality and museum facilities on visitor satisfaction at the Sonobudoyo Museum in Yogyakarta accurately and objectively (Samsu, 2017). This approach was chosen because it can objectively measure the relationships between variables and is relevant for understanding visitors' perceptions of the museum. The research location was at Unit I of the Sonobudoyo Museum in Yogyakarta, Jalan Pangurakan No. 6 Ngupasan, Gondomanan District, Yogyakarta City, Special Region of Yogyakarta 55122. Data collection was conducted from January to April 2025.

The sample size used was 100 respondents. The sample was selected using purposive sampling, where the sample criteria were visitors to the Sonobudoyo Museum who visited with or without a guide, provided they were over 14 years of age. The selection of this age group was intended to ensure that the data obtained was relevant and more in-depth.

This age group was also considered to have sufficient independence in providing answers and was in line with the research objectives. The research instrument used was a closed-ended questionnaire based on a 5-point Likert scale (Strongly Disagree, Disagree, Undecided, Agree, Strongly Agree), which was compiled based on the indicators of each variable as follows:

Table 2. Variable Instrument Indicator

Variables	Indicator
Product Quality (X1)	performance, durability, conformance to specifications, features, reliability, aesthetics, perceived quality
Facility (X2)	spatial planning, room planning, equipment, lighting and color, messages conveyed graphically, and supporting elements
Visitor Satisfaction (Y)	fulfillment of expectations, always using the product, recommending it to others, loyalty, good reputation

The instrument underwent validity testing (Pearson correlation) and reliability testing (Cronbach's Alpha), which showed that the validity test results were valid because all items ($r_{hitung} > 0.361$) and ($sig < 0.05$), and the reliability test results showed values > 0.60 . The research data were obtained from primary and secondary data using data collection techniques such as field observation, questionnaires that had been tested for validity and reliability, documentation, and literature studies.

After the data were collected, data analysis was conducted in this study using IBM SPSS Statistics Version 26, including classical assumption tests to ensure that the regression model used met specific requirements (Ghozali, 2021). Several classical assumptions were tested, namely normality, multicollinearity, and heteroscedasticity. Then, a descriptive analysis was conducted by describing the respondents' perceptions or answers to each variable, such as product quality (X1), facilities (X2), and visitor satisfaction (Y), using frequency and mean. The researcher also explained the respondents' data on age, gender, domicile (place of residence), and occupation using frequency and percentage. Next, multiple linear regression analysis was conducted in this study to see or measure the extent of the influence and relationship between product quality (X1) and facilities (X2) on visitor satisfaction (Y).

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

Description:

- Y : visitor satisfaction
- X₁ : Product quality
- X₂ : Facility
- β₀ : Constant
- β₁- β₂ : Regression coefficient
- e : Error term

After that, there is a Coefficient of Determination (R²) test which is used to measure and determine how far the ability of the selected independent variable model to explain the dependent variable (Ghozali, 2021). As well as the Hypothesis Test or T test, it aims to determine whether partially the independent variables used have a significant effect or not on the dependent variable (Purnamasari et al., 2023). The T test in this study is to see whether the product quality variable (X1) has a significant effect on the visitor satisfaction variable (Y), and whether the facility variable (X2) has a significant effect on the visitor satisfaction variable (Y). This hypothesis test uses a level or level of significant value (α) = 0.05. The test criteria are if the Sig value > α (0.05) then H₀ is accepted and H_a is rejected, then if sig < α (0.05) then H₀ is rejected and H_a is accepted.

C. RESULTS AND DISCUSSIONS

Sonobudoyo Museum Overview

Sonobudoyo Museum Yogyakarta was founded by a foundation called Java Instituut, which was inaugurated and opened to the public on November 06, 1935. The museum is divided into two main exhibition buildings. The first building is called the Thomas Karsten building, which consists of 12 rooms; the second is the Hasta Brata building, which consists of 6 floors. Each of these buildings has exhibition rooms with various themes, and is equipped with various supporting facilities for the convenience of visitors. Then, the museum is also equipped with supporting facilities to support the needs and comfort of visitors, including a museum location plan board, direction boards scattered at several points, each room in the museum has a room and floor sequence information board, a prayer room, a public toilet, and a Museum Medical Center.

Characteristics of Respondents

a. Characteristics of Respondents According to The Age

Based on the research conducted, the results regarding the characteristics of respondents according to age from 100 respondents show that the age characteristics of respondents are categorized into four groups, namely 15-20 years old, 21-25 years old, 26-30 years old, and above 30 years old.

Table 3. Characteristics of Respondents According to Age

Age Group	Frequency	Percentage(%)
>30 years old	5	5%
15-20 years old	40	40%
21-25 years old	46	46%
26-30 years old	9	9%
Total	100	100%

Source: Researcher's Data (2025)

The number of respondents above shows that the most dominant age category is between the ages of 21 and 25 years, namely 46 respondents (46%). So, it can be concluded that most respondents who visit

museums come from the young age category who are still in education or have entered the workforce early (Kiswanto & Damiasih, 2018).

b. Characteristics of Respondents According to The Gender

Based on the research, the results obtained regarding the characteristics of respondents according to gender, with a total of 100 respondents, can be seen in the following table.

Table 4. Characteristics of Respondents According to Gender

Gender	Frequency	Percentage(%)
Male	32	32%
Female	68	68%
Total	100	100%

Source: Researcher's Data (2025)

The table above explains that the results of the data on the characteristics of respondents according to gender in this research are mostly women, with a total of 68 respondents (68%). So, it can be concluded that in this study, female respondents were more dominant than male respondents out of a total of 100 respondents.

c. Characteristics of Respondents According to The Domicile

Based on the research conducted, the data obtained regarding the characteristics of respondents according to their domicile (place of residence) for 100 respondents was categorized into five regions, namely the Special Region of Yogyakarta (DIY), Central Java, West Java, East Java, and outside Java.

Table 5. Characteristics of Respondents According to Domicile

Domicile	Frequency	Percentage(%)
DIY	32	32%
West Java	9	9%
Central Java	37	37%
East Java	7	7%
Outside Java	15	15%
Total	100	100%

Source: Researcher's Data (2025)

The results explained that the number of respondents was most dominant, namely from the Central Java region, with as many as 37 people (37%), and the Special Region of Yogyakarta, with 32 people (32%). So, Sonobudoyo Museum can attract visitors from various regions in Indonesia. However, the highest representation still comes from the surrounding area, namely Central Java, which is caused by the distance factor (Nurul & Prakasita, 2024).

d. Characteristics of Respondents According to The Occupation

The research results show that the characteristics of the 100 respondents, according to their occupation, can be categorized into two groups: employees and students.

Table 6. Characteristics of Respondents According to Occupation

Occupation	Frequency	Percentage(%)
Employee	21	21%
Student	79	79%
Total	100	100%

Source: Researcher's Data (2025)

The results explain that the number of respondents according to occupation is the majority of students and student respondents, namely 79 people (79%) of the total respondents. So, most of the visitors to Sonobudoyo Museum are students.

Classical Assumption Test

1. Normality Test

The researchers used the Kolmogorov-Smirnov test to determine whether the data used was normally distributed, with a significance level 0.05. The test results obtained can be seen in the following table.

Table 7. Normality Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.18760547
Most Extreme Differences	Absolute	.064
	Positive	.045
	Negative	-.064
Test Statistic		.064
Asymp. Sig (2-tailed)		.200 ^{c,d}

Source: Researcher's Data (2025)

The table above shows that the results of the Normality Test using the Kolmogorov-Smirnov Test get a significance value or Asymp. Sig (2-tailed) of 0.200 because the sig value obtained is greater than the sig level value, or 0.200 > 0.05. Therefore, the data is considered valid, or it can be concluded that the data is normally distributed because the assumption of normality has been met.

2. Multicollinearity Test

This was done to determine the correlation between independent variables by looking at the Collinearity Tolerance and Variance Inflation Factor (VIF) values. If the Tolerance value is > 0.100 and the VIF value is < 10, then there is no multicollinearity. The test results obtained can be seen in the following table.

Table 8. Multicollinearity Test

Variables	Collinearity Statistics	
	Tolerance	VIF
Product Quality (X1)	0,353	2,834
Facility (X2)	0,353	2,834

Source: Researcher's Data (2025)

The table above shows that the Collinearity Tolerance value on the Product Quality variable (X1) and the Facility variable (X2) is 0.353. Then the data value is greater than 0.100 or 0.353 > 0.100. Then, the

VIF value obtained on the X1 and X2 variables is 2.834. Then the data value obtained is less than 10 or 2,834 < 10. Thus, it is concluded that the independent variables are declared not to experience multicollinearity symptoms in the regression model used.

3. Heteroscedasticity Test

This test aims to determine whether there is variance inequality between the residuals of one observation and another in the regression model. Researchers use the Glejser test method to perform this test. The test results obtained can be seen in the following table.

Table 9. Heteroscedascity Test

Variables	Sig Value	Sig Level
Product Quality (X1)	0,117	0,05
Facility (X2)	0,404	0,05

Source: Researcher's Data (2025)

The results of the Heteroscedasticity Test using the Glejser test state that there are no symptoms of heteroscedasticity. It is because the product quality variable (X1) has a significant value of 0.117, and the data has a value greater than 0.05 (0.117 > 0.05). Then, the facility variable (X2) has a significance value of 0.404, and the data also has a value greater than 0.05 (0.404 > 0.05). So, the conclusion is that these two variables do not experience symptoms of heteroscedasticity.

Multiple Linear Regression Test Results

Table 10. Multiple Linier regression Test Results

Variables	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig
(Constant)	10.890	2.016		5.403	.000
Product Quality	.291	.043	.803	6.816	.000
Facility	-.039	.046	-.101	-.854	.395

Source: Researcher's Data (2025)

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

$$Y = 10,890 + 0,291 X_1 - 0,039 X_2 + \epsilon$$

Constant: The value of the constant (β_0) is 10.890, which means that if the variable product quality and museum facilities are zero, the visitor satisfaction or the fundamental value is 10.890 points. Product Quality: The regression coefficient ($\beta_1 X_1$) obtained a value of +0.291, which is identified as positive or increasing. If each product quality variable increases by one unit, visitor satisfaction will increase by 0.291 points. Facility: The regression coefficient ($\beta_2 X_2$) obtained a value of -0.039, which was identified as negative or decreased. If the museum facilities variable increases by one unit, visitor satisfaction will decrease by 0.039 points.

Determination Coefficient Test Results

Table 11. Determination Coefficient Test Result

R	R Square	Adjusted R Square
.725 ^a	.525	.515

Source: Researcher's Data (2025)

Based on the R2 test results, the Adjusted R Square value obtained is 0.515, or 51.5%. These results show that the product quality variables and influential facilities can explain or contribute to visitor satisfaction by 51.5%. In comparison, the remaining (100% - 51.5% = 48.5%) is influenced by other factors not explained in this study.

Hypothesis Test Result or T Test

Table 12. Hypothesis Test Results or T Test

Variables	Significant Level	Sig.	Test Result
Product Quality (X1)	0,05	0,000	Significant Effect
Facility (X2)	0,05	0,395	No Significant Effect

Source: Researcher's Data (2025)

The table above explains that the results of the t-test (partial) in this study, namely, the X1 variable, obtained a significance value of less than 0.05 or 0.000 < 0.05, so the H0 hypothesis was rejected and Ha was accepted. Then, the X2 variable obtained a significance value of more than 0.05, or 0.395 > 0.05; the H0 hypothesis was accepted, and Ha was rejected. So, product quality has a significant effect on visitor satisfaction, while museum facilities do not have a significant effect on visitor satisfaction.

Discussion

Product Quality Has a Significant Impact on Visitor Satisfaction

The results of hypothesis testing in this study indicate a significant influence between product quality and visitor satisfaction (H0 is rejected and Ha is accepted). This result is explained by the T hypothesis test value, which obtained a sig value of 0.000 < 0.05 and a regression coefficient value of +0.291 points. These results align with research (Zainuddin et al., 2021) explaining that product quality perceptions significantly affect the desire to visit. Then, when connected with the indicators according to (Tjiptono & Candra, 2011; Alvino, 2020), It states that the dimensions of product quality of Sonobudoyo Museum are:

- a. Performance, such as the collections on display in the museum, already performs well in conveying complete information about culture and history. The mean value is 4.51, and the percentage results of 56% of respondents stated "Strongly Agree" and 39% of respondents stated "Agree", the remaining 5% stated "Undecided".
- b. Durability: Information labels or collection description panels are durable against the environment, such as not easily fading or being

damaged. The mean value is 4.31, and the percentage results are that 48% of respondents stated "Strongly Agree," 35% of respondents stated "Agree," and the remaining 17% stated "Undecided. "

- c. Conformance to specifications, such as ventilation or temperature in the showroom, in accordance with visitor comfort standards. The mean value is 4.40, and the percentage results are 55% of respondents stated "Strongly Agree" and 33% of respondents "Agree." The remaining 9% of respondents stated "Undecided" and 3% "Disagree."
- d. Features, such as the appearance of interactive museum rides, are attractive in terms of visual, sound, and sensory elements that can add to visitors' experiences. The mean value is 4.64, and the percentage results are 68% of respondents stated "Strongly Agree" and 28% of respondents stated "Agree", and the remaining 4% stated "Undecided. "
- e. Reliability, such as collections and interactive museum rides, is appropriate and accessible despite the large number of visitors. The mean value is 4.44, and the percentage results of 54% of respondents stated "Strongly Agree" and 38% of respondents "Agree", the remaining 7% stated "Undecided" and 1% "Strongly Disagree".
- f. Aesthetics, such as lighting in museum showrooms, should be based on the theme and not interfere with visitors' vision. The mean value is 4.41, and the percentage results are 55% of respondents stated "Strongly Agree" and 34% of respondents "Agree." The remaining 8% of respondents stated "Undecided" and 3% of respondents "Disagree."
- g. Perceived Quality, such as being satisfied with the overall product quality when visiting Sonobudoyo Museum. The mean value is 4.61, and the percentage results are 66% of respondents stated "Strongly Agree" and 29% of respondents stated "Agree", and the remaining 5% stated "Undecided".

Based on these product quality indicators, there is a significant impact on visitor satisfaction at the Sonobudoyo Museum. This is also in line with SERVQUAL theory according to (Agustinawati, 2018), particularly in the tangible dimension, which emphasizes the importance of this dimension in influencing visitor satisfaction. Every physical aspect or museum product, such as collections, collection descriptions, interactive exhibits, and exhibition space displays, shows a very high level of satisfaction, exceeding 80%. Thus, the tangible aspect of product quality is a crucial factor as it has met visitor satisfaction. However, the Sonobudoyo Museum still needs to maintain its quality and improve certain aspects (adding QR codes to collection descriptions and enhancing readability to remain informative, improving room lighting and temperature in exhibition spaces) to

ensure product quality continues to meet visitor expectations.

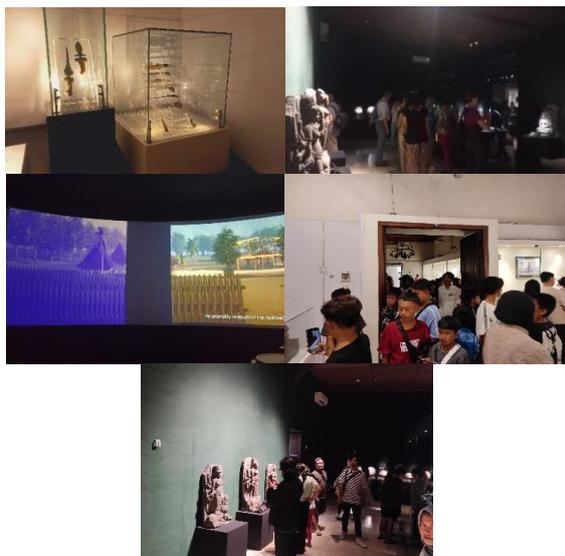


Figure 1. Sonobudoyo Museum Product Quality

Museum Facilities Do Not Significantly Affect Visitor Satisfaction

The results of hypothesis testing in this study indicate that museum facilities have no significant effect on visitor satisfaction (H_0 is accepted and H_a is rejected). This result is explained by the T hypothesis test value which obtained a significant value of $0.395 > 0.05$, and a regression coefficient value of -0.039 points, which means that the increase in the facilities aspect does not directly increase visitor satisfaction significantly or the museum facilities have not fully met visitor expectations so that it has an insignificant impact on satisfaction. So that the results of this hypothesis contradict the theory of Ardiansyah & Ratnawili (2021) which explains that facilities are facilities and infrastructure that are deliberately provided by tourist attraction providers to be used by visitors with the aim of providing maximum satisfaction. However, this research is in line with research (Alvino, 2020) which explains that the facility aspect at the Karoeseri Kandang Elf provider has no effect on customer satisfaction. Then, when linked to indicators according to Tjiptono (in Jonathan & Istriani, 2023), it states that the dimensions of the Sonobudoyo Museum facilities include:

- a. Spatial planning, such as access between the museum's first and second buildings, has sufficient protection (roof or shade) to protect visitors from all weather. The mean value is 3.57, and the percentage results are 32% of respondents stated "Strongly Agree," 20% of respondents stated "Agree," the remaining 24% of respondents stated "Undecided," 21% said "Disagree," and 3% said "Strongly Disagree."
- b. Room planning, such as the MMC room and museum prayer room, is easy to find during visits. The mean value is 4.00, and the percentage results

are 35% of respondents stated "Strongly Agree" and 38% of respondents "Agree." The remaining 21% of respondents stated "Undecided," 4% of respondents "Disagree," and 2% of respondents "Strongly Disagree."

- c. Equipment, such as prayer rooms with adequate facilities (worship equipment, slippers, ablution places), should function properly. The mean value is 4.32, and the percentage results are 46% of respondents stated "Strongly Agree," 40% of respondents stated 'Agree,' and the remaining 14% of respondents stated "Undecided."
- d. Lighting and color, such as lighting and color on direction boards, room and floor order information boards, and location plan boards. The mean value is 4.24, and the percentage results are 42% of respondents stated "Strongly Agree" and 44% of respondents "Agree." The remaining 10% of respondents stated 'Undecided' and 4% of respondents 'Disagree.'"
- e. Messages conveyed graphically, such as room and floor order information boards available, are easy to understand and not confusing. The mean value is 4.15, and the percentage results are 46% of respondents stated "Strongly Agree" and 29% of respondents "Agree." The remaining 19% of respondents stated 'Undecided' and 6% of respondents 'Disagree.'"
- f. Supporting elements, such as museum facilities provided, include direction boards, room and floor sequence information boards, prayer rooms, MMC, and especially toilet facilities that meet the needs and comfort of visitors while visiting. The mean value is 4.40, and the percentage results of 50% of respondents stated "Strongly Agree" and 40% stated "Agree "; the emain'ng 10% stated "Undecided".

Based on these facility indicators, there is no significant effect on visitor satisfaction. This is inconsistent with the SERVQUAL theory of tangible dimensions according to (Agustinawati, 2018) which explains that tangible dimensions can influence visitor satisfaction. Facilities such as prayer rooms, directional signs, location maps, toilets, roofs or shelters along pathways between buildings, information boards indicating room and floor sequences, and MMC (Museum Management Center) do not sufficiently influence visitor satisfaction. Additionally, several facility aspects exhibit relatively low satisfaction levels, with scores below 80%. This indicates that certain physical aspects of the facilities are not yet optimal, leading visitors to feel less satisfied, and thus their overall contribution to visitor satisfaction is not significant. It is likely that visitors to the Sonobudoyo Museum are more focused on the quality of the products presented rather than the completeness of the facilities.

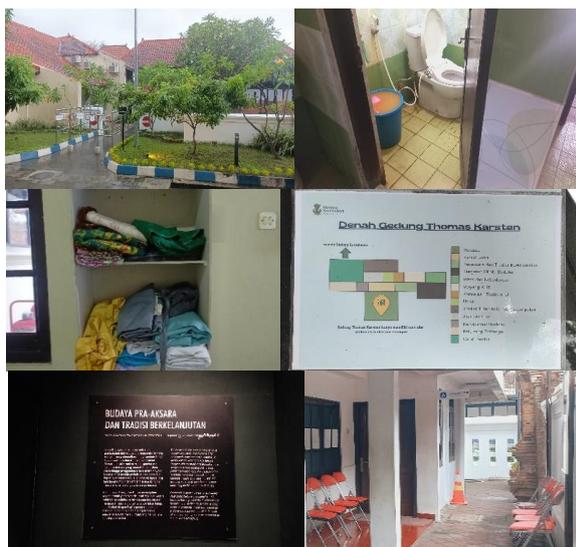


Figure 2. Sonobudoyo Museum Facility

E. CONCLUSION

The purpose of this study is to determine the effect of product quality and facilities on visitor satisfaction at the Sonobudoyo Museum in Yogyakarta, as well as to provide recommendations for improving products and facilities in order to increase visitor satisfaction in the future. Based on the results of descriptive analysis and data testing (classical assumption test, multiple linear regression test, coefficient of determination test, and T-test hypothesis testing), as well as the discussion of this study, it was concluded that product quality has a significant effect on visitor satisfaction. This is evidenced by the significant value of $0.000 < 0.05$ (H_0 rejected and H_a accepted), and a regression coefficient of 0.291 with a constant value of 10.890. Meanwhile, museum facilities do not significantly influence visitor satisfaction. This is evidenced by the significant value of $0.395 > 0.05$ (H_0 accepted and H_a rejected), and a regression coefficient of -0.039 with a constant value of 10.890. The visitor satisfaction variable in this study can be explained by product quality and facilities aspects by 51.5%, and the remaining 48.5% is influenced by other factors not explained in this study.

This study provides practical implications for museum managers to continue striving to maintain and improve the quality of the products on display, such as maintaining the collection and adding QR codes to the collection descriptions to keep them informative and interesting. Additionally, optimizing all museum facilities by reassessing and improving access between buildings with the addition of roofs for visitor comfort, as well as enhancing directional signage to be clearer and easier to understand. This aligns with the development efforts of the Sonobudoyo Museum, such as cultural preservation and the application of modern technology as a sustainable tourist attraction. Therefore, this can serve as a recommendation for future researchers to conduct in-depth studies on the facilities and

improvement strategies at the Sonobudoyo Museum in Yogyakarta, even though the facilities do not significantly impact visitor experience. Additionally, future researchers can use qualitative methods to gain a deeper understanding of visitor perceptions.

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