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Satisfaction Analysis of Museum Bank Indonesia Visitors using Integration Importance-Performance Analysis (IPA) and Kano Model

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Abstract: At In this era, museum paradigm is having a growth from traditional museum paradigm to paradigm of new museology. New museology offers active role and also participation of visitor in the Museum but new museology concept is not much implemented in Indonesian museums. By always improving service quality will improve the satisfaction of visitors which will impact on visitor's interest or visitor's participation towards museum. This research is intended to analyze visitor's satisfaction towards service quality given by museum. This research is done by using non-probability sampling which is purposive sampling. Integration of Importance Performance Analysis and Kano Model is used in this research so it can analyze the satisfaction of museum visitors with 30 testing indicators. The results of this research shows that there is indicators that was not proper with visitor's demands which is the ability of officers to explain collections and promotion that had been done. Even though those indicators influences satisfaction of museum visitors, therefore museum must do more evaluation towards its service and to follow the state of technology nowadays.

Keyword: Museum, *Customer Satisfaction*, *Service Quality*, *Importance-Performance Analysis* (IPA), Kano Model.

INTRODUCTION

In this era, museums all around the world is growing. Museums didn't want themselves to be called a "warehouse" of antique stuffs as with generally perceived by people, but museum tries to be a place where visitors can feel a different experience and atmosphere, that can only be felt if a visitor goes to a museum. The role of museum is developing to become a place of preservation, research, and communication with the hope to deliver education and recreation to people (Hooper & Greenhill, 2001). Museum is not only a place to educate people but also to become a studying place and a place where a visitor can obtain experience (Ambrose, et al, 2006). The function of a museum is developed with time, where is it became more diverse as the consequences of it's role within people (Carvalho, et al, 2014). The

function of a museum among others is collecting and safe keeping nature and cultural treasures, documentation and scientific research, conservation, and preservation, to equally share knowledge for masses, introduction and appreciation for art, introduction of culture between areas and countries, reflection in the growth of humans and also as the reviver of piety and grateful feeling towards God (International Council of Museum, 2007).

One of the developments of museum is there is a wide world cooperation where is every museum in the world whether big or small is cooperating in Europe, United States of America, and Canada. The advantage of museums abroad compared to museums in Indonesia is in the arrangement of the museum complete with lighting, information, and decoration that is more attractive so it will attract many visitors (Cahya W, 2012). Museums in Indonesia have great potential from it's many collections but development is far from satisfying. There are still many museums that are deserted and not visited by people. Indonesian people like to visit attraction other than museum or malls. Museum didn't become the primary alternative for learning media, recreation, and pleasure for people (Fitriyani, 2013). To fix the problems of museums in Indonesia, there is many research that has been done among others about the strategy that is done by museum to improve interest of visitors (Risma, 2014), there is also research about the management of museum so it can be a cultural tourist attraction (I Nyoman Muliadi, 2016). To fill the empty space of research about museum like earlier research, this research is focused to observe museum's quality service with the help of service quality dimension. Service quality could be interpreted as the means to fulfill demands and consumers desires an also the proper output to balance consumer's hopes (Tjiptono, 2007). Service quality dimensions is composed of tangibles (physical facility, equipments, employee and communication), reliability (the ability to give the service that is required immediately, accurate, and satisfaction), responsiveness (the desire of staffs to help customers and to give services with responsiveness), assurance (knowledge, ability, and trustable trait that is owned by staffs) and empathy (conveniently make connections, politely, good communication, and grasp the needs of a customer) (Parasuraman, et al, 1998).

There is earlier research about service quality which is a research about dimension relevance of service quality and customer satisfaction for museum visitors at Taman Mini Indonesia Indah. The weakness of this research is there is no priority of strategy in keeping and improving performance from the service quality attributes. There is also research about analysis of service quality influence, price, and promotion towards visitors at Ronggowarsito Museum, Semarang. The results of that research are service quality attributes are positive and significant towards visitor's satisfaction. However, it is the same with the earlier research, this research has the same weakness which is no priority strategy in keeping and improving performance, so this research will determine a priority strategy to improve performance with the integration of importance performance analysis method and Kano Model.

Service Quality

h Service quality is the comparison of how far the reality and hopes of visitors by the service that they receive. Service quality plays an important in role overall tourist experience. (Timothy, D.J, 2013). In 1998, Parasuraman, et al perfected service quality dimensions so it can be simplified to 5 dimension composed of tangibles (physical facility, equipments, employee and communication), reliability (the ability to give the service that is required immediately, accurate, and satisfaction), responsiveness (the desire of staffs to help customers and to give services with responsiveness), assurance (knowledge, ability, and trustable trait that is owned by staffs) and empathy (conveniently make connections, politely, good communication, and grasp the needs of a customer).

Definition for service quality that also includes emotion, these emotions convey important information on how the customer will ultimately assess the service encounter;

however, the overall evaluation should be based on both service delivery process and the outcome, where prior expectations may or may not play a role, depending on the situation or the stage of consumption. Beside that, service quality measurements need to move beyond cognition to analyse the lived experience. (Nguyen. B, et al, **2015**)

Museums

Service industry is perceived to be a multifaceted industry with quite diverse features. It is a real challenge to properly describe, standardize and reproduce any service with a guarantee for its permanent quality (Ivanova, M, **2015**). One of the service industry is museums, museum is a 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.

Another side, the museum is also a popular tourism destination. Tourism plays an important role for indigenous societies in that it can act as a tool to re-claim place, re-establish cultural identity and may ultimately re-write history. (Bremmer,H and Wikitera, K.A,**2016**). There is a compelling need to build grounded theory and consolidated practice that will advance the quality and efficiency of tourism education through the use of a wide span of interactive technologies and committed teaching methods, facilitating dynamic, interdisciplinary and international learning experiences. By adopting qualities of a learning organization that constantly evolves and grows, museum can become a more effective and efficient organization with a stable management structure, sustainable and collective leadership, an effective communicational system, and therefore a positive, cohesive, and vision-driven workplace. (Jung, Yuha, **2016**).

Customer Satisfaction

Customer satisfaction is determined by customer's perception of a product's performance or service in fulfilling customer's demands. (Irawan, **2004**). There is 5 factors that affects customer satisfaction which are product quality (customer will feel satisfied if the product they're using is high-quality), service quality (customer will feel satisfied if they get a good and proper service they expect), emotion (customer will feel proud and obtained confidence that other people will be amazed if they use a product with a specific brand with the tend of having higher service quality), price (product have the same quality but give a relatively lower price will give a high value towards customers) and cost (customers didn't need to gave additional cost or didn't waste time to get the product or service) (Lupyoadi, et al, 2001).

Importance-Performance Analysis (IPA) and Kano Model

Importance Performance Analysis (IPA) method is first introduced by Martilla and James in **1977**. This method is intended to measure the correlation between consumer's perception and priority of product / service improvement. The results of this method is a cartesius diagram which is composed by 4 quadrants that is quadrant I (This quadrant is also named "concentrate here" whereas attributes that were in this quadrant shows factors or attributes that influences customer satisfaction), quadran II (This quadrant is also named "keep up the good work" whereas attributes that were in this quadrant need to be maintained because it is critical and very satisfactory), quadran III (this quadrant is also named "low priority" whereas attributes that were in this quadrant is a low priority attribute) and quadrant IV (this quadrant is also name as "possible overkill" whereas attributes that were in this quadrant is an overkill).

According to Widiawan K. (**2004**) Kano method is a mehtod that is intended to categorize product or service attributes based on how proper the attribute can satisfy the

demands of customers. Those attributes is composed of categories which is “must be” category (M) (customers becoming unsatisfied if performance from the involved attribute is low, but customer’s satisfaction didn’t improve above neutral although performance and attribute is high), “one dimensional” category (O) (In this criteria, the higher the attribute’s performance the higher the satisfaction of a consumer, so this makes the attribute is always demanded by customers), “attractive” category (In this category consumers will be more satisfied with the improvement of attribute performance, however the drop of attribute performance will not cause a drop in costumers satisfactory levels), “reverse” category (customers become unsatisfied when this product or service attribute is high, this is based on the low accolades causing satisfaction), “indifferent” category (performance of attribute didn’t result in satisfaction and dissatisfaction for customer) and “questionable” category (indicator that is a part of this category is questioned because it can be satisfaction or dissatisfaction) .

Integration Importance-Performance Analysis (IPA) and Kano Model

In research conducted by Kuo (2012) it is stated that IPA and Kano model is used as a tool to categorize and diagnose service quality attribute and to form a specific strategy for each attribute in each categorie. This model formulates a priority strategy of improvement by combining the results of IPA classification matrix and Kano model classification from every service attributes and classify it to 12 categories.

METHOD

There are steps that had been done in this research which are doing early research by identifying current problems, finding theories that supported the research to solve the problems at research, collecting primary and secondary data. Next, determine research samples using Lemeshow formula (1990), it obtained 100 respondents to examine. The sampling technique used is with non-probability sampling which is purposive sampling and questionnaire research is done by using service quality dimension, price and promotion can be seen at **Table 1** whereas the research questionnaire is composed of 4 parts which are satisfaction, interests, functional, and disfunctional so the next step is to spread the questionnaire to 100 respondents.

Table 1. Statement Attributes

DIMENSIONS	INDICATORS
TANGIBLE	T1 = Part of the museum lobby Room clean
	T2 = Indoor exhibition layout look neat
	T3 = The design collection of the museum impressed artistic
	T4 = Temperatures are comfortable museum
	T5 = Museum facilities are functioning properly
	T6 = Apparel/uniforms the officers museum matching
	T7 = The brochure provided informatively describes
REABILITY	RB1 = The officers of the museum provide accurate information
	RB2 = The officers quickly serve visitors museum
	RB3 = The officers serving the museum visitor with meticulous
RESPONSIVENESS	RS1 = The officers quickly in response to complaints related to the visitors of museum facilities
	RS2 = The officers quickly help visitors who have

	difficulty finding information one of the museum's collections
	RS3 = The officers quickly in serving visitors who are interested in one of the museum's collections
	RS4 = The officers responded to the constraints of the sprightly museum touch screen dead
	RS5 = The officers quickly serve visitors museum of the elderly
ASSURANCE	A1 = The officers explained the museum collection with substandard
	A2 = The officers of the museum outlines the collection with detail
	A3 = The officers of the museum asking for permission (sorry) if there is a phone from someone else
	A4 = The officers of the museum were not surly when giving information to visitors
EMPATHY	E1 = The officers of the museum to listen to the complaints request visitors patiently
	E2 = The officers gave a solution to the problem of the museum experienced visitors about the museum's collection of information
	E3 = The officers of the museum be fair in serving visitors
	E4 = The officers of the museum make eye contact when talking with visitors
	E5 = Museum officials say the welcome greeting to visitors
PRICE	PI1 = The price is determined in accordance with the quality of service provided
	PI2 = The conformance level of prices by purchasing power
	PI3 = Price comparison that is able to compete with other attractions
	PI4 = The price in accordance with the benefits and value of the acquired visitors
PROMOTION	PO1 = Advertising through flyers, pamphlets or through social media is able to inform the community
	PO2 = Promotion through event-event national exhibition the Museum collection of Antiquities and other – another vastly improve people's interest

Data processing in this research started with validity and reliability test, after data was validity and reliability tested it can be continued with Importance Performance Analysis method and Kano model. On importance performance analysis (IPA) method uses results of questionnaire recapitulation about level of satisfaction and interests. There are steps to use Importance Performance Analysis (IPA) method (Martilla and James, 1977) which are calculate the fitness level by using the formula of:

$$Tki = \frac{X_i}{Y_i} \times 100\%$$

Description: Tki = Level of respondent fitness
 Xi = Value of company performance

Y_i = Value of customer’s demands

Next, horizontal axis (x) will be filled with values of performance levels, while vertical axis (y) will be filled by values of interest levels. The following is the formula to find the average value of customer’s satisfaction:

$$\bar{X} = \frac{\sum X_i}{n}$$

$$\bar{Y} = \frac{\sum Y_i}{n}$$

Description: \bar{X} = Average value of company performance

\bar{Y} = Average value of customer’s demands

N = Total of attribute that affects customer’s satisfaction

In Kano model recapitulation of function and dysfunctional questionnaire is used and than processed with Kano evaluation table that can be seen at **Table 2** to categorize every service attribute. This phase helps company to know which attribute can be improve furthermore to create an innovative product and service. Important attributes are attractive, one-dimensional, must-be, reverse, indifferent, and questionable.

Table 2. Kano Evaluation

Functional	Dysfunctional				
	Like	Must be	Neutral	Live with	Dislike
Like	Q	A	A	A	O
Must be	R	I	I	I	M
Neutral	R	I	I	I	M
Live with	R	I	I	I	M
Dislike	R	R	R	R	Q

Source: (Kurtz Matzler, et al, 1996)

Next process is to determine Kano categories for every indicator. Determining every Kano attribute is done by using Blauth Formula (Walden, 1993) which is to sum up every category. If $(M+O+A) > (R+I+Q)$, so the chosen category will be the maximum of $(M+O+A)$ and if $(M+O+A) < (R+I+Q)$, the chosen category will be the maximum of $(R+I+Q)$ (Wijaya, 2011).

After the results have been obtained from Importance Performance Analysis method and Kano model we can do a result integration from the two methods whereas IPA-Kano integration created a finishing priority strategy for every indicators that need to be maintained and improved for every service indicator with categories (Kuo, 2012) that can be seen at **Table 3**.

Table 3. IPA-Kano Integration Category

Category Kano	Category	Importance	Performance	Quadrant IPA	Strategic Priority	
					Performance Improvement	Maintain Performance
Hygiene (Must Be)	1 Survival	High	High	II	-	1
	2 Fatal	High	Low	I	1	-
	3 Chronic Disease	Low	Low h	III	2	-
	4 Fitness	Low	High	IV	-	2

War (One Dimensional)	5	Major Weapon	High	High	II	-	3
	6	Defenseless Strategy Point	High	Low	I	3	-
	7	Defenseless Zone	Low	Low	III	4	-
	8	Supportive Weapon	Low	High	IV	-	4
Treasure (Attractive)	9	Precious Treasure	High	High	II	-	5
	10	Dusty Diamond	High	Low	I	5	-
	11	Rough Stone	Low	Low	III	6	-
	12	Beginning Jewelry	Low	High	IV	-	6

Source: (Kuo, 2012)

After processing data is completed, researcher can create analysis and conclusions for the aforementioned research.

RESULTS AND DISCUSSION

Validity test is done with the intention to ensure statement items or instruments can be used to measure the data. Validity test is done by using SPSS 17.0 software towards the results of research questionnaire that had been spread to 40 respondents. Validity test is done using Bivariate Pearson correlation method. Bivariate Pearson correlation method is a method that uses two sides with significancy level of 0.05 and also the results obtained will be compared to r-table. A statement can be called valid if $r\text{-calculation} > r\text{-table}$. Whereas validity test that had been done on r-table value is 0.312 with the boundary of $N = 40$ and $\alpha = 0.05$. The obtained results from validity test that has been done is every statement attribute in the questionnaire can be seen on **Table 4**.

Table 4. Recapitulation of Validity Test Result

	Pearson Correlation				r-table
	Satisfaction	Importance	Functional	Dysfunctional	
TANGIBLE					
T1	0.545	0.708	0.697	0.911	0.312
T2	0.417	0.56	0.69	0.917	0.312
T3	0.608	0.474	0.361	0.877	0.312
T4	0.704	0.707	0.699	0.93	0.312
T5	0.687	0.742	0.661	0.897	0.312
T6	0.575	0.653	0.481	0.879	0.312
T7	0.657	0.702	0.553	0.872	0.312
REABILITY					
RB1	0.526	0.684	0.632	0.908	0.312
RB2	0.444	0.723	0.709	0.921	0.312
RB3	0.642	0.69	0.768	0.915	0.312
RESPONSIVENESS					
RS1	0.698	0.607	0.616	0.916	0.312

RS2	0.706	0.595	0.533	0.942	0.312
RS3	0.819	0.592	0.661	0.917	0.312
RS4	0.613	0.638	0.679	0.883	0.312
RS5	0.738	0.558	0.607	0.9	0.312
ASSURANCE					
A1	0.74	0.712	0.634	0.939	0.312
A2	0.784	0.579	0.659	0.913	0.312
A3	0.538	0.506	0.759	0.851	0.312
A4	0.753	0.631	0.617	0.896	0.312
EMPATHY					
E1	0.768	0.425	0.699	0.837	0.312
E2	0.765	0.476	0.763	0.938	0.312
E3	0.761	0.552	0.533	0.934	0.312
E4	0.675	0.707	0.616	0.897	0.312
E5	0.645	0.738	0.5	0.924	0.312
PRICE					
PI 1	0.712	0.598	0.543	0.921	0.312
PI 2	0.666	0.637	0.728	0.926	0.312
PI 3	0.672	0.671	0.632	0.922	0.312
PI 4	0.723	0.737	0.675	0.902	0.312
PROMOTION					
PO 1	0.603	0.555	0.6	0.94	0.312
PO 2	0.647	0.661	0.579	0.864	0.312

After every statement attributes had been valid, reliability test is done. Reliability test is done with the means to show for the measuring instrument create a consistent result when the measurement with the said instruments are done repetitively. According to Sugiyono (2011), statement can be called reliable if the minimal value of cronbach’s alpha is 0.6. Results that is obtained from reliability test is done by using every attribute in questionnaire can be seen at **Table 5**.

Table 5. Recapitulation of Reliability Test Results

	Cronbach's Alpha
Satisfaction	0.961
Importance	0.954
Functional	0.955
Dysfunctional	0.993

Importance Performance Analysis (IPA) method is used to measure and analyze Bank Indonesia museum visitor’s satisfaction by comparing between visitor’s satisfaction and performance of Bank Indonesia museum. To compare between satisfaction and performance it is needed to calculate the average level of interest and level of performance of every attribute so it can be obtained results that can be seen in **Table 6**. Next, quadrant mapping can be done. Quadrant mapping for Importance Performance Analysis is composed of 4 quadrants that can be seen in **Figure 1**. On quadrant 1 means it became main priority because of the attributes have the level relatively of higher importance. Attributes that were on quadrant 2 have high level of importance and high level of satisfaction so the attributes that were on this quadrant needs to be maintained. On quadrant 3 the attributes were having relatively low importance and its performance in reality is ordinary, so the satisfaction that was felt is also low. Attributes at quadrant 3 tend to be not proper with the demands of visitor which means low level of satisfaction, but attributes in this attribute didn’t mean too much for

visitors, so the attributes there were in this quadrant is not the main priority for improvement. Attributes there were on quadrant 4 have performance from museum that were assumed over by visitor’s demands.

Table 6. The results of Importance-Performance Analysis (IPA)

Dimensions	Indicators	Performance	Importance	Quadrant
TANGIBLE	T1	4.23	4.43	II
	T2	4.3	4.49	II
	T3	4.18	4.5	II
	T4	4.22	4.38	IV
	T5	4.06	4.44	II
	T6	3.19	4.1	III
	T7	2.76	3.98	III
RELIABILITY	RB1	3.97	4.4	IV
	RB2	3.95	4.39	IV
	RB3	3.92	4.49	II
RESPONSIVENESS	RS1	3.98	4.29	IV
	RS2	3.86	4.31	IV
	RS3	3.97	4.26	IV
	RS4	3.83	4.19	IV
	RS5	3.82	4.16	III
ASSURANCE	A1	2.91	4.47	I
	A2	3.07	4.47	I
	A3	3.86	4.43	II
	A4	3.95	4.53	II
EMPATHY	E1	3.99	4.52	II
	E2	3.86	4.38	IV
	E3	3.59	4.28	III
	E4	4.04	4.55	II
	E5	4.06	4.46	II
PRICE	PI 1	4.31	4.59	II
	PI 2	4.26	4.6	II
	PI 3	4.31	4.53	II
	PI 4	4.33	4.53	II
PROMOTION	PO 1	2.96	4.37	III
	PO 2	2.9	4.53	I

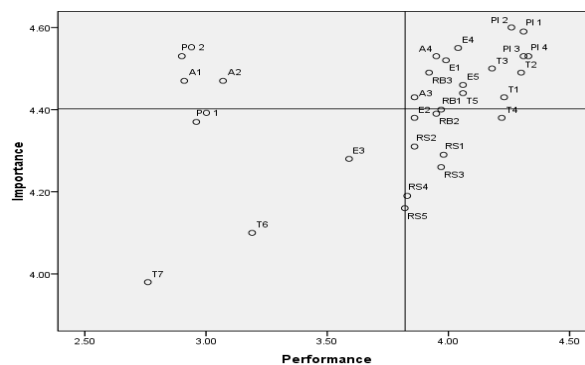


Figure 1. Cartesian diagram

Next data processing is done by Kano model, the results of Kano model can be seen at Table 7. Whereas results from Kano model with Blauth’s formula are the attributes that has been included in “one-dimensional” (O) and “must-be” (M) category. One-dimensional category is a category that have linear behaviors which means visitors will be feeling unsatisfied if the attributes are not achieved but visitors will be satisfied it was fulfilled so one-dimensional category is always be demanded by visitors. On the other side museum’s party with the results from Kano categories can see every attribute that influences visitor’s satisfaction of Bank Indonesia museum so the attributes that have low satisfactory must be improved performance wise meanwhile the attributes with high satisfactory levels must be maintained. Must-be category is a basic attribute which if not fulfilled visitors will feel unsatisfied, but even if satisfied the satisfactory level of visitors will not increase higher. For visitors, must-be category must be satisfied because it was a basic need so the museum needs to maintain its performance from the attribute but didn’t need to optimize the attribute because it didn’t have a big influence towards visitor’s satisfaction.

Table 7. Recapitulation of Kano Model Results

Dimensions	Indicators	M	O	A	I	R	Q	M+O+A	I+R	Category Kano
TANGIBLE	T1	19	52	15	14	0	0	86	14	O
	T2	17	58	5	20	0	0	80	20	O
	T3	14	61	7	18	0	0	82	18	O
	T4	22	50	10	18	0	0	82	18	O
	T5	22	57	8	13	0	0	87	13	O
	T6	49	14	11	26	0	0	74	26	M
	T7	47	20	10	23	0	0	77	23	M
RELIABILITY	RB1	19	45	15	21	0	0	79	21	O
	RB2	21	50	8	21	0	0	79	21	O
	RB3	17	51	6	26	0	0	74	26	O
RESPONSIVENESS	RS1	20	43	11	26	0	0	74	26	O
	RS2	18	41	10	31	0	0	69	31	O
	RS3	18	48	8	26	0	0	74	26	O
	RS4	51	17	7	25	0	0	75	25	M
	RS5	23	44	14	19	0	0	81	19	O
ASSURANCE	A1	20	43	12	25	0	0	75	25	O
	A2	21	48	8	23	0	0	77	23	O
	A3	49	11	14	26	0	0	74	26	M
	A4	15	47	8	30	0	0	70	30	O
EMPATHY	E1	24	48	8	20	0	0	80	20	O
	E2	20	46	10	24	0	0	76	24	O
	E3	47	19	7	27	0	0	73	27	M
	E4	42	16	11	31	0	0	69	31	M
	E5	24	43	11	22	0	0	78	22	O
PRICE	PI 1	17	51	13	19	0	0	81	19	O
	PI 2	21	51	12	16	0	0	84	16	O
	PI 3	52	20	5	23	0	0	77	23	M
	PI 4	19	52	11	18	0	0	82	18	O
PROMOTION	PO 1	14	48	10	28	0	0	72	28	O
	PO 2	17	52	14	17	0	0	83	17	O

Results from IPA method and Kano model is integrated, the results of integration are to formulate a priority strategy of improvement in every service indicator. To do model integration of IPA-Kano table of category integration of IPA-Kano according to Kuo (2012) can be seen on Table 3. From the results of IPA-Kano integration obtained attributes that must be improved of its performance and also maintaining its performance based on those category attribute. On this research, 30 service quality attribute is include on 7 categories from the available 12 categories which is chronic disease, defenseless strategy point, defenseless zone, survival, fitness, major weapon, and supportive weapon that can be seen at Table 8.

Table 8. Results of IPA-Kano Integration

Indicators	Category IPA	Category Kano	Category Integreation IPA-Kano
T1	II	O	<i>Major Weapon</i>
T2	II	O	<i>Major Weapon</i>
T3	II	O	<i>Major Weapon</i>
T4	IV	O	<i>Supportive Weapon</i>
T5	II	O	<i>Major Weapon</i>
T6	III	M	<i>Chronic Disease</i>
T7	III	M	<i>Chronic Disease</i>
RB1	IV	O	<i>Supportive Weapon</i>
RB2	IV	O	<i>Supportive Weapon</i>
RB3	II	O	<i>Major Weapon</i>
RS1	IV	O	<i>Supportive Weapon</i>
RS2	IV	O	<i>Supportive Weapon</i>
RS3	IV	O	<i>Supportive Weapon</i>
RS4	IV	M	<i>Fitness</i>
RS5	III	O	<i>Defenseless Zone</i>
A1	I	O	<i>Defenseless Strategy Point</i>
A2	I	O	<i>Defenseless Strategy Point</i>
A3	II	M	<i>Survival</i>
A4	II	O	<i>Major Weapon</i>
E1	II	O	<i>Major Weapon</i>
E2	IV	O	<i>Supportive Weapon</i>
E3	III	M	<i>Chronic Disease</i>
E4	II	M	<i>Survival</i>
E5	II	O	<i>Major Weapon</i>
PI 1	II	O	<i>Major Weapon</i>
PI 2	II	O	<i>Major Weapon</i>
PI 3	II	M	<i>Survival</i>
PI 4	II	O	<i>Major Weapon</i>
PO 1	III	O	<i>Defenseless Zone</i>
PO 2	I	O	<i>Defenseless Strategy Point</i>

The results of this research show that Bank Indonesia Museum visitors feels satisfied towards the service that had been given among others are facilities working properly, hygiene room, neat and attractive design, affordable ticket, the swiftness and friendliness of officers. But besides that, Bank Indonesia Museum need to improve the quality of service and performance that has been felt by visitors didn't meet their demand. The main priority is to improve the performance of officers by using harmonious clothing or uniforms, officers of

Bank Indonesia Museum had been using harmonious clothes but this attribute is becoming a priority to improve based on the results of IPA and Kano integration. Different from results by IPA method, visitors didn't think the clothing used as an important factor, Same as from the results of Kano model that visitors will not increase their satisfactory level because of the better clothing. This shows the weakness of integrating IPA and Kano method which are ignoring the results from each method. But not as a whole, IPA and Kano integration ignores results from each method, proved by the next attribute that must be improved which is the ability of officers to explain collections. Whereas the results of IPA and Kano integration have been properly aligned with results of each method which is to do an improvement of performance because it didn't meet with the demands of visitors. In addition to an officer's ability to explain collections must be improved, promotion that had been done by museum also must be improved.

Bank Indonesia Museum must improve officer's ability to explain collection with fluency and detail involving the collections at the museum. This result if compared to earlier research (Kresno et al, 2013) have a similarity which is museum need to improve the knowledge of its officers. Same as with the research conducted by Meita and Nunuk, (2017), the ability of an officer to give service about the information of its collection and historic objects is still not fulfill the expectation of visitors also there are a deficit of museum officers that are competent in field of education. In earlier research by Noor and Karwina (2012) show the ability of officers to answer questions swiftly and fluently is still lacking.

Besides that, results from this research also shows that Bank Indonesia Museum need to improve their promotion so it can improve people's interest based on earlier research (Kurnia, 2014), promotion must also be done by doing cultural exhibition events that is meant for children and students so museum can give an educating benefit and to make next generation of children to become more aware of culture and these events can increase people's interest to visit. In the earlier research by Iva, et al, 2016 shows that promotion with unconventional methods as by using social media is an important and logic choice to attract museum visitors.

CONCLUSION

Museum keeps having growth from time to time. The function of a museum is also varied so the role of a museum had improved for communities, museum is not only a place to educate people but becoming a place where visitors can get different experiences. Visitor's experience was an important factor to be noticed by a museum because of experience is an important thing that have an influence on revisit intention, which means if museum visitors feel a different experience compared to experience when they visit other places then it will affect satisfaction of visitors so they will have the desire to revisit. So that visitors can always feel a different experience with improving service quality. A museum must improve its service quality so visitors can have a better experience in the museum. Visitor's experience in a Museum is also based by the interaction of officers because of this it is very important to a museum officer to have the knowledge about collections or sort of product knowledge so that the experience that was felt by visitors could improve.

Besides that, museum is not becoming the primary alternative for education, recreation and pleasure for people. At this time, there are many tourist attractions that was more attractive than museums. Although the existence of museum appeared earlier it is still didn't attract people to come to a museum and more attracted to other places even when its existence is still new. This is caused by other tourist attractions do promotions swiftly and intensely whereas promotion was done to inform, influence, persuade targeted visitors and to remind that tourist attraction. Therefore, museum must also do promotions swiftly and intensely whereas using various promotion tool such as social media so a museum can be an attractive tourist attraction.

By methodology, this research is limited to only using IPA-Kano integration to obtain results of categories that need to be improved and maintained for the measurement of service quality and combining other service quality dimension in a museum.

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