THE DEMOGRAPHICS, TRAVEL BEHAVIOUR AND SATISFACTION'S LEVEL OF VISITOR IN JAKARTA HISTORY MUSEUM, INDONESIA

Fristi Bellia Annishia

Akademi Pariwisata (AKPAR) Pertiwi

fristi.bellia@pertiwi.ac.id

ABSTRAK

Penelitian ini membahas tentang kepuasan pengunjung Museum Sejarah Jakarta, Indonesia. Tujuan dari penelitian ini adalah untuk: mengidentifikasi karakteristik demografi dan perilaku perjalanan pada pengunjung Museum Sejarah Jakarta, dan menentukan kepuasan pengunjung Museum Sejarah Jakarta. Populasi dalam penelitian ini adalah pengunjung Museum Sejarah Jakarta.Teknik sampling menggunakan convenience sampling. Dari table Krejcie Morgan didapatkan jumlah sample untuk penelitian ini, yaitu 351 responden. Dari total 380 kuesioner yang disebarkan kepada para pengunjung Museum Sejarah Jakarta, didapatkan 355 yang terkumpul dan layak digunakan untuk penelitian. Wilcoxon Signed Rank Test digunakan untuk melihat perbedaan antara performance dan expectation dari pengunjung agar bisa mengetahui tingkat kepuasan mereka. Uji beda menunjukan adanya perbedaan yang signifikan antara *performance* dan *expectation* pada semua atribut, maka hipotesis dapat diterima, dan pengunjung museum merasa puas dengan performance dari museum ini.

Kata kunci: Demografi, Ekspektasi, Jakarta, kepuasan, performa,perilaku perjalanan, tempat bersejarah

ABSTRACT

This study investigated about satisfaction of visitor in Jakarta History Museum, Indonesia. The objectives of this study were to: (1) identify the demographic characteristics and travel behavior of visitor in Jakarta History Museum, and (2) determine the satisfaction of visitor in Jakarta History Museum. Population for this research is visitors of Jakarta History Museum. The sampling technique was using convenience sampling. From the Krejcie and Morgan table obtained that sample size for this study was 351 respondents. A total of 380 questionnaires were distributed to the visitors of Jakarta History Museum, and 355 were collected and usable.Wilcoxon

Signed Rank Test was using to determine the difference between performance and expectation of visitors in order to knowing satisfaction of visitor. Difference test showed a significant difference between the perceived performance and expectations on all attributes, so the hypotheses can be accepted, and museum visitor were satisfied with the performance of this museum.

Keywords: *Demographic, expectations, Jakarta, historical site, perceived performances, satisfaction, travel behavior.*

INTRODUCTION

Research Background

Indonesia is a country which rich in culture. Cultural diversity through a long historical events already known to the public and should be appreciated as a national identity. History and culture was introduced as part of knowledge through formal education while the aspect can be seen in everyday life through direct interaction and a variety of media. Museum has a strategic function in the field of history and culture. The museum displays the history and culture of footage pieces so that people can see the direct representation. Museums can provide information about aspects of past lives can still be saved as a cultural heritage to become part of the identity of a nation.

Jakarta History Museum, located in the historic center of the Dutch colonial administration in the 18th century, which is now popularly known as Old Batavia, the Old City of Jakarta, this square offers three of the city's most interesting museums: Jakarta History Museum, the Puppet Museum, and the Fine Arts and Ceramics Museum. The square is always bustling with activities on Saturday nights and Sundays. Jakarta History Museum was the seat of the Dutch government during the Colonial Era. Today it houses beautiful old furniture and some pre historical items found in ancient settlements along the many rivers flowing through Jakarta.

Tourists who visit to heritage sites have been shown to have an economic impact on the local hospitality industry, and to be more interested in being involved within the local communities. With increased levels of competition in the tourism industry, it is becoming more important for museum managers to identify the variables that will enhance the attraction and retention of museum visitors. However, regardless of growing pressure to become more competitive and self-reliant, Cossons argued that museums, particularly in the public sector, have been slow in subscribing to the idea of customer orientation (quoted in Hou, 2009, p. 3). Thus, the purpose of this study was to determine the visitor's satisfaction with their experience of Jakarta History Museum.

Research Problems

The research problems of this study are: (1) what is the demographic characteristics and travel behavior of visitors in Jakarta History Museum, and (2)

Does the visitors satisfied with their visits to the Jakarta History Museum?

Research Objectives

The objectives of this study were to: (1) identify the demographic characteristics and travel behavior of visitors in Jakarta History Museum, and (2) determine the satisfaction of visitors in Jakarta History Museum.

LITERATURE REVIEW

Heritage Tourism

The 1972 UNESCO Convention on the Protection of the World's Cultural and Natural Heritage (as cited in Hou, 2009, p. 54) defines heritage as the complex of monuments, buildings and archaeological sites of outstanding universal value from the point of view of history, art or science (Peleggi quoted in Hou, 2009, p. 55). Owing to its role as a carrier of historical values from the past, it is viewed as part of the cultural tradition of a society.

Heritage, as tourism product (Prentice, 1993, p. 5), can be described in both cultural and natural contexts (Nuryanti as cited in Hou, 2009, p. 55). In the cultural arena, heritage describes: (a) Material forms, such as monuments, historical or architectural remains and artifacts on display in museums; (b) immaterial forms, such as philosophy, traditions and art in all their manifestations; (c) the celebration of great events or personalities in history; (d) distinctive ways of life; and (e) education. Poria et al (2001) describe heritage tourism as a subgroup of tourism, in which the main motivation for visiting a site is based on the place's heritage characteristics according to the tourists' perception of their own heritage (p. 1047). This definition is considered the most useful one when discussing issues related to the management of heritage attractions.

Provision of the Optimal Heritage Experience

Provision of the optimal museum experience is a way of satisfying visitors' needs and enhancing the continued existence of heritage museums. Huo and Miller (2007) measured visitors' satisfaction with the Robert Louis Stevenson museum. They suggest that satisfaction with the museum experience comprises perceptions of individual attributes such as services, facilities, and experiences, measured by stimulation and authenticity.

Huo and Miller (2007) said that the remainder of this section focuses on the variables that might influence museum visitors' satisfaction (p. 103). **Museum Service**, museum service is linked to the performance of staff and to the museum environment. Consequently, these variables are discussed in more detail as follows: **Museum Staff**, staff may be instrumental in shaping the nature of the museum experience. Museums have plenty of personal contact with visitors through activities such as live interpretation and explanation. Although key support staffs, such as designers and educationalists, focus the museum's activities, the image the museum projects to the public could equally be determined by the attendants and cleaners (McLean as cited in Hou, 2009, 66). **Museum Environment**, the internal and external environment of a museum could critically influence visitors' satisfaction. The external environment includes the appearance of the building in terms of signage and architecture. The internal environment refers to the air, temperature, light and layout inside the museum. **Facilities**, facilities are the second

important element that might influence the provision of an optimal museum experience. The perception of the quality of museum facilities is influenced by accessibility and by the information facilities. These facilities should be designed for the convenience of visitors and the needs of special groups, such as disabled and aged people. A museum should provide good and appealing physical facilities and equipment. **Accessibility,** accessibility is one of the basic requirements for the development of the tourist destination. For museums, convenience of location and ease of access are important determinants of usage of the museum. Accessibility refers to location of the museum, availability (opening hours), public transportations, car parking facilities and access for the disabled. **Other facilities** may include well-designed brochures and maps (Phaswana&Haydam, 2005, p. 158) that provide necessary information about the museum, and a reception desk which can ably respond to visitors' needs. Numerous surveys have discovered that visitors find museums uncomfortable places to visit (McLean as cited in Hou, 2009, p.71). Therefore museums need to encourage socializing, since this creates a personal comfort zone that enables visitors to learn (Falk&Dierkingas cited in Hou, 2009, p. 71) and interact socially.

Approaches to Measuring Customer Satisfaction

Expectancy-Disconfirmation Theory

While there are a variety of approaches to measuring satisfaction, the disconfirmation paradigm is generally accepted as the construct that best explains customer satisfaction. According to Churchill and Surprenant (in Hou 2009:89), the full disconfirmation paradigm contains four constructs: (1) **Expectations**: used to anticipate performance. A visitor might expect an emotional stimulation from the museum visit, or personal attention from museum staff, (2) **Perceived performance**: serves as a standard of comparison by which to assess disconfirmation, for example, the attractiveness of an exhibition in a museum or the attitudes of museum staff, (3) **Disconfirmation**: discrepancies between prior expectations and actual performance. For example, a visitor could describe the museum experience as "better than expected", and (4) **Satisfaction/dissatisfaction**: viewed as an outcome of the purchase and use resulting from a comparison of the rewards and the cost of the purchase. For example, the museum experience can increase visitors' knowledge and provide an enjoyment, but they might have had to travel a long distance to get to the museum.

In the expectancy-disconfirmation theory, a cognitive-affective view has been proposed, where satisfaction is taken to be influenced by the individual's cognitive judgments and emotions derived from the consumption experience. According to this theory, customers purchase goods and services with pre-purchase expectations about anticipated performance. Once the product or service has been purchased and used, outcomes are compared against expectations (Pizam&Milmanas cited in Hou, 2009, p. 90).

If the perceived performance is less than expected, negative disconfirmation is the result. Consumers will be dissatisfied. On the other hand, if the perceived performance exceeds expectations, positive disconfirmation will result. Consumers will be satisfied. If the expectations are matched by perceived performance (confirmed), consumers are indifferent or neutral about the result.

Conceptual Framework

Based on the literature review of the museum experience and satisfaction, a model of anticipated relationships as shown in figure below was proposed. Conceptual framework in this study consists of the independent variables, namely the expectation tourism experience and heritage museum performance. The independent variable is a variable affecting dependent variable. The dependent variable in this study is the Satisfaction of Visitor, while the independent variable is service, facilities, and the realms experience. Figure below can be explained as follows, satisfaction of visitor (Y) is indicated by the differences between expectations and perceived performance of museum's factors (X). If the perceived performance (P) is less than expected (E), visitor will be dissatisfied. On the other hand, if the perceived performance higher than expectation, visitor will be highly satisfied. If the perceived performance is matched by expectation (confirmed), visitor will be satisfied.

Research Methodology

The research method of this study was quantitative method. The data collectionthat used in this study is secondary data and primary data. Secondary data was collected following an exploratory approach. Primary data was collected by survey research. A total of 380 questionnaires were distributed to respondents, and 355 were collected and usable. The sample population for this research was visitor in the Jakarta History Museum on April and May, 2013. Technique of sampling that using in this study was non-probability sampling with convenience sampling method. Krejcie and Morgan's table was applied to draw a convenience sample, 351 number of sample for this study. Data analysis in this study was using difference test. The data were captured in Microsoft Excel, and then imported into the Statistical Software Package Social Sciences (SPSS 20.0) for analysis. Non-parametric tests assume that the variable was measured on ordinal scale. In this study, Wilcoxon Signed Rank Test was conducted to determine the difference between visitor's expectations and perceived performance in an attempt to knowing the satisfaction of visitors with the Jakarta History Museum.

RESULTS AND DISCUSSION

Demographic Characteristics of the Respondents

About 75% of the respondents were younger than 24 years, 17% were between 24 to 34 years, 5% were between 35 to 44 years, and 3% were between 45 to 54 years. There were 52% females and 48% males among the respondents. In terms of level of education, 65% of the respondents had a high school education, 31% had a college education, and 4% had a post graduate education. More than half (56%) of the respondents reported that they come from local city, which is Jakarta, and 44% come from the others city around Jakarta.

Travel Behavior of Visitors

Travel behavior of visitors consists of three parts, which are travel party of the respondents, source of information, and reason that used by respondents. More than half (60%) of the respondents were visiting the museum with their friends, 22% of respondents were visiting the museum with their family, 13% of respondents were visiting the museum with the organized group, and the rest 5% of the respondents were visiting the museum just alone. About

74% of respondents obtained museum information from word-of-mouth source, 11% of the respondents got the information about this museum from internet, 6% of the respondents used television, 6% used magazine, and 3% used newspaper as the sources of their information about this museum. More than a half (70%) of respondents visiting the Jakarta History Museum was for have fun, 12% for education, 10% for gathering, 5% for photograph, and the rest 2% for research.

Satisfaction of Visitors with Factors of the Museum

Wilcoxon Signed Rank Test was conducted to analyze the differences between perceived performance and expectation. Each pair of the attributes was tested and calculated using SPSS 20 with two tailed 5% level of significance. There are two hypotheses in this test, as follows:

H_0: there is no significant difference between perceived performance and expectation of visitor.

H_a: there is significant difference between perceived performance and expectation of visitors.

In this test, to test the hypotheses, 5% level of significance with two-tailed was using. So H_0 will be accepted if $\alpha > 0.025$ and if $\alpha \leq 0.025$ H_0 will be rejected. Furthermore H_0 will be accepted if $-Z_{count} > -Z_{crit}$ or $Z_{count} > Z_{crit}$ with α 5% 2-tailed. H_a will be accepted if $-Z_{count} < -Z_{crit}$ or $Z_{count} < Z_{crit}$ with α 5% two-tailed. From Z Table (attached on appendix), obtained -1.96 or 1.96 as Z_{crit} for this study. Negative ranks occurred if expectation of visitors was higher than their perceived performance, positive ranks occurred if perceived performance was higher than their

expectation, and ties ranks occurred if perceived performance of visitors equal with their expectation. According to Expectancy-Disconfirmation Theory, if the perceived performance of visitors is less than their expectation, negative disconfirmation was occurred, and the visitors will be dissatisfied. On the other hand, if the perceived performance exceeds their expectations, positive disconfirmation was occurred, and the visitors will be highly satisfied. If the expectations are matched by perceived performance (confirmed), the visitors will be satisfied. The satisfaction of visitors can be described in terms of visitors' expectations and perceived performance of the museum services, facilities and realms of the experience.

Service

There are 10 attributes, which are *staff willingness to provide information, staff willingness to help me, neat appearance of staff, staff being friendly, staff having the required knowledge, museum building projecting the image of the museum, cleanliness of physical facilities, clear sign posting and directions, comfortable temperature inside building and comfortable brightness of lighting building*. H_0 in all of attributes in this variable were rejected. Since (α) in 10 attributes in service variable were < 0.025 and $-Z_{count} < -Z_{crit}$, so there is a significant difference between perceived performance and expectation of visitor. From the Wilcoxon Signed Rank Test as well, obtained that Z_{count} based on positive ranks with Asymp. Sig 0.000, it means that satisfaction of visitors occurred in all of attributes in the service variable. The visitors were satisfied with the museum staff and museum environment that provided in Jakarta History Museum, such as staff

willingness to provide information, staff willingness to help them, neat appearance of staff, staff being friendly, museum building projecting the image of the museum, cleanliness of physical facilities, and clear sign posting and directions as well.

According to Hou (2009) staff's morale and attitudes to work and their appearance could have a direct impact on perceived service (p.125).Huo and Miller (2007, p. 103) said that museum service and museum environment might influence museum visitor's satisfaction. Museum's staff may be instrumental in shaping the nature of the museum experience, and museums have plenty of personal contact with visitors through activities such as live interpretation and explanation. Furthermore, Hou and Miller added that museum's environment as the internal and external environment of a museum could critically influence visitors' satisfaction. The external environment includes the appearance of the building in terms of signage and architecture. The internal environment refers to the air, temperature, light and layout inside the museum.

Facilities

In this variable there are 15 attributes, which are *easy to find the location of the museum, interesting location, convenient parking, sufficient rest room facilities, free maps and brochures, facilities encouraging me to learn, good and appealing physical facilities and equipment, easy to locate facilities, easy to use the facilities, adequate safety of facilities, exhibition providing enough detail, exhibition easy to understand, effective use of technology, museum activities to be interactive, and museum setting to be attractive.* H_0 in all of attributes in this variable were rejected. Since (α) in all of the

attributes were < 0.025, and $-Z_{count} < -Z_{crit}$, so there is a significant difference between perceived performance and expectation of visitor in facilities variable. From the Wilcoxon Signed Rank Test as well, obtained that Z_{count} based on positive ranks with Asymp. Sig 0.000, it means that satisfaction of visitors occurred in all of attributes in facilities variable. Museum visitors were satisfied with the accessibility, facility quality and exhibitions that owned by the Jakarta History Museum, such as sufficiency of rest room, easy to locate the facilities, interesting location of the museum, and exhibition easy to understand.

According to Hou (2009) facilities are another important element that might contribute to an optimal museum experience (p. 127). Furthermore, Hou said that the perception about quality of the museum facilities was influenced by accessibility and information facilities. While, the exhibition's of the museum was one of the core products of the museum itself, so the exhibitions should provide enough detail to be easy to understand. Phaswana and Haydam (2005, p. 158) said that brochures and maps that provide necessary information about the museum, and a reception desk which can ably respond to visitors' needs influenced the satisfaction of visitors as well.

Realms of the Experience

In this variable there are 4 dimensions, each dimension consist of 5 attributes. Education dimension consists of *stimulating my curiosity to learn new thing, increasing my knowledge about places and cultures, enhancing my philosophy of living, sharing my experience and knowledge with friends and relatives, and enhancing my knowledge about history of Jakarta.* Meanwhile entertainment dimension

consists of *enjoying communication with other visitors, relaxing physically, feeling emotionally refreshed, having a lot to fun during my visit, and having a new and unusual experience*. For escape dimension consists of *letting me imagine living in a different time or place, letting me avoid interaction with others, escaping from the reality during the visit, getting away from the crowds of people, and getting away from a stressful social environment*. The last dimension in realms of the experience variable is esthetic, esthetic dimension consists of *feeling a real sense of harmony, enjoying the beauty of the physical environment, enjoying the beauty of the exhibition, getting closer to different cultures, and enjoying the local ambience of the museum.*

H_0 in all of attributes in this variable were rejected. Since (α) in all of the attributes were < 0.025 and $-Z_{count} < -Z_{crit}$, so there is a significant difference between perceived performance and expectation of visitor in realms of the experience variable. From the Wilcoxon Signed Rank Test as well, obtained that Z_{count} based on positive ranks with Asymp. Sig 0.000, it means that satisfaction of visitors occurred in all of attributes in realms of the experience variable.

Museum visitors were satisfied with their realms experience that they got from the performance of the Jakarta History Museum, such as stimulating their curiosity to learn new thing, increasing their knowledge about places and cultures, enhancing their knowledge about history of Jakarta. feeling emotionally refreshed, having a lot to fun during their visit, letting them avoid interaction with others, make them getting away from the crowds of people and a stressful social environment, enjoying the beauty of the physical environment, enjoying the beauty of the

exhibition, and getting closer to different cultures.

According to Hou (2009) the perceived benefits resulting from the museum interaction also contribute to an optimal experience (p. 129). Pine and Gilmore (as cited in Hou, 2009, p. 129) said that, these include entertainment, education, escape and estheticism. Furthermore, Pine and Gilmore said that museum visits should increase visitors' knowledgeable, allow them to relax, enjoy themselves, feel emotionally refreshed and the exhibitions should be esthetic and beautiful, so that visitors can feel a sense of release from their normal, stressful social environments.

CONCLUSIONS AND SUGGESTIONS

Conclusions

From 355 sheets of questionnaire that were returned back and used to analyze the data, obtained that more than a half (75%) of the respondents were younger than 24 years, and more than a half (52%) of them were females. In terms of level of education, more than a half (65%) of the respondents had a high school education, and more than a half (56%) of the respondents come from local city (Jakarta).Travel behavior of visitors consists of three parts, which are travel party of the respondents, source of information, and reason that used by respondents. More than half (60%) of the respondents were visiting the museum with their friends, about 74% of respondents obtained museum information from word-of-mouth source, and more than a half (70%) of them visiting the Jakarta History Museum was for have fun. From the results of Wilcoxon Signed Rank Test for all of variables independent, which are service, facilities, and realms of the experience, obtained that the hypotheses were accepted.

It means there were significant difference between perceived performance and expectation of visitor, and museum visitors were satisfied with the performance of the Jakarta History Museum.

Suggestions

Based upon the results of this study, several recommendations can be made to increase satisfaction of the visitors with the Jakarta History Museum. The results of the study revealed that there was significant difference between perceived performance and expectation of visitor in Jakarta History Museum, and visitors were satisfied with their visits to Jakarta History Museum. This finding can be useful to the planners and marketers of heritage tourism in formulating strategies to maintain or enhance their competitiveness, they should focus more on maintaining or improving factors that influenced to the overall satisfaction of visitors. For Jakarta History Museum, the service and facilities almost complete, but may be increasing the use of technology in displays can be implied to aid interpretation and be more vision interactive. Such as, touch screen computers and televisions can present interesting Jakarta's history documentary films.

REFERENCES

Akama, J. S. &Kieti, D. M. (2002). Measuring tourist satisfaction with Kenya's wildlife safari: A case study of Tsavo West National Park. Tourism Management, 23, 73–81.

Blumberg, B., Cooper, D.R. & Schindler, P.S. (2005).Business Research Methods. London: McGraw-Hill.

Bradley, N. (2007). Marketing Research, Tools and Techniques. New York: Oxford.

Bowen, D. (2002). Research Through Participant Observation in Tourism: A Creative Solution to the Measurement of Customer Satisfaction/ Dissatisfaction (CS/D) Among Tourists. Journal of Travel Research.41, 4-14.

Boyd, S. (2001). Cultural and heritage tourism in Canada: Opportunities, principles and challenges. Tourism and Hospitality Research, 3(3), 211-233.

Buttle, Francis. (1995). SERVQUAL: Review, Critique, Research Agenda. European Journal Marketing, 25 (4), 10-14.

Chisnall, P. (2001). Marketing Research 6th Ed. Berkshire: McGraw-Hill.

Choi, T. C. & Chu, R. (2000). Levels of satisfaction among Asian and Western travellers.International Journal of Quality and Reliability Management, 17, 116-131.

Chu, R. (2002). Stated-importance Versus Derived-importance Customer Satisfaction Measurement.Journal of Services Marketing, 16(4), 285-301.

Churchill, G. A. &Iacobucci, D. (2002). Marketing Research 8th Ed. Florida: Harcourt College Publishers.

Dagger, T. &Lawley, M. (2003). Service quality. In McColl-Kennedy, J.R. eds., Services Marketing: A Managerial Approach. 72-100. Milton, Queensland: John Wiley & Sons.

Dowson, M. &McInerney, D. M. (2001). Psychological parameters of students' social and work avoidance goals: A qualitative investigation. Journal of Educational Psychology, 93, 35-42.

Fitzsimmons, J. A. & Fitzsimmons, M. J. (2011). Service Management 7th Ed. Singapore: McGraw Hill.

George, R. (2003). Marketing South African Tourism and Hospitality. Cape Town: Oxford University Press.

Harrison, P. & Shaw, R. (2004). Consumer Satisfaction and Post-Purchase Intentions: an Exploratory Study of Museum Visitors. International Journal of Arts Management. 6(2), 23–32

Hemmati, M. & Koehler, N. (2000). Financial Leakages in Tourism. Sustainable Travel and Tourism, 25-29.

Hou, Yue. (2009). An Investigation Into Visitors' Satisfaction With Port Elizabeth's Heritage Museums. Marketing Research: South Africa.

Huo, Y. & Miller, D. (2007). Satisfaction measurement of small tourism sector (Museum): Samoa. Asia Pacific Journal of Tourism Research, (12)2, 103-117.

Ibrahim, E. E. & Gill, J. (2005).A positioning strategy for a tourist destination, based on analysis of customers' perceptions and satisfactions.Marketing Intelligence and Planning, 23(2), 172–188.

Jakarta City Government of Tourism. Number of Visitor Museum Heritage (2011-2012).

Jakarta Central Bureau of Statistics. (2011-2012).

Jakarta History Museum's Visitor Guide.2013. [Brochure]. Jakarta History Museum: Author.

Kotler, N. & Kotler, P. (2000). Can museums be all things to all people – missions, goals and marketing's role.Museum management and curatorship, 18(3), 271-287.

Krejcie, R. V. & Morgan, D. W. (1970). Determining Sample Size for Research Activities. Educational and Psychological Measurement, 30, 607-610.

Lancaster, G. (2005). Research Methods in Management. London: Elsevier.

Leedy, P. D. &Ormrod, J. E. (2005). Practical research, planning and design 8th ed. Upper Saddle River: Pearson Prentice Hall.

Lehn, D.V. (2007). Knowing how to look at art. In Rentschler, R &Hede, L. eds., Museum marketing, 79-95. Amsterdam: Butterworth-Heinemann.

Lockstone, L. (2007). Major case study: Shape shifters – the role and function of modern museums. In Rentschler, R. &Hede, L. eds., Museum marketing: Competing in the global marketpalce. 61-68. Amsterdam: Butterworth-Heinemann.

Malhotra, N. K. & Birks, D. F. (2006). Marketing research: An applied approach 2nd ed. London: Pearson Prentice Hall.

McLean, F. & O'Neill, M. (2007).The social museums and its implications for

marketing. In Rentschler, R &Hede, L. eds., Museum marketing: Competing in the global marketpalce, 215-225. Amsterdam: Butterworth-Heinemann.

Oliver, R. L. (1977). A theoretical reinterpretation of expectation and disconfirmation effects on post exposure product evaluations: Experience in the field. In Day, R.L. eds., Customer satisfaction, dissatisfaction and complaining behaviour. 2-9. Bloomington: Indiana University.

Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions.Journal of Marketing Research, 17(3), 460-469.

Oliver, R. L. & Bearden, W.O. (1985). Disconfirmation processes and consumer evaluations in product usage. Journal of Business Research, 13, 235-246.

Parasuraman, A., Zeithaml, V.A. & Berry, L. (1985).A conceptual model of service quality and its implications for future research.Journal of Marketing, 49(3), 41-50.

Pawitra, T. & Tan, K. (2003). Tourist satisfaction in Singapore – a perspective from Indonesian tourists. Managing Service Quality, 13(5), 399-411.

Petrick, J. F. &Backman, S. J. (2002).An examination of the determinants of golf travellers' satisfaction.Journal of Travel Research, 40, 252-258.

Phaswana-Mafuya, N. &Haydam, N. (2005).Tourists' expectations and perceptions of the Robben Island Museum—a world heritage site. Museum Management and Curatorship, (20)2, 149-169.

Pine, B. J & Gilmore, J. H. (1999).The experience economy. Boston: Harvard Business School Press.

Pizam, A. & Ellis, T. (1999). Customer satisfaction and its measurement in hospitality enterprises.International Journal of Contemporary Hospitality Management, 11(7), 326-339.

Poria, Y., Butler, R. &Airey, D. (2001). Clarifying heritage tourism. Annals of Tourism Research, 28(4), 1047-1049.

Prentice, R. 1993.Tourism and heritage attractions. New York: Rutledge.

Rentschler, R. (2007). Museum marketing: No longer a dirty word. In Rentschler, R. &Hede, L. eds., Museum marketing, 1-15. Amsterdam: Butterworth-Heinemann.

Rojas, C. &Camarereo, C. (2007). Visitors' experience, mood and satisfaction in a heritage context: Evidence from an interpretation center. Tourism Management 29, 525-237.

Timothy, D. J. (1996).Tourism and the personal heritage experience. Research Notes and Reports, 751-754.

Zeithaml, V.A., Bitner, M.J. &Gremler, D.D. (2006). Services marketing: Integrating Customer Focus Across the Firm 4th ed. New York: McGraw-Hill/Irwin.