

**THE EFFECT OF TOURIST ATTRACTIONS AND
PROMOTION ON VISIT DECISION OF MACAN MUSEUM
JAKARTA**

**(Case Study on Modern and Contemporary Art in Nusantara
Museum Jakarta)**

THESIS

**Proposed To Fulfill One of the Requirements to Achieve Undergraduate
Degree**



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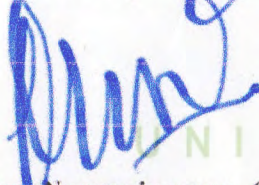
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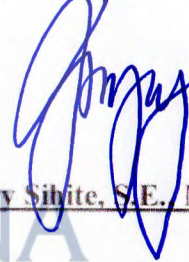
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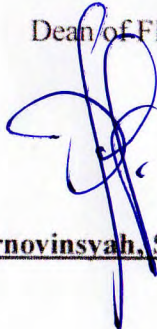
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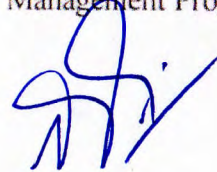
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ABSTRACT

Apart from the high number of reports about the low number of museum visitors in Indonesia and the negative image of the museum, there are still parties who set up new museums with different concepts. The study aims to examine the influence of Tourist Attractions and Promotion on Visit decision in the MACAN Museum Jakarta. The data was obtained by using a questionnaire distributed to 180 tourists with the purposive sampling method.

The data was investigated with Partial Least Square (PLS), by testing the outer model and inner model with a significance level of 0.05 (5%=1.96). The results indicated that Tourist Attractions (t-stats=2,422) and Promotion (t-stats=3,026) are positive and had a significant influence on the Visit Decision. The highest impact is from Promotion (t-stats=3.026). It shows that the effectiveness of the Promotion of MACAN Museum is a crucial consideration for tourists in making decisions to visit the MACAN museum.

Keywords: Tourist Attractions, Promotion, Visit Decision, Museum MACAN, Museum, Tourist



PREFACE

Praise be to Allah SWT who has given his grace and grace so that the writer can finish this thesis with the title “The Effect of Tourists Attraction and Promotion on Visit Decision of MACAN Museum Jakarta (Case Study on Modern and Contemporary Art in Nusantara Museum Jakarta).”

This thesis is one of the requirements to obtain a degree in Management Studies Program Faculty of Economics and Business Universitas Mercu Buana. The author realizes as a human being in this research cannot be separated from errors and shortcomings due to limited knowledge and experience. Preparation of this thesis cannot be separated from the guidance, assistance, and support of a very meaningful from various parties, especially Dr. Dewi Nusraningrum, M.Si., as a supervisor of the thesis that has provided time, guidance, spirit, knowledge and very useful advice that has been given to the author. Therefore in this occasion, the author said Alhamdulillah for the power of Allah SWT who has enlightened his grace and want to thanks all those who have helped in the preparation of this thesis especially to:

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8. As well as all those who have assisted in this research that could not be mentioned one by one.

The author is fully aware that this thesis is still far from perfect due to the limited experience and knowledge of the author. Therefore, the authors expect all forms of advice and input and even constructive criticism from various parties. Hopefully, this thesis is useful and can increase knowledge especially for writers and readers in general. Final words with all sincerity and humility, the authors apologize if there are errors and weaknesses in this thesis.

Jakarta, 20th February 2020

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TABLE OF CONTENTS

STATEMENT OF ORIGINALITY	i
THESIS ENDORSEMENT	ii
ABSTRACT	iii
PREFACE	iv
TABLE OF CONTENTS.....	vi
LIST OF TABLE	viii
LIST OF FIGURE	ix
LIST OF APPENDIX	x
CHAPTER I.....	1
1.1 Background	1
1.2 Formulation of Research Problems.....	14
1.3 The Purpose and Contribution of Research	14
1.3.1 Research Purposes.....	14
1.3.2 Contribution of Research	15
CHAPTER II	17
2.1 Literature Review	17
2.1.1 Museum.....	17
2.1.2 Museum Functions	19
2.1.3 Tourism	21
2.1.4 Tourist Attractions	22
2.1.5 Promotion.....	26
2.1.6 Visit Decision.....	29
2.2 The Previous Research.....	34
2.3 Correlation Between Variables	36
2.3.1 Relationship of Tourist Attractions on Promotion.....	36
2.3.2 Relation of Promotion on Visit Decision.....	37
2.3.3 Relation of Tourist Attractions on Visit Decision.....	38
2.4 Research Framework.....	38
2.5 Hypothesis.....	39
CHAPTER III	40
3.1 Research Time and Place	40
3.2 Research Design.....	40
3.3 Definition and Operational Variable.....	41
3.3.1 Definition of Variable.	41

3.3.2	Operational Variable Definition.....	42
3.4	Variable Measurement	42
3.5	Population and Sample of Research.....	44
3.5.1	Population of Research	44
3.5.2	Sampling	45
3.6	Data Collection Technique.....	45
3.7	Data Analysis Method.....	47
3.7.1	Descriptive Analysis	47
3.7.2	Evaluation Measurement Model (outer)	47
3.7.3	Structural Models Testing or Hypothesis Test (Inner Model)	49
CHAPTER IV	50
4.1	Overview of Research Objects.....	50
4.1.1	Object of Research	50
4.1.2	Subject of Research.....	51
4.2	Overview of Analysis Unit.....	51
4.3	Descriptive Analysis of Individual Characteristics.....	51
4.4	Descriptive Analysis of Respondents' Answers.....	54
4.4.1	Descriptive Analysis of Tourist attractions.....	54
4.4.2	Descriptive Analysis of Promotion	55
4.4.3	Descriptive Analysis of Visit Decision.....	56
4.5	Data Processing Using SEM-PLS.....	56
4.5.1	Measurement Model Analysis (Outer Model)	56
4.5.2	Structural Model Analysis (Inner Model).....	63
4.6	Discussion	69
4.6.1	The Influence of Tourist Attractions on Promotion.....	69
4.6.2	The Influence of Promotion on Visit Decision	70
4.6.3	The Influence of Tourist Attractions on Visit Decision.....	70
CHAPTER V	72
5.1	Conclusion.....	72
5.2	Recommendation.....	73
BIBLIOGRAPHY	75
APPENDIX	79

LIST OF TABLE

Table 1.1 The Total Number Of Museum In Indonesia (Based On Location)	5
Table 2.1 Previous Research	34
Table 3.1 Operational Variabel	42
Table 3.2 Skala Likert	44
Table 4.1 Frequency Distribution Based On Gender	52
Table 4.2 Frequency Distribution Based On Age	52
Table 4.3 Frequency Distribution Based On Education.....	53
Table 4.4 Frequency Distribution Based On Occupation	53
Table 4.5 Frequency Distribution Based On Salary.....	54
Table 4.6 Descriptive Statistics Of Tourist Attraction.....	54
Table 4.7 Descriptive Statistics Of Promotion.....	55
Table 4.8 Descriptive Statistics Of Visit Decision.....	56
Table 4.9 Confirmatory Factor Analysis (Cfa) Tourist Attraction	59
Table 4.10 Confirmatory Factor Analysis (Cfa) Promotion	59
Table 4.11 Confirmatory Factor Analysis (Cfa) Visit Decision	60
Table 4.12 Discriminant Validity Test (Fornell Larcker)	61
Table 4.13 Average Variance Extracted (Ave).....	62
Table 4.14 Composite Reliability Dan Cronbach's Alpha	62
Table 4.15 Evaluation Of Structural Models	63
Table 4.16 Direct Effect Test Results And Tourist Attraction Significance Tests On Promotion	65
Table 4.17 Test Result Of Direct Effect And Test Of Significance Of Tourist Attraction On Visit Decision.....	66
Table 4.18 Test Results Of Direct Effect And Test Of Significance In Promotion On Visit Decision.....	67
Table 4.19 Indirect And Significant Effects Of Tourist Attraction On Visit Decision Mediated By Promotion.....	68

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LIST OF FIGURE

Figure 1.1 Number Of Visitors In Most Visited Museum 2017 – 2018	6
Figure 1.2 The Growth Of Indonesian Tourism.....	7
Figure 1.3 Number Of Visitor Macan Museum (2017 – 2018)	10
Figure 1.4 Macan Museum	11
Figure 1.5 Macan Museum In The 100 Best Places Of Time Magazine	12
Figure 2.1 Research Framework	39
Figure 4.1 First Order Confirmatory Factor Analysis.....	58
Figure 4.2 T-Statistic Value Path Chart (Bootstraping).....	58



LIST OF APPENDIX

APPENDIX I Questionnaire Thesis.....	79
APPENDIX II The Result of Tourits Attraction Questionnaire	83
APPENDIX III The Result of Promotion Questionnaire.....	87
APPENDIX IV The Result of Visit Decision Questionnaire.....	91
APPENDIX V The Result of Respondents' Characteristics.....	95
APPENDIX VI The Result of Descriptive Analysis.....	96
APPENDIX VII Measurement Test Results (Outer Model).....	98
APPENDIX VIII Structural Model Analysis (Inner Model)	99



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