

## ABSTRAK

Museum Tekstil Jakarta merupakan salah satu museum yang berada di daerah Jakarta Barat. Museum Tekstil adalah salah satu agen pelestarian budaya kain dibawah manajemen Unit Pengelola Museum Seni Dinas Pariwisata dan Kebudayaan Provinsi DKI Jakarta. Tujuan dilakukannya penelitian ini adalah untuk mengetahui dan menganalisis pengaruh *Service Quality*, *Location* dan *Promotion* terhadap keputusan berkunjung wisatawan ke Museum Tekstil di Jakarta Barat. Objek Penelitian ini secara umum adalah pengunjung Museum Tekstil dengan jumlah sampel sebanyak 160 responden dengan teknik *purposive sampling* menggunakan alat analisis SEM-PLS. Hasil penelitian menunjukkan bahwa seluruh variabel yaitu *Service Quality*, *Location* dan *Promotion* memiliki pengaruh positif terhadap keputusan berkunjung. Variabel *Promotion* memiliki nilai T-value terbesar dan diperkuat dengan nilai *effect size* yang berpengaruh parsial terbesar terhadap keputusan berkunjung wisatawan, serta ada beberapa masukan yang mungkin dapat dipertimbangkan bagi Dinas Pariwisata dan Kebudayaan DKI Jakarta yaitu sedikit peningkatan pada beberapa aspek-aspek lain yang kurang diperhatikan.

**Kata kunci:** *Service Quality*, *Location*, *Promotion*, Keputusan Berkunjung, Museum Tekstil.

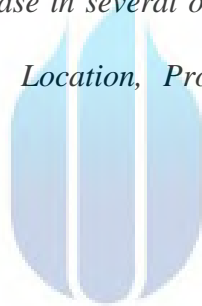


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## **ABSTRACT**

*The Jakarta Textile Museum is one of the museums located in the West Jakarta area. The Textile Museum is one of the agents for the preservation of fabric culture under the management of the Art Museum Management Unit of the DKI Jakarta Provincial Tourism and Culture Office. The purpose of this study was to determine and analyze the effect of Service Quality, Location, and Promotion on the decision to visit tourists to the Textile Museum in West Jakarta. The object of this research, in general, is the visitors of the Textile Museum with a total sample of 160 respondents with purposive sampling technique using the SEM-PLS analysis tool. The results showed that all variables, namely Service Quality, Location, and Promotion, had a positive influence on the decision to visit. The Promotion variable has the largest T-value and is strengthened by the effect size value which has the largest partial effect on the decision to visit tourists, and several inputs might be considered for the DKI Jakarta Tourism and Culture Office, namely a slight increase in several other aspects that have not been paid attention to.*

**Keywords:** *Service Quality, Location, Promotion, Decision to Visit, Textile Museum.*



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