

ABSTRACT

Growth of domestic tourists in east java shows an increase. The growth of domestic tourists also affects the growth of tourist destination. Thus the need and demand for the tourist destination in Indonesia is increasingly high. Sri Baduga Museum as one of the tourist destination in East Java especially the city of Bandung needs to improve the function of the museum as regional cultural laboratory and filter against adverse effects of global culture. This study aims to determine servicescape of Sri Baduga Museum; determine domestic visitor's visiting satisfaction to Sri Baduga Museum; and find out how much the influence of servicescape toward visiting satisfaction to Sri Baduga Museum.

This research was conducted using descriptive method with quantitative approach with Bandung City's domestic visitors as the object. Data were obtained from questionnaires. Unit sampels of this study are visitors of Sri Baduga Museum totaling 100 persons. The result of questionnaire treated by Microsoft Excel and SPSS 25. Data analysis techniques used in this study is a simple linear regression.

Based on the research, the result obtained that servicescape at Sri Baduga Museum was in high category with 69,87% score. Visiting satisfaction was in high category with 72,92% score. Servicescape has a positive effects on visiting satisfaction at Sri Baduga Museum with 34,3% score while the remaining 65,7% influenced by other factor such as service quality that is not examined in this study. Efforts to increase the servicescape at Sri Baduga Museum can be done through upgrading museum interiors and adding collections.

Key Words: Servicescape, Customer Satisfaction.