

Visitor Activity Development at Satria Mandala Museum Through Experiential Marketing

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Abstract—This research used Experiential Marketing in order to develop visitor activity at Satria Mandala Museum. Activity is an attraction of a museum. As an attraction, a museum needs some development. The sample in this study were visitors of the museum. Collected data were analyzed by using partial correlation. The partial correlations between 5 elements of Experiential Marketing were analyzed as the base of visitor activity development. The implication showed a strong correlation between both of *Sense* variable and *Act* variable to the control variable (Feel, Think and Relate). Another strong relationship that was shown between both of *Feel* variable and *Think* variable to control variable (Act, Sense and Relate). Based on the result, it is possible to form a plan to develop visitor activity by considering the strong relation from those variables.

Keywords—museum; experiential marketing; visitor activity; attraction

I. INTRODUCTION

This study was conducted with the aim to develop some activities that will bring a positive experience for Satria Mandala Museum visitors. Satria Mandala Museum was built to noble the value of Indonesian National Armed Force (Indonesian: *Tentara Nasional Indonesia*, TNI) inheritance. This museum is an effective medium to embed historical awareness and nationalism among the younger generation. The name Satria Mandala is taken from Sanskrit language, meaning knights' sacred place. The activity in this museum still focusing as a visiting and looking at the object on the display. There is no progressive development since the museum was built. Museum through public's perception nowadays is just an uninteresting place to collect and preserve objects of historical importance. The result of this perception is the hesitation to visit because the museums are not worth to visit. An astounding tour experience will leave a mark on the visitor's mind and will lead to repeat visits. [1] that stated: "They often result from direct observation and/or participation in events-whether they are real, dreamlike, or virtual".

TABLE I. THE NUMBER OF VISITORS WHO VISITED SATRIA MANDALA MUSEUM

	Year	Number of Visitor
1	2015	49900
2	2016	47084
3	2017	33704

Referring to previous studies, which were held by [2] at Museum Wayang and the study that was conducted by [3] at Saung Mang Udjo with the topic related to Experiential marketing which highlighted 5 dimensions or elements had a positive impact to visitor revisit and visitor satisfaction.

Studies at Satria Mandala Museum is very rare, especially in Experiential marketing. Most of the Studies widely discussed about museology or curatorial. This study focuses on the visitors and data from the museum itself.

II. LITERATURE REVIEW

A. Museum

According to [4] a museum is a non-profit, 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. The main activity in a museum in terms of education is providing knowledge and preserving cultural sustainability.

B. Experiential Marketing In Museum

Experiential Marketing has two aspects, which are Strategic Experiential Models (SEMs) that includes several steps of how experience is made, and Providers (ExPros), a tool to actualize experiential marketing. Schmitt also explained about types of (SEMs) in: a) *Sense*, sensory experience felt by human, as in seeing (e.g.: unique interior and exterior, interesting colors), and hearing; b) *Feel*, positive and negative emotion emerged

when a person is consuming a product or in a certain place; c) *Think*, an idea or a thought emerged in the consumer's mind when they see, read, or hear a certain brand; 4) *Act*, a physical interaction emerged because of influence from the outside and opinion from the inside. As an example, a person who went to a museum and read the interpretation will have a more memorable experience compared to a person who was there only to look around; 5) *Relate*, an effort to correlate product or brand to oneself, others, or culture through a certain social environment. The experience that will be felt by visitors when they consume a product or when they pay a visit to a museum must be stimulated based on experience elements (*sense, feel, think, act, relate*) as mentioned before. These elements can be delivered through some activity packages, information media, ways to serve by the administrator and servitor around the area, and optimum product quality.

C. Activity

The World Tourism Organization (WTO) defines tourism as the activities of people traveling to and staying in places outside their usual environment for leisure, business or other purposes for not more than one consecutive year. Activity is what tourist do, or motivation to intend to the destination, their existence only for half day or weeks.

The trend of short-breaks trip, 2-3 days traveling is an opportunity for museums. Interesting activity in a museum could attract visitors and will prolong visitors spending time from 1 hour to half day.

Tourism activities were moved by a tourist attraction, especially the unique ones: beautiful beach, theme garden, heritage building, topography, cultural event, local event, museum, and others.

Based on the explanation above, activity is an attraction or magnet for visitors to visit the destination, in this study is the museum. Museum activity in Satria Mandala need some developments. Table I shows the declining number of visitors who visited the Satria Mandala Museum.

The purpose of this study is to give a basic consideration to the management of Satria Mandala Museum to develop some activities that will bring a positive experience for visitors of the museum. This needs to be done so that the museum can transform itself to face dynamic changes these days. Experiential marketing is a concept that could be used in a marketing program. We look at the tourism activities as part of marketing activities. Activities as an attraction can be used as a unique selling point that differentiates with others and easier for marketing to make them a package as a promotion tool.

The model in this research was based on Experiential Marketing, which used all five elements (figure 1): *Sense, feel, think, act* and *relate*. These elements are the foundation to develop activities that are suitable for the museum needs. What makes Satria Mandala Museum interesting is the history of TNI that becomes the core foundation of visitor activity development.

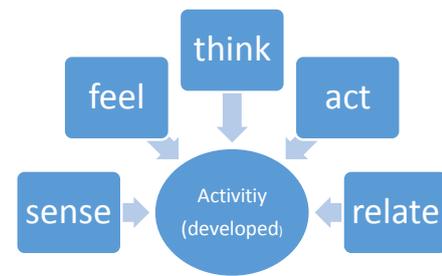


Fig .1. Research Framework of Development Visitor Activity.

III. METHODS

Museum visitors were the respondents of this research. From 100 questionnaires that had been given, only 85 were returned. After data has been processed, only 70 questioners can be categorized as valid and reliable. Questionnaires were given at the end of August 2018 because the museum had been under renovation since March 2018.

This study used mix method approach, which were the combination of qualitative and quantitative approaches. The analysis used in this study was the partial correlation technique. Partial Correlation technique was chosen because it is possible to see which variable and indicator are the most correlated with Experiential Marketing approach. Thus, the development will be created based on the score with the most significant changes after applying partial correlation.

This study intended to find out which elements should be developed soon as a new or renew activity in the museum and determined elements that closed to visitor's perception. Descriptive statistics was held to look at the profile of visitors. Other than that, the differential statistics was conducted to find out strong correlation between variables of Experiential Marketing. The results of this study could become bases for museum management to develop the right activity for the museum. This is an efficient way to get the right decision.

This study also used partial correlation analysis technique to see what variables and indicators are most related in the Experiential Marketing approach. The recommendations for development will be based on the value that experiences the most significant changes if a partial correlation is made.

Correlation sees the closeness of the relationship expressed by the correlation coefficient. Correlation is used to determine the strength of the relationship that occurs between variables. Partial correlation can be said to measure the correlation between independent variables with the dependent variable and include other independent variables as controlling variables [6].

A. Content and Constraints of the Study

The study took sample from visitors directly in location. They filled the questionnaires in front of surveyor. Another constraint is the visitors were all native. Thus, the result cannot

be generalized for the whole visitor. Because of experiential marketing was a new subject and there was no previous study in this museum.

B. Assumptions of the Study

Sense and act variables were actualized has strong correlation comparing with 8 pair variables. Related to sociodemographic profiles of the visitor, the number of visitors were 53 men and 27 women. The results would described men’s perspective about activity in the museum.

C. Reliability and Validity Analyze Results

Reliability is defined as quantification level of consistency and steadiness of a test or scale. Most of the common method of measuring internal consistency is alfa coefficient, also known as Cronbach alpha. Alpha coefficient has a value between 0 and 1, and it must be at least 0.7 as an acceptable value. However, a value of 0.5 can be also acceptable for some studies [5].

TABLE II. RESEARCH VARIABLE

Variable	Conceptual Variable	Operational Definition/ Empiric Indicator
Sense	It is a sensation that can be felt by the human senses. As in sight, example: unique interior and exterior, attractive color, at the hearing	SE1= The interior design in the museum is interesting SE 2 = The appearance in the museum is interesting SE 3= The museum temperature is comfortable SE 4 = the atmosphere in the museum is calm SE 5 = Delicious food and drinks SE 6 = Cleanliness in the museum is always well maintained
Feel	Is a feeling and positive and negative emotions that arise when consuming products or being somewhere. Mood and emotion where the first (mood) is still mild and affects a part of the human self, while the second (emotion) has become heavy and can affect the whole human soul and mind	FE 1 = The atmosphere in the museum feels comfortable FE 2 = I am happy/ satisfied with the services of the museum staff FE 3 = I am happy with the interior design of the museum FE 4 = The objects in the museum make me happy
Act	Regarding physical actions and interactions that arise due to outside influences and opinions within. For example, someone who goes to the museum will read the existing interpretations and will have a more memorable experience than someone who just looks at the showroom. If the visitor is involved and tries the props that are available, then he will have more experience than people who only read the interpretation.	AC 1 = I like to walk around the museum AC2 = I was involved in the event held by this museum AC 3 = I like to touch directly on the objects in this museum AC 4 = I like to spend time in the museum
Think	In the third step, this is a thought or idea that arises from the minds of consumers when seeing or reading or hearing a brand. For example, there are perceptions of two different mobile brands (Nokia and Siemens), where visitors automatically select and sort based on quality, features and benefits as well as the convenience obtained	INT 1 = the ticket price for admission to the museum is affordable INT 2 = Prices of food and drinks at affordable cafes INT 3 = The museum has adequate toilet facilities INT 4 = The museum always provides sufficient information for museum visitors INT 5= = The museum provides other interesting activities
Relate	Relate is an effort to connect products/ brands with themselves, other people or culture through a particular social environment. For example, history lovers will be jointly involved in the Historia Indonesia Community which will do various things together in an effort to preserve the history of the nation and wear certain attributes that indicate that someone is part of that community	RE 1= With the knowledge that I get from this museum, I better understand the history of Indonesia's independence RE 2= I became aware of the meaning of the TNI struggle during the struggle for independence RE 3 = I appreciate the struggle of the heroes even more RE 4= I feel prouder as an Indonesian citizen RE 5= I appreciate the Indonesian National Army increasingly

IV. FINDING AND DISCUSSION

By using partial correlation analysis, it helped the researchers in producing ideas for activity development that is

suitable for Satria Mandala Museum. Tourist activity is something that is done by tourists, or what motivates tourists to come to destinations, for instance, tourists who come to a destination could spend half-day to weeks at the destination,

and museum could attract tourist to visit for only around half-day during all of their time in the destination [6]. Activities that can be done at the museum can become an attraction for visitors. As an activity, visitors can do something in the museum. This activity in marketing can be seen as a product that can be further developed to be used in marketing activities. The museum can market itself through activities developed or created by museum management.

In partial correlation, based on the highest number of influence level or the nonexistent relation between sense factor and act factor. The relation between *sense* and *act* were influenced by *think*, *relate*, and *feel* as control variables. The results also showed that there was still a significant link between *sense* and *act* after affected by variable control, (0.702), which had a correlation with *act* factor of Satria Mandala Museum visitors. In *sense* indicator, the museum surrounding was quiet and respondents strong affirmation gave a strong correlation with the act variable, especially in "I like to walk around the museum" statement. Like the statement from [1] about the definition of sense and act variables, it was described clearly, the sensation of enjoying museum inside stimulate visitor to act something. Museum management should develop the "act" variable in some activities.

The responses revealed about the potentials of Satria Mandala Museum and highlighted the fact that the activity needs to focus on it. Photography with an adjusted theme is an example of activity that can be developed in the museum.

Another example is a regular program that can be promoted through social media, like a themed tour arranged by the museum at certain times. Based on *sense* variable, the high temperature as the result of a nonfunctional air conditioner that should has been monitored periodically. This has caused visitors' hesitation to spend more time at the museum (low act indicator). This also happened to the relation between feel and think/intellectual. Feel had a strong bond with think/intellectual even though act, relate and sense were the controlling variables.

In *feel* indicator, the comfortable surrounding got a high score from the respondents. Therefore, there was also a strong relation with *think* variable indicator (0.744), which was a sufficient amount of information given by the guides. The information given could be an honest statement from the guide regarding the real condition of the museum, and the visitors did not voice any protest because they felt comfortable with the museum's surrounding.

Based on the result, activity development is about how to strengthen source of information that is not only from the counter attendant, but also strengthen by the internal guide as the front-liners of the museum that are able to give accurate information and interesting guiding style to satisfy the visitors. It can also be concluded that the information provided by the objects at the museum was overflowed, thus the objects

arrangement needs to be more appealing in order to attract more visitors. The activity that can be developed is displaying information and objects using digital technology. In *think/intellectual* variable, the lowest indicator was inadequate public facilities such as restroom and café, followed by the lack of activity that could be done in a museum. The management needs to handle this problem if they want to raise the number of visitors. Activity development should focus on the strength of this museum, starting from creating a tour with guides from the museum itself and also by empowering volunteers.

Conducting a Focus Group Discussion (FGD) with the travel agent or tour guide is needed to find more things that need to be developed in creating new products for Satria Mandala Museum. The product could be regular and non-regular activities, which could be offered to travel agent as a new product that could be sold to a bigger market. The Museum management needs to consider opening an education and marketing division to create various appealing activities because specialists are needed to handle this matter [7].

V. CONCLUSION

The visitor activity development must concentrate on the strong relation between *sense* variable and *act* variables to their control variable, and the strong relation between *feel* variable and *think* variable to their control variable. In sense variable indicator, the calmness around the museum was the strength (SE 4, Table 2), and the visitors enjoyed it. This situation caused the visitors to be more invested in looking at the museum display and pushed them to actually walked around and enjoyed the alluring place (AC1, Table 2). *Feel* and *intellectual* variables had a strong relation. The positive emotion (FE2, Table 2) was already created on the visitors' minds and affected their *think* variable (INT4, Table 2). Visitors were stimulated to *think* of an idea or to *feel* their visits. The information provided was only about the opening hours and museum collections. It must be added in order to raise public curiosity.

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