



# Factors that Influence Generation Z Tourists' Satisfaction at the Jakarta National Museum

Julita<sup>1\*</sup>, Rachmat Ingkadijaya<sup>1</sup>, Johannes Kurniawan<sup>2</sup>

<sup>1</sup>Trisakti Institute of Tourism, Jakarta, Indonesia

<sup>2</sup>Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia

julita, chia@gmail.com  
rachmatinkadijaya@iptrisakti.ac.id  
kurniawanjohanes8@gmail.com

\*Corresponding author: julita.chia@gmail.com

**Abstract:** The Jakarta National Museum is a museum under the auspices of the Ministry of Education and Culture. This museum is very well known among Indonesians, especially residents of Jakarta. In reality, the number of visitors to the Jakarta National Museum has increased since the outbreak. This is due to the fact that the museum keeps enhancing its informational offerings, services, and other initiatives in an effort to increase visitor satisfaction and keep them coming back. This study, which focuses on visitors from Generation Z, tries to identify the factors that influence visitors' satisfaction at the Jakarta National Museum. Generation Z is a group of young people who were born in the period 1995–2010 and tend to still think of museums as old places that are boring and only for kindergarten and elementary school students. Purposive sampling was used to select 135 respondents as part of a quantitative descriptive approach that emphasizes questionnaire data gathering methods. Service quality, hospitality, amenities, culture of communication and information as well as pricing charged to visitors, are factors that influence tourist satisfaction and are utilized as variables in this study. The data processing uses SmartPLS. The research's findings are the Jakarta National Museum's service quality, hospitality, amenities and culture partially influence or contribute to the satisfaction of Generation Z tourists. However, Generation Z tourists' satisfaction is not influenced by the price of the museum offers. Based on the findings of this study, museum management in Indonesia should focus on factors like service quality, hospitality of the way they communicate, and amenities that might raise visitor satisfaction, particularly among younger generations

**Keyword:** Museum, Satisfaction, Generation Z.

## 1. Introduction

As a tourist destination, museums are not yet of interest to the general public. Whereas in other countries, museums can become popular tourist attractions such as the Louvre Museum (France), the Metropolitan Museum of Art (United States), the Hermitage Museum (Russia), and others. In the capital city of Jakarta, Indonesia, a well-known museum is the Jakarta National Museum, known as the "Elephant Museum". This museum is a center for cultural and tourism information that is capable of educating the people increasing civilization and pride in national culture, and strengthening unity and friendship among nations (Sukmamedian & Lapotulo, 2022).

The Jakarta National Museum is one of the tourist destinations that has also been affected by the COVID-19 pandemic, but this museum has managed to revive and increase the number of visitors. This can be seen from the visitor data for 2020-2022 published by [www.museumnasional.or.id](http://www.museumnasional.or.id) (2023), in 2020, the number of visitors was only 3.715, then increased in 2021 to 32.017 and in 2022 to 399.220. From the data on the number of visitors for the last 3 years, the number of tourist visits to the Jakarta National Museum has increased dramatically because the National Museum continues to improve the provision of information and services and various programs, including various exhibitions, competitions, and workshop classes, which have contributed to increasing the number of visitors.

The museum was founded by the Dutch Government on April 24, 1778, by a group named Bataviaasch Genootschap Van Kunsten en Wetenschappen (Dutch Scientific Society). This organization itself existed with the aim of advancing research in the arts and sciences and continued to grow until it changed its name to the Indonesian Culture Institute on January 26, 1950. The museum is known as the "Museum Gajah" because on the front page of the museum there is a bronze elephant statue, which was a gift from King Chulalongkorn (Rama V) from Thailand, who had visited in 1871. This museum was upgraded to become a national museum based on a Decree of the Minister of Education and Culture, dated May 28, 1979. Now the Jakarta National Museum is under the auspices of the Ministry of Education and Culture, which has a vision, namely "the realization of the National Museum as a center for cultural and tourism information that is able to educate the nation's life, increase civilization and pride in national culture, and strengthen unity and friendship between nations" ([www.museumnasional.or.id](http://www.museumnasional.or.id), 2023).

Museums are defined by The International Council of Museums (ICOM) with an emphasis on various aspects, one of which is that museums are institutions that provide services to the community ([icom.museum](http://icom.museum), 2023). Where the provision of this service is related to providing information to the public, especially museum visitors, and

© The Author(s) 2023

M. Rahmanita et al. (eds.), *4th International Conference on Tourism, Gastronomy, and Tourist Destination (TGDIC 2023)*, Advances in Economics, Business and Management Research 266,

[https://doi.org/10.2991/978-94-6463-296-5\\_21](https://doi.org/10.2991/978-94-6463-296-5_21)

activities carried out by museum managers. The provision of this service is inseparable from the role of the museum manager, both as an information provider and as a party that prepares the collection display system through the role of curator.

Related to providing services, as a tourist destination, museums also need to provide quality services for their visitors with the aim of providing satisfaction for their visitors. Based on Parasuraman SERVQUAL Model, visitor satisfaction is a function of service quality minus visitor expectations (Kumarasinghe et al., 2019), in which visitors feel the services provided are not only in line with expectations but at the same time satisfying and enjoyable, so service quality is greater than the expectations that visitors want and will make visitors feel extraordinary satisfaction. According to Prayag in Çoban, (2012), tourist satisfaction is an overall measure of tourist opinion on each destination's quality. The level of consumer satisfaction is not only measured by the quality of the products or services offered but also by service, price, cleanliness of the atmosphere, and so on (Susetyarini & Masjhoer, 2018).

The measure of tourist satisfaction can be considered a value regarding the quality of tourism destination outcomes, for example, the treatment and service that tourists feel towards tourism destinations, but not only the results at the end of the experience (Çoban, 2012). According to Hasan (2015), the factors forming tourist satisfaction include: 1) service quality; 2) the friendliness of the local community and the attitude of employees towards tourists; 3) accommodation and facilities; 4) culture related to communication and information; and 5) the price offered. Visitor satisfaction is everything that needs to be considered by every manager of a tourist attraction. Establishing sustainable tourist satisfaction is important for increasing visits to a tourist attraction. Regarding travel patterns and tourist behavior, there are differences across generations (Gardiner et al., 2015).

The transition of generations occurs when global technology is rapidly developing, which then gives birth to generation Z, which has a mindset that tends to want things instantly (Budiati et al., 2018). Generation Z is a group born from 1995 to 2010 and has a very high understanding of technology because they have been in contact with gadgets since birth (Zorn, 2017). The urgency of this research is to describe the factors that contribute to tourist satisfaction at the National Museum, especially for generation Z tourists. Museums for the younger generation are still considered old, old places that are old-fashioned, poorly maintained, boring, and only for kindergarten and elementary school students (Nurohmah, 2015). According to Sutaarga, who is known as the Father of Indonesian Museums, even though museums have an important role, including as a tourist attraction that can be a healthy recreation that relaxes visitors, they still have the main goal of refining the mind and conscience that comes from the results of implementing museum collections (Istina, 2022).

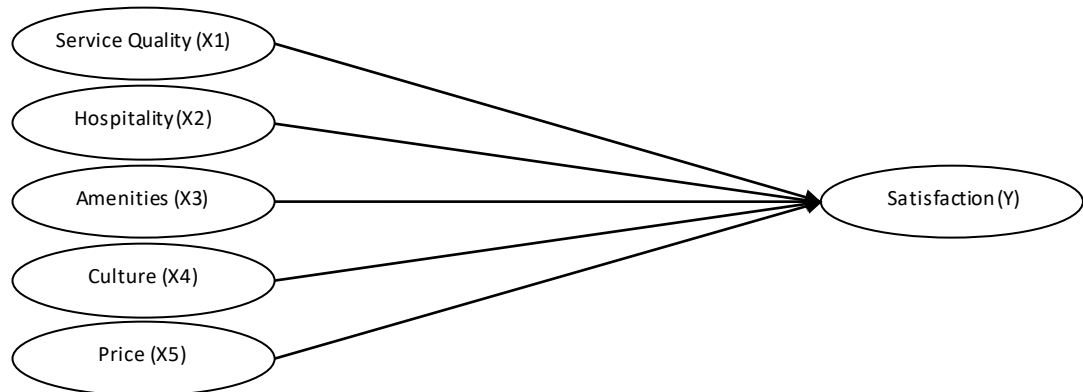
This study aims to find out how the perspective of the younger generation, namely generation Z, is towards museums today so that they can provide an overview for museum managers to approach the younger generation regarding the factors that form their satisfaction. This research is important to do considering the function of the museum for the next generation and is expected to be able to contribute to maximizing the function of the museum both for education and for tourism.

Visitors in this study are defined as tourists because tourists are consumers who use goods or services (Imaniah, 2020). Consumer satisfaction itself is a person's perceived level of satisfaction with his expectations (Subangkit et al., 2014). Service quality is related to politeness, friendliness, efficiency, and responsiveness to tourist requests and complaints. Positive perceptions of employees, both verbal and non-verbal, in their interactions with tourists play an important role in the formation of tourist satisfaction. When there is a need for a valid tool to measure service quality as perceived by consumers, Parasuraman et al.'s Scale, namely SERVQUAL, is a breakthrough to overcome these obstacles by using its five dimensions, which are tangibles, reliability, responsiveness, assurance, and empathy (Kumarasinghe et al., 2019).

The hospitality of the local community and the attitude of employees towards tourists can influence tourist satisfaction because they are the first point of contact for tourists, where communication and information are obtained. Cooper et al. in Prasiasa (2013) explain that for tourist services, additional services are needed from tourism organizations as a complement that must be provided at tourist destinations. Sugiama (2011) also explains that additional services include the existence of various organizations that facilitate and encourage the development and marketing of a tourist attraction.

Amenities, or accommodations and facilities, are significant factors that affect tourist satisfaction both physically and psychologically. Sugiama (2011) explains that all supporting facilities used to meet the needs of tourists when carrying out tourism activities at a tourist destination include accommodation facilities, food and beverage providers, entertainment venues, and shopping venues. Accommodation facilities made to meet the needs of tourists are instrumental in satisfying tourists. Culture, related to language, can help communication between tourists and employees, which can increase tourist satisfaction. Interaction and communication with tourists can enhance deeper relationships and become an important factor for tourists during their trip (Ismayanti, 2010). Price can be interpreted as the amount of money or monetary units or other (non-monetary) aspects that contain certain uses needed to obtain a service (Tjiptono, 2019). Price also has an important role, as most prices are assessed by consumers according to service quality, which in turn creates satisfaction or dissatisfaction, which depends on the principle of equity (Malik et al., 2012).

Consumer satisfaction and dissatisfaction with the product will affect subsequent behavior patterns (Lupiyoadi, 2013). Regarding travel patterns and tourist behavior, there are differences across generations (Gardiner et al., 2015). Generation Z, or the post-millennial generation, is a group of people born in 1995–2010 (Agustina, 2018) who have characters who like convenience, practicality, and speed in the transaction process and tend to like experiments and try something new (Asmara, 2020). This generation tends to be referred to as digital natives because, from an early age, they have been exposed to the internet and mobile phones (Francis & Hoefel, 2018). Besides that, they spend their free time surfing the web, preferring to stay indoors and play games rather than going out and playing outdoors (Qurniawati & Nurohman, 2018).



**Fig 1.** Research conceptual framework  
Sources: Hasan (2015)

- H1: Service quality has a significant effect on the satisfaction of Generation Z tourists at the Jakarta National Museum.
- H2: Hospitality has a significant effect on the satisfaction of generation Z tourists at the Jakarta National Museum.
- H3: Amenities have a significant effect on the satisfaction of Generation Z tourists at the Jakarta National Museum.
- H4: The culture of communication has a significant effect on the satisfaction of generation Z tourists at the Jakarta National Museum.
- H5: Price has a significant effect on the satisfaction of generation Z tourists at the Jakarta National Museum.

## 2. Methodology

This study uses a descriptive quantitative method that is supported by secondary and primary data obtained from questionnaires collected online from the respondents. The sampling method in this study was to use a purposive sampling technique that was determined for the Z generation as a target who had visited the National Museum in Jakarta. The number of samples was determined based on sample calculations from Hair (2010), where a representative sample measurement is the number of indicators used in all variables multiplied by 5–10. In this study, there were 27 indicators, so the sample used was 5 x 27. The minimum limit for respondents in this study was 135.

The variables used in this study are the factors that form tourist satisfaction (Hasan, 2015), which are: 1) service quality; 2) the hospitality of the local community and the attitude of employees towards tourists; 3) amenities; 4) culture related to communication and information; and 5) the price offered. This research measures each variable using a Likert measurement scale, which is a benchmark tool in the form of numbers designed to measure how much you agree or disagree with a question (Sekaran & Bougie, 2016). In this study, data analysis was carried out with the aim of analyzing data to be tested and used statistically (Sekaran & Bougie, 2016). The combined data is then processed using the partial least squares (PLS) statistical analysis tool that utilizes PLS-SEM, or structural equation modeling, to measure and analyze the relationships between variables. Partial Least Squares (PLS) is a causal model that explains the influence between variables (Wijaya, 2019).

### 3. Results and Discussion

**Table 1.** Respondents profile.

	Respondents	F	Percentage
Gender	Male	36	36.7%
	Female	99	73.3%
Domicile	Jabodetabek	105	77.8%
	Jawa, Bali	12	8.9%
	Sumatera	11	8.1%
	Kalimantan	3	2.2%
	Others	4	2.9%
Visit Frequency	First time	122	90.4%
	2-3 times	11	8.1%
	> 4 times	2	1.5%

Sources: Processed data (2023).

From the Table 1, it can be seen that the majority of visitors to the Jakarta National Museum are female and live in Jabodetabek (Jakarta, Bogor, Depok, Tangerang and Bekasi). Then, on the question regarding the frequency of visits to the Jakarta National Museum, the majority of respondents answered that it was their first visit, namely 122 respondents, or around 90.4%. However, there were also visitors who had visited the National Museum 2-3 times, namely around 11 respondents (8.1%), and who had visited the National Museum more than 3 times, namely around 2 respondents (1.5%). From this data, it can be concluded that the Jakarta National Museum is a tourism destination that is well known to many people and is in demand by the younger generation, namely generation Z.

**Table 2.** Descriptive statistical test results.

Variables	N	Mean
X1 (Service Quality)	135	3,908
X2 (Hospitality)	135	4,325
X3 (Amenities)	135	4,252
X4 (Culture)	135	4,434
X5 (Price)	135	4,194
Y (Satisfaction)	135	4,022

Sources: Processed data (2023).

The data above shows the average value (mean) of the respondents' answers to the questions of the research variables. In this data, it was found that the respondents' answers to each group of variables were obtained by calculating class intervals. Based on the category of the assessment criteria, it was found that the overall average value of the research variables was more than ( $>$ ) 3.90, so it could be stated that the respondents' answers to questions from the research variable group were included in the Good and Very Good criteria. The table below is the result of discriminant validity testing, which is a series of tests in the measurement model, or outer model. This validity test is carried out to see how useful an instrument developed is in measuring a study. Validity testing is also carried out to test the relationship between variables, including discriminant validity and average variance extracted (AVE), if the expected value is  $> 0.50$  (Wijaya, 2019).

**Table 3.** Discriminant validity test results.

Variables	X1	X2	X3	X4	X5	Y
X1 (Service Quality)	0.783					
X2 (Hospitality)	0.831	0.737				
X3 (Amenities)	0.727	0.835	0.767			
X4 (Culture)	0.528	0.734	0.852	0.889		
X5 (Price)	0.776	0.813	0.833	0.783	0.828	
Y (Satisfaction)	0.944	0.775	0.583	0.431	0.671	0.919

Sources: Processed data (2023).

From the data in the table of discriminant validity test results, it can be found that overall, the research variables are (0.783; 0.737; 0.768; 0.889; 0.828; and 0.919) or greater ( $>$ ) than 0.50 of the correlation of each construct so that it can be stated that there are no discriminant validity problems in the model tested. The table below is the result of reliability testing, which is carried out to demonstrate the instrument's accuracy, consistency, and precision in measuring constructs. Testing the reliability of a construct with reflective indicators can be done by calculating the composite reliability value with conditions greater than 0.70 (Ghozali & Latan, 2015).

**Table 4.** Composite reliability test results.

Variables	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
X1 (Service Quality)	0.840	0.886	0.613
X2 (Hospitality)	0.838	0.855	0.543
X3 (Amenities)	0.837	0.876	0.588
X4 (Culture)	0.934	0.950	0.791
X5 (Price)	0.883	0.915	0.686
Y (Satisfaction)	0.817	0.916	0.845

Sources: Processed data (2023).

From the table above, the reliability test shows that overall the composite reliability value is (0.886; 0.855; 0.876; 0.950; 0.915; and 0.916), or it can be stated that these numbers are greater ( $>$ ) than 0.70 so that it can be declared that there are no reliability problems in the model tested. Structural model testing aims to examine the relationship between the variable constituent indicators (Wijaya, 2019), where the structural model test series is to calculate the R-squares value. Changes in the value of R-squares can also be used to explain the effect of certain exogenous latent variables on endogenous latent variables and whether they have a substantive effect (Ghozali & Latan, 2015).

**Table 5.** R-Square value test results.

Variables	R-Square	R-Square Adjusted
Y (Satisfaction)	0.925	0.922

Sources: Processed data (2023).

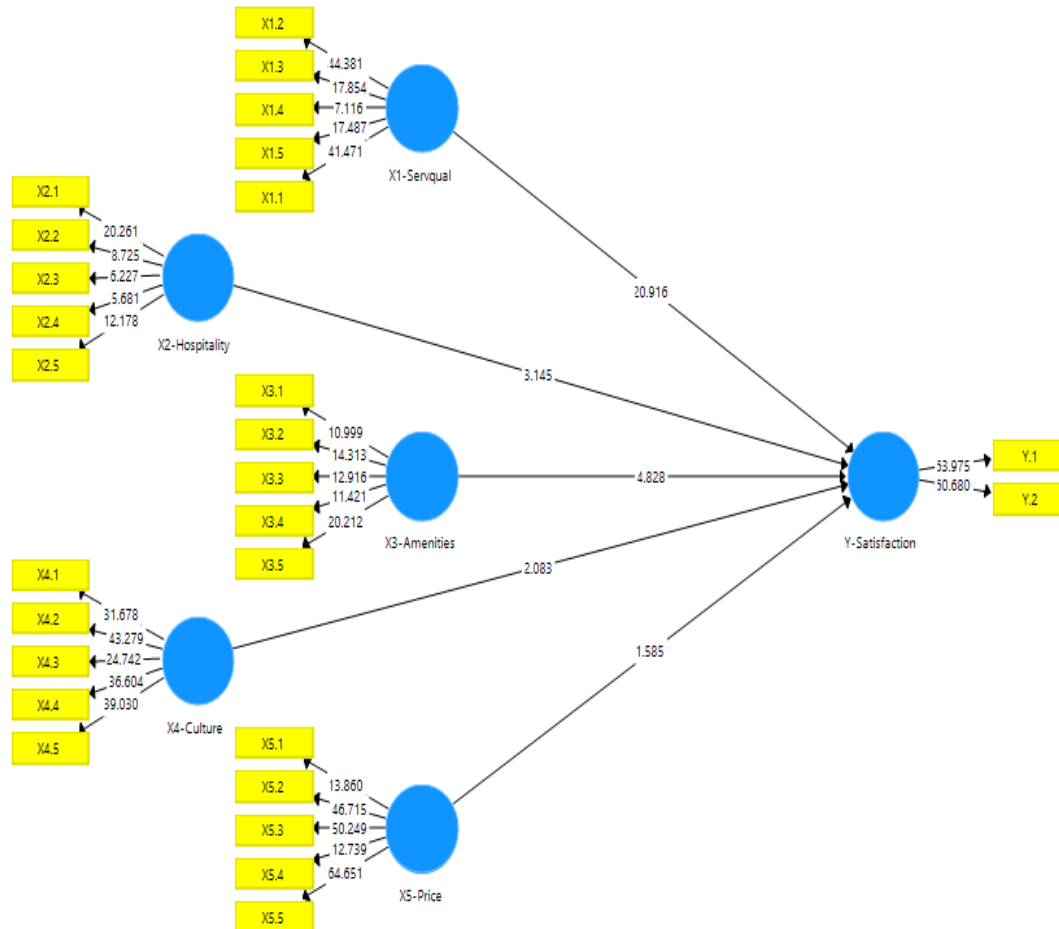
According to Wijaya (2019), the R-square value with the criterion of 0.75 is very strong, a value of 0.50 is strong, and a value of 0.25 is weak. Based on the test results in the table above, it can be seen that the R-squared value is 0.925. This figure is greater ( $>$ ) than 0.75, which can be categorized as a very strong value. In this case, it can also be explained that the variable is service quality, hospitality; accommodation, communication culture; and prices able to be explained as factors forming tourist satisfaction by 92.5%. Then, the remainder, which is only 7.5%, is explained by constructs or other variables outside of those examined in this study. This study tested the hypothesis using t-statistics and p-values, where if the t-statistics value is greater than the t-table value, it means that the hypothesis is supported. At the 95% confidence level (5% alpha), the t-table value is  $\geq 1.96$ .

**Table 6.** Hypothesis testing results.

Hypotheses	T-Statistics	P-Values	Results
H1: Service quality has an effect on satisfaction	20.916	0.000	Supported
H2: Hospitality has an effect on satisfaction	3.145	0.001	Supported
H3: Amenities have an effect on satisfaction	4.828	0.000	Supported
H4: Culture has an effect on satisfaction	2.083	0.019	Not supported
H5: Price has an effect on satisfaction	1.585	0.057	Not supported

Sources: Processed data (2023).

From the hypothesis testing table, it can be seen that the test results for the proposed hypothesis are as follows: (1) H1, namely testing the effect of service quality (X1) on satisfaction (Y), obtained a t-statistics value of 20.305 or more than ( $>$ ) 1.96. It can be concluded that Hypothesis 1 is supported, and service quality at the National Museum has a significant effect on visitor satisfaction, which is generation Z; (2) H2, namely testing the effect of hospitality (X2) on satisfaction (Y), obtained a t-statistics value of 3.242 or more than ( $>$ ) 1.96. So it can be concluded that Hypothesis 2 is supported, and hospitality at the National Museum has a significant effect on visitor satisfaction, which is generation Z; (3) H3, namely testing the effect of accommodation (X3) on tourist satisfaction (Y), obtained a t-statistics value of 5.019 or more than ( $>$ ) 1.96. It can be concluded that Hypothesis 3 is supported and that accommodation at the National Museum has a significant effect on visitor satisfaction, which is generation Z; (4) H4, namely testing the effect of culture (X4) on satisfaction (Y), obtained a t-statistics value of 2.083 or more than ( $>$ ) 1.96. It can be concluded that Hypothesis 4 is supported and that the communication culture at the National Museum has a significant effect on visitor satisfaction, which is generation Z; (5) H5, namely testing the effect of price (X5) on tourist satisfaction (Y), obtained a t-statistics value of 1.616 or less than ( $<$ ) 1.96. It can be concluded that Hypothesis 5 is not supported and that the price offered at the National Museum has no significant effect on visitor satisfaction, which is generation Z.



**Fig 2.** Research model testing results.  
Sources: Processed data (2023).

The factors forming the satisfaction of generation Z tourists in this study are a test of the service quality factor (X1), hospitality (X2), amenities (X3), communication culture (X4), and price (X5). And the results obtained from this study support Hypothesis 1 (H1), where service quality factors, which include five indicators, have an influence on the satisfaction of generation Z tourists. The results of this study are in line with what has been done by (Sukmamedian & Lapotulo, 2022). In this study, it is stated that service quality has an influence on consumer satisfaction.

Hypothesis 2 (H2), namely the friendliness of the local community and the attitude of employees towards tourists, influence the satisfaction of generation Z tourists. This is because the friendliness of the museum manager becomes an additional service that complements tourist satisfaction.

Then the results of this study also show that Hypothesis 3 (H3) is supported in research, where amenities, which are accommodations and facilities with five indicators, influence the satisfaction of generation Z tourists. So, the conclusion from the results of this study is that generation Z tourists tend to pay attention to the accommodations and facilities available to meet their satisfaction.

Hypothesis 4 (H4) related to the culture of communication with five indicators, is also supported in this study. The culture of communication and also the information provided by the museum influence the satisfaction of generation Z tourists. Generation Z is the generation interested in information and likes to socialize and interact with others. Therefore, culture related to communication and information in museums can be a factor in the satisfaction of generation Z tourists when they visit museums.

Finally, Hypothesis 5 (H5) related to the price offered by the Jakarta National Museum with five indicators is not supported in this study. The prices offered at the Jakarta National Museum do not affect the satisfaction of generation Z tourists. This generation is also known as the generation that has a hedonic lifestyle and tends to have a desire to follow a sense of pleasure (Vivian, 2020). Therefore, it is not surprising that the price offered by

a tourist attraction has no effect on the level of satisfaction of Generation Z, where price is not something that influences their desire to get what they want.

#### 4. Conclusion

In this study, five factors affect the satisfaction of Generation Z tourists during their visit to the Jakarta National Museum. These factors include service quality, hospitality, amenities, communication culture, and the prices offered by the Jakarta National Museum to tourists as museum visitors. All factors forming tourist satisfaction have been determined to be valid factors after testing the data analysis using partial least squares. Generation Z tourists are highly satisfied with the quality of service, hospitality of the local community and employees, a culture of communication and information, and amenities in the form of accommodation and facilities available at tourist attractions. Museum managers must provide services in accordance with the prices offered to tourists to ensure tourists feel satisfied with all the tourist attractions offered. The price factor is not a factor in determining tourist satisfaction, but museum managers must provide services that are in accordance with the prices offered to tourists.

The limitations of this study are the small scope studied and the fact that not all factors can be mentioned to determine the satisfaction of generation Z tourists. It is hoped that further research can use other variables not included in this study, such as the influence of social media, technology, etc., on the satisfaction of generation Z when visiting a tourist attraction. Future research is also expected to be able to use a wider sample in terms of age so that it can contribute better to the further development of the museum as a tourist attraction.

#### References

- Agustina, I. (2018). *Memahami generasi Z lebih dekat*. Depok: Universitas Islam Indonesia.
- Asmara, A. Y. (2020). Analisis faktor pertimbangan generasi Z dalam memilih restoran di Kota Bandung. *Thesis*. Universitas Pendidikan Indonesia.
- Budiati, I., Susianto, Y., Adi, W. P., Ayuni, S., Reagan, H. A., Larasaty, P., Setiyawati, N., Pratiwi, A. I., & Saputri, V. G. (2018). *Profil generasi milenial in statistik gender tematik: profil generasi milenial Indonesia*. Jakarta: Kementerian Pemberdayaan Perempuan dan Perlindungan Anak.
- Çoban, S. (2012). The effects of the image of destination on tourist satisfaction and loyalty: The case of Cappadocia. In *European Journal of Social Sciences*, 29(2), 222-232. <http://www.europeanjournalofsocialsciences.com>
- Francis, T., & Hoefel, F. (2018). True Gen: Generation Z and its implications for companies. McKinsey & Company. <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/true-generation-z-and-its-implications-for-companies>. Accessed on May 02, 2023
- Gardiner, S., Grace, D., & King, C. (2015). Is the Australian domestic holiday a thing of the past? Understanding baby boomer, Generation X and Generation Y perceptions and attitude to domestic and international holidays. *Journal of Vacation Marketing*, 21(4), 336-350. <https://doi.org/10.1177/1356766715580188>
- Ghozali, I., & Latan, H. (2015). *Partial least squares: Konsep, Teknik, dan aplikasi menggunakan program SmartPLS 2.0*. Semarang: Badan Penerbit Universitas Diponegoro.
- Hair, J. F. et al. (2010). *Multivariate Data Analysis*. New Jersey: Prentice Hall.
- Hasan, A. (2015). *Tourism Marketing*. Yogyakarta: Center for Academic Publishing Service.
- icom.museum. (2023). Definition of museum. <https://icom.museum/en/resources/standards-guidelines/museum-definition/>. Accessed on January 12, 2023.
- Imaniah, I. (2020). Pengaruh harga, fasilitas wisata, dan kualitas pelayanan terhadap kepuasan pengunjung wisata Bee Jay Bakau Resort (BJBR). *Thesis*. Universitas Muhammadiyah.
- Ismayanti. (2010). *Pengantar pariwisata*. Jakarta: Grasindo.
- Istina, D. (2022). Keberadaan dan fungsi museum bagi Generasi Z. *Jurnal Tata Kelola Seni*, 8(2), 95-104. DOI: <https://doi.org/10.24821/jtks.v8i2.7096>
- Kumarasinghe, S., Lee, C., & Karunasekara, C. (2019). Comparing local and foreign perceptions of service quality of five-star hotels in Sri Lanka. *Journal of Quality Assurance in Hospitality and Tourism*, 20(1), 44-65. <https://doi.org/10.1080/1528008X.2018.1483285>
- Lupiyoadi, R. (2013). *Manajemen Pemasaran Jasa*. Jakarta: Salemba Empat.
- Malik, F., Yaqoob, S., Samih, A., & Assistant, A. (2012). The impact of price perception, service quality, and brand image on customer loyalty (Study of hospitality industry in Pakistan). *Interdisciplinary Journal of Contemporary Research Business*, 4(5), 487-505.
- Nurohmah, A. (2015, October 9). Anak muda nggak minat ke museum, walaupun berkunjung cuma buat selfie. <https://www.brilio.net/news/-anak-muda-nggak-minat-ke-museum-kalaupun-berkunjung-cuma-buat-selfie-151009h.html>. Accessed on January 12, 2023.

- Prasiasa, D. P. (2013). *Destinasi pariwisata berbasis masyarakat*. Jakarta: Salemba Humanika.
- Qurniawati, R. S., & Nurohman, Y. A. (2018). E-WoM pada Generasi Z di sosial media. *Jurnal Ekonomi Manajemen Sumber Daya*, 20(2), 70-80. DOI: 10.23917/dayasaing.v20i2.6790
- Subangkit, L., Bakri, S., & Herwanti, S. (2014). Faktor-faktor kepuasan pengunjung di Pusat Konservasi Gajah Taman Nasional Way Kambas Lampung. *Jurnal Sylva Lestari*, 2(3), 101-110. DOI: <http://dx.doi.org/10.23960/jsl32101-110>
- Sugiama, A. G. (2011). *Ecotourism: Pengembangan pariwisata berbasis konservasi alam*. Jakarta: Guadarya Intimarta.
- Sukmamedian, H., & Lapotulo, N. (2022). Pengaruh kualitas layanan terhadap kepuasan pengunjung di Museum Nasional Jakarta. *Jurnal Mekar*, 1(1), 34–40. DOI:10.59193/jmr.v1i1.20
- Susetyarini, O., & Masjhoer, J. M. (2018). Pengukuran tingkat kepuasan wisatawan terhadap fasilitas umum, prasarana umum, dan fasilitas pariwisata di Malioboro paska revitalisasi kawasan. *Kepariwisata: Jurnal Ilmiah*, 12(1), 41-54. <https://doi.org/10.47256/kepariwisataan.v12i01.93>
- Tjiptono. (2019). *Strategi pemasaran prinsip & penerapan*. Yogyakarta: Andi.
- Sekaran, U., & Bougie, R. J. (2016). *Research methods for business: A skill building approach*. New Jersey: John Wiley & Sons
- Vivian, S. (2020). Pengaruh brand image dan gaya hidup hedonis terhadap keputusan pembelian konsumen Generasi Z pada produk Starbuck. *Jurnal Transaksi* 12(1), 51-66. <https://ejournal.atmajaya.ac.id/index.php/transaksi/article/view/1992>
- Wijaya, A. (2019). *Metode penelitian menggunakan Smart PLS 3.0 (Pertama)*. Yogyakarta: Innosain.
- Zorn, R. L. (2017). A new generation of graduate students - The Z Generation. *College and University: Washington - ProQuest*, 92(1), 61-63.

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

