

Servicescapes analysis of national museum

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Abstrak

The existence of museums in big cities like Jakarta seemed to be neglected. The display inside a museum is often considered uninteresting, making visitors less appreciate the collection objects, thus receive no added value from their visit. Therefore, a research related to physical appearance of a museum is required. The physical appearance of a service organization, also called servicescapes, consists of ambient condition, layout and signage. A survey has been conducted to describe the importance of servicescape for National Museum, as well as the explanation about the subject. This research suggests some recommendations on the servicescapes in National Museum to improve visitors' experience.

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Keberadaan suatu museum di kota besar seperti Jakarta, sering kali terabaikan. Penampilan interior suatu museum dipandang sebagai hal yang kurang menarik, sehingga para pengunjung pun kurang mengapresiasi obyek atau kurang memperoleh nilai lebih dari kunjungan mereka. Oleh karena itu, diperlukan studi mengenai tampilan fisik dari suatu museum. Tampilan fisik dari suatu organisasi jasa, yang dikenal dengan Servicescapes, terdiri dari kondisi suasana, tata letak dan petanda. Dalam menjelaskan hal ini, dilaksanakan suatu survey di Museum Nasional untuk mendeskripsikan pentingnya Servicescapes bagi museum tersebut. Hasil penelitian menyarankan beberapa masukan terkait servicescapes di Museum Nasional agar dapat meningkatkan pengalaman yang baik bagi para pengunjung.