



## The Identity of Loyalty To The Surabaya Hero Museum In East Java

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### Abstract

This research looks for the influence of loyalty identity in the form of perceived value, experience quality, and patriotism in museums that have historical value in Surabaya, East Java. The number of respondents was 160, where respondents before visiting the museum had obtained information through social media. The data processing results show that all the influence tests are significant, both direct and indirect influence tests. The existence of significant influence test results shows that the predictor variable of loyalty can be a good antecedent because it is important to be input for the tourism industry, which focuses on historical museums. Therefore, managerial implications can help manage and provide satisfaction to visitors so that visitors feel a good atmosphere and the experience and desire to revisit.

**Keywords:** *loyalty, patriotism, perceived value, experience quality*

### OPEN ACCESS

ISSN 2528-4649 (online)

ISSN 2338-4409 (print)

*Reviewed by:*

Putu Anom Mahadwartha

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Received: December 6, 2022

Accepted: January 6, 2023

Published: April 26, 2023

JBMP: Jurnal Bisnis, Manajemen dan Perbankan.

Vol: 9/ No. 1 doi: 10.21070/jbmp.v9vi1.1665

## INTRODUCTION

Surabaya is one of the cities in East Java with historical value that cannot be forgotten. Many historical relics which until now have become a special attraction for people of various ages, namely the Surabaya Heroes Monument Museum, the Surabaya Heroes Monument Museum is a museum that is a struggle of Surabaya youth against the invaders. The museum itself has the meaning of an important component of tourism. The museum consists of art galleries which can be a tourist attraction of the city (Brida et al., 2016), also because museums attract large numbers of visitors associated with heritage sites and create human curiosity about the nature of society and history (Trinh & Ryan, 2016). Historical heritage is defined as the intangible and tangible remains of the historical process (Herbert, 2017), contributing to a sense of belonging, identity, origin, and even order and continuity in our collective (Trinh & Ryan, 2016).

Museums have traditionally emphasized collections and relationships with artists, thus often ignoring the needs and expectations of visitors (Anderson & DeRiemer, 2021). The museum then shifted towards a visitor orientation, as opposed to being traditionally subject to reviewers (Cross, 2017), as well as developing ongoing relationships with visitors and other stakeholders.

Museums are suitable places for visitors to experience and participate in physical, emotional, or psychological formal and informal activities (Xu et al., 2019). According to Siu et al. (2013), among many tourism experiences, museums are relatively under-researched in tourism management. Museums should not only offer functional levels of products and services but must also be accompanied by experience to differentiate them in a competitive environment.

Museums combine tangible and intangible experiences related to exogenous factors, namely the quantity and quality of services provided, and endogenous ones, namely visitor motivation and feelings. Xin & Chan, (2013). According to (Cundy, 2017), museums offer emotional and cognitive stimulation through service transactions and personal encounters. The evaluation of the overall experience that visitors get is the quality of the experience (Ewin & Ewin, 2016). Furthermore, it can be said that the quality of experience represents how visitors evaluate their experiences emotionally when participating in consumption with other visitors, fellow visitors, and other elements. The quality of experience is not just about what product or service is desired but related to what events and activities are part of the process, including the concept of environment, service, how to welcome visitors, and what things are felt when getting a service. Vesce et al., (2021). So that it can be said that the quality of experience is an evaluation related to the advantages or superiority of the visitor experience. Therefore the quality of the experience is very important for maintaining long-term growth, as well as ensuring the level of visitor satisfaction (Vesce et al., 2021)

The quality that is obtained will be responded to by the emotions of visitors (Kirshenblatt-Gimblett, 2015); for example, love and anger (emotions) are evoked by the relational meaning of something that is valued or evaluated (Kwon, 2020). Responses to specific assessments or evaluations by visitors are also due to an emotional connection with visitor consumption. Different meanings of visitors can evoke different emotions. Strong emotional

bonds and love of their motherland are generally agreed upon as patriotism (Park & Avery, 2016) used in marketing. From the description above, examining the identity of loyalty to the Surabaya Heroes Museum in East Java is interesting.

## LITERATURE REVIEW

### Museum

According to ICOM, a museum is a permanent institution that does not seek profit, serves society and its development, is open to the general public, and acquires, maintains, connects, and exhibits artifacts concerning human identity and the environment for study, education, and recreation.

Perzolla et al., (2018); Williams, (2018) a museum has several purposes and has nine (9) functions, namely collection and observation of natural and cultural heritage, documentation and scientific research, conservation and preservation, dissemination and distribution of knowledge to the public, introduction and appreciation of art, introduction to culture between regions and between nations, visualization of natural and cultural heritage, mirroring the growth of human civilization, generating a sense of piety and gratitude to God Almighty.

Museums are important organizations because museums must maintain aesthetic integrity and excellence in cultural offerings, increase and acculturate visitors and achieve economic and financial balance and social consensus. Besides being an important organization, museums also play a strategic role in the national economy. Art and culture are the main elements or factors of cultural tourism, which are an important source of income for regions or countries (Conti, et al. 2020).

### Experience quality

Experience quality is the awareness and feeling of visitors through the use of the products and services provided so that these products and services that visitors use will form a stimulus to behave emotionally for what has been felt or has provided benefits. Grundey, (2008); Hussein et al., (2018). The existence of an experience from this visitor is a determinant of long-term success; it can be said that visitors will have a positive experience if visitors get what they have got.

According to (McCarthy, 2020; Middleton & Hagen, 2022), this experience quality is a subjective response from visitors to what is seen directly or indirectly with products or services from service providers. This involves several elements from the visitors: emotions, extraordinary feelings (fantasy), and various other perceptions.

Previous research (Al-Msallam, 2020) mentioned that as many as 346 visitors from 43 countries who visited museums in four cities in Switzerland experience quality significantly influences loyalty. This can be seen that visitors get an extraordinary experience of what is provided or presented by the service.

Research conducted by (Wu & Li, 2017) at The Historic Center in Macau, with 427 visitors, showed a significant relationship between experience quality and perceived value. The research was supported by previous research viz

(Baird, 2017), by mentioning with the title how destination image and evaluative factors affect behavioral intentions where the experience quality of 393 visitors from various groups of students, housewives, workers in government apparatus, private sector, BUMN and starting from elementary school education to tertiary institutions shows a desire to revisit a historical place.

H1: Experience quality affects loyalty

H2: Experience quality affects perceived value

## Perceived value

The concept of perceived value from several previous studies (Sterrett & Piantavigna, 2018) explains visitors' behavior in various contexts, such as branding, service, hospitality, and tourism. Schwarzer (2016) states that perceived value is a construction that can reflect increased complexity in dimensions, so there is an assumption that perceived value is multidimensional in which visitors can anticipate and obtain more value through various sources, including product search, marketing, direct experience and use of visit results and WOM

Perceived value is based on preference or evaluation of whether the attributes of a product or service can provide or fulfill needs or satisfaction in certain situations (Yuan et al., 2020). Existing research (Lim, Yong, & Suryadi, 2014) states that perceived value is a good predictor of satisfaction and intention to travel. Perceptions of visitors find that the value of a product or service is positively related to visitor attitudes.

Research related to historical museums is unique because there is a different phenomenon that gives high bargaining power to attract visitors. Research conducted by (Radder & Han, 2013) mentions that there is a visitor perception that quality, satisfaction, and loyalty are obtained from and when visiting the museum in the Nelson Mandela bay area in South Africa.

H3: Perceived value affects loyalty

## Loyalty

"Loyalty is defined as non-random purchase expressed over time by some decision-making unit" based on this definition refers to a behavior indicated by purchases or regular visits based on decision-making units. Loyalty manifests the basic human needs to own, support, get a sense of security and build attachment and create emotional attachment. Rienda et al., (2020); Zakaria et al., (2014).

Loyalty is not easy to obtain; psychological conditions are related to attitudes towards products or services that will form beliefs, determine likes and dislikes and decide whether someone wants to buy a product. A person's loyalty to something is physical and non-physical loyalty, such as thoughts and attention (Veloso et al., 2021).

## Patriotism

Patriotism is the spirit of one's love for one's homeland, which can be said to be a willingness to sacrifice for the interests of the nation and state, for the sake of humanity and the sake of development, so that this can foster attitudes and behavior that are following the values of life (Alshira'h et al., 2021; Gurova, 2019). Patriotism comes from the word

patriot, meaning people who love the motherland; patriotism can be applied in the family, school, community, nation, and state.

Ethics is the content of patriotism, which means that the homeland is a moral value that must be maintained. The existence of an understanding of love for the motherland, heroism, or the spirit of a hero is an example of the existence of true fighters who are defenders of the nation who have the spirit, attitude, behavior, and love for the motherland, are willing to sacrifice everything; even willing body and soul for the progress and prosperity of the nation and state (Kim, Yim, & Ko, 2013). According to (McCarthy, 2020), Patriotism represents a strong attachment that a person has to pride and an emotional attachment to the nation.

The quality felt by visitors will be responded to by visitors' emotions (Jang & Namkung, Y. 2009); for example, love (emotion) is caused by the meaning of the relationship of something that is valued or evaluated (Kirshenblatt-Gimblett, 2015). Responses to specific assessments or evaluations by visitors are also due to an emotional connection with visitor consumption at the places visited (Anderson & DeRiemer, 2021)

H4: Patriotism moderates between experience quality and perceived value.

[Figure 1 about here]

## METHOD

A quantitative method with hypothesis testing using SEM-PLS analysis, SEM-PLS can be used to analyze the number of an independent variable more than one, and the result can be smoother. The survey is the main data collection tool, while the unit of analysis is the visitors at the Museum 10 November in Surabaya. This place was chosen because the Museum 10 November contains everything related to the big battle against the invaders on November 10, 1945, known as Heroes' Day. The samples in this study were taken from four points, namely West Surabaya, East Surabaya, South Surabaya, and North Surabaya.

## RESULTS AND DISCUSSION

Based on the data collected in Tables 1, 2, and 3 it shows that the number of respondents collected was 160 visitors consisting of 114 (71.25%) women and 56 men (35%), dominated by ages 26-35 years 60%, between 15-25 years by 20 %, the age between less than 15 years is 15%. The age over 35 years is 5%, social media is used as a place to find information, namely using Facebook as much as 40%, Twitter as much as 15%, Instagram as much as 35%, and WhatsApp as much as 10%, the results of the direct effect hypothesis test shows that.

[Table 1 about here]

[Table 2 about here]

[Table 3 about here]

As one of all social media, Facebook has a significant impact on respondents because social media is commonly used by respondents and as old social media. Hand face book gives many applications like sharing pictures and information.

Experience quality significantly affects loyalty, with a coefficient value of 0.168 and a p-value of 0.00. The significant influence of experience quality can stimulate loyalty. Experience quality possessed by visitors in the form of aesthetics, escapism, education, and entertainment can increase high loyalty. This research aligns with previous studies (An & Butler, 2017; Henderson, 2005; Jeffreys, 2018). Research conducted by (Dekel et al., 2017). Experience quality is something realized by someone because of an experience that someone feels because of the quality values.

Experience quality affects perceived value. This study shows that the path coefficient value from experience quality to perceived value is 0.420. It means that the influence of experience quality possessed by visitors to the Surabaya Heroes Monument Museum in East Java has a strong influence. The value of this path coefficient has a positive value which explains that the stronger the experience quality possessed by visitors, the stronger or higher the perceived value. This is also supported by the significance value or p-value of the independent variable on the dependent variable, which is 0.00, this figure indicates that the experience quality of visitors to the Surabaya Heroes Monument Museum in East Java has a significant influence on perceived value. Ghorbanzadeh et al., (2021) and Loureiro et al., (2014).

The results of statistical tests using the structural equation model (SEM) - PLS analysis technique, show that the path coefficient value from perceived value to loyalty has a value of 0.248, therefore the influence of perceived value on visitors to the Surabaya Heroes Monument Museum in East Java has a strong influence. The path coefficient value has a positive value, meaning that the higher the perceived value of the visitor, the higher the loyalty value. This result also has a significant value or p-value of 0.00, the color of which is perceived value by visitors to the Surabaya Heroes Monument Museum in East Java significantly influences loyalty. The results of this study are consistent with several previous studies (Hsieh et al., 2015; Meng et al., 2018; Verma & Rajendran, 2017), study (Meng et al., 2018 ) and (Verma & Rajendran, 2017).

The effect of experience quality on perceived value with patriotism acts as an intervening variable. The statistical test using the structural equation model (SEM) - PLS analysis technique shows that the test path coefficient value indirectly affects experience quality on perceived value with patriotism as an intervening variable having a value of 0.041 with a p-value of 0.00. This study's results align with several previous studies (Al-Msallam, 2020; Breiby & Slåtten, 2015; Del et al., 2013; Ribeiro & Prayag, 2019).

Patriotism is a heroic soul within a person that can be seen or not. The greater the patriotism that a person has, it can be said that a person has a hero's soul who will always love historical values and not forget to love the motherland. This is an expression of joy and reminiscing. This research has something unique because patriotism can be a moderating variable. So that the hope of future research can make patriotism a mediating variable; on the other hand, there is a need for additional factors in the form of motivation, in this case, intrinsic and extrinsic motivation.

## CONCLUSION

The research has the results of all significant and acceptable hypothesis tests so that all existing instruments can become part of each variable. All variables have been able to become part of the variable itself and become an influence on the dependent and intervening variables.

## Managerial implications

The results of this study are expected to contribute to the growing literature. This research is expected to be a reference related to the theory used, namely associated with behavior which is the umbrella basis for the concept being built. The concept built includes the theory of loyalty: experience quality, perceived value, and patriotism as intervening variables.

## Research limitations

It should be clarified that this research focuses on visitor behavior, and the underlying theory supports this behavior.

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**Conflict of Interest Statement:** The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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**LIST OF TABLES**

1	Number of Visitors Base Gender .....	8
2	Number of Visitors Based Age .....	9
3	Number of Visitors Based Use Social Media .....	10

**LIST OF FIGURES**

1	Conceptual Model .....	11
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**TABLE 1**/Number of Visitors Base Gender

No.	Gender	Numbers	Percent
1.	Men	56	35%
2.	Women	114	114%
	Total	160	

Source: Processed data (2022)



**TABLE 2**/Number of Visitors Based Age

No.	Age	Numbers	Percent
1.	< 15	24	15%
2	15-25	32	20%
3.	26-35	96	60%
4.	> 35	8	5%
	Total	160	

Source: Processed data (2022)

**TABLE 3/**Number of Visitors Based Use Social Media

No.	Social Media	Numbers	Percent
1.	Facebook	64	40%
2	Twitter	24	15%
3.	Instagram	56	35%
4.	WhatApps	16	10%
	Total	160	

Source: Processed data (2022)

**FIGURE 1** / Conceptual Models

