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Analyzing the Influence of the 4A Tourism Components on Visitor Satisfaction at the Jakarta Wayang Museum

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Abstract

The revitalization of the Jakarta Wayang Museum has enhanced its role as a cultural heritage tourism destination; however, the extent to which its tourism components influence visitor satisfaction has not been empirically examined. ***Purpose****: This study aims to analyze the effect of the 4A tourism components—attractions, accessibility, amenities, and ancillary services—on visitor satisfaction at the Jakarta Wayang Museum.* ***Methods****: A quantitative explanatory research design with a cross-sectional survey approach was employed. Data were collected through structured questionnaires administered to 100 visitors selected using purposive sampling. The data were analyzed using multiple linear regression with SPSS version 25, following tests of validity, reliability, and classical assumptions.* ***Results****: The results indicate that attractions ($t = 4.475$; $p < 0.001$), accessibility ($t = 4.081$; $p < 0.001$), amenities ($t = 4.918$; $p < 0.001$), and ancillary services ($t = 3.648$; $p < 0.001$) each have a positive and significant effect on visitor satisfaction. Simultaneously, the four variables significantly influence visitor satisfaction ($F = 18.420$; $p < 0.001$). The coefficient of determination ($R^2 = 0.437$) demonstrates that 43.7% of the variance in visitor satisfaction is explained by the 4A tourism components. Among the variables examined, amenities emerged as the most influential factor. These findings confirm the relevance of the 4A tourism framework in evaluating destination quality within cultural tourism settings.* ***Implications****: The study implies that museum managers should prioritize improvements in visitor facilities and comfort while maintaining attractive cultural experiences, accessibility, and supporting services to enhance visitor satisfaction and destination competitiveness.*

INTRODUCTION

Cultural tourism has become one of the key priorities in the development of tourism in Indonesia, as it contributes not only to economic growth but also to educational value and the preservation of cultural heritage (Zulhuda et al., 2025). In the post-pandemic context, research on heritage tourism has gained increasing attention because tourists are no longer solely seeking entertainment but are also looking for meaningful experiences and a deeper understanding of local cultures (Wulandari & SE, 2024). Studies on cultural tourism in Indonesia indicate that museums and other historical attractions serve as experiential spaces for visitors who wish to understand the stories, identities, and historical values of a community (Awaliah, 2026). This perspective is supported by research examining museums as tourist attractions and sources of historical learning, which emphasizes their role in educational tourism (Kurnia & Ramdani, 2025).

Heritage tourism is a form of travel that emphasizes the understanding of the historical significance of objects, buildings, or locations being visited. Museums, as one of the primary forms of heritage tourism, provide a medium through which visitors can explore the past and reflect

upon their personal experiences in relation to the historical narratives presented. Quantitative approaches are widely employed in museum studies because they enable researchers to capture visitors' perceptions, motivations, and evaluations of their experiences in a systematic manner (Tirtadidjaja, 2024).

Visitor satisfaction has become an important issue in tourism research because it reflects visitors' subjective evaluations of their travel experiences. Empirical studies conducted in museums and heritage tourism destinations in Indonesia have demonstrated that factors such as facilities, service quality, and cultural experiences obtained during visits significantly influence visitor satisfaction levels (Komalasary et al., 2025). These studies highlight the importance of understanding visitor experiences not merely through statistical measurements but also through insights that reveal which destination attributes are most valued by tourists within museum and heritage tourism contexts.

The 4A tourism component framework, consisting of attractions, accessibility, amenities, and ancillary services, is frequently utilized as an instrument for evaluating destination quality. The primary focus of this framework lies in understanding how each component contributes to the creation of a cohesive and meaningful tourist experience. Studies concerning the implementation of the 4A framework in museums and cultural attractions in Indonesia have found that attractions, accessibility, facilities, and supporting services play significant roles in shaping visitors' overall perceptions of their experiences (Setiawan et al., 2025).

Customer satisfaction is one of the most important indicators used to measure the success of organizations operating within the tourism industry. Satisfaction is achieved when customers' expectations and needs are fulfilled through the services provided (Kotler et al., 2022). In the tourism context, visitor satisfaction is influenced not by a single factor but by multiple dimensions, including the quality of attractions, ease of access, availability of facilities, and supplementary services provided at tourism destinations (Devi, 2026).

A high level of tourist satisfaction has positive implications for the sustainability of a tourism destination, as satisfied visitors are more likely to revisit the destination and recommend it to others. Conversely, when tourists' expectations are not met, their intention to revisit may decline, thereby negatively affecting tourism development within a particular region. Therefore, destination managers must pay close attention to all service aspects that may influence visitor satisfaction (Mulyana & Gayatri, 2022).

Measuring tourist satisfaction is a strategic activity that should be conducted periodically to evaluate the quality of services provided. Through such evaluations, destination managers can identify shortcomings and implement necessary improvements to continuously enhance destination quality. Consequently, efforts to improve tourist satisfaction should not be viewed solely as the responsibility of destination managers but also as an integral component of sustainable tourism development strategies.

Museums possess unique characteristics as tourism destinations because the experiences they offer extend beyond visual observation to include narrative interpretation and cultural contextualization. The Jakarta Wayang Museum, as a museum dedicated to traditional Indonesian puppetry arts, offers visitors a complex cultural experience. Previous quantitative research on puppet-themed museums revealed that cultural attraction elements, such as wayang kulit performances, can influence visitors' interest and shape the meanings they derive from their cultural experiences within the museum environment (Juwita et al., 2024).

The Wayang Museum is a cultural institution that plays a significant role in preserving the art of puppetry and promoting heritage tourism in Indonesia. The museum is located at Jalan Pintu Besar Utara No. 27, Pinangsia, RT.3/RW.6, Kota Tua, Taman Sari District, West Jakarta, Special Capital Region of Jakarta 11110. Situated within the historic Kota Tua area of West Jakarta, the museum occupies a heritage building that originally functioned as a Dutch church constructed in 1640. The building subsequently underwent several functional transformations before being officially inaugurated as the Wayang Museum on August 13, 1975, as part of efforts to preserve Indonesia's puppetry traditions and enhance public understanding of this traditional art form. The museum is managed by the Fine Arts Museum Management Unit under the Provincial Government of Jakarta and serves as both an educational facility and a heritage tourism destination that provides learning experiences for visitors. In addition to its conservation function, the museum serves as a center for learning about various forms of Indonesian puppetry, including wayang kulit, wayang golek, wayang beber, wayang klitik, and numerous puppetry artifacts that reflect the evolution of Indonesian culture over time. The Wayang Museum contributes to heritage tourism in Indonesia by providing cultural contexts that enrich visitors' knowledge and experiences while exploring Indonesia's traditional heritage within the historic Kota Tua area (Masnadi, 2023).

In 2024, the Wayang Museum underwent a major renovation that included the addition of immersive exhibition spaces, Augmented Reality (AR) technology, and virtual games aimed at increasing the interest of younger generations. The following section presents a comparison of visitor statistics before and after the renovation.

REKAPITULASI DATA PENGUNJUNG MUSEUM WAYANG TAHUN 2023

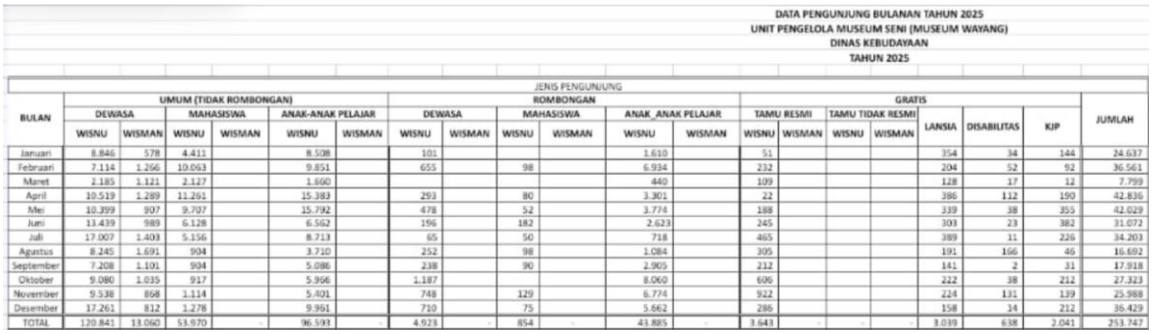
No.	Bulan	JENIS PENGUNJUNG																	Jumlah
		UMUM						ROMBONGAN						TAMU RESMI		LAYANAN GRATIS			
		Dewasa		Mahasiswa		Anak2/Pelajar		Dewasa		Mahasiswa		Anak2/Pelajar							
		Wisnus	Wisman	Wisnus	Wisman	Wisnus	Wisman	Wisnus	Wisman	Wisnus	Wisman	Wisnus	Wisman	Wisnus	Wisman	Penyandang Disabilitas	Lanjut Usia	KJP	
1	Januari	11,304	368	594	-	4,778	-	353	-	-	-	2,450	-	-	-	83	123	19	**20,072**
2	Februari	6,466	342	411	-	3,065	-	370	403	46	-	5,381	-	62	-	8	66	18	**16,638**
3	Maret	5,585	449	301	-	2,465	-	-	-	-	-	5,314	-	344	-	2	33	98	**14,591**
4	April	7,900	439	479	-	2,811	-	-	755	-	-	142	-	15	-	4	61	7	**12,613**
5	Mei	8,053	799	425	-	3,685	-	484	-	-	-	2,317	-	10	-	81	99	97	**16,050**
6	Juni	9,923	766	599	-	4,778	-	273	-	56	-	1,934	-	59	-	1	107	26	**18,522**
7	Juli	9,159	1,056	513	-	4,900	-	123		40		484		18	2	3	151	24	**16,473**
8	Agustus	5,138	1,417	443	4	2,569	-	131	-	35	-	1,607	-	1,001	-	5	108	8	**12,466**
9	September	5,895	1,115	644	2	3,170	2	167		230		2,578		24		41	141	10	**14,019**
10	Oktober	395	30	17	-	221	-	-	-	30	-	31	-	-	-	-	5	-	**729**
11	November	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
12	Desember	6,232	130	459		4,312		42				152				4	106	15	**11,452**
	Jumlah	**76,050**	**6,911**	**4,885**	**6**	**36,754**	**2**	**1,943**	**1,158**	**437**	**-**	**22,390**	**-**	**1,533**	**2**	**232**	**1,000**	**322**	**153,625**

Figure 1. Visitor Data for 2023

REKAPITULASI DATA PENGUNJUNG MUSEUM WAYANG TAHUN 2024

No.	Bulan	JENIS PENGUNJUNG											Jumlah
		UMUM				ROMBONGAN			TAMU RESMI		LAYANAN GRATIS		
		Dewasa	Wisatawan	Mahasiswa	Anak2	Dewasa	Mahasiswa	Anak2					
		Umum	Mancanegara		Pelajar	Umum		Pelajar	Wisnus	Wisman	Penyandang Disabilitas	Lanjut Usia	KJP	
1	Januari	5,105	245	2,109	3,178	140	520	1,696	1	-	34	350	166	**13,544**
2	Februari	3,165	607	1,082	5,479	1,022	534	4,178	150	-	68	404	187	**16,876**
3	Maret	2,257	787	633	1,505	282	233	2,463	-	-	59	261	106	**8,586**
4	April	5,018	520	1,162	2,782	-	95	1,055	5	-	6	388	100	**11,131**
5	Mei	5,354	658	1,355	3,019	770	609	5,665	30	-	40	389	147	**18,036**
6	Juni	4,124	596	1,348	2,618	255	35	1,257	733	-	29	238	125	**11,358**
7	Juli	5,888	907	1,527	4,271	356	179	1,036	840	-	24	496	189	**15,713**
8	Agustus	-	-	-	-	-	-	-	-	-	-	-	-	**-**
9	September	-	-	-	-	-	-	-	-	-	-	-	-	**-**
10	Oktober	-	-	-	-	-	-	-	-	-	-	-	-	**-**
11	November	-	-	-	-	-	-	-	-	-	-	-	-	**-**
12	Desember	-	-	-	-	-	-	-	-	-	-	-	-	**-**
	Jumlah	**30,911**	**4,320**	**9,216**	**22,852**	**2,825**	**2,205**	**17,350**	**1,759**	**-**	**260**	**2,526**	**1,020**	**95,244**

Figure 2. Visitor Data for 2024



DATA PENGUNJUNG BULANAN TAHUN 2025
UNIT PENGELOLA MUSEUM SENI (MUSEUM WAYANG)
DINAS KEBUDAYAAN
TAHUN 2025

BULAN	JENIS PENGUNJUNG																			JUMLAH
	UMUM (TIDAK ROMBONGAN)						ROMBONGAN						GRATIS							
	DEWASA		MAHASISWA		ANAK-ANAK PELAJAR		DEWASA		MAHASISWA		ANAK_ANAK PELAJAR		TAMU RESMI		TAMU TIDAK RESMI		LANSIA	DISABILITAS	KIP	
	WISNU	WISMAN	WISNU	WISMAN	WISNU	WISMAN	WISNU	WISMAN	WISNU	WISMAN	WISNU	WISMAN	WISNU	WISMAN	WISNU	WISMAN				
Januari	8.846	578	4.411		8.508		101				1.610		51				354	34	144	24.637
Februari	7.114	1.266	10.063		9.851		655		98		6.934		232				204	52	92	36.561
Maret	2.185	1.121	2.127		1.660						440		109				128	17	12	7.799
April	10.519	1.289	11.291		15.383		293		80		3.301		22				386	112	190	42.836
Mei	10.399	907	9.707		15.792		478		52		3.774		188				339	38	355	42.029
Juni	13.439	989	6.128		6.562		196		182		2.623		245				303	23	382	31.072
Juli	17.007	1.403	5.156		8.713		65		50		718		465				389	11	226	34.203
Agustus	8.245	1.691	904		3.710		252		98		1.084		305				191	166	46	16.692
September	7.208	1.101	904		5.086		238		90		2.905		212				141	2	31	17.918
Oktober	9.080	1.035	917		5.966		1.187				8.060		606				222	38	212	27.323
November	9.538	868	1.114		5.401		748		129		6.774		922				224	131	139	25.988
Desember	17.261	812	1.278		9.961		710		75		5.662		286				158	34	212	36.429
TOTAL	120.841	13.060	53.970	-	96.593	-	4.923	-	854	-	43.885	-	3.643	-	-	-	3.039	638	2.041	253.747

Figure 3. Visitor Data for 2025

As illustrated in the figure above, a significant increase in the number of visitors to the Jakarta Wayang Museum can be observed following the revitalization program. Based on this phenomenon, the present study employs a quantitative approach to examine how visitors perceive the 4A tourism components within their visitation experiences at the Jakarta Wayang Museum and how these perceptions are associated with their overall satisfaction. The study utilizes questionnaires as the primary data collection instrument to obtain empirical data regarding visitors' assessments of attractions, accessibility, amenities, and ancillary services provided by the museum. Through a systematic analysis of these dimensions, the research seeks to identify the extent to which each component contributes to visitor satisfaction. The findings are expected to provide practical recommendations for the development of the museum as a heritage tourism destination that is oriented toward enhancing visitor experiences and satisfaction.

METHODS

This study employed a quantitative research method with a survey approach. The quantitative method was selected because the study aimed to examine the influence of the 4A tourism components, consisting of attractions, accessibility, amenities, and ancillary services, on visitor satisfaction at the Jakarta Wayang Museum. The research data were collected in numerical form through the distribution of questionnaires to respondents and were subsequently analyzed using inferential statistical techniques. This approach enabled the researchers to objectively and systematically measure the relationships and effects among the variables under investigation. This study adopted an explanatory research design with a cross-sectional approach. The explanatory design was utilized to investigate the causal relationships between the independent variables, namely attractions (X_1), accessibility (X_2), amenities (X_3), and ancillary services (X_4), and the dependent variable, visitor satisfaction (Y). Data were collected during a single period through a survey using questionnaires administered to visitors of the Jakarta Wayang Museum. The study was conducted at the Jakarta Wayang Museum, located at Jalan Pintu Besar Utara No. 27, Kota Tua Area, West Jakarta, Indonesia. The population of this study consisted of all visitors who had visited the Jakarta Wayang Museum. The sample was selected using a purposive sampling technique, which involves selecting respondents based on specific criteria relevant to the objectives of the study. The criteria for respondent selection were as follows: visitors who had previously visited or were currently visiting the jakarta wayang museum, a minimum age of 18 years, direct experience with the museum's facilities and services, and willingness to participate in the study by completing the questionnaire. The sample size was determined using the Slovin formula with a margin of error of 10%, resulting in a total sample of 100 respondents. The primary research

instrument was a structured questionnaire developed based on the indicators of the research variables. The questionnaire employed a four-point Likert scale as follows:

Table 1. Four-Point Likert Scale

Score	Category
1	Strongly Disagree (SD)
2	Disagree (D)
3	Agree (A)
4	Strongly Agree (SA)

The variables measured in this study included:
Attractions (X_1)
Accessibility (X_2)
Amenities (X_3)
Ancillary Services (X_4)
Visitor Satisfaction (Y)

Data collection was conducted using the following techniques: questionnaire and observation. The collected data were analyzed using Statistical Package for the Social Sciences (SPSS) version 25 through the following procedures: 1) Descriptive Statistical Analysis, 2) Validity Testing using the Pearson Product-Moment Correlation, 3) Reliability Testing using Cronbach's Alpha. 4) Classical Assumption Tests, including: Normality Test, Multicollinearity Test, and Heteroscedasticity Test. 5) Coefficient of Determination (R^2) Analysis, 6) Partial Significance Test (t-test), 7) Simultaneous Significance Test (F-test), and 8) Multiple Linear Regression Analysis to determine the effects of attractions, accessibility, amenities, and ancillary services on visitor satisfaction. The study was conducted at the Jakarta Wayang Museum over a period of approximately three months, encompassing the stages of instrument preparation, field data collection, data processing, statistical analysis, and report preparation. Data collection was carried out directly with respondents who met the established selection criteria throughout the research period.

RESULTS AND DISCUSSION

RESULTS

1. Test of Classical Assumptions

a. Normality Test

Uji normalitas bertujuan untuk mengetahui apakah data residual dalam model regresi berdistribusi normal atau tidak. Model regresi yang baik seharusnya memiliki data residual yang berdistribusi normal menggunakan variabel residual yaitu RES_1. Deteksi normalitas dilakukan dengan menggunakan uji One-Sample Kolmogorov-Smirnov Test. Kriteria yang digunakan adalah apabila nilai Asymp. Sig. (2-tailed) > 0,05 maka data residual berdistribusi normal, sedangkan apabila nilai Asymp. Sig. (2-tailed) < 0,05 maka data residual tidak berdistribusi normal. Hasil uji normalitas disajikan pada tabel berikut:

Tabel 1. Table Normality Test

Variable	N	Asymp. Sig.
RES_1	100	0.200

Based on Table 1, the results of the One-Sample Kolmogorov–Smirnov normality test indicate a significance value of 0.200, which is greater than the significance threshold of 0.05. This result suggests that the residual data are normally distributed. Therefore, the normality

assumption of the regression model has been satisfied, and the analysis can proceed to the subsequent stages.

b. Multicollinearity Test

The multicollinearity test was conducted to determine whether a high degree of correlation exists among the independent variables in the regression model. A good regression model should not exhibit significant correlations among its independent variables. Multicollinearity was assessed by examining the Tolerance and Variance Inflation Factor (VIF) values. The criteria used for evaluating multicollinearity were a Tolerance value greater than 0.10 and a VIF value lower than 10. The results of the multicollinearity test are presented in the following table.

Table 2. Multicollinearity Test

No.	Variabel	Tolerance	VIF
1	X1	0.992	1.008
2	X2	0.983	1.017
3	X3	0.980	1.021
4	X4	0.966	1.035

Based on Table 2, all independent variables exhibit Tolerance values greater than 0.10 and VIF values lower than 10. Specifically, variable X_1 has a Tolerance value of 0.992 and a VIF value of 1.008, variable X_2 has a Tolerance value of 0.983 and a VIF value of 1.017, variable X_3 has a Tolerance value of 0.980 and a VIF value of 1.021, and variable X_4 has a Tolerance value of 0.966 and a VIF value of 1.035. These results indicate that no multicollinearity exists among the independent variables in the regression model. Therefore, the multicollinearity assumption has been satisfied.

c. Heteroscedasticity Test

The heteroscedasticity test was conducted to determine whether the variance of the residuals remains constant across observations in the regression model. A good regression model should not exhibit heteroscedasticity. In this study, heteroscedasticity was assessed using the Glejser test by regressing the absolute residual values (ABS_RES) on the independent variables. The criterion applied was that a significance value greater than 0.05 for each independent variable indicates the absence of heteroscedasticity. The results of the heteroscedasticity test are presented in the following table.

Table 3. Heteroscedasticity Test

No.	Variabel	Sig.	Keterangan
1	X1	0.542	Did Not Occur
2	X2	0.217	Did Not Occur
3	X3	0.305	Did Not Occur
4	X4	0.222	Did Not Occur

Based on Table 3, the results of the Glejser test indicate that all independent variables have significance values greater than 0.05. Specifically, variable X_1 has a significance value of 0.542, variable X_2 has a significance value of 0.217, variable X_3 has a significance value of 0.305, and variable X_4 has a significance value of 0.222. Since all significance values exceed 0.05, it can be concluded that heteroscedasticity is not present in the regression model. Therefore, the assumption of homoscedasticity has been satisfied.

2. Hypothesis Testing / Regression

a. Coefficient of Determination (R-squared)

Uji koefisien determinasi digunakan untuk mengukur seberapa jauh kemampuan model dalam menerangkan variasi variabel dependen. Hasil uji koefisien determinasi disajikan pada tabel berikut.

Table 4. Results of the Coefficient of Determination Test (Model Summary)

Model	R	*R Square*	*Adjusted R Square*	*Std. Error of the Estimate*
1	.661[a]	.437	.413	**1.192**

Based on Table 4, the R value of 0.661 indicates a strong relationship between the independent variables (X_1, X_2, X_3, and X_4) and the dependent variable (Y) when considered simultaneously. The R Square value of 0.437 indicates that the independent variables (X_1, X_2, X_3, and X_4) collectively explain 43.7% of the variance in the dependent variable (Y), while the remaining 56.3% is attributable to other factors not examined in this study.

Furthermore, the Adjusted R Square value of 0.413 provides a more accurate measure of the model's explanatory power because it accounts for the number of independent variables included in the regression model. The Standard Error of the Estimate (SEE) value of 1.192 indicates a relatively low level of prediction error, suggesting that the regression model demonstrates an acceptable degree of accuracy in estimating the dependent variable.

b. Simultaneous Test (F-Test)

Based on Table 4.15, the R value of 0.661 indicates a strong relationship between the independent variables (X_1, X_2, X_3, and X_4) and the dependent variable (Y) when considered simultaneously. The R Square value of 0.437 indicates that the independent variables (X_1, X_2, X_3, and X_4) collectively explain 43.7% of the variance in the dependent variable (Y), while the remaining 56.3% is attributable to other factors not examined in this study. Furthermore, the Adjusted R Square value of 0.413 provides a more accurate measure of the model's explanatory power because it accounts for the number of independent variables included in the regression model. The Standard Error of the Estimate (SEE) value of 1.192 indicates a relatively low level of prediction error, suggesting that the regression model demonstrates an acceptable degree of accuracy in estimating the dependent variable.

Table 5. Results of the F-Test (ANOVA)

Model		*Sum of Squares*	*df*	*Mean Square*	*F*	*Sig.*
1	Regression	104.74	4	26.185	18.42	.000[b]
	Residual	135.05	95	1.422		
	Total	239.79	99			

Based on Table 5, the multiple linear regression equation can be formulated as follows:

Y = 0.033 + 0,260 X1 + 0,250 X2 + 0,311 X3 + 0,209 X4

The interpretation of the partial regression coefficients for each independent variable is presented below:

The regression coefficient of X_1 is 0.260, indicating that a one-unit increase in X_1 leads to an increase of 0.260 units in Y, assuming that all other variables remain constant.

The standardized Beta coefficient of 0.346 indicates the contribution of X_1 to the dependent variable.

The regression coefficient of X_2 is 0.250, indicating that a one-unit increase in X_2 results in a 0.250-unit increase in Y, assuming that the other variables remain unchanged. The standardized Beta coefficient of 0.317 reflects the contribution of X_2 to Y.

The regression coefficient of X_3 is 0.311, which is the highest among all independent variables, indicating that X_3 has the greatest influence on Y. The standardized Beta coefficient of 0.383 further confirms that X_3 is the strongest predictor in the regression model.

The regression coefficient of X_4 is 0.209, indicating that a one-unit increase in X_4 results in a 0.209-unit increase in Y, assuming that the other variables remain constant. The standardized Beta coefficient of 0.286 represents the contribution of X_4 to the dependent variable.

The results of the partial hypothesis testing (t-test) for each independent variable are presented as follows.

Based on Table 5, variable X_1 obtained a t-value of 4.475 with a significance value of 0.000. Since the significance value is lower than 0.05 (0.000 < 0.05), the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted. This finding indicates that X_1 has a positive and statistically significant effect on Y.

Variable X_2 obtained a t-value of 4.081 with a significance value of 0.000. Since the significance value is lower than 0.05 (0.000 < 0.05), H_0 is rejected and H_1 is accepted. Therefore, X_2 has a positive and statistically significant effect on Y.

Variable X_3 obtained a t-value of 4.918 with a significance value of 0.000. Since the significance value is lower than 0.05 (0.000 < 0.05), H_0 is rejected and H_1 is accepted. Thus, X_3 has a positive and statistically significant effect on Y.

Variable X_4 obtained a t-value of 3.648 with a significance value of 0.000. Since the significance value is lower than 0.05 (0.000 < 0.05), H_0 is rejected and H_1 is accepted. Accordingly, X_4 has a positive and statistically significant effect on Y.

Table 6. Hypothesis Test Results

Hypothesis	Description	Calculated t/F	Sig.	Conclusion
H1	X1 → Y (Parsial)	4.475	0,000	Influential
H2	X2 → Y (Parsial)	4.081	0,000	Influential
H3	X3 → Y (Parsial)	4.918	0,000	Influential
H4	X4 → Y (Parsial)	3.648	0,000	Influential
H5	X1, X2, X3, X4 → Y (Simultan)	18.42	0.000	Influential

Based on Table 6, it can be concluded that all research hypotheses are supported. The four independent variables exert significant effects on the dependent variable (Y), both individually (partially) and collectively (simultaneously). The resulting regression model is able to explain 43.7% of the variance in the dependent variable, as indicated by the coefficient of determination ($R^2 = 0.437$), with an Adjusted R^2 value of 0.413. Furthermore, the model satisfies the goodness-of-fit criteria, as demonstrated by the F-test results (F =

18.42, Sig. = 0.000), indicating that the regression model is statistically significant and appropriate for explaining the relationship between the independent and dependent variables.

The findings of this study demonstrate that the four dimensions of the 4A tourism components—attractions, accessibility, amenities, and ancillary services—have positive and statistically significant effects on visitor satisfaction at the Jakarta Wayang Museum. Both partial and simultaneous analyses confirmed that all proposed hypotheses were supported. The coefficient of determination ($R^2 = 0.437$) indicates that 43.7% of the variation in visitor satisfaction can be explained by the four dimensions of the 4A framework, while the remaining 56.3% is influenced by other factors not examined in this study, such as service quality, destination image, visitor motivation, and experiential value. These findings suggest that the quality of tourism destination components plays an important role in shaping visitors' overall evaluation of their museum experience.

The results reveal that attractions significantly influence visitor satisfaction ($t = 4.475$; $p < 0.001$). This finding indicates that the uniqueness of the museum's cultural collections, historical narratives, and interactive exhibitions contributes positively to visitors' experiences. As a cultural tourism destination, the Jakarta Wayang Museum offers educational and heritage-based attractions that create meaningful experiences for tourists. This result is consistent with the findings of Rosanto and Yeremia (2025), who reported that cultural attractions based on the 4A framework significantly affect tourists' perceptions and revisit intentions. Similarly, Kurnia and Ramdani (2025) found that museum attractions generate educational, cultural, and experiential values that enhance visitor satisfaction. The revitalization program implemented by the museum, including immersive exhibitions and augmented reality features, may have strengthened the attractiveness of the destination and increased visitors' appreciation of the cultural experience offered.

Accessibility was also found to have a positive and significant effect on visitor satisfaction ($t = 4.081$; $p < 0.001$). This finding suggests that ease of access, transportation availability, directional signage, and the strategic location of the museum within Jakarta's Kota Tua area contribute substantially to visitors' positive evaluations. The result supports the argument of Devi (2026), who emphasized that accessibility is a crucial determinant of tourist satisfaction because it influences convenience and travel efficiency. Likewise, Mulyana and Gayatri (2022) concluded that accessible tourism destinations are more likely to generate positive visitor experiences and encourage repeat visits. Since accessibility reduces physical and psychological barriers during travel, visitors tend to perceive the destination more favorably when access is convenient and well-organized.

Among all independent variables, amenities emerged as the most influential factor affecting visitor satisfaction ($\beta = 0.383$; $t = 4.918$; $p < 0.001$). This result indicates that supporting facilities such as exhibition spaces, cleanliness, comfort, rest areas, information boards, and technological facilities significantly determine visitors' overall satisfaction. The finding aligns with Komalasary et al. (2025), who demonstrated that facility quality is one of the strongest predictors of visitor satisfaction in museum tourism. Similarly, Amalia et al. (2023) found that amenities directly affect tourists' evaluations because facilities represent tangible evidence of service quality. The dominance of amenities in this study may be attributed to the museum's recent revitalization efforts, which introduced modern facilities and interactive technologies designed to enhance visitor comfort and engagement.

Consequently, visitors may place greater value on the quality and availability of facilities when evaluating their museum experience.

The analysis further indicates that ancillary services significantly influence visitor satisfaction ($t = 3.648$; $p < 0.001$). Ancillary services include visitor information centers, tour guides, customer assistance, security services, and other supporting facilities that facilitate tourist activities. Although ancillary services demonstrated the smallest regression coefficient among the independent variables, their contribution remains statistically significant. This result supports the study of Sugiarto et al. (2024), which highlighted the importance of supplementary services in improving the overall quality of tourism experiences. Supporting services provide visitors with a sense of convenience, safety, and assurance, thereby contributing to higher satisfaction levels.

The simultaneous test revealed that the four dimensions collectively have a significant influence on visitor satisfaction ($F = 18.42$; $p < 0.001$). This finding confirms the theoretical proposition that tourism destinations should be managed as integrated systems rather than as isolated components. The 4A framework emphasizes that attractions, accessibility, amenities, and ancillary services interact synergistically to create a comprehensive tourism experience. The findings are consistent with Setiawan et al. (2025) and Mulyana and Gayatri (2022), who concluded that visitor satisfaction is shaped by the combined performance of destination attributes rather than by a single factor. Therefore, tourism managers should adopt a holistic approach when developing and improving destination quality.

The findings provide important practical implications for the management of the Jakarta Wayang Museum. Since amenities were identified as the most dominant determinant of visitor satisfaction, museum administrators should prioritize continuous improvements in visitor facilities, technological innovation, comfort, cleanliness, and interactive exhibition experiences. At the same time, maintaining attractive cultural content, improving accessibility, and strengthening supporting services remain essential for ensuring a high-quality visitor experience. Enhancing these dimensions collectively may increase visitor satisfaction, encourage revisit intentions, and strengthen the museum's competitiveness as a leading cultural tourism destination in Indonesia.

Several limitations should be acknowledged. First, the study was conducted only at the Jakarta Wayang Museum, which limits the generalizability of the findings to other museums or cultural tourism destinations. Second, the model explains 43.7% of visitor satisfaction, indicating that other influential factors were not included in the analysis. Third, the use of a cross-sectional survey design captures visitor perceptions at a single point in time and may not reflect changes in satisfaction over longer periods. Future research should incorporate additional variables, such as destination image, service quality, experiential value, and revisit intention, while expanding the study to multiple cultural tourism destinations to obtain more comprehensive insights.

DISCUSSION

Tourism is a temporary travel activity undertaken for recreation, learning, and cultural exploration that creates social, cultural, and economic interactions between visitors and destinations (Salee et al., 2022). A tourist destination is an integrated area that offers attractions, facilities, and services to provide memorable visitor experiences (Alsabarni et al., 2025). The quality of a destination is commonly assessed through the 4A framework, consisting of attractions,

accessibility, amenities, and ancillary services, all of which influence tourist satisfaction and travel decisions (Sugiarto et al., 2024; Facrureza & Lie, 2024). Museums represent cultural tourism destinations that preserve heritage while providing educational and recreational value to visitors (Bu'ang et al., 2022; Rosanto & Yeremia, 2025). Tourist satisfaction occurs when visitors' experiences meet or exceed their expectations, increasing the likelihood of revisits and positive recommendations (Amalia et al., 2023; Chandra & Tjiptono, 2022).

The results of the study show that all 4A components of tourism, namely attraction, accessibility, amenities, and ancillary services, have a positive and significant effect on the satisfaction of visitors to the Jakarta Wayang Museum. Simultaneously, the four variables were able to explain 43.7% of the variation in visitor satisfaction ($R^2 = 0.437$), while the rest were influenced by other factors outside the study model. These findings indicate that the quality of cultural tourism destinations is not only determined by the attractiveness of tourist attractions, but also by the ease of access, availability of facilities, and supporting services received by tourists. This result is in line with the theory of the components of tourist destinations which states that a satisfactory tourist experience is formed through the integration of all 4A elements in a destination (Mulyana & Gayatri, 2022; Setiawan et al., 2025).

The attraction variable was proven to have a positive and significant effect on visitor satisfaction with a t-value of 4.475 and a significance of 0.000. These findings show that the Wayang Museum's cultural collections, historical values, educational narratives, and interactive exhibition innovations are able to improve the tourist experience. The results of this study support the research of Rosanto and Jeremiah (2025) which found that tourist attractions based on the 4A component have an effect on the perception and interest of tourists returning visits. In addition, Kurnia and Ramdani (2025) also stated that museum attractions provide educational value and cultural experiences that are able to increase visitor satisfaction.

The accessibility variable obtained a t-value of 4.081 with a significance level of 0.000, which shows that accessibility has a positive effect on visitor satisfaction. The ease of transportation, clear directions, and the strategic location of the Wayang Museum in the Old Town area of Jakarta are factors that support the comfort of tourists. This result is in line with Devi's (2026) research which emphasizes that accessibility is an important factor in creating tourist satisfaction because it is related to the ease of travel to destinations. These findings also support the research of Mulyana and Gayatri (2022) who stated that destinations with good access tend to produce more positive tourist experiences.

The amenities variable was the most dominant factor influencing visitor satisfaction with a beta coefficient value of 0.383 and a t-value of 4.918. This shows that supporting facilities such as cleanliness, showroom comfort, rest areas, information boards, and interactive technology are the aspects that visitors pay the most attention to in evaluating their travel experience. These findings are consistent with research by Komalasary et al. (2025) which concluded that the quality of facilities is a major predictor of museum visitor satisfaction. These results are also in line with the research of Amalia et al. (2023) which states that amenities are tangible evidence of service quality that directly affects tourist satisfaction.

Meanwhile, the ancillary services variable also showed a positive and significant influence on visitor satisfaction with a t-value of 3.648 and a significance of 0.000. Information services, officer assistance, security, and various other support services have been proven to contribute to a more comfortable and enjoyable travel experience. These findings support the results of Sugiarto et al.'s

(2024) research which states that support services have an important role in improving the quality of the tourist experience by providing a sense of security, convenience, and comfort during visits.

Overall, the results of this study reinforce the findings of various previous studies that tourist satisfaction is the result of a combination of various complementary destination attributes. The success of the Jakarta Wayang Museum in increasing visitor satisfaction after revitalization shows that the management of cultural tourism destinations needs to be carried out holistically by paying attention to the balance between cultural attractions, accessibility, quality of facilities, and supporting services. Thus, this study not only confirms the relevance of the 4A framework in the context of cultural tourism, but also enriches the literature on the factors that affect the satisfaction of museum visitors in Indonesia.

CONCLUSION

This study aimed to examine the influence of the 4A tourism components—attractions, accessibility, amenities, and ancillary services—on visitor satisfaction at the Jakarta Wayang Museum. The findings demonstrate that all four components have positive and statistically significant effects on visitor satisfaction, both individually and collectively. The partial hypothesis testing revealed that attractions, accessibility, amenities, and ancillary services each contribute significantly to enhancing visitors' overall evaluations of their museum experience. Among these variables, amenities emerged as the most influential factor, indicating that the quality of facilities, visitor comfort, and supporting infrastructure play a crucial role in determining satisfaction levels. Furthermore, the simultaneous analysis confirmed that the four dimensions of the 4A framework function as an integrated system in shaping visitor perceptions and experiences. The coefficient of determination ($R^2 = 0.437$) indicates that the 4A tourism components explain 43.7% of the variance in visitor satisfaction, while the remaining 56.3% is attributable to other factors beyond the scope of this study. These findings reinforce the theoretical perspective that destination quality is multidimensional and that visitor satisfaction is influenced by the combined performance of attractions, accessibility, amenities, and supporting services. The results also highlight the importance of adopting a holistic destination management approach to ensure a positive and memorable visitor experience. From a theoretical perspective, this study contributes to the tourism and destination management literature by providing empirical evidence regarding the applicability of the 4A tourism framework within the context of cultural and heritage tourism destinations. The findings confirm that the 4A model remains a relevant and effective framework for evaluating destination quality and understanding visitor satisfaction in museum tourism settings. Moreover, this study enriches the body of knowledge concerning visitor behavior and satisfaction in Indonesian cultural tourism destinations, particularly museums that have undergone revitalization and modernization initiatives. Based on the findings, it is recommended that the management of the Jakarta Wayang Museum prioritize the continuous improvement of amenities while maintaining the quality of attractions, accessibility, and ancillary services. Future research is encouraged to incorporate additional variables, such as destination image, service quality, experiential value, revisit intention, and visitor loyalty, in order to obtain a more comprehensive understanding of the determinants of visitor satisfaction. Expanding the research scope to include multiple museums or cultural tourism destinations would also enhance the generalizability and robustness of future findings.

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