Servicescapes Analysis of National Museum

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Abstract. 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.

Keywords: marketing, museum, service, servicescapes

Abstrak. *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.*

Kata kunci: *museum, pemasaran, jasa,* servicescapes

INTRODUCTION

The interest to study museum servicescapes emerged from the existing public perception that museum is a less interesting place, weird place, only visited by groups of Elementary and High School students. Huong (2007) affirms that visiting a museum is often considered old-fashioned by most teenagers, as well as less appealing for more grown-up generation. Looking briefly at the number of visitors in National Museum as of 235,003 in 2009, it seems to have a lot of visitors. Yet, looked thoroughly further, it is possible that groups of Elementary and High School students in their holiday season greatly contribute to that number. They are groups who visit the museum due to the compulsion of their schools, thus less be bothered to rip benefit of the museum. Even more in major cities, there are temptations of popular culture and other more stylish entertainments among society. Therefore, the contribution of museum as an educational and tourism media become less optimum. Actually, museum can serve as an interesting tourist destination as well as an appropriate learning medium outside schools.

Even though museum is an ideal, economical medium with significant influence for society, many experts think that museum is only related to certain elitist groups. Up to the present, even, museum is much more visited by the upper-middle class (McLean,1997). In Indonesia, however, the upper-middle and the upper class seem to be hesitant to visit a museum. Nevertheless, those classes still attempt to raise their prestige in order to be considered as belonging to a certain social class; hence they visit a museum more in order to be seen sophisticated than to study the content of museum collections. Apart from that, the dim and simple displays of the museum are also less appealing for this social class, in particular and for people, in general.

In order to increase its number of visitors, National Museum started to settle its physical appearance, particularly in the area of the new museum building. Even so, some inputs on the development related to the physical environment of the museum are required. The reason is to make the physical appearance of museum more conducive, and to give a maximum services for the public. We choose National Museum as our object of research since the museum gradually strive to improve its physical appearance and the layout of its collections. In addition, National Museum has been one of the models for the entire museums in Indonesia. The National Museum in Jakarta is one of the largest, oldest museums with the most complete collections, originated from various regions in Indonesia. The number of artifacts in the museum is not less than 110,000 objects. Initially, National Museum stood under the name of Bataviaasch Genoothschap van Kunsten en Wetenschappen (the Batavian Society of Arts and Sciences) on 24 April 1778, in the Dutch colonial period. Further National Museum was also known as "Gedung Gadjah" (elephant building), since there are several Elephant statues in the front yard, as a gift from the King of Chulalangkorn (Thailand) in 1871 (Miksic, 2007).

In general, a museum is identical with a non-profit institution. Nonetheless some museums in the world start

to develop its revenue through several efforts: such as establishing a souvenir shop, and a cafe for a break in the museum, providing a tour, educational, and collection borrowing services, as well as and applying copyright cost and renting the museum area as a wedding venue (Reeve and Woollard, 2006). Apart from that, a museum must always provide excellent services for the public since it belongs to the hospitality/service business. In the service sector, where service aspect is given emphasis, the product offered is commonly intangible. Therefore, a physical evidence that support such service is required. Furthermore, a service-supporting environment will make the service received by the customer felt more thoroughly. The environment of the service is known as servicescapes, which include, among others, the design of the place of service, the decor and atmosphere created by the service unit (Bitner, 1992).

A museum can provide a learning experience that is both interesting and entertaining amidst our dense activities. Museum development as an educational medium has clearly become a necessity, particularly in developing countries (Eoe, 1995). Moreover, a museum is a place that preserve and strengthen a nation's identity, reference, and tradition (Ambrose and Paine, 2006). Therefore to make it appealing for a visit, a continuous development of the museum is required.

According to McLean (1997) the existence of museum has further developed from its initial objectives. In his explanation it is stated that Murray, a museum expert, in 1904 defined museum as "a collection of monuments of antiquity, or rather of objects, interesting for scholars and men of science, arranged and displayed in accordance with scientific method" (Murray, 1904). While according to the UK Museum Association, a museum is defined as "an institution which collects, documents, preserves and interprets material evidence and associated information for the public benefit" (McLean, 1997). From the two definitions, there is an evolution of the museum function. Museum is not merely a place to display collections, but also preserve, document, and interpret an object. In addition, museum must also give benefit for the entire community, instead of merely for few groups of social elite or academicians.

Nonetheless, public interest in Jakarta to visit a museum is still low. One of the reasons for the low interest is the perception that museum display is not attractive. The physical environment of a service business may raise the value received by the customers. In terms of museum, thus far, the physical display of National Museum seems to be mediocre even though the museum itself has attempted to provide maximum services and information for its entire collections. The concept of servicescapes is commonly implemented for various service businesses. Thus the question of this research is: what is the condition of the servicescapes of National Museum based on the perception of its visitors? and What efforts can be done by National Museum related to its servicescapes?

In this research, the significance of scientific research targeted is to become a research reference for the development of museums, by considering more complicated factors, hence in its entirety a museum can develop itself and have a significant role in developing national education and tourism. In the meanwhile, the practical significance of this research is to provide valuable inputs for museum organizers in order to better improve their services for visitors or communities.

Museum is a service organization that also has a function associated with the sector of education and tourism. Additional knowledge on certain matter can be obtained by studying the collections in the museum. By visiting a museum, one can also learn to appreciate the work of others, open horizon of thinking, and understand the philosophy of the existence of a thing. In terms of tourism, a museum is included in the cultural tourism. To better understand the museum, it is necessary to consider the following concepts as well.

In general, today, a company cannot separate itself from a service, although the service provided is only a minor component (part of the products offered), or else a major part of a product. Judging from its characteristics, service product is different from goods product. Some marketing experts, among others Lovelock (2006), has identified the characteristics of service, i.e. intangibility, inseparability, variability, and perishability. These characteristics of service influence consumer's caution in selecting or consuming services. To reduce the risk, the consumer requires evidence of the service quality. The quality evidence is generally represented in tangible forms such as location, shape of the building, the physical appearance of employees, means of communication, and so forth, which is commonly known as physical evidence. This suggests that a museum needs to pay attention to its physical appearance.

Museum is a form of service-business, closely related to tourism industry, particularly cultural tourism. Cultural tourism is currently growing, compared to other types of tourism, due to the awareness of most people's sense of nationality, cultural heritage, and history of a place. Cultural tourism, as well as museums, are perceived to offer a high level of knowledge and a prestigious value. Tourism itself is defined by Goeldner and Ritchie (2006) as a process, activity and influence caused by the relationship and interaction between travelers, tourism suppliers, government, host communities, and the surrounding environment, involved in attracting and receiving visitors. Similarly, the notion of tourism is described by the World Tourism Organization: "Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purpose" (WTO, 1993). The definition is in line with what is expressed by Gilmore (2003), that tourism is an activity of people who travel and stay at a place outside their resident of origin for less than one continuous year for tourist purpose, business, and others .

In providing services to visitors, a museum should consider various factors. Good design of service delivery can shape a positive experience and lead to satisfaction. Physical factors of the service product can support the delivery of the services rendered. Various physical factors include, among others, cleanliness of the room, the physical condition of the building, the objects contained

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in a service organization, and a variety of other tangible forms. In addition to helping attract the attention of visitors, these things can be a justification for the benefits, quality and types of services provided (Lovelock and Weinberg, 1988).

Physical factors in such organization of service is then known as the service atmosphere, physical design, physical evidence, or servicescapes. Bitner (1992) suggested that Servicescapes is an environment created by humans, not something that happens by itself. The servicescapes dimension consists of three main groups, namely ambient condition, the layout of the room as well as signs, symbols and artifacts.

The function of the atmosphere built by a service organization is, among others, as a medium of message creation. With the appropriate symbols and appearance, an organization (in this case is a museum) may reflect who the market target is. In addition, the function of the physical appearance is as a medium to attract the attention of customers, and not less important, to create certain effect. By using color, texture, sound, and various other designs, the convenience and taste for a particular product may increase. Specific color or fragrance can also stimulate the brain, and affect the purchasing behavior.

RESEARCH METHODS

This research uses quantitative approach where more emphasis is given to research design, measurement and sample taking. Therefore quantitative data are required to study how far visitors can judge the servicescapes of National Museum. The data would later be combined with thorough analysis from various literature and observation, so that eventually a recommendation of appropriate servicescapes could be formulated. Finally, this would influence the plan on the data collection and analysis.

Based on the objectives, this research is a descriptive research, attempting to dig a number of descriptive data on the servicescapes of National Museum, that would later be made as the reference for the recommendation. Based on the research period, this research is a cross sectional research since it only measured or collected a number of data within a certain period of time, collected from specific samples, and only conducted once for each respondent. The data collection technique is conducted through field observations and surveys.

Observations were conducted on the condition of museum environment, in terms of the usage of available service facilities, and the condition of museum infrastructure. These could also describe the layout of objects, atmosphere, and services rendered in National Museum. In the mean while surveys were conducted by spreading questionnaire to research respondents in the period of June–July 2012.

Related to quantitative research, literary study was also conducted to acquire secondary data through literature and electronic sites linked to this research. through literary study, researcher used a number of reference to support the operation of concepts and instrument designs used in this research. Apart from that, several literature are required to get information concerning related theme in order to sharpen the analysis when interpreting data on the field.

Operational definition used in this research is derived from Bitner (1992) concerning servicescapes. The description of the condition of the museum atmosphere refers to the color that dominates the room, the room temperature, aroma wafted by visitors, lighting, air condition, sound or music played, as well as the level of noise coming from other visitors and the room itself. While the description of the layout emphasizes on the equipment contained in a room along with the function of the equipment for visitors and the organization. The equipment in question can be either a cabinet or display case for putting the artifacts displayed, the chair or bench for visitors to rest, including their layout design. The last dimension refers to the available symbols, signs, and artifacts. Properly, inside the museum, there is an information regarding visiting museum etiquette, clear directions, information boards, a detailed explanation of objects displayed, as well as other clues that can communicate the aesthetics of the place to visitors.

The population of this study is the National Museum visitors aged 17 years and above, regardless of domestic or foreign travelers. Determination of the age is adjusted to the assumption that they have matured cognitively and emotionally, and are able to give an opinion or an objective assessment of the services they received at the National Museum. The number of samples for the research is 100 respondents, which, according to researcher, is sufficiently representative. The sampling was conducted by accidental technique, i.e. those who are visiting the National Museum. The reason is to make sure that they fill out the questionnaire according to the circumstances that they are perceiving at the moment.

This study uses quantitative data analysis technique, using SPSS. The data obtained was then processed with Likert scale categorization and frequency distribution based on respondents' answers. The Likert scale used consists of five categories, starting from the extreme negative toward the extreme positive by using interval measurement scale. Next, a Mean Test is performed to determine the mean average of the respondents' answers, showing the tendency to value answers.

RESULT AND DISCUSSION

This research was conducted through several stages. The first stage is the literary research and preliminary observations. At that stage, the research team has conducted a number of literature searches, i.e. books and journals related to museum development and servicescapes. In the early stage, preliminary observations have also been made, observing the environmental and atmospheric conditions of the museum. At this stage, the research instruments have also been prepared, in the form of questionnaires, referring to the concept of museum servicescapes and conditions at the time of initial observations.

In the second step, the implementation of research had come to the distribution of questionnaires to obtain primary data from museum visitors. Research questionnaires were distributed to 100 visitors at the National Museum of the

period of late June and early July 2012. The collected primary data were then processed, using descriptive statistical data processing. The results were then processed in the form of frequency and the mean in each dimension to facilitate analysis. The description of the results is in table 1.

As can be seen in the dimension of Ambient Condition , the lowest mean value (3.42) is the impression of the colors shown. Although the value is still included in both categories, this issue needs to be addressed further. The majority of respondents stated that the color impression in the National Museum appear bright, but some others will not agree with that statement. This shows that the condition of the interior of the museum still does not appear bright or attract attention. Dull impression of the museum is often discussed in various literature, yet in the modern era like today, dull and sinister impression is supposed to be eliminated.

In addition, the respondents also provide less positive value for the indicator of lighting. From the results of the survey and observation, the National Museum lighting is indeed dim and shadowy. Basically, as in many other museums, a dim lighting condition is intended to protect the artifacts/collection objects from quickly broken. Lights (such as spotlights, flashing lights, and sunlight) can damage the color lining of an old collection object. However this is not widely understood by the public, thus the logical explanation should be publicly informed.

On the other hand, the respondents give a positive appreciation on the good air circulation and clean condition of museum. The museum cleanliness obtain the highest mean score (4.06) among all indicators on the atmospheric conditions. This is consistent with field observations that the interior and exterior condition of the National Museum is quite clean. There are janitors who keep the museum floor clean and there is no garbage strewn. Most likely the visitors were quite aware of the culture of hygiene and dispose of waste in its place. In the mean while, the good air circulation at the National Museum also make the exhibition rooms (gallery) not musty. The architecture of the building with high ceilings helps the air flow smoothly. Nonetheless, the air-conditioner in the National Museum sometimes works less maximum so that the room temperature is not adequately comfortable.

From the dimension of Layout and Function, the lowest value of mean is the availability of interactive props. The mean value of the indicator is 2.84, which is included in the category of adequate. However, when seen from the distribution of respondents' answers, the majority of respondents did not know or see interactive props and other multimedia devices. Actually there is a television set that displays video of Indonesian culture at the rear of the museum. However, not all visitors see it. Especially in the afternoon, the video had been turned off so that more visitors are not aware of its existence.

In the modern era like today, the availability of multimedia or interactive media devices is deemed necessary in a museum. Thus, visitors will be easier to understand an object and get increasingly positive

Table 1. Frequency and Mean Dimension of Ambient Condition

No	Indicator	(1)	(2)	(3)	(4)	(5)	Mean	Category
1.	The room temperature in National Museum is quite cool	1	6	20	59	16	3.81	Good
2.	The room in National Museum is not musty	1	4	26	54	17	3.8	Good
3.	The National Museum has a good air circulation	0	5	25	53	19	3.84	Good
4.	The lighting in National Museum is good	2	11	33	43	13	3.53	Good
5.	The lighting in collection rooms gives a dramatic impression	2	14	27	36	23	3.63	Good
6.	The condition of the room is fairly clean	0	7	12	51	32	**4.06**	**Good**
7.	The color impression is bright	2	15	33	42	10	**3.42**	**Good**

experiences. National Museum may display some traditional toys (like a top and congklak) or samples of traditional musical instruments (such as angklung, kolintang, or gong) which can be tested by visitors. Should there be sufficient budget, it can also be equipped with more sophisticated devices such as audio (the rhythm of traditional music) and a touch-screen television.

Respondents also gave less positive value regarding the display case of the collection objects in the National Museum. Although the display case obtained the mean of 3.87 for the assessment of being able to protect objects collection, it only got a mean value of 3.74 for its aesthetic value. The display cabinet in the National Museum (in the old building) generally seems obsolete and dull, since mostly are made of wood with a simple model. The simplistic display is considered less attractive by respondents who generally compared it with the

Table 2. Frequency and Mean Dimension of Layout and Function

No	Indicator	(1)	(2)	(3)	(4)	(5)	Mean	Category
1.	Collection objects are put neatly	0	8	21	45	28	3.91	Good
2.	Collection objects are arranged attractively	0	7	29	40	26	3.81	Good
3.	Collection objects are arranged by certain theme	0	4	18	51	29	4.03	Good
4.	The display case/cabinet can add the aesthetic value of the display	0	9	31	40	22	3.74	Good
5.	The display case/cabinet can protect collection objects well	2	14	21	47	26	3.87	Good
6.	There are interactive props (video/multimedia/touchscreen)	11	25	39	23	4	**2.84**	**Adequate**
7.	There are seats to rest inside the National Museum	1	9	15	44	33	3.97	Good
8.	The seats provided in National Museum can be used well	1	6	16	40	39	**4.08**	**Good**
9.	The seats to rest are placed in appropriate locations	2	9	9	50	32	3.99	Good

conditions of other more modern museums. The cabinets, mainly preserving the original wood color, appeared dull and poorly maintained. The color of the wood can actually be more interesting and authentic when cleaned with a special cleaner for wood varnish or given layer to make it look cleaner. Nevertheless the seat to rest can function/be used well, and obtain the highest mean value of 4.08 which is in the category of excellent.

In terms of the placement of collection objects, the average respondents gave a high score. In this case, the indicator it is arranged neatly (mean 3.91), attractively (mean 3.83) and according to a particular theme (mean 4.03). Overall it is included in the high category. These results are consistent with the observations of researchers, i.e. collection objects in the National Museum are neatly arranged and classified within a particular theme. The collection objects are placed in divisions/rooms with different groups of themes, such as Indonesian culture, traditional houses, ceramics, traditional fabrics, gold and jewelry and sculpture/statue. However, some of the placement of the collection objects still did not consider the composition and design. For example, there are some traditional house replicas that are placed overcrowded, making it difficult to understand differences in forms. Similarly, a number of sculptures and statues are placed in the garden in the middle of National Museum hall; the placement is based on unclear classifications and most are without any explanation. This is unfortunate, because a number of archaeological heritage has its own attraction for the National Museum and become a lever of competitiveness of the museum.

On the other hand, the placement of seats to rest obtain a relatively high mean values. This is in accordance with the conditions at the National Museum that provides seats to take a break for the visitors. The placement of the seats also allow some visitors to sit and observe or discuss a particular collection more conveniently. Although these seats are made of wood, they are still very sturdy and works fine. The presence of the seats to rest is also considered to be notably appropriate since visitors need a place to unwind for a moment when touring the museum. In addition, the seats were placed in the right location, i.e. at every intersection, at the end of a particular theme, and on the inside of the museum garden terrace

The placement of an object and the physical infrastructure of a museum can provide a certain effect for visitors. Many museum occupies a large and spacious building, has many corridors that rotates like a maze. On the other hand, there are many museums that are too small, thus felt too cramped and congested during crowded times. This problem can be essentially solved by giving clear directions in the museum so that visitors can have effortless sense of orientation. In addition, information can also be given early, starting in front of the museum, in the form of leaflets, maps/floor-plans of the museum, as well as track of footprints on the floor leading to certain collection (McLean, 1997).

In general, the board instructions contained in the National Museum is considered not sufficiently visible. The respondents stated that the regulations (prohibition/

appeal) are less clearly legible. This is reflected in the mean value of 3.27, which is in the category of adequate. The indicator scored the lowest mean among other indicators. Inside National Museum, there are only few explicit rules indicating the prohibition to touch the objects due to its

Table 3. Frequency and Mean Dimension of Signs, Symbols, and Artifacts

No	Indicator	(1)	(2)	(3)	(4)	(5)	Mean	Category
1.	The name inscription of National Museum is clearly visible from outside	1	10	25	39	27	**3.97**	**Good**
2.	The statue of Elephant, in museum's front yard, is identical with National Museum	1	14	18	33	36	3.87	Good
3.	The direction inside museum is clearly visible	4	16	30	35	17	3.44	Good
4.	The rules (prohibition/ appeal) inside the museum is clearly visible	3	26	26	34	13	**3.27**	**Adequate**
5.	There is a clear information about the artifacts/ collection objects	1	12	24	48	17	3.67	Good
6.	There is a complete information to understand artifacts/ collection objects	1	11	24	46	20	3.72	Good

possible damage, or the prohibition to take pictures using the flash, for example. Basically, there is an etiquette to visit a museum. This is to protect collection objects and maintain the sustainability of the collection to the future.

In addition, a low mean value was also found on the indicator of directions' clarity inside the museum. The results of the survey showed a mean value of 3.44, included in the category of adequate. In this case, the majority of respondents expressed confusion in exploring the contents of the museum because it is so broad and has diverse collections. Visitors did not have sufficient information regarding where to start, when exploring. There is also no clear guidance related to the mainstay of the National Museum as well as certain themes in the collections. Thus, there are times when visitors did not get to know or look at an object of interest to him or do not understand the whole collections available. It is better if the National Museum assigns one or several of its flagship collections and provide them with clear instructions of direction. Thus, visitors will easily discover the existence of the collections and then explore other collections.

Ambrose and Paine (2006) also stated that signage, marketing, facilities, and accessibility are also part of the factors that affect visitors to come to the museum. As discussed earlier, signage and facilities are included in the scope of servicescapes. This suggests that museum managers should pay attention to the condition of the museum environment.

Related to the information regarding collection objects in the National Museum, it obtained the mean values of 3.67 to 3.72 for the clarity and completeness of information. The values is included in high category, although as a whole not all of the collections have information about the history, uses, or details of these objects. Based on the facts on the field, some objects are described in detail, but others do not have any information, like Bhairawa statue located in the main corridor of the National Museum. In fact, the statue can be a mainstay of the National Museum collection. Similarly, collections of gold and jewelry in the old building, have not been equipped with information as those on the 4th floor of new building.

As for the indicator "The name scripture of National Museum is clearly visible from the outside" obtained a high mean value of 3.97. In fact if we look closely, the inscription of the museum name is only read "Museum". While the words "National Museum" is only inscribed on the right front corner, near the fence. So visitors can only see it, once they have passed the entrance to the building. However, the National Museum seems to benefit from the iconic elephant statue in front of the museum. The mean value, obtained from the indicator that the elephant statue on the front yard is identical to the National Museum, also scored high at 3.87. Thus, the elephant statue can be a good clue for potential visitors.

From the result of the research, there are some recommendations for the work plan of National Museum, associated with its servicescapes, i.e. physical condition of museum environment. The atmosphere created for a museum should be prepared from the outset, so that visitors can undergo a complete experience from their visit to museum. Similarly that a museum will have

diverse groups of visitors should also be considered, so that a museum should be able to meet the expectations of at least one of those groups.

The ambient condition in the National Museum in essence can be maximized by providing the right lighting and brighter wall colors. Good lighting in the museum is required to see an object/artifact clearly. Yet too bright and continuous lights can also damage the quality of the color and age of a collection. In some institutions in developed countries, lighting can be set by using motion or heat sensors. So when a visitor is detected, the lights can turn on automatically and when visitors move in or out of the room, the lights will dim and die. It can also save the cost of electricity used for lighting existing objects.

Improvements related to the dimensions of layout and function at the National Museum can be done by placing the supporting device of the collection in the right location. For example, a multimedia device should be placed in a certain place, so it does not need to be continuously operated, yet can be easily accessed by visitors. Alternatively, the presence of a simple interactive device would do, where visitors can try to play a musical instrument or a particular traditional toy from various regions in Indonesia. This will add an exciting experience for visitors when they visit the museum. It is not impossible if such simple activity can trigger the desire to come back to the National Museum.

While the final dimensions of servicescapes namely signs, symbols and artifacts can be increased by improving the appearance and shape of the existing directions around the museum. The information regarding a collection object can also be enhanced by providing a more complete description, easily understood, and can be read clearly; all written in both Indonesian in English. Also, it can be considered to print additional information such as a brochure distributed at the initial arrival of visitors.

Given the nature of the museum as a nonprofit organization, it can be understood that not all dimensions of the servicescapes can be implemented immediately and in a short time. National Museum can gradually make simple attempts to improve the positive experience of its visitors. The forms of these dimensions can be implemented step-by-step towards a better direction.

CONCLUSION

From the research and analysis described above, there is still room to improve the conditions of the National Museum servicescapes. The managers can make efforts of improvements with simple steps yet beneficial for visitors. Overall, the conditions of servicescapes in National Museum based on the perception of its visitors are good. Nevertheless there are some things that can be improved, such as the placement of the supporting device of collection object, the color impression of the museum, and the directions inside the museum. Several efforts to do by the National Museum concerning its servicescapes development are improving several dimensions of servicescapes, especially on the dimensions of layout and signs/symbols/artifacts.

Efforts of continuous improvement are always needed by various service business, not least by the museum. Research of this kind can be further developed, involving a range of stakeholders, in order to produce a comprehensive conclusion. In addition, further research can be done, exploring the expectations and behaviors of museum visitors.

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