



The Effect of Tourist Attraction and Accessibility on Tourist Satisfaction at Museum Angkut, Batu City

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ABSTRACT

The downward trend in visitor numbers at the Museum Angkut in Batu City—which fell by 16.36% between 2022 and 2025, even though the total number of visits to Batu City as a whole declined by only 7.07% during the same period—raises questions about the adequacy of the destination’s tourist appeal and accessibility in maintaining visitor satisfaction. This study examines the partial, simultaneous, and dominant effects of tourist attractions (X1) and accessibility (X2) on tourist satisfaction (Y) at the Museum Angkut, based on the expectation-disconfirmation theory. A quantitative approach was applied to 100 respondents selected through purposive sampling and analyzed using multiple linear regression in SPSS. The results show that tourist attraction ($t = 5.339$; $\text{Sig.} = 0.000$) and accessibility ($t = 3.931$; $\text{Sig.} = 0.000$) each have a positive and significant partial effect on tourist satisfaction, and that these two variables simultaneously influence satisfaction ($F = 314.085$; $\text{Sig.} = 0.000$), explaining 86.6% of the variance ($R^2 = 0.866$). Tourist attractions were found to be a dominant predictor ($\text{Beta} = 0.545$) compared to accessibility ($\text{Beta} = 0.401$). These findings imply that the management of Museum Angkut should prioritize strengthening the uniqueness and diversity of its tourist attractions while continuing to support physical and informational accessibility, which provides practical guidance for reversing the downward trend in the number of visitors to this destination.

Keywords: *tourist attraction, accessibility, tourist satisfaction, Museum Angkut, Batu city*

Background

Tourism has become one of the most strategic sectors contributing to economic growth at both the global and national levels, driven by increasing human mobility,

transportation advances, and lifestyle shifts that position travel as a routine need rather than a luxury [1]. Beyond generating foreign exchange, tourism also functions as a driver of regional development and a significant source of employment [1]. In Indonesia, the sector has consistently recovered following the pandemic: international arrivals rose from 1.06 million in 2023 to 1.42 million in 2025 (an 18.20% year-on-year increase), while domestic trips grew from 71.63 million to 105.12 million over the same period (a 25.93% increase), supported by relaxed international travel restrictions, expanded air connectivity, rising purchasing power, and government promotional campaigns such as Wonderful Indonesia and rural tourism village development [1], [2]. This sustained growth in visitor numbers reflects a rising public interest in travel, placing increasing pressure on destination managers to deliver quality experiences—closely tied to two factors: tourist attraction and accessibility. Alongside this growth, tourist preferences have shifted: travelers increasingly seek destinations offering unique, modern, and interactive experiences rather than natural scenery alone, a trend reflected in the growing popularity of artificial or man-made tourism [3]. Such destinations are designed to be creative, contemporary, and interactive, adding value beyond what natural attractions can offer, meaning that a destination's competitiveness increasingly depends on innovation in designing attractions rather than natural endowment alone [4].

Batu City, East Java, exemplifies a region that has capitalized on this shift, hosting well-known man-made attractions such as Jatim Park, Batu Night Spectacular, Santerra de Laponte, and Museum Angkut. Visitor data



from the Batu City Tourism Office shows sustained growth in overall arrivals: from 8,041,187 in 2022 to a peak of 10,852,787 in 2024, before easing to 10,085,268 in 2025—a modest 7.07% year-on-year decline, though still representing a cumulative 25.42% increase over the 2022–2025 period [5]. This broadly positive trajectory positions Batu City as one of East Java's leading tourism destinations, even amid a slight recent softening attributed to the stabilizing effect of post-pandemic recovery. The city's high visitor mobility has, however, also generated accessibility pressures, with 1.7 million vehicles recorded entering and leaving Batu City during the 2025 Eid holiday period alone [6].

Museum Angkut, managed by Jatim Park Group, is one of Batu City's flagship attractions and is positioned as the largest transportation-themed museum in Southeast Asia, combining historical, technological, cultural, and entertainment elements through more than 300 vehicle collections displayed across thematically distinct zones [7], [8]. Since opening in March 2014, the museum has built its identity around an edutainment concept that immerses visitors in reconstructed settings evoking different eras and regions, rather than simply displaying static exhibits. Despite this distinctive positioning, visitor data from the Batu City Statistics Agency reveals a concerning divergence from the city's broader trend: Museum Angkut's visits rose to 554,467 in 2023 (+20.37%) but then declined for two consecutive years, falling to 462,954 in 2024 (–16.50%) and further to 385,260 in 2025 (–16.78%), a cumulative decline of 16.36% over 2022–2025 [7]. This is more than double the 7.07% decline experienced by Batu City as a whole over the same period, and the consistency of the decline across two consecutive years suggests a systematic rather than seasonal problem [7]. Competitive pressure compounds this concern: in July 2025, Museum Angkut recorded only 10,511 visits, compared to 22,140 at Taman Rekreasi Selecta and 20,836 at Jawa Timur Park 3, despite the three destinations sharing broadly comparable accessibility conditions [9].

The scale of this gap—far exceeding what external competitive dynamics alone could explain—indicates that internal aspects of the destination, particularly the quality of its attraction and accessibility, are likely contributing factors [10]. This interpretation is corroborated by qualitative evidence from online visitor reviews. On the attraction side, one reviewer described initial enthusiasm

fading quickly into boredom for both themselves and their children, with reluctance to take photographs or linger in ride zones, while another noted a lack of descriptive information accompanying the vehicle collections, reducing the experience to viewing static displays without deeper educational value—together pointing to weaknesses in attraction variety and attraction quality. On the accessibility side, one reviewer reported unclear signage regarding an additional camera fee at the ticket counter and a 30-minute wait before opening without being informed that a queue number was required, reflecting gaps in information availability and ease of access, even though accessibility issues have received comparatively less attention in prior research and media coverage than attraction-related concerns.

If left unresolved, diminished satisfaction with either dimension risks further reducing revisit intention and word-of-mouth recommendation, both of which are critical to sustaining visitor numbers [11], [12]. While the effects of tourist attraction and accessibility on satisfaction have been well documented across natural, coastal, and rural tourism contexts [12], [13], [4], empirical research specifically addressing museum-based, man-made tourism destinations—particularly Museum Angkut—remains limited. Museum Angkut's distinct combination of education, entertainment, and thematic design demands a level of innovation and interactivity that differs from natural-resource-based destinations, warranting focused empirical investigation into this research gap. This study therefore aims to: (1) describe the levels of tourist attraction, accessibility, and tourist satisfaction at Museum Angkut; (2) examine the partial effects of tourist attraction and accessibility on tourist satisfaction; (3) examine their simultaneous effect; and (4) determine which of the two variables exerts a dominant influence—thereby offering empirical grounding for practical recommendations to Museum Angkut's management amid its recent visitor decline.

Literatur Review

Tourist Attraction

Tourist attraction represents the core pull factor that motivates travelers to visit a destination and is considered essential for sustaining competitiveness [14]. It encompasses natural, cultural, or man-made elements designed to deliver a distinctive visitor experience, and in



artificial tourism contexts, this extends to innovation, creativity, and interactivity tailored to modern visitor expectations [15]. Empirical evidence confirms its significance: attraction uniqueness has been shown to positively affect visitor satisfaction at heritage sites [16], while attraction quality significantly influenced satisfaction at Mount Bromo [17] and at educational tourism sites in Gresik [18]. Museum management, in particular, must attend to experience quality as a determinant of both satisfaction and loyalty [19]. This study adopts four indicators of tourist attraction developed by Nathalia [20]: attraction uniqueness, attraction variety, attraction quality, and attraction suitability.

Accessibility

Accessibility concerns the ease with which tourists can reach and navigate to a destination, encompassing road conditions, transportation availability, and information access [16]. Beyond physical ease of reaching a location, accessibility also includes the ease of obtaining trip-planning information [17], and further extends to inclusiveness for visitors with varying needs [14]. Empirical studies confirm accessibility's significant contribution to satisfaction in Romanian heritage tourism [30], in water park tourism alongside attraction and facilities [4], and at a Manokwari beach destination [26]. This study measures accessibility using four indicators proposed by Mulyana and Gayatri [24]: ease of access, transportation availability, infrastructure condition, and information availability.

Tourist Satisfaction

Tourist satisfaction reflects the degree of pleasure or disappointment experienced after comparing pre-visit expectations with actual experience. The expectation-disconfirmation theory [22], as reviewed in [24], explains that satisfaction arises when perceived performance meets or exceeds expectations (confirmation or positive disconfirmation), whereas dissatisfaction results when performance falls short (negative disconfirmation). This framework aligns with the general marketing view that customer satisfaction stems from comparing perceived performance against expectations [25]. In tourism, satisfaction is shaped jointly by destination quality factors including attraction, accessibility, and facilities [20]. Multiple studies confirm that both attraction and

accessibility significantly determine satisfaction across destination types [4], [12], [11], [26]. This study measures tourist satisfaction using four indicators from Soehardi et al. [27]: expectation confirmation, service satisfaction, facility satisfaction, and overall satisfaction.

Analytical Framework

Building on the reviewed literature, this study proposes that tourist attraction and accessibility each affect tourist satisfaction partially and jointly, with tourist attraction expected to exert the dominant influence, consistent with prior findings [12], [13], [21]. Accordingly, four hypotheses are formulated: H1 – tourist attraction has a significant effect on tourist satisfaction; H2 – accessibility has a significant effect on tourist satisfaction; H3 – tourist attraction and accessibility simultaneously affect tourist satisfaction; H4 – tourist attraction has a dominant effect on tourist satisfaction, relative to accessibility.

Research Method

This study adopted a quantitative descriptive approach to examine the effect of tourist attraction (X1) and accessibility (X2), as independent variables, on tourist satisfaction (Y), as the dependent variable, among visitors to Museum Angkut, a transportation-themed museum located in Batu City, East Java. The quantitative approach was selected because it allowed the relationships among variables to be measured objectively through numerical data collected via a structured questionnaire and analyzed statistically [28].

The population of this study comprised all tourists who visited Museum Angkut in 2025, recorded at 385,260 individuals based on data from the Batu City Statistics Agency [5]. Given that tourist populations are inherently dynamic and fluctuate daily, the most recent available annual figure was adopted as the most representative reference point for determining the sample [29]. The minimum sample size was calculated using Slovin's formula with a 10% tolerable margin of error, appropriate for a finite and identifiable population [28]: $n = N / (1 + Ne^2)$ where $N = 385,260$ and $e = 0.10$, yielding $n = 99.98$, rounded up to 100 respondents. This sample size was considered adequate to support multiple linear regression analysis. Respondents were selected through non-probability purposive sampling, on the basis that not all



tourists possess equivalent first-hand experience of the destination; the technique therefore targeted respondents most able to provide informed and valid responses. Inclusion criteria required respondents to have visited Museum Angkut at least once, be at least 17 years of age, and be willing to participate voluntarily.

Data were collected using a structured questionnaire distributed online via Google Form, measuring each variable on a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). Each variable was operationalized through eight statement items derived from four indicators: tourist attraction was measured using attraction uniqueness, attraction variety, attraction quality, and attraction suitability [20]; accessibility was measured using ease of access, transportation availability, infrastructure condition, and information availability [30]; and tourist satisfaction was measured using expectation confirmation, service satisfaction, facility satisfaction, and overall satisfaction [31]. Primary data were obtained directly from respondents through the questionnaire, while secondary data—including visitor statistics, prior studies, and supporting literature—were drawn from government agencies, academic journals, and other relevant published sources.

Data were processed and analyzed using IBM SPSS Statistics, selected for its capacity to process tourism survey data efficiently and generate readily interpretable output for inferential analysis [29]. The analytical procedure proceeded through the following stages. First, descriptive analysis characterized respondent profiles and computed mean scores to gauge overall perception levels for each variable. Second, instrument validity was assessed by comparing each item's corrected item-total correlation (r -count) against the critical r -table value at $df = n - 2$ (0.195 at $\alpha = 0.05$), with items below this threshold subject to elimination, while reliability was assessed using Cronbach's alpha, with a value above 0.60 indicating acceptable internal consistency [32]. Third, classical assumption testing was performed prior to regression, comprising a normality test (One-Sample Kolmogorov-Smirnov, supplemented with Monte Carlo significance where necessary) [33], a multicollinearity test based on tolerance and Variance Inflation Factor (VIF) values, and a heteroscedasticity test using the Glejser method [32]. Fourth, multiple linear regression analysis was conducted using the model $Y = a + b_1X_1 + b_2X_2 + e$, to estimate the

direction and magnitude of each independent variable's effect on tourist satisfaction. Fifth, hypotheses were tested through the partial t -test, comparing t -count against t -table at $df = n - k - 1$, and the simultaneous F -test, comparing F -count against F -table at $df_1 = k$ and $df_2 = n - k - 1$, both evaluated at a 5% significance level. Sixth, the dominant variable was identified by comparing standardized coefficients (Beta), which—unlike unstandardized coefficients—allow direct comparison across variables regardless of their original measurement units. Finally, the coefficient of determination (R^2) was calculated to quantify the proportion of variance in tourist satisfaction jointly explained by tourist attraction and accessibility.

Results and Discussion

The data analysis yielded four main findings that explain how tourist attraction and accessibility shape tourist satisfaction at Museum Angkut, Batu City, namely (1) the significant partial effect of tourist attraction on tourist satisfaction, (2) the significant partial effect of accessibility on tourist satisfaction, (3) the significant simultaneous effect of both variables on tourist satisfaction, and (4) the dominant role of tourist attraction relative to accessibility in shaping that satisfaction. These four findings are interrelated: together, they describe how visitors' expectations of Museum Angkut, formed largely around its attraction, and their actual experience of reaching and navigating the destination, combine to determine the overall level of satisfaction reported after a visit.

Tourist attraction has a significant partial effect on tourist satisfaction

The regression results show that tourist attraction has a significant positive effect on tourist satisfaction. Respondents generally reported that Museum Angkut's distinct identity as a transportation-themed museum left a strong and memorable impression, more so than the range of activities available during their visit. This is reflected in the regression output:

$b = 0.559$; $t = 5.339$; $Sig. = 0.000$ (t table = 1.985), meaning that each one-unit increase in tourist attraction is associated with a 0.559-unit increase in tourist satisfaction, holding accessibility constant.

These findings indicate that visitors' satisfaction is shaped not merely by the physical scale of the museum's



collection, but by how distinctive and memorable that collection feels compared to other destinations. This aligns with the concept of attraction uniqueness, which explains that tourists form stronger positive evaluations of a destination when its offering is perceived as difficult to replicate elsewhere. The results of this study also support the findings of Nian et al. [33], who state that the uniqueness value of a tourist attraction is a significant factor in shaping visitor satisfaction, particularly at destinations built around a singular defining concept.

Accessibility as a Significant Partial Predictor of Satisfaction

The second finding shows that accessibility also plays a significant role in shaping the satisfaction of tourists visiting Museum Angkut. Nearly all respondents rated the availability of destination information highly, while the physical ease of reaching the location itself received a comparatively lower rating. This is reflected in the regression output:

$b = 0.430$; $t = 3.931$; $Sig. = 0.000$ (t table = 1.985), meaning that each one-unit increase in accessibility is associated with a 0.430-unit increase in tourist satisfaction, holding tourist attraction constant.

Accessibility serves not only as a means of physically reaching the destination, but also as a factor that shapes tourists' expectations before they even arrive. Clear digital information about location and routes helps foster confidence and positive anticipation prior to the visit, even when the physical journey itself remains comparatively demanding. This finding supports the research of Dumitraşcu et al. [30], which explains that infrastructure condition and ease of access act as important antecedents of tourist satisfaction. The results also align with Saway et al. [26], who show that adequate transportation availability strengthens the overall image of a destination, thereby supporting the satisfaction visitors report after their visit.

Simultaneous Effect as the Main Driver of Overall Satisfaction

The next finding shows that tourist attraction and accessibility, considered together, explain the overwhelming majority of variation in tourist satisfaction at Museum Angkut. Respondents' evaluations of the

destination's overall experience were closely tied to how well the museum's attraction and accessibility complemented one another, rather than to either factor in isolation. This is reflected in the regression output:

$F = 314.085$; $Sig. = 0.000$ (F table = 3.09); $R^2 = 0.866$, meaning that tourist attraction and accessibility jointly explain 86.6% of the variance in tourist satisfaction, with the remaining 13.4% attributable to factors outside the model.

What is interesting is that this joint explanatory power exceeds figures reported in destinations relying on a single predictor, indicating that satisfaction at a man-made, museum-based destination cannot be fully understood by examining attraction or accessibility alone—both dimensions must be considered as interacting forces. This finding supports the research of Akbar et al. [34] and Sugiyama et al. [4], who state that attraction and accessibility function as complementary components that jointly determine the strength of tourist satisfaction at a destination.

Tourist Attraction as the Dominant Factor Shaping Satisfaction

The final finding shows that between the two independent variables, tourist attraction consistently emerges as the more influential factor in shaping visitor satisfaction. This is reflected in the regression output:

Standardized coefficient (Beta) for tourist attraction = 0.545, compared to 0.401 for accessibility, confirming tourist attraction as the dominant predictor of tourist satisfaction.

This dominance reflects the particular nature of Museum Angkut as a man-made destination, where the decision to visit is driven primarily by the appeal of its concept and collection, rather than by natural or given characteristics of the location. Accessibility, while still significant, functions more as a condition that enables the attraction to be experienced than as the primary motivation for the visit itself. This finding supports the research of Nian et al. [17], who emphasize that the uniqueness of a destination's attraction tends to exert a stronger influence on tourist satisfaction than supporting factors such as accessibility, particularly in destinations whose appeal is deliberately designed rather than naturally inherent



Discussion

The results of this study are best understood through the lens of the expectation-disconfirmation framework [31], [24], which holds that satisfaction is not a fixed property of a destination itself, but rather the outcome of a comparison between what a tourist expects before arriving and what they actually experience once there. At Museum Angkut, tourist attraction and accessibility occupy two distinct but interdependent roles within this comparison: attraction primarily shapes the content of visitors' expectations—what they imagine the experience will be like—while accessibility shapes the process through which those expectations are tested against reality, beginning from the moment a visitor plans the trip until the moment they physically arrive at the destination. Read this way, the four statistical outcomes obtained in this study are not isolated numbers but four interlocking pieces of a single explanatory account of why visitors leave Museum Angkut satisfied, and where that satisfaction is most at risk.

The significant partial effect of tourist attraction on satisfaction ($b = 0.559$; $t = 5.339$; $\text{Sig.} = 0.000$) is consistent with a substantial body of prior research showing that attraction uniqueness is one of the strongest predictors of visitor satisfaction across a wide range of destination types [16], [4] [17]. What is notable in this study, however, is not merely that the effect exists, but the specific shape it takes within Museum Angkut's own attraction profile. The uniqueness dimension recorded the highest mean score among all attraction items, closely tied to Museum Angkut's identity as the largest transportation-themed museum in Southeast Asia—an identity that appears to function almost as a form of destination branding, giving visitors a clear and memorable frame through which to interpret everything else they encounter inside the museum. Yet this same analysis also surfaced its counterpart weakness: the variety dimension recorded the lowest mean score of any item in the entire questionnaire. This is not a contradiction but a coherent pattern. A destination can possess a powerful, well-recognized concept while still failing to translate that concept into a sufficiently rich range of in-visit activities, and the data suggest this is precisely the tension Museum Angkut currently faces. Visitors arrive with high expectations shaped by the museum's strong identity, but for a meaningful share of them, particularly those visiting more than once, the depth of engagement available once inside does not fully sustain that initial

expectation. This interpretation gains further weight when set against the online-review evidence discussed earlier, in which visitors described enthusiasm fading into boredom after the first stretch of the visit. The convergence between an independently collected qualitative signal and a structured quantitative measurement is a meaningful form of triangulation: it suggests that the "variety gap" identified here is not a statistical artifact of this particular sample, but a genuine and recognizable feature of the visitor experience at Museum Angkut.

The significant partial effect of accessibility ($b = 0.430$; $t = 3.931$; $\text{Sig.} = 0.000$) tells a related but distinct story. Unlike attraction, where the internal pattern showed a single dominant strength paired with a single conspicuous weakness, accessibility's internal pattern points to a division between what the museum's management can directly control and what it cannot. Information availability, which the museum can shape through its own digital and social media presence, scored the highest among all accessibility items. Physical ease of reaching the location, which depends heavily on external road infrastructure and traffic conditions along the Malang–Batu corridor, scored the lowest. This is an important distinction because it reframes what "improving accessibility" would actually require in practice. It is not that Museum Angkut has neglected accessibility as a strategic priority; rather, the dimension of accessibility most within its direct control is already performing well, while the dimension most responsible for pulling the overall accessibility score down sits largely outside the museum's own authority, dependent instead on regional government infrastructure planning and third-party transportation providers. This has a direct bearing on how the earlier finding of accessibility's smaller regression coefficient, relative to attraction, should be read. It would be a mistake to interpret the smaller coefficient as evidence that accessibility matters less to visitors in some absolute sense; a more accurate reading is that visitors already experience the accessibility dimension as adequate on the whole, and the remaining marginal effect on satisfaction is concentrated in a sub-dimension that is comparatively difficult for a single destination operator to move on its own.

The simultaneous effect of the two variables, reflected in an R^2 of 0.866, is arguably the most theoretically consequential result in this study, because it speaks directly to how attraction and accessibility relate to



one another rather than treating them as two independent inputs that happen to be measured together. An R^2 of this magnitude, explaining nearly nine-tenths of the variance in a psychological outcome as complex as tourist satisfaction, is unusually high for a two-predictor model in the tourism literature, and it exceeds figures reported in comparable single-predictor studies at other destinations [35]. This suggests that at Museum Angkut, attraction and accessibility do not operate as separate, additive contributions to satisfaction so much as they operate jointly, each conditioning how the other is experienced. A visitor who finds the physical journey to the museum tiring or confusing is likely to arrive already primed to notice shortcomings in the attraction itself; conversely, a visitor whose expectations of the attraction are already high, shaped by the museum's strong brand identity, may be more forgiving of a moderately demanding journey precisely because the anticipated payoff feels worth the effort. This interdependence is consistent with the broader logic that man-made destinations built around a singular, deliberately constructed concept—rather than a naturally occurring landscape—tend to concentrate the visitor's overall evaluation into a single integrated judgment about the destination as a coherent package, rather than a set of separately scored attributes [4], [12]. Practically, this implies that any intervention aimed at improving satisfaction through only one of these two levers, without regard for the other, risks understating its own effectiveness, because the benefit of improving attraction is partly realized through, and partly constrained by, the accessibility conditions surrounding it, and vice versa.

The dominance of tourist attraction over accessibility, evident in the comparison of standardized coefficients (Beta = 0.545 versus 0.401), should be understood as a finding about the relative weight of these two factors within this specific type of destination, rather than a general claim that accessibility is unimportant. Museum Angkut belongs to a category of destination where the visit itself is not incidental to a broader trip through a region but is instead the primary reason for travel: visitors do not typically pass by Museum Angkut on their way to somewhere else, in the way they might encounter a roadside natural landmark. This means the attraction component carries a disproportionate share of the responsibility for justifying the visit in the first place, which in turn concentrates a larger share of the eventual satisfaction judgment onto whether that attraction lived up to

expectations. This pattern is consistent with prior findings that the uniqueness of a deliberately engineered attraction tends to outweigh supporting or enabling factors in shaping overall visitor evaluation, particularly at destinations whose appeal is manufactured rather than found [16]. It is worth noting, however, that a dominant variable is not the same as an exclusive one: accessibility's independently significant effect, together with the very high joint R^2 , indicates that accessibility still meaningfully contributes to the final satisfaction outcome, and that neglecting it in favor of attraction alone would not be strategically sound. The more accurate implication is one of sequencing and proportion rather than exclusion—attraction should receive the larger share of strategic attention and investment, while accessibility continues to receive sustained, if comparatively smaller, attention as a supporting condition rather than a primary lever.

Taken as a whole, these results converge on a single interpretive thread that runs through the discussion above: Museum Angkut's tourist satisfaction is fundamentally an attraction-led outcome, conditioned and partially constrained by accessibility, rather than an outcome produced by two independently weighted factors. This has a direct bearing on how the decline in visitor numbers observed over 2022–2025, described in the background of this study, might be understood. If satisfaction is primarily attraction-led, and if the specific weakness identified within attraction concerns activity variety rather than the museum's core identity, then the most direct path toward reversing that decline is unlikely to lie in accessibility investment alone, however valuable such investment may be as a supporting measure. Instead, the evidence points toward a need to preserve and reinforce the strong, already well-established uniqueness of the destination while deliberately expanding the range and freshness of in-visit activities, so that the initial expectation created by Museum Angkut's brand identity is more fully sustained throughout the length of an actual visit. This interpretation forms the basis for the practical recommendations that follow in the subsequent sections of this article.

Limitations and Recommendations

This study has several limitations. First, the research was conducted only at Museum Angkut, Batu City; therefore, the findings reflect tourist satisfaction in the context of this



specific man-made, museum-based destination and cannot yet be generalized to other types of tourist attractions, such as natural or cultural heritage destinations. Second, the study involved a sample of 100 respondents selected through purposive sampling, which, while meeting the minimum requirement calculated using Slovin's formula, may not fully capture the diversity of visitor perspectives across all demographic segments visiting the museum. Furthermore, this study employed a quantitative approach focused on measuring the statistical relationships between tourist attraction, accessibility, and tourist satisfaction through a structured questionnaire. Consequently, this study did not explore the underlying reasons or contextual nuances behind tourists' responses in depth, as would be possible through a qualitative or mixed-methods approach. In addition, the two independent variables examined in this study explained 86.6% of the variance in tourist satisfaction, leaving 13.4% attributable to other factors—such as service quality, ticket pricing, or situational conditions during the visit—that were not measured in this study.

Recommendations

Future research is recommended to expand the study's scope by comparing Museum Angkut with other man-made or museum-based destinations in Indonesia, thereby providing a more comprehensive understanding of tourist satisfaction across various destination characteristics. Subsequent studies could also involve a larger and more diverse sample of respondents based on visitor origin, visit frequency, and socioeconomic background to obtain a broader perspective.

In addition, future research could incorporate additional variables such as service quality, ticket pricing, and facility completeness to improve the explanatory power of the model, and could employ a mixed-methods approach by combining quantitative measurement with qualitative interviews to explain the reasons behind tourists' evaluations of attraction and accessibility in greater depth. Studies on the role of digital promotion, transportation partnerships, and destination management collaboration in sustaining visitor satisfaction at declining man-made tourism destinations also need to be conducted to generate recommendations better suited to the needs of destination managers such as Museum Angkut.

Theoretical and Practical Contributions

This study contributes to the development of research on tourist satisfaction in the context of man-made, museum-based tourism by demonstrating that satisfaction at this type of destination is shaped predominantly by tourist attraction, with accessibility functioning as a significant but complementary factor. These findings extend the application of expectation-disconfirmation theory and enrich our understanding of how attraction and accessibility jointly, rather than independently, determine visitor satisfaction at destinations whose appeal is deliberately engineered rather than naturally inherent, particularly in emerging man-made heritage attractions such as Museum Angkut.

The research results provide practical implications for Museum Angkut's management and local tourism authorities in Batu City to develop the destination through an approach that prioritizes the renewal and diversification of its attraction offering, while continuing to strengthen accessibility as a supporting condition. Efforts to sustain and reverse the destination's recent visitor decline need to be integrated with periodic renewal of thematic collections and narratives, expansion of interactive activities, coordination with transportation providers and local government on physical access, and continued maintenance of the destination's already strong information availability, so as to create a satisfying and sustainable visitor experience for tourists to Museum Angkut.

Contributions by Researchers

All authors actively contributed to every stage of the research. The first author was responsible for the conceptualization of the study, data collection, data analysis, and manuscript preparation. The second author contributed to the development of the methodology, validation of the research results, and review and editing of the manuscript. The third and fourth authors were involved in supervising the research, interpreting the results, and refining the manuscript until it was ready for publication. All authors have read and approved the final version of the manuscript.

Conflict of Interest

The author declares that there were no conflicts of interest in the conduct of the research, the preparation of the manuscript, or the publication of this article. The entire research process was conducted independently, without any



influence from any party that could potentially affect the results or interpretation of the research.

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ETHICAL APPROVAL

This study was conducted in accordance with the ethical guidelines of Universitas Merdeka Malang's Diploma Program in Tourism. All respondents provided informed consent, and the research was conducted with due regard for confidentiality, privacy, and voluntary participation.

INFORMED CONSENT

All respondents in this study provided informed consent prior to their involvement. They were fully informed about the purpose and procedures of the research, and their participation as questionnaire respondents was entirely voluntary.

DATA AVAILABILITY

The data used in this study are available upon request from the corresponding author. Access to the data may be subject to institutional or academic restrictions.

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