

opción

Revista de Antropología, Ciencias de la Comunicación y de la Información, Filosofía,
Linguística y Semiótica, Problemas del Desarrollo, la Ciencia y la Tecnología

Año 35, 2019, Especial N°

21

Revista de Ciencias Humanas y Sociales

ISSN 1012-1587/ ISSNe: 2477-9385

Depósito Legal pp 198402ZU45



Universidad del Zulia
Facultad Experimental de Ciencias
Departamento de Ciencias Humanas
Maracaibo - Venezuela

The Influence of Value Creation and Image on the Performance of the Museum of the Struggle for Independence History of the Republic of Indonesia

Joko Rizkie Widokarti*, Dwi Kartini, Yevis Marty Oesman, Diana Sari

**Association of International Business and Professional Management
(AIBPM)**

***Corresponding author e-mail: joko@aibpm.org**

Abstract

The performance of historical-based tourism in Indonesia is still relatively low. One of the tourism destinations is the history museum. This condition is allegedly caused by the problem of low image of Museum tourist destination when compared with other destinations, as well as problems in the aspects of value creation. So based on the background, this study aims to examine the influence of value creation and image in influencing the performance of museum of the struggle for independence history of the Republic of Indonesia. This research uses applied research method based on quantitative data type. The time horizon is cross sectional, because this research is done at a certain time. The unit of analysis is the museum of the struggle for independence history of the Republic of Indonesia with the observation unit is the management of the Museum throughout Indonesia with a sample of 30. The design of the analysis used to test the hypothesis and to know the relationship between research variables is Partial Least Square (PLS). The results show that value creation and image affect the performance of the museum both simultaneously and partially, which is the image has a greater influence than value creation. So hopefully the results of this study can be applied by the museum managements to improve their performance through the development of a museum image that is supported by the development of value creations.

Keywords : Value Creation, Image, Museum Performance.

La influencia de la creación de valor y la imagen en la actuación del Museo de la lucha por la independencia Historia de la República de Indonesia

Resumen

El rendimiento del turismo basado en la historia en Indonesia sigue siendo relativamente bajo. Uno de los destinos turísticos es el museo de historia. Esta condición supuestamente es causada por el problema de baja imagen del destino turístico del Museo en comparación con otros destinos, así como por problemas en los aspectos de creación de valor. Por lo tanto, con base en los antecedentes, este estudio tiene como objetivo examinar la influencia de la creación de valor y la imagen para influir en el desempeño del museo de la lucha por la historia de independencia de la República de Indonesia. Esta investigación utiliza un método de investigación aplicado basado en el tipo de datos cuantitativos. El horizonte temporal es transversal, porque esta investigación se realiza en un momento determinado. La unidad de análisis es el museo de la lucha por la historia de independencia de la República de Indonesia, con la unidad de observación es la gestión del Museo en toda Indonesia con una muestra de 30. El diseño del análisis utilizado para probar la hipótesis y conocer el La relación entre las variables de investigación es el Mínimo Cuadrado Parcial (PLS). Los resultados muestran que la creación de valor y la imagen afectan el rendimiento del museo tanto de forma simultánea como parcial, lo que significa que la imagen tiene una mayor influencia que la creación de valor. Esperemos que los resultados de este estudio puedan ser aplicados por las administraciones del museo para mejorar su desempeño a través del desarrollo de una imagen del museo que sea apoyada por el desarrollo de creaciones de valor.

Palabras clave: Creación de valor, Imagen, Actuación del museo.

I INTRODUCTION

1.1 Research Background

The Travel & Tourism Competitiveness Report 2011 measures the competitiveness of historical tourism for countries in the world that contain the factors and policies that make it attractive to develop a historical-based tourism sector in 139 industrialized and developing countries. Travel & Tourism Competitiveness Report 2011 considers that Switzerland, Ger-

many and France have the most attractive environment to develop a travel and tourism industry based on history followed by Austria, Sweden, UK, United States, Canada, Spain and Singapore which are ranked top 10. These countries can be grouped into a matrix consisting of four clusters, namely clusters A, B, C, and D. The cluster classification is based on the median obtained from the competitiveness index contained in the Travel & Tourism Competitiveness Index 2011. From the data, get the median for the competitiveness index is 4.14, while the median for the index of human, cultural, and natural resources is 4.04. The matrix describes grouping based on competitiveness ranking compared to its potential. Figure 1 below is described the matrix of several countries.

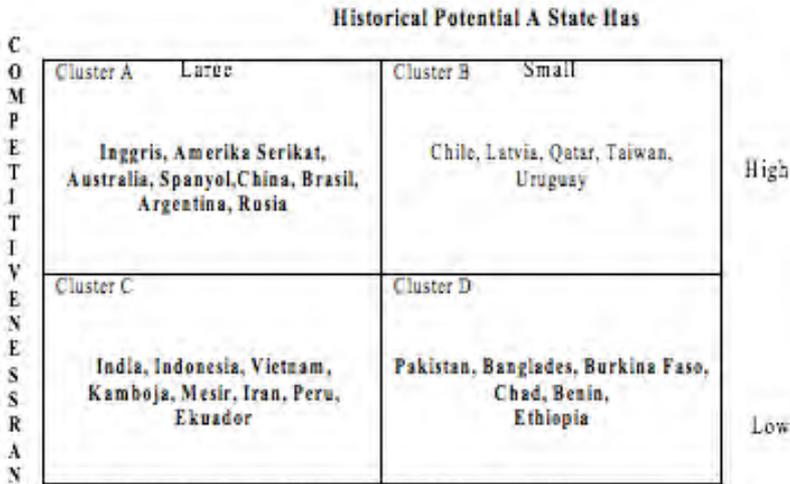


Figure 1. Potential and Ranking Competitiveness of History-based Tourism in Some Countries in the World

Figure 1 shows that Cluster C countries have great historical potential, should be able to achieve a high historical competitiveness rating, but in reality it has a low competitiveness rating.

Spain tops the 2017 edition of the TTCI (Travel & Tourism Competitiveness Index) global rankings for the second time, followed by France (2nd), Germany (3rd), Japan (4th), the United Kingdom (5th), the United States (6th), Australia (7th), Italy (8th), Canada (9th) and Switzerland (10th). The 2017 edition of the Travel & Tourism Competitiveness Report finds that several developing and emerging economies have significantly improved

their performance scores from 2015. World Travel and Tourism Council (WTTC) research, which forecasts that between 2016 and 2026, the 10 fastest growing destinations for leisure-travel spending will be India, followed by Angola, Uganda, Brunei, Thailand, China, Myanmar, Oman, Mozambique and Vietnam. Here is an overview of the most advanced countries in the Travel & Tourism Competitiveness Index 2017:

Tabel 1. Most-improved countries in the Travel & Tourism Competitiveness Index 2017

Country/Economy	Global rank 2017	Change in performance score (2011 since 2012)	Change in rank since 2012
Japan	8	5.18	+5
Azerbaijan	71	5.98	+12
Tajikistan	102	5.01	+12
Vietnam	67	4.80	+8
Israel	61	4.79	+11
Algeria	118	4.68	+5
Ethiopia	78	4.52	+8
Gabon	116	4.47	+5
Korea, Rep.	19	4.33	+10
Egypt	74	4.32	+8
Paraguay	91	3.68	+7
India	40	3.98	+12
Mexico	22	3.98	+8
Chad	155	3.89	+11
Albania	98	3.81	+8

Sumber : Travel & Tourism Competitiveness Index 2017, World Economic Forum

The table shows the country with the highest growth in the increase of tourism competitiveness index, where Indonesia is not included in one of them. This shows that Indonesia has not shown a significant increase in its tourism performance growth.

If it refers to Blanke and Chiesa (2011) in AB Sutanto (2013), for example Indonesia's tourism sector, in regulation and policy, still has not had a superior prevalence of foreign ownership compared to Malaysia and Singapore, nor has it optimally followed up on the openness in bilateral air services agreements. Marketing activities undertaken to attract tourist arrivals to Indonesia was also still relatively less effective than the two neighboring countries. In terms of air transportation, seats are available with adequate capacity for travelers departing from various cities in Indonesia, but the services provided are still under the service of several foreign airlines, such as Singapore Airlines, Cathay Pacific and Royal Thai Airlines.

While more countries recognize the role of tourism business as a dynamic

driver for economic and social progress. Based on the above statement, this condition shows that the performance of historical-based tourism in Indonesia is still relatively low. One of the tourism destinations is the history museum. So it can be said that the performance of history museum is still unoptimal.

This condition is allegedly caused by the problem of low image of museum tourist destinations compared with other destinations.

An effective image by Kotler & Keller (2009) will do three things: delivering a single message that solidifies the product's character and value proposals, conveys this message in different ways so as not to be confused with similar messages from competitors, and sends emotional power so as to arouse the hearts and minds of buyers. Meanwhile, based on the observation results it is known that public opinion is still not very strong against the credibility of the Museum. In addition, the level of employee responsibility is still not high. Image has several elements, as explained by Kotler & Keller (2009) including symbols, physical space, events and media.

Meanwhile, Pop and Borza (2016) relate to the relationship between quality and sustainability, concluding that any quality improvement positively impacts the cultural and social sustainability of the museum. Meanwhile, factors affecting museum quality can be grouped into three categories: factors that determine the quality of the museum from the viewpoint of the client / visitor and from the staff's point of view, and the factors that affect the quality of the museum regardless of the perception of visitors or staff. Considering the social component of sustainability, as well as the fact that quality is directly related to consumer satisfaction, it can be concluded that any process to assess the sustainability of a museum should include, among other things, measurement of the quality of products, services and experiences offered by each museum.

Another problem allegedly related to the performance of the museum is related to the implementation of value creation that has not been optimal yet. Kotler and Keller (2012) argue that to manage value opportunities, firms need value creation skills that include: identifying customer benefits based on the customer's point of view, then using their core competencies derived from their business domains, and then selecting and managing business partners from the network collaboration. To create customer benefits, marketers must understand what customers are thinking, wanting, doing, and being worried about by examining who customers are proud of, with whom they interact, and who is able to influence them. On the other hand, it seems the museum has not been optimal in developing its business

domain, nor in cooperating with educational institutions or communities concerned with cultural and historical aspects.

Meanwhile, previous studies show the role of partnerships in supporting organizational performance. It is as proved in the results of Zorloni's (2012) study that presents a theoretical framework for assessing value creation in the museum sector, along with evidence of a lack of current methods for evaluating the performance of art museums. Using data collected in in-depth interviews with museum executives in London, New York and Washington, identified nine areas of great importance to the success of most museums: preserving collections, strengthening research, increasing public involvement, maximizing collaboration, serving mission through excellence organization, attract and develop staff capacity, improve research on competitors, promote museum governance and accountability, and manage and enhance financial support.

1.2 Research Objectives

Based on the background of the research, this study aims to examine the influence of value creation and image on the performance of the museum of the struggle for independence history of the Republic of Indonesia.

II LITERATURE REVIEW

2.1 Value Creation

Berghman and Vanderbempt (2006) take Slater's (1997) view that value creation encompasses two main things: continuous innovation and need to be dedicated, and development of processes related to customer value. As for delivering value, explained by Kotler and Keller (2012: 79) as follows: "To exploit a value opportunity, the company needs value-creation skills. Marketers need to: identify new customer benefits from the customer's view; utilize core competencies from its business domain; and select and manage business partners from its collaborative networks. To craft new customer benefits, marketers must understand what the customer thinks about, wants, does, and worries about. Marketers must also observe who customers admire, who they interact with and who influences them"

On the other hand, Liem Viet Ngo, Aron O'Cass (2008) argue that the value creation process must be understood from three values perspectives: (creating value for customers, value-in-offering, and value-in-use.

Sindhuja (2009, p. 68) take the opinion of Brandenburger and Stuart

(1996) on how companies add value with the help of simple equations:

Value Created = Willingness of the Buyer to Pay – Opportunity Cost of the Supplier

The equation comes from a product market perspective which means that the value created by the firm is the difference between what is obtained from the product or service and the cost of producing that product or service.

Based on the concept, then in this study, value creation is measured by dimensions of customer benefit, business domain, and business partner.

2.2 Image

Zeithaml & Bitner (2010) define image as “organizational image as perception of an organization reflected in association held in consumer memory”.

Norouzi, Jafarizadeh, Karbalaeei, Najafi (2013, p. 410) argue that “The corporate image is based on what people associate with the company or all the Information (perceptions, inferences, and beliefs) about it that people hold”.

Kotler & Keller (2009) argue that there are many types of images that can be formed or enhanced by a person or an organization. Five of them are:

1. Corporate Image, that is image attached to company, whether image is good or bad. A positive corporate image will have a positive impact on the company, such as increasing the work motivation of its employees.
2. Industry Image, some companies can unite to improve the image of the whole industry. The business world in general seeks to shape the attitude of society that is more supportive of business.
3. Institutional Image, is the image attached to an organization.
4. Area Image, image of the region is an image attached to a region, city or country. Regional imagery usually affects the tourism and trade sectors.
5. Individual Image, is an image attached to a person. Basically everyone has his own image.

Based on the concept, the image in this study is measured by the dimensions of employee attitude and skill, physical space, event, and media.

2.3 Museum Performance

Hubbard & Beamish (2011) stated that every company has a specific rec-

ipe for its success so performance measurement needs to consider the industry in which it operates. Bramhandkar, et al. (2011) using financial parameters such as return on sales, return on assets, and return on networth, to understand the marketing planning strategy of a company on the basis of product segment, customer group and other business operational variables. In a review of the museum in Spain, Camarero & Garrido (2008) measured the performance of the museum based on two dimensions of social performance and economic performance. The social performance dimension refers to the benefits gained by individuals and communities such as visitor education and stimulation of social concern and commitment. While economic performance includes the number of visitors, operational performance, employment opportunities, and income. Most museums today pursue economic goals to maintain sustainability and profitability.

In the <http://museum.wa.gov.au/research/development-service/performance-indicators>, it said that based on the British Museum Association standards, Walden(1991) identified the following key areas specific to museum activities:

Collection: acquisition, conservation, documentation, research and storage.

Communication: education, exhibition, information, interpretation, outreach and visitors.

The following are examples of types of indicators for assessing collection activities.

- revision and adoption of a collection policy
- adoption of a conservation and restoration policy
- completion of a strategic plan and implementation of operational planning
- number of items acquired
- staff employed in management of collection
- percentage of items offered accepted for inclusion in the collection to achieve collection goals
- number of items deaccessioned to achieve collection goals
- percentage change in collection size from year to year
- ratio of items collected in particular subject areas to whole collection

Efficiency could be assessed by measures such as cost per item acquired or conserved, staff time per acquisition etc.

Examples of performance indicators for communication activities:

- Number of visitors (quantity)

- Visitor satisfaction (quality)
- Number of participants in school and/or public programs

Based on the description of the concept, the performance of the museum in this study is measured by the dimensions of visitor growth, customer equity, and management efficiency.

2.4 Previous Studies

Previous research has shown the role of value creation and image on museum performance. Ramezani, Soenen, Jung (2002) reveal that firms with sales or income growth show the highest returns and value creation from their owners. Veselinova and Samonikov (2013) find that the firm's value chain provides the basis for successful performance in business. Zorloni (2012) uses data collected in an in-depth interviews with museum executives in London, New York and Washington, and identified nine areas that are critical to the success of most museums: preserving collections, strengthening research, increasing public engagement, maximizing collaboration, serving mission through organizational excellence, attract and develop staff capacity, enhance competitor research, advance museum governance and accountability, and manage and enhance financial support. In addition, Sahu and Pratihari (2015) explain that corporate image built on strategic CSR will lead to a positive attitude among stakeholders and customers, in particular, leading to the achievement of a sustainable competitive advantage and a definite level of company performance. Pop and Borza (2016) regarding the relationship between quality and sustainability, it can be concluded that any quality improvement positively impacts the cultural and social sustainability of the museum.

Based on the description, the research hypothesis is prepared as follows:

H: Value creation and image affects the performance of the museum of the struggle for independence history of the Republic of Indonesia either simultaneously or partially.

III METHODOLOGY

Based on its objective, this study uses applied research method based on quantitative data type. The time horizon is cross sectional, because this

research is conducted at a certain time. The unit of analysis is the museum of the struggle for independence history of the Republic of Indonesia with the observation unit is the management of the Museum throughout Indonesia totalling of 43 museums. Sample is taken as many as 30. The sampling technique is conducted by simple random sampling frame based (population member list). Data collection was done with questionnaires in the form of a list of written questions to museum managers using a Likert scale 1-5. The design of the analysis used to test the hypothesis and to know the relationship between research variables is Partial Least Square (PLS). According to Imam Gozali (2006), PLS is an alternative method of analysis with Structural Equation Modeling (SEM) based on variance.

IV RESULT AND DISCUSSION

4.1 PLS Result

4.1.1 Goodness of fit – Outer and Inner Model

a. Inner Model

Inner model shows the relationship among latent variables. Inner model is evaluated by R Square and Prediction relevance (Q square) from Stone-Geisser’s with blindfolding procedure. Refer to Chin (1998), the value of R square amounted to 0.67 (strong), 0.33 (medium) and 0.19 (weak) and Prediction relevance (Q square) 0,02 (minor), 0,15 (medium) and 0,35 (large).

Table 2 Test of Inner Model

Latent Variable	R Square	Q square
Value Creation		0.766
Image		0.639
Museum Performance	0.809	0.912

Source : SmartPLS 2.0

The table show that the value of R2 on museum performance as endogenous variable is in the strong criteria (>0,67), and the value of Q square is in the large criteria (>0.35), so it can be concluded that the research model is supporting by empirical conditions or the model is fit.

b. *Outer model*

Table 3 Test of Outer Model

Latent Variable	Cronbachs Alpha	AVE	Composite Reliability
Value Creation	0.947	0.759	0.957
Image	0.933	0.652	0.944
Museum Performance	0.959	0.923	0.973

Source: SmartPLS 2.0

Outer model is used to test the validity and reliability of latent variables and dimensions as measured by the indicators. Model Measurement Model explained by Cronbachs Alpha to know the reliability of indicators in measuring dimensions and latent variables. If the value of Cronbachs Alpha is greater than 0.70 (Nunnally, 1994), it shows that the dimensions and indicators are reliable in carrying out variables. Table 3 shows that Composite reliability and Cronbachs Alpha of the variable > 0.70 so that the variables and dimensions in the model meet discriminant validity criteria and finally all the variables have good reliability. To check convergent validity, each latent variable's Average Variance Extracted (AVE) is evaluated. From table 3, it is found that all of the AVE values are greater than the acceptable threshold of 0.5, so convergent validity is confirmed.

The below table shows the result of measurement model for each dimensions on indicator
Table 4 Loading Factor of Latent Variable-Dimension-Indicator

Indicator-Dimension	λ	SE	t-value
Value Creation -> Customer benefit	0,945	0,020	48,042*
X11 <- Customer benefit	0,904	0,015	58,936*
X12 <- Customer benefit	0,900	0,016	55,549*
Value Creation -> Business domain	0,983	0,004	251,929*
X21 <- Business domain	0,887	0,016	54,452*
X22 <- Business domain	0,871	0,023	37,152*
Value Creation -> Business partner	0,985	0,004	220,114*
X31 <- Business partner	0,941	0,009	102,483*
X32 <- Business partner	0,895	0,017	51,249*
X33 <- Business partner	0,872	0,028	31,273*
Image -> Employee Attitude and Skills	0,914	0,023	38,988*
X41 <- Employee Attitude and Skills	0,857	0,026	33,467*
X42 <- Employee Attitude and Skills	0,851	0,024	35,844*
X43 <- Employee Attitude and Skills	0,822	0,046	17,691*
Image -> Physical space	0,964	0,008	127,702*
X51 <- Physical space	0,870	0,019	45,315*
X52 <- Physical space	0,813	0,031	26,388*
X53 <- Physical space	0,816	0,032	25,322*
X54 <- Physical space	0,845	0,027	30,918*
Image -> Event	0,855	0,025	34,430*
X61 <- Event	1,000		.*
Image -> Media	0,873	0,015	58,295*
X62 <- Media	1,000		.*
Y1 <- Museum Performance	0,945	0,013	70,151*
Y2 <- Museum Performance	0,978	0,005	212,493*
Y3 <- Museum Performance	0,960	0,009	109,747*

*valid for $\alpha=0.05$

The results of measurement model of dimensions by its indicators show that the indicators are valid which the value of $t < 2.05$ (t table at $\alpha = 0.05$). The result of measurement model of latent variables on their dimensions show to what extent the validity of dimensions in measuring latent variables

Following figure show the complete path diagram:

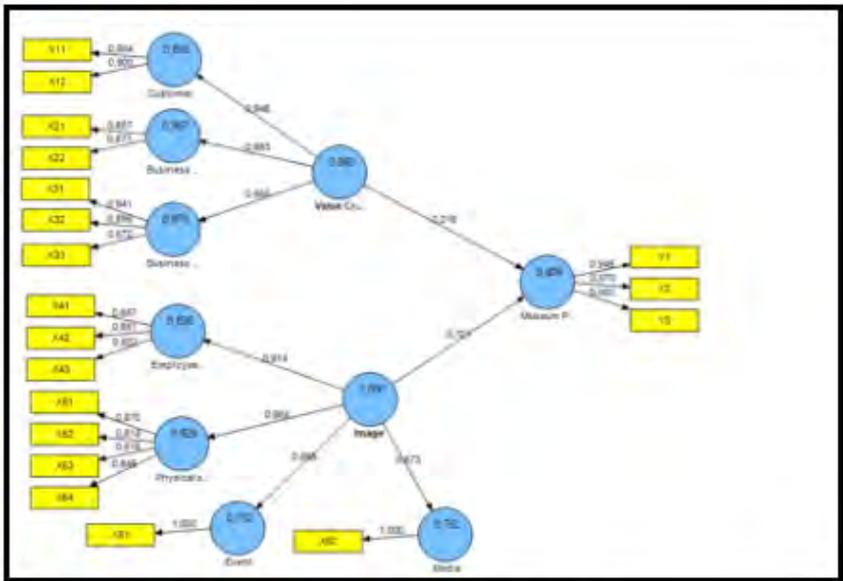


Figure 2 Complete Path Diagram of Research Model

4.1.2 Structural Model

Based on the research framework, then obtained a structural model as follow :

$$Y = 0.215X_1 + 0.721X_2 + \zeta_1$$

4.1.2 Structural Model

Based on the research framework, then obtained a structural model as follow :

$$Y = 0.215X_1 + 0.721X_2 + \zeta_1$$

Which are :

- Y = Museum Performance
- X₁ = Value Creation
- X₂ = Image
- ζ₁ = Residual

4.1.3 Hypothesis Testing Result

Tables show the result of hypothesis testing simultaneously and partially.

a. Simultaneous Hypothesis testing

Below is the result of simultaneous testing of hypothesis:

Table 5 Simultaneous Testing of Hypothesis

Hypothesis	R ²	F	Conclusion
Value Creation and Image -> Museum Performance	0.809	49.978*	Hypothesis accepted

* significant at $\alpha=0.05$ (F table =3.354)

It is known that within the degree of confidence of 95% ($\alpha=0.05$) simultaneously there is the influence of Value Creation and Image significantly to museum Performance, amounted to 80,9%, while the rest of 19,1% is affected by other factor did not examined.

b. Partial Hypothesis testing

Below is the result of partial testing of hypothesis :

Table 6 Partial Testing of Hypothesis

Hypothesis	γ	SE	t	R ²	Conclusion
Value Creation -> Museum Performance	0,215	0,090	2,385*	0,167	Hypothesis accepted
Image -> Museum Performance	0,721	0,073	9,856*	0,642	Hypothesis accepted

* significant at $\alpha=0.05$ (t table =2.05)

The table show that partially, value creation and image influential significantly to museum Performance, which is the image has a greater influence (64,2%).

4.2 Research Finding

Based on hypothesis testing result, the figure below describes the Research Model Finding:

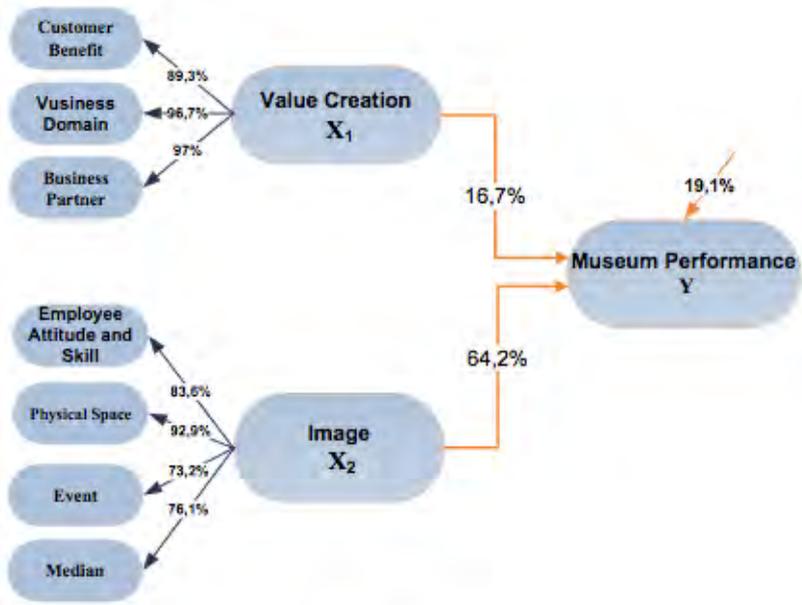


Figure 3
Research Finding

The research findings show that value creation and image have significant influence on museum performance. So it can be said that the research findings support the hypothesis. Image has a greater impact than value creation in influencing the performance of the museum. Factors that play a bigger role in improving the museum performance is the physical space, followed by employee attitude and skill, media, and event. Physical space factors include building design, interior, layout of objects, and materials. Employee attitude and skill shows to what extent the employee professionalism attitude, skills in providing services to visitors and in utilizing the media information. Media is useful to improve the performance of the museum through the utilization of media information and social media for promotion. In addition, the intensity of events organized by the museum and the intensity of visits to educational institutions, helped to improve the performance of the museum.

While in value creation aspect, business partner has bigger influence than business domain and customer benefit in pushing museum performance. The museum partnerships can be done with related instances, educational

institutions, and lateral parties. The business domain includes efforts to improve the quality standard of service to visitors and create the uniqueness of the museum than others.

The results show that to improve the performance of the museum, the management needs to emphasize the development of image, especially in developing physical space to be more interesting for visitors. In addition, it also needs to be accompanied by the development of value creations, especially by establishing partnerships with relevant institution, educational institutions, and lateral parties.

The findings of this study support the results of previous studies, namely Ramezani, Soenen, Jung (2002), Veselinova and Samonikov (2013), and Zorloni (2012) who find that value creation influences performance. In addition, the findings of this study also support the findings of Sahu and Pratihari (2015) and Pop and Borza (2016) about the role of image in driving performance.

Based on a review of previous research, it can be said that this research model has not been studied by previous research, so this research has a high originality compared with previous studies. The advantage of this research lies in the unit of analysis that is the Museum of the Struggle for Independence History of the Republic of Indonesia with the observation unit is the management of the museum, so hopefully from this research model obtained Novelty which can become a model of strategic solution to improve the performance of museum in Indonesia.

The novelty of this research is that the development effort of the Museum of the Struggle for Independence History of the Republic of Indonesia is based on the development of image supported by value creation. Image museum is mainly formed by aspects of physical space, employee attitude and skill, media, and event. While value creation is mainly developed by the efforts to improve business partners with related parties, as well as by developing business domain and customer benefits.

V CONCLUSION AND RECOMMENDATION

5.1 Conclusion

The research findings show that value creation and image have significant influence on museum performance. Image has a greater impact than value creation in influencing the performance of the museum. The research shows that the physical space, followed by employee attitude and skill; media, and event are factors that play a bigger role in improving the museum performance, comparing to the aspect of value creation. Visitors are

more interested in physical aspects such as building design, interior, layout of objects, and materials, that drive the performance of museum.

5.2 Recommendation

It is hoped that the finding of the study can be implemented by the museum in Indonesia in enhancing the performance based on the improvement of image and value creation. Besides, it is hoped that the finding can be made to be a reference in making a conceptual framework in conducting a related study about the performance of museum.

For the manager of museum, can be suggested that in developing the physical aspect of the museum, it is also important to keep the museum and its surroundings neat and clean. The roads to the museum also need to be well maintained. It has a good garden with fountains and flowers.

The limitation of this research is the limited sample only to 30 museums represented by the managers, so that the next research can examine the entire Museum of the Struggle for Independence History of the Republic of Indonesia that existed, complemented by qualitative study. Future research is also expected to ask questions in the form of questionnaires to the visitors so as to obtain a perception of the visitors.

References

Berghman, Liselore & Vandenbempt, Koen (2006). Building Competences for New Customer Value Creation: An exploratory study. *Industrial Marketing Management*, 3 (5), 961–973.

Bramhandkar A, Erickson S, Applebee I. (2007) Intellectual Capital and Organizational performance: an Empirical Study of the Pharmaceutical Industry. *The Electronic Journal of Knowledge Management*, 5(4), 357-362.

Camarero, C., & Garrido, M. J. (2008). The influence of market and product orientation on museum performance. *International Journal of Arts Management*, 10(2), 14-26.

Chin, W.W. (1998). The Partial Least Square Approach for Structural Equation Modelling, In Marcoulides, G.A (Ed), *Modern Method for Business Research* Mahwah, NJ: Erlbaum.

Ghozali, Imam (2006). *Aplikasi Analisis Multivariate Dengan Sess*. Cetakan keempat. Badan Penerbit Universitas Diponegoro. Semarang.

<http://museum.wa.gov.au/research/development-service/performance-indicators>, retrieved May 9, 2018.

Hubbard G., Beamish P. (2011). *Strategic Management - Thinking, Analysis, Action*. Pearson Australia, 4th Edition.

Kotler, Philip & Kevin Lane Keller (2009). *Marketing Management*. 13th Edition, Pearson.

Kotler, Philip & Kevin Lane Keller (2012). *Marketing Management*, 14e, Global Edition, Pearson Education Limited, England.

Liem Viet Ngo, Aron O’Cass (2008). Value creation architecture and engineering A business model encompassing the firm-customer dyad. *European Business Review*, 22(5), 2010 pp. 496-514.

Norouzi, Abdollah; Ali Akbar Jafarizadeh; Maryam Karbalaei, Yousef Najafi, (2013). The effective major factors on customer perceived value in service context: The application of ANFIS method, *European Online Journal of Natural and Social Sciences*, 2(3), pp.408-416.

Nunnally, Jum. C, Ira H. Bernstein (1994). *Psychometric Theory*, McGraw-Hill.

Pop, I. L., & Borza, A. (2016). Quality in museums as a way to increase sustainability. *European Journal of Sustainable Development*, 5(3), 217-228.

Ramezani, Cyrus A.; Soenen, Luc ; Jung, Alan (2002). Growth, orporate profitability, and value creation. *Financial Analysts Journal*; 58, 6; pg. 56.

Sahu, Subrat; Pratihari, Suwendu Kr. (2015). Strategic CSR, Corporate Identity, Branding and Marketing: Review & Comments. *Review of Integrative Business and Economic Research*, 4 (3), pp.121-140.

Sindhuja P N. (2009). Performance and Value Creation: Family Managed Business Versus Non-Family Managed Business, *Research Scholar, IIMT*,

Hyderabad, India.

Veselinova dan Samonikov (2013). How the Textile Companies in South-East Europe Create Value; The Case of the Republic of Macedonia, Management Dynamics in the Knowledge Economy ISSN:2286-2668

World Economic Forum (2011). The Travel & Tourism Competitiveness Report 2011.

World Economic Forum (2017). The Travel & Tourism Competitiveness Report 2017, Paving the way for a more sustainable and inclusive future

Zeithaml, Valarie A.; Bitner, Mary Jo (2009). Services Marketing: Integrating Customer Focus Across the Firm, McGraw-Hill.

Zorloni, A. (2012). Designing a strategic framework to assess museum activities. International Journal of Arts Management, 14(2), 31-47,72



**UNIVERSIDAD
DEL ZULIA**

opción

Revista de Ciencias Humanas y Sociales

Año 35, Especial N° 21, (2019)

Esta revista fue editada en formato digital por el personal de la Oficina de Publicaciones Científicas de la Facultad Experimental de Ciencias, Universidad del Zulia.
Maracaibo - Venezuela

www.luz.edu.ve

www.serbi.luz.edu.ve

produccioncientifica.luz.edu.ve