

ABSTRAK

Museum Gentala Arasy adalah salah satu Museum Khusus yang dikelola Pemerintah Kota Jambi yang berada di Kelurahan Arab Melayu Kecamatan Pelayangan Kota Jambi, Museum Gentala adalah satu-satunya Museum di Seberang Kota Jambi. Metode penelitian yang digunakan dalam penelitian ini yaitu dimulai dari pengumpulan data, pengolahan data, dan analisis data, tujuan dari penelitian ini yaitu untuk mengetahui tolak ukur kepuasan pengunjung Museum Gentala Arasy melalui survey angket yang dilakukakan kepada pengunjung Museum Gentala Arasy. berdasarkan penelitian yang dilakukan diketahui jumlah responden yang akan di ambil sampel penilaiannya adalah 47 orang, dan terdapat empat point yang akan dinilai, yakni daya tarik Gedung Museum, daya tarik Lingkungan Museum, daya tarik Pameran, dan daya tarik Suasana Pameran.

ABSTRACT

The Gentala Arasy Museum is one of the Special Museums managed by the Jambi City Government which is located in the Arab Melayu Village, Serving District, Jambi City, the Gentala Museum is the only Museum across from Jambi City. The research method used in this research is starting from data collection, data processing, and data analysis, the purpose of this research is to determine the benchmarks of visitor satisfaction at the Gentala Throne Museum through a questionnaire survey conducted for visitors to the Gentala Throne Museum. based on the research conducted, it is known that the number of respondents who will be sampled for the assessment is 47 people, and there are four points to be assessed, namely the attractiveness of the Museum Building, the attractiveness of the Museum Environment, the attractiveness of the Exhibition, and the attractiveness of the Exhibition Atmosphere.