

***The Influence of Product Quality and Museum Facilities on Visitor Satisfaction at the Sonobudoyo Museum in Yogyakarta***

Uystka Hikmatul Kamiliyah NH, S.S., M.Sc. as a chief counselor

**Mia Wahyu Lestari**

**Study Program of Tourism Destination**

**Majoring of Language, Communication, and Tourism**

***ABSTRACT***

*This research aims to determine the influence of Product Quality and Museum Facilities on visitor satisfaction. The type of research used is descriptive quantitative method. In this study, there are 2 (two) hypotheses tested. The variables used in this research consist of independent variables, namely Product Quality (X1) and Facilities (X2), as well as the dependent variable, which is Visitor Satisfaction (Y). The data testing tool used is IBM SPSS Statistic Version 26, with the analysis used being multiple linear regression. The method used in sampling is purposive sampling, with a sample size of 100 respondents who have visited the Sonobudoyo Museum in Yogyakarta. The results of this study indicate that product quality significantly affects visitor satisfaction, while museum facilities do not significantly affect visitor satisfaction at the Sonobudoyo Museum in Yogyakarta. Although the facilities have not had a significant impact, it does not mean that the aspect of facilities can be ignored. Therefore, the Sonobudoyo Museum is expected to improve and evaluate these aspects, especially the facilities, in order to create a better and more memorable cultural and historical tourism experience.*

**Keywords:** *Product Quality, Facilities, Visitor Satisfaction, Museum, and Sonobudoyo Museum.*