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Evaluation of Visitors' Experiences at the Sanliurfa, Turkey Archaeological Museum

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Abstract

This study was carried out to examine tourist experiences during museum visits. Accordingly, the service quality of Sanliurfa Archaeological Museum, which is archaeologically very important and has a large number of visitors, has been evaluated. Although there are many studies on the Sanliurfa Archaeology Museum, no study has been done on museum visit experiences of the visitors. The effect of service quality in museums on satisfaction, recommendation intentions and perceived values was examined by collecting information about visitor experiences at the Sanliurfa Archaeological Museum. The service quality of the museum was measured by conducting HISTOQUAL scale and regression analysis was performed to test the study hypotheses. The empirical results obtained from the study revealed that the tangibles of museums had no effect on satisfaction, recommendation intentions and perceived values, but empathy, communication and responsiveness issues had. Empathy had a greater effect on perceived values, while communication and responsiveness variables were found to have more effect on satisfaction. Finally, the study gives useful information to museum management in order to better satisfy visitor demands, since it identified areas where service quality might be improved, as well as those that represent strong elements of the museum's offering and are essential to museum visitors.

INTRODUCTION

The design phenomenon, which is extremely important for the society and the individual, emerges from the accumulation of society (Preko, Gyepi-Garbrah, Arkorful, Akolaa & Quansah, 2020). In other words, each design that has been analysed, reinterpreted and put forward is for human beings. For this reason, museums can be defined as public spaces that affect their visitors, shape their thoughts and feelings with their offerings, and thus reveal the behaviours developed by the masses based on their experiences.

The obligation of museums to exhibit and preserve objects, which began in ancient times, has continued to take on new additional tasks until today. In addition to providing aesthetic pleasure, museums, which host scientific studies, education and other activities aimed at improving the society, have started to undergo a number of transformations in recent years.

All service providers, particularly museums, want to serve high-quality service to increase the number of customers. Customers who receive high-quality service declare their satisfaction. The high level of satisfaction leads to recommending the service to others and repurchasing (Nowacki & Kruczek, 2021). It is desirable that they want to increase the number of visitors through raising the quality of service in their museums (Nowacki & Kruczek, 2021). There has been a growing interest in museum research in recent years (Carbone, Oosterbeek, Costa & Ferreira, 2020; Daskalaki et al., 2020; Nowacki, 2005; Preko, Gyepi-Garbrah, Arkorful, Akolaa & Quansah, 2020; Prince, 1990; Vareiro, Sousa & Silva, 2020). A near consensus can be found in recent studies on the importance of perceived service quality which attracts customers and fosters intention to recommend others (Sert & Karacaoglu, 2018; Simpson, 2000) and willingness to purchase again (Trinh & Ryan, 2013).

Museums can be considered part of the service sector (Mylonakis & Kendristakis, 2006). Given this consideration, some changes have occurred in the management and operation of museums. In addition, an increasingly competitive environment has emerged between museums (Su & Teng, 2018). This competition between museums has created a suitable environment for the demands and satisfaction of visitors to be questioned. So, one of the convenient ways to learn about the strengths and weaknesses of the museum is to collect data with them by survey method.

The aim of this study is to evaluate visitors' satisfaction by conducting HISTOQUAL model. Because there is no study has been found in the literature evaluating the satisfaction of visitors about Sanliurfa Archaeological Museum. Thus, present study was carried out to fill this gap, and it is hoped that museum managers and local authorities would find it useful.

The functions of storage, protection and display of objects that have existed for a long time are not enough to meet the expectations of the visitors. Museums need to improve their services in order to meet visitor demands. In order to make improvements for visitors, visitors should be subjected to research in many ways, increasing the variety of services and improving the qualifications of the museum staff (Uralman, 2006).

Literature Review

In recent years, there has been a great deal of interest in cultural tourism, particularly the museum sector, both in academia and in practice (Huo & Miller, 2007; (Brida, Meleddu & Pulina, 2016; Komarac, Ozretic-Dosen & Skare, 2020; Marty, 2007; M. Nowacki & Kruczek, 2021; Trinh & Ryan, 2013). Museums, which are regarded as an important part of the tourism industry, have been undergoing a process of change and transformation in recent years

(Yilmaz, 2011). Museums are trying to evolve into places that gives visitors permanent experiences rather than being places that simply exhibit and protect historical items (Ozkoc & Duman, 2008). As a matter of fact, in the definition of museum according to the International Council of Museums (ICOM), human and environmental awareness, study, education, taste and sustainability are emphasized (Ozkoc & Duman, 2008).

Museums, which are in intense competition with other cultural attraction elements, are an important part of cultural activities (Hsieh, 2010). In addition to their competition with other cultural heritages such as archaeological sites, monuments and historical buildings, museums also experience great competition among themselves. Therefore, they have to meet certain standards and satisfy their customers in order to get a constant share of the world museum market and increase this share (Kowalska & Ostrega, 2020).

Expectation (Muka and Cinaj, 2015), experience (Masilo, 2016), satisfaction (Olya et al., 2019), loyalty (Abuamoud, Amal & Alrousan, 2018) and motivation (Albayrak and Caber, 2018), self-identification (Alrawadieh, Prayag and Alsalameen, 2019), service quality (Sayareh, Iranshahi and Golfakhrabadi, 2016), intentions to revisit (Brida, Meleddu and Pulina, 2012) and recommendation (Bayih and Singh, 2020) and perceived values (Hsieh, Chen and Tsai, 2018; Rasoolimanesh, Dahalan and Jaafar, 2016) are the most frequent concepts used to define customer behaviour in the recent tourism literature. Some of them constitute the conceptual framework of this study. Therefore, related concepts are examined under separate headings below.

Service quality

The concept of service quality is defined as '*the quality-of-service features controlled by the service provider'* (Crompton & Love, 1995). At the same time, '*quality is one of the elements leading to satisfaction evaluations, which in turn have strong influences on post-purchase behaviour'* (Frochot, 2004). Therefore, the achievement of museum management is subject to high service quality (Beattie & Schneider, 2018).

The measurement of service quality is extremely important for both consumers and museum administrators This is because one of the ways to survive in the intense competitive environment is to determine customer perception and take necessary measures and make improvements. It is accepted that customer satisfaction has an impact on the profitability and success of businesses (Daskalaki et al., 2020). In addition, museums seek to ensure their sustainability by satisfying and increasing the number of their visitors (Pop & Borza, 2015).

Many studies investigating the relationship between customer satisfaction and service quality in the museum sector indicate that high service quality positively affects customer satisfaction (Brida, Meleddu & Pulina, 2016; Fahani, Fadhil, Radam, Ya'cob & Samdin, 2016; Hsieh et al., 2018; Kuo, Cheng, Chang & Hu, 2018). In particular Fahani et al. (2016) described service quality in the museum context as the discrepancies between the consumer's actual emotions obtained from a specific type of service provider and the initial expectations. They concluded that the customer service, tangibility, signboard, and responsiveness were the most critical factors impacting perceptions of service quality. Hsieh et al. (2018) discovered the close relationship between perception of service and loyalty. According to them, strengthening the museum's quality of service is a feasible method to fulfil visitors' expectations and compete effectively with other tourist sites in attracting tourists. In addition, Kuo et al. (2018) reported that experience of museum visitor plays a mediator role between quality of service and behavioural intentions. Furthermore, satisfaction can affect post behaviour (i.e., revisit and word-of mouth recommendation) of tourists.

(Harrison & Shaw, 2004). Also, service quality is a benefit that improves the number of new and repeat visitations thorough customer satisfaction (Mylonakis Kendristakis, 2006). The results of another study revealed that "*the perceived service quality has a significant and positive effect on the perceived satisfaction and intention to recommend*" (Sert & Karacaoglu, 2018).

Satisfaction

Oliver (1999) defined satisfaction as a result of the consumption of a product or service to meet consumers' desires, demands and needs. Guliling and Aziz (2018) argued that satisfaction is a level of happiness as a result of fulfilment of the needs of tourists. According to Prayag et al. (2019), the definition of satisfaction is under debate. Previously, customer satisfaction or dissatisfaction was determined by first examining the difference between customer expectations and the actual situation resulting from consumption. This kind of measurement is defined as Oliver's expectation–disconfirmation model (Oliver, 1980), which emphasizes the cognitive attitudes of the consumer and excluded their emotional ones. In other words, cognitive and emotional perspectives are two main approaches to understanding tourist satisfaction. The cognitive perspective includes post-experience evaluation, as in the model of Oliver's expectancy–disconfirmation paradigm. Oliver explained that satisfaction is the difference between the expectation and experience of travel. On the contrary, Tse and Wilton (1988) asserted that pre-visit expectation is not taken into consideration when determining satisfaction. Consequently, satisfaction can be measured regardless of prior expectations; this is called the emotional approach. Thus, satisfaction is considered only an experiential and psychological situation (Baker & Crompton, 2000).

In recent years, the number of people, especially museum visitors, who want to experience new and different cultures has increased rapidly. It is therefore important to understand tourist perception of museums in order to enhance their sustainability and competitiveness and increase the number of visitors. It is not surprising that a lot of studies have tried to measure consumer satisfaction, which is one of the main concepts in tourism research. The higher the tourist's satisfaction, the higher their loyalty, recommendation, and consumption during visit (Alrawadieh & Kozak, 2019; Huo & Miller, 2007). Similarly, Kozak (2001) has identified that satisfaction level is one of the most effective factors in explaining repeat behaviour.

It must be mentioned that studies to estimate satisfaction were conducted in restaurants (Meng & Choi, 2017), hotels (Choi and Kandampully, 2019), theme parks (Milman and Tasci, 2018), festivals (Lee and Babin, 2008), historic buildings and museums (Poria, Reichel and Biran, 2006; Putra, 2016), and heritage sites (Trinh & Ryan, 2016). Satisfaction of museum visitors is a new emerging study area in tourism research. Hence, new concepts, measurement scales, antecedents and outcomes are necessary to estimate it. Needless to say, satisfaction of consumer is essential, particularly in tourism industry (Yuksel & Yuksel, 2002). Since, as Huo and Miller, (2007) pointed out that the satisfied visitors have an intention to recommend the museum to others.

Moreover, according to scholars, 'it is necessary to evaluate tourists' demographic (Milman and Tasci, 2018) and behavioural characteristics to support tourism stakeholders to recognize their consumers pre-visit and after visit' (Yoon & Uysal, 2005). Particularly, satisfaction of visitors is a vital role in planning and management perspectives. It is compulsory to explore dimensions of the experience for museums to sustain growth, attract tourists and improve management (Frochot & Hughes, 2000).

Scales measuring quality of services

A number of scales have been developed to measure customer satisfaction. SERVPERF (Wu & Li, 2015), HISTOQUAL (Chen & Shi, 2008), DINESERV (Knutson, Stevens and Patton, 1995), HOTELQUAL (Falces et al., 1999), MUSEUMQUAL (Allen, 2001), HOLSAT (Tribe and Snaith, 1998), AIRQUAL, RURALQUAL, and ECOPERF (Yarimoglu, 2014) are the frequent scales used in the literature. The scales were developed to measure the numerous types of service quality.

Servqual

The above-mentioned scales are modified versions of SERVQUAL, which was introduced in the literature by Parasuraman, Zeithaml & Berry (1985). Although there have been many criticisms of the SERVQUAL scale even up till today, the first choice of academicians and practitioners remains the SERVQUAL scale (Maklan & Klaus, 2010). SERVQUAL is based on the paradigm (theory) of mismatch of expectations (Zeithaml et al., 1988).

SERVQUAL, which is a service quality scale, is criticized for not including emotional and holistic factors that represent the entire service experience quality (Fick & Ritchie, 1991). Similarly, it is stated that subconscious sensory and emotional elements obtained from the total experience have more effect on customer preferences than concrete product and service features (Zaltman, 2003). According to LaSalle and Britton (as cited in Gentile, Spiller and Noci, 2007), customer experience 'stems from interactions between the customer and the product, the company or a part of it, that lead to a reaction (act).' Experience quality can be defined as how customers emotionally evaluate their experience when they engage in consumption activity and interact with service environment, service providers, other customers, their own friends, and other staff (Chang & Horng, 2010). It differs from the concept of service quality in various aspects.

Nowacki (2005) stated the strengths and weaknesses of the Rogalin Museum (Rogalin Palace), a branch of the National Museum situated near Poznan (western Poland), by carrying out a survey of 102 visitors. He analysed visitors' expectations and perceptions using the SERVQUAL methodology of evaluation and by applying correlation and factor analysis. At the end, strong and weak attributes of the museum were clarified.

SERVQUAL model is generally used in measuring quality. But it is criticised in many ways because it is not applicable when there is an asymmetry between tangible and intangible dimensions of historical places particularly museums (Pop & Borza, 2016).

Histoqual

The present study used the HISTOQUAL scale proposed by Frochot & Hughes (2000). In their study, tangibles, responsiveness, communication, consumables and empathy dimensions were asserted to understand the service quality of historical properties. They applied these dimensions attributes on three historical properties located in England and Scotland concluded that SERVQUAL model were adapted in historic properties services including museums called HISTOQUAL.

There is a growing number of published studies about museum service quality that apply HISTOQUAL dimensions. For instance, Sert and Karacaoglu (2018) identified HISTOQUAL dimensions of the service quality of Anatolian Civilizations Museum in Ankara. Furthermore, the study revealed that the quality of service, particularly

the tangibility dimension, had a significant and positive effect on satisfaction and recommendation intention. Similar results were pointed out by Preko et al. (2020), who concluded that satisfaction was affected by visitor experience significantly afterward effects of satisfaction on loyalty and willingness to pay more one after another. Furthermore, they established the moderate role of frequency of visiting in the relationship between satisfaction and visitors' willingness to pay more.

Marković and Janković (2019) applied a modified HISTOQUAL scale in their study to determine the impact of service quality dimensions on customer satisfaction in the museum sector in Croatia. Tangibles, accessibility, presentation of exhibition, empathy and communication dimensions explain positive affection on satisfaction of customers. Additionally, their study maintained that museum service quality is indeed a significant predictor of museum visitor satisfaction which in turn results in higher satisfaction of customers. Parallel results can be seen in the study of Marković, Raspor and Komšić(2013) who reported that service quality dimensions (accessibility, tangibles, empathy, exhibition, communication and presentation) revealed the experience of consumers closely.

Another research analysed the service quality of museums in Macao using the HISTOQUAL model. Although all visitors viewed the quality of service positively, residents gave lesser importance than non-residents. It was reported that education level and career affected satisfaction positively. In addition, quality of service varied according to the type of museum. The authors found that visitors were most and least satisfied with responsiveness and empathy dimensions respectively (Cheng & Wan, 2012). Besides this study, Nowacki and Kruczek (2021) pointed out that the heritage qualities of Polish museums influence the links between co-creation, experiences, and visitor satisfaction.

On the other hand, Allen (2001) proposed the MUSEQUAL model. This was used by Hsieh, Park and Hitchcock (2015) to measure the service quality of museums. Hsieh et al. (2015) revealed that '*MUSEQUAL [was] appropriate for measuring service quality in a museum context.*' According to Frochot and Hughes (2000), the HISTOQUAL scale is more suitable for measuring service quality performance of different cultural heritage attractions and properties since it has a more standardized questionnaire (Umur, 2015). That's why in the present study, it is preferred conducting HISTOQUAL instead of SERVQUAL and MUSEQUAL scales to evaluate quality of service dimensions.

Perceived value

Perceived value is defined as 'the general evaluation of the customer for the benefit of a product or service based on the perception of what is received and given' (Zeithaml et al., 1988). McDougall & Levesque's approach to the concept is similar. According to these researchers, the broad definition of perceived value is 'total losses versus results or benefits received by the customer', while the narrow definition is simply 'the difference between perceived benefit and loss' (McDougall & Levesque, 2000).

Perceived value, which is a subjective concept, may vary according to customers, cultures and time (Sanchez et al. 2006). Thus, different priorities before purchase, during purchase, during use and after use can be decisive in the perception of value (Woodruff, 1997).

Perceived value can be measured unidimensionally or multidimensionally. However, one-dimensional measurements are criticized because it is assumed that customers have common perception of value (Chen & Chen, 2011). Sheth et al. (1991) (as cited in Chang et al., 2009) created five different value categories: social, emotional, functional, epistemic, and situational values. Sweney and Soutar evaluated perceived value in four dimensions: (1)

emotional value, (2) social value, (3) functional value (price / value), and (4) functional value (performance / quality) (Sweeney & Soutar, 2001). Some studies have found that the quality of service has a favourable influence on perceived value (Jafarnejad & Shafie, 2013; Joung, Choi & Wang, 2016; Petrick, 2004). Moreover, Hsieh et al., (2018) confirmed the relationship between perceptions of service quality and perceived value. In their study, they also revealed that perceived value has an impact on visitors' loyalty.

From the above review of the existing literature, it is highly likely that service quality of museums positively affects consumer satisfaction, which has a positive influence on the intention of recommendation, repeat visitation and perceived values. Additionally, most of the studies mentioned above used the HISTOQUAL model, confirming that this methodology of evaluation is applicable in museum studies. Thus, three hypotheses adopted from previous studies are proposed below:

H_1: There is a positive and significant relationship between service dimensions of the HISTOQUAL model and satisfaction of museum consumers.

H_2: There is a positive and significant relationship between service dimensions of the HISTOQUAL model and recommendation intentions of museum consumers.

H_3: There is a positive and significant relationship between service dimensions of the HISTOQUAL model and perceived values of museum consumers (Figure 1).

Study Site Area

The Archaeology Museum was opened 5 years ago in Sanliurfa, which is home to one of the oldest civilizations in the world. It takes visitors on a journey in human history with its exhibits. The museum complex, built on an area of 200 decares, presents its exhibits to its visitors in chronological order (Picture 1).

There are 14 main exhibition halls and 33 animation areas in the Sanliurfa Archaeology Museum. The animations give visitors the feeling that they were living in that period. The Gobeklitepe monuments and the Balikligol Statue (Urfa Statue), which are the oldest well-preserved, natural-sized sculpture in human history, have brought this museum a worldwide reputation. While visiting this section, you can get important information about the beliefs of the people of the period, thanks to the reliefs of leopards, wild boars, storks, foxes, gazelles, scorpions, snakes and people without heads, and you can see an impressive replica of the Gobeklitepe D temple in a separate section (Picture 2).

Picture 1. Sanliurfa/Turkey Archaeological Museum from outside.

Picture 2. Sanliurfa/Turkey Archaeological Museum from inside.

Source: https://muze.gov.tr/muze-detay?SectionId=SUM02&DistId=SUM

Materials and Methods

The purpose of this study is to evaluate the service quality of the Sanliurfa Archaeological Museum by using HISTOQUAL scale. At the same time, another aim of the study is to examine the effect of service quality on satisfaction, recommendation to others and perceived value. The museum was selected to research its service quality due to its archaeological importance and the numerous numbers of visitors it attracts. For this purpose, the questionnaire was answered by visitors to collect data. The questionnaire has two main parts. The first part covers visitor's demographics such as gender, age, education level, occupation, etc. The second part consists of a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree); it was used to measure the service quality of the museum.

The scale used to particularly evaluate museum service quality is the HISTOQUAL scale which is adapted from SERVQUAL by Frochot & Hughes (2000) and Putra (2014). This scale consists of five dimensions, namely tangibles, responsiveness, communication, consumables and empathy which consist of 24 items. In addition, it contains three items to measure general satisfaction, two items to measure recommending behaviour, and two items to measure perceived value.

Tangibles have to do with the interior and exterior of the museum, including cleanliness, authenticity, environmental qualities, and other attractions. The responsiveness dimension measures the productivity of employees and managers and their awareness of customer needs. In other words, it includes the willingness of the employees to help visitors. The communication dimension includes the details and nature of the information provided to the customer. Consumables refers to additional services such as restaurants and gift shops. Finally, the empathy dimension allows employees to measure the needs of children, disabled and elderly people by putting themselves in the shoes of customers.

362 on-site visitors were interviewed via a structured questionnaire in May 2020. The sample was collected by applying the convenience sampling method in the museum. In addition, the ethics committee permission to collect data for this study was obtained from Harran University Ethics Committee with approval code E. 8095 dated February 14th, 2020.

The sample size was calculated using the formula below, where n is the sample size, N is the population, t is the Z value within the 95-% confidence interval, which found to be 1.96 because the sample size was greater than 30, p

is the probability of tourists visiting the museum, which was found to be 0.50, q = 1 - p = 0.50 is the probability of tourists not visiting the museum, and d is the margin of error, which was found to be 0.05 (Yamane, 2006).

$$n = \frac{Nt^2 pq}{d^2(N-1) + t^2 pq} \qquad (I)$$

The model of the study was designed as in Figure 1. Hypotheses were asserted to test the validity of a positive relationship between service quality and satisfaction. Satisfaction brought about loyalty and willingness to pay more and recommend others. In addition, there was increase in perceived value with increase in service quality. According to the HISTOQUAL model, quality of service depends on the following five dimensions: tangibles, responsiveness, communication, consumables, and empathy. These hypotheses were examined separately for the sub-dimensions of the HISTOQUAL scale, in which service quality was measured.

HISTQUAL Dimensions
Tangibles
Responsiveness
Communication
Consumables
Empathy

Satisfaction

Recommendation intentions

Perceived Value
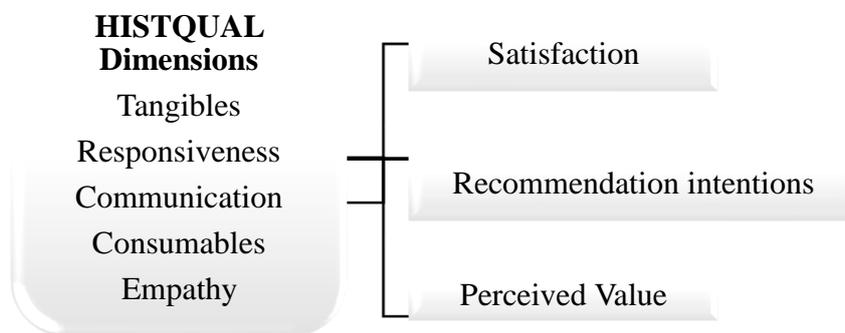
Figure 1. Study Design

Regression analysis was performed to test the hypotheses of the study. Regression analysis is a method that examines the relationship between the dependent variable and one or more independent variables (Gujarati, 2012). Three different models were created in the study. In these models, satisfaction, recommendation intentions and perceived value were the dependent variables, while tangibles, responsiveness, communication, consumables and empathy values were the independent variables. The models used in the study are shown in Table 1.

Table 1. Models

Models	Dependent Variables	Independent Variables
Model 1	Satisfaction (sat)	tangibles (tang), consumables (cons)
Model II	Recommendation intentions (rec)	
Model III	Perceived values (per)	empathy (emp), communication (com) responsiveness (resp)

After determining the independent variables to be used in the study, a mathematical model was formed that revealed the relationship with the dependent variable in line with the obtained data. With this model, the predictive value of the dependent variable was found. Through regression analysis, the importance and effect level of the factors affecting the considered dependent variable were determined (Draper & Smith, 1998). The measurement of service quality and satisfaction, recommendation intentions, and perceived values variables are the main themes of the marketing discipline. Previous studies were mostly based on the expectancy–disconfirmation theory put forward by Oliver (1997). According to the theory, there is a linear relationship between service quality and satisfaction. For this reason, the models used in the study were determined linearly and expressed as follows.

$$(sat)_i = \alpha + \beta_1(tang)_i + \beta_2(cons)_i + \beta_3(emp)_i + \beta_4(com)_i + \beta_5(resp)_i + \varepsilon_i \qquad \text{(II)}$$

$$(rec)_i = \alpha + \beta_1(tang)_i + \beta_2(cons)_i + \beta_3(emp)_i + \beta_4(com)_i + \beta_5(resp)_i + \varepsilon_i \qquad \text{(III)}$$

$$(res)_i = \alpha + \beta_1(tang)_i + \beta_2(cons)_i + \beta_3(emp)_i + \beta_4(com)_i + \beta_5(resp)_i + \varepsilon_i \qquad \text{(IV)}$$

Here α is the regression constant, β_i denotes the variable coefficients and ε_i denotes the error term. In addition, the predictive values of the dependent variables were expressed as a linear function of the independent variables. α is the point where the prediction line intersects the ordinate, β_i is the slope of the prediction line, and ε_i is i. shows the error component of the observation and indicates that the model is stochastic. The term error represents all other variables that affect the dependent variable but cannot be measured, observed, or are not directly included in the model due to the principle of simplicity (Cakmak & Yilmaz, 2018). The least squares (OLS) estimator is used for model estimation. The least squares (OLS) is the most widely used method with statistical features in regression analysis (Mansard & Funke, 1980). The main purpose of regression analysis is to find the coefficient estimates that give the closest values to the real value of the predicted dependent variable.

Results

Participant demographics

Demographic characteristics of the participants are shown in Table 2. The distributions of the participants in terms of gender were almost similar. Most of the participants were between the ages of 25–34. The fact that there were very few visitors over the age of 65 is another remarkable point.

The demographic results of the study showed that the participants were mostly civil servants. Participants had an almost homogeneous structure according to their income levels. Most of the participants were residing in Sanliurfa, with only one-third living outside Sanliurfa. Participants with a Bachelor's degree or higher qualification were about three-quarters of all participants. Most of the visitors to the Sanliurfa Archaeology Museum learned about this museum from their friends or online. Only 17.2% of the participants stated that they had not visited this museum before. More than 80% of all participants rated their experience as good or very good.

Table 2. Demographic characteristics of the respondents

		N	%
Gender	Male	186	51,4
	Female	176	48,6
Age	18-24	63	17,4
	25-34	158	43,6
	35-44	95	26,2
	45-54	32	8,8
	55-64	11	3,0
	65 and above	3	0,8
Occupation	Civil servant	196	54,1
	Student	55	15,2
	Tradesman	10	2,8
	Worker	25	6,9
	Retired	9	2,5
	Self-employed	11	3,0
	Unemployment	19	5,2
	Other	37	10,2
Residence	Residents	244	67,6
	Outside	117	32,4

Table 2. Demographic characteristics of the respondents (Continuation)

Education	Illiterate	1	0,3
	Primary school	14	3,9
	Secondary school	10	2,8
	College	63	17,4
	Bachelor degree	214	59,1
	Master or PhD	60	16,6
Information source	Book / Brochure	74	16,1
	Television	97	21,1
	Newspapers	30	6,5
	Tourism offices	17	3,7
	From friends/environment	200	43,6
	From the radio	9	2,0
	By chance	20	4,4
	Internet	155	33,8
	I had no information	27	5,9
Previously visited	Yes	298	82,8
	No	62	17,2
Experience	Very Bad	2	0,6
	Bad	1	0,3
	Neither bad nor good	33	9,2
	Good	178	49,6
	Very Good	125	34,8
	I have no idea	20	5,6

Factor Analysis

Each dimension of the questionnaire used in the study was examined by factor analysis. The results obtained are shown in Table 3. According to these results, the factor loadings of each dimension and the ratio of explaining the dimension were at a sufficient level.

Table 3. Dimensional Structure

Dimensions/items	Factor loadings	Means	Variance explained (%)	Cronbach's α
tangibles		3,76	71,973	0,932
tang1	0,766	3,68		
tang2	0,841	3,65		
tang3	0,911	3,82		
tang4	0,886	3,91		
tang5	0,906	3,99		
tang6	0,764	3,39		
tang7	0,850	3,91		
consumables		3,35	80,940	0,941
cons1	0,868	3,47		
cons2	0,918	3,42		
cons3	0,896	3,25		
cons4	0,909	3,29		
cons5	0,906	3,33		
empathy		3,62	69,853	0,892
emp1	0,853	3,86		
emp2	0,840	3,73		
emp3	0,829	3,64		
emp4	0,850	3,59		
emp5	0,806	3,29		
communication		3,66	76,725	0,939
com1	0,882	3,73		
com2	0,876	3,83		
com3	0,898	3,66		
com4	0,831	3,45		
com5	0,907	3,69		
com6	0,860	3,59		

Table 3. Dimensional Structure (Continuation)

responsiveness		**3,69**	**89,5**	**0,941**
resp1	0,953	3,65		
resp2	0,957	3,58		
resp3	0,928	3,85		
satisfaction		3,54	72,685	0,788
sat1	0,927	3,94		
sat2	0,922	3,77		
sat3	0,687	2,90		
recommendation		3,38	74,988	0,658
rec1	0,866	3,71		
rec2	0,866	3,05		
perceived values		3,46	67,232	0,723
per1	0,629	2,67		
per2	0,902	3,91		
per3	0,898	3,81		

In addition, Cronbach's α values expressed as the scale reliability ratio were found to be quite high. In this case, it can be said that the reliability of the scales was quite good. While consumables and responsiveness values had the highest reliability value (0.941), the recommendation value had the lowest reliability value (0.658).

Influence of museum visit experience on satisfaction, recommendation intentions and perceived values

Table 4 shows the least squares estimation results obtained from the classical linear regression analysis of the three models formed to determine the effect of Sanliurfa Archaeological Museum visit experience on satisfaction, recommendation intentions and perceived values. When the estimation results were examined, the R^2 value—which is the coefficient of determination and the explanation ratio of the dependent variable by the independent variables— was found to be 0.80 for model I, 0.57 for model II, and 0.66 for model III. These rates show that the explanation power of the models was at a sufficient level. The F-statistic value was taken into account when deciding whether the econometric models were meaningful as a whole. When these values were examined, it was seen that F-statistic > Probe (F-statistic). For this reason, it can be said that the models are meaningful as a whole.

Table 4. Estimation Results

	Model I Satisfaction (sat)	Model II Recommendation intentions (rec)	Model III Perceived values (per)
Constant (α)	0,125	0,221	0,408*
tangibles (β_1)	0,018	0,059	0,113
consumables (β_2)	0,176*	-0,023	0,073
empathy (β_3)	0,128*	0,200*	0,222*
communication (β_4)	0,270*	0,230*	0,142
responsiveness (β_5)	0,362*	0,326*	0,317*
R^2	0,804	0,572	0,662
F-statistic	291,495	94,991	138,554
Prob(F-stat)	0,000	0,000	0,000

According to the estimation results obtained from Model I, the coefficient of the consumables, empathy, communication and responsiveness variable was statistically significant at the 95-% confidence level (5-% significance level), whereas the tangibles variable was not statistically significant. It can therefore be said that the consumables, empathy, communication and responsiveness variables had a significant positive effect on satisfaction, but not the tangibles variable. Responsiveness was found to have the biggest influence on satisfaction ($\beta_5 = 0.362$), followed in order by communication ($\beta_4 = 0.270$), consumables ($\beta_2 = 0.176$) and empathy ($\beta_3 = 0.128$).

According to the estimation results obtained from Model II, the coefficients of the empathy, communication and responsiveness variables were statistically significant at the 95-% confidence level (5-% significance level), while the tangibles and consumables variables were not statistically significant. This implies that empathy, communication and responsiveness variables had a significant positive effect on recommendation intentions, but not tangibles and consumables variables. Responsiveness had the biggest influence on recommendation intentions ($\beta_5 = 0.326$), followed in order by communication ($\beta_4 = 0.230$) and empathy ($\beta_3 = 0.200$).

The estimation results of Model III showed that the coefficients of empathy and responsiveness variables were statistically significant at the 95-% confidence level (5-% significance level), but tangibles, consumables and communication variables were not statistically significant. This implies that empathy and responsiveness variables had a significant positive effect on perceived values, but tangibles, consumables and communication variables had no effect on perceived values. Responsiveness had the greatest effect on perceived values ($\beta_5 = 0.317$).

Discussion and Implications

The present study was carried out to examine tourist experiences during museum visits. Accordingly, the service quality at the Sanliurfa Archaeology Museum was evaluated. Although there are many studies on the Sanliurfa Archaeology Museum, none is focused on the museum visit experiences of the visitors. Therefore, in this study, the effect of service quality in museums on satisfaction, recommendation intentions and perceived values was examined by analysing data about visitor experiences at the Sanliurfa Archaeology Museum.

The evaluation of service quality is valuable for both consumers and museum administrators. This is because to thrive in the intense competitive environment of museums customers' perceptions need to be understood, in order to take the necessary measures to improve their experience. Customer satisfaction is considered to highly affect profitability, business success (Daskalaki et al., 2020), positive visitor satisfaction, and post-purchase intention (Harrison & Shaw, 2004).

The empirical results obtained from the study revealed that the tangibles of museums had no effect on satisfaction, recommendation intentions and perceived values; this is in contrast to our expectations and the results of past researches (Cheng & Wan, 2012; Marković et al., 2013; Md Ali, Zawawi, Myeda & Mohamad, 2019; Putra, 2016). Thus, it can be said that museum visitors do not take into account the museum parking area, the number of toilets in the museum, the clothes of the museum staff including the guides, the cleanliness of the museum, or whether the exhibits are well preserved. This is a fact that shows that visitors attach more importance to relaxation activities during their touristic activities. On the other hand, we found that cafeteria and gift shop sales service had an effect on customer satisfaction.

The results showed that empathy, communication and responsiveness issues had significant effects on satisfaction, recommendation intentions and perceived values. A similar pattern of results was obtained by Hui-Ying & Chao-Chien (2008). Among the variables, empathy had more effect on perceived values, while communication and responsiveness variables had more effect on satisfaction. This implies that the harmony of a museum atmosphere with the exhibits, the low visitor density in the museum, and the easy accessibility of the museum to the disabled, elderly and younger visitors increase the value perception of the museum experience more than other factors. In addition, it was determined that communication-oriented factors, such as the availability of direction signs, brochures

and the design plan of the museum, and the friendliness and willingness of the museum staff to help visitors and meet their demands had great influence on satisfaction. This situation reveals the role of human relations in ensuring the satisfaction of visitors.

The fact that the sample consisted of domestic visitors can be considered a limitation of this study. In future studies, it may help to include international visitors in the analysis. In addition, the satisfaction levels of domestic and foreign visitors, their intention to recommend, and their revisit intentions can be compared. The updated HISTOQUAL scale was theoretically verified based on these findings. After that, this scale may be easily used to assess the amount of service provided to archaeological sites. The findings from Sanliurfa Archaeological Museum are added to the existing research on the association between service quality parameters and customer satisfaction in the museums. This was a confirmation of Suer's (2021) results. She maintains that providing tourist satisfaction and quality of service has a statistical significance link with visitors' willingness to suggest.

As expected, service quality had a considerable effect on visitor satisfaction. The conclusion that emerges from this study is similar to that in the study of Yim King Wan and Man Cheng (2011), who found a high level of satisfaction due to high service quality of Macao's. Accordingly, the results confirm the findings of the current study, suggesting that the higher the service quality perceived by the tourists, the more satisfied the tourists will be (Guliling & Aziz, 2018).

Our results seem to suggest that the Sanliurfa Archaeological Museum is not very popular worldwide in spite of its importance and its exhibitions, so museum management should modify and advertise existing museum items and services to diverse types of visitors, to ensure the museum's success and continuous operation (Hsieh et al., 2015). In addition, museum marketers should monitor quests' satisfaction properly to fulfil their needs.

Finally, present study has some limitations. Firstly, the results of this study cannot be generalized to all visitors because of data collection method (convenience sampling method). Secondly, the results are specific to a particular museum (Sanliurfa Archaeology Museum). In future investigations, researchers may evaluate effects of other variables on museum experience such as motivations, expectations and repeat visitation. In addition, academicians may conduct qualitative method to investigate service quality deeply.

Appendix 1. Museum service attributes included in this research

tang 1. There is enough parking space

tang 2. There are enough toilets and the toilets are clean

tang 3. Museum staff (including the guide) are clean, neat and well dressed

tang 4. The exhibits are well protected

tang 5. The museum is clean

tang 6. Seating places are sufficient in the museum.

tang 7. Exhibition of museum are very diverse and worth seeing

cons 1. Cafeteria staff provide good service

cons 2. Cafeteria offers quality food and beverage

cons 3. There is a lot of variety in the souvenir shop

cons 4. There is an abundance of food and beverage varieties in the cafeteria.

cons 5. The gift shop sells quality products

emp 1. The atmosphere of the museum matches the exhibits

emp 2. Tolerable level of crowding in the museum

emp 3. Noise is acceptable

emp 4. Disabled and elderly visitors can easily visit the museum

emp 5. Facilities for children are adequate

com 1. Direction signs make it easy to navigate the museum

com 2. Overall, the exhibition is well done (size of signs, design, light brightness)

com 3. Road and street signs make the museum easy to find

com 4. Brochures and website of museum offer sufficient information

com 5. Explanatory texts about the museum artifacts are understandable (texts and graphics)

com 6. Prices of printed works, souvenirs, food and beverage are reasonable

resp 1. Museum staff responds promptly to visitors' requests

resp 2. Museum staff are friendly and willing to help visitors

resp 3. Museum officials are equipped to meet visitor demands.

sat 1. In general, I was very satisfied with the visit to the museum

sat 2. I can say positive things about Sanliurfa archaeology museum

sat 3. I am satisfied with the services I received from this museum

rec 1. I will recommend to my friends to visit the museum

rec 2. I would like to visit this place again

per 1. Museum entrance fee is reasonable

per 2. I am willing to pay more to enter this museum

per 3. The opening hours of the museum are appropriate

Declaration

The ethics committee permission to collect data for this study was obtained from Harran University Ethics Committee with approval code E. 8095 dated February 14th, 2020.

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