

Intention To Visit Museum

Sugita¹, Denisa Shakira², Ahmad Nuh³

^{1,2}Sekolah Tinggi Ilmu Syariah Al Wafa, Indonesia

³Universitas Negeri Jakarta, Indonesia

Email: gitaonlyy@gmail.com¹, syakirakira0324@gmail.com², nuh@belgifoods.com³

Abstrak

Penelitian ini membahas tentang minat berkunjung ke museum dengan fokus pada pengaruh citra destinasi dan pengalaman museum terhadap minat berkunjung. Dalam penelitian ini, peneliti menggunakan metode kuantitatif yang menggunakan kuesioner sebagai alat utama untuk mengumpulkan data penelitian. Hasil penelitian menunjukkan bahwa citra destinasi memiliki pengaruh yang positif dan signifikan terhadap minat berkunjung kembali, serta pengalaman museum memiliki pengaruh yang positif terhadap minat berkunjung kembali. Penelitian ini diharapkan dapat memberikan kontribusi pada strategi pengembangan yang lebih efektif untuk meningkatkan minat berkunjung ke museum dan meningkatkan kesadaran terhadap masyarakat budaya dan sejarah.

Kata Kunci: Intention to Visit, Museum, Image Destination

Abstract

This research discusses interest in visiting museums with a focus on the influence of destination image and museum experience on interest in visiting. In this research, researchers used quantitative methods which used questionnaires as the main tool for collecting research data. The research results show that destination image has a positive and significant influence on interest in returning to visit, and museum experience has a positive influence on interest in returning to visit. It is hoped that this research can contribute to a more effective development strategy to increase interest in visiting museums and increase awareness of cultural and historical communities.

Keywords: Visit Intention, Museum, Destination Image

INTRODUCTION

Museums as a vehicle for historical and cultural education have become an integral part in developing public awareness and appreciation of the nation's cultural heritage. In recent years, interest in visiting museums has become an interesting subject of research, especially in the context of increasing public awareness and appreciation of culture and history. This research aims to understand and analyze the factors that influence interest in visiting museums, as well as offering strategies to increase this interest. Research on interest in visiting museums shows several interesting phenomena. First, museums store a lot of interesting knowledge and history,

public interest in visiting them is still relatively low. This can be seen from the number of visitors to the museum which is still far compared to other tourist attractions. There are several possible causes, such as lack of promotion, less attractive museum collections, or less strategic location of the museum.

Previous research on interest in visiting museums generally focuses on demographic and psychological factors of visitors, such as age, education and income. However, there are still many research gaps that have not been explored, such as the influence of external factors such as social media and museum promotional strategies on visiting interest, as well as research in

developing countries such as Indonesia which has a different context and culture from developed countries. In several previous studies, it has been known that destination image has a significant influence on tourists' interest in visiting museums. Apart from that, the museum experience was also found to have a positive influence on tourists' interest in returning to the museum. However, there are still many other aspects that need to be understood and explained to increase interest in visiting museums, such as how the younger generation such as Gen Z takes the initiative to visit museums.

This research uses a theoretical approach that combines several theories, such as the Theory of Planned Behavior to explain how factors such as attitudes, subjective norms, and self-control of behavior influence interest in visiting, the Diffusion of Innovation Theory to understand how information about museums is spread and adopted by the public, and Marketing Theory to analyze museum promotional strategies and how this can increase interest in visiting. This research offers uniqueness and novelty by analyzing the influence of destination image on interest in visiting museums from the perspective of the younger generation, such as Gen Z, which has not been done by many previous researchers.

LITERATURE REVIEW

a. Visit Intention

Visit intention can generally be defined as a person's desire or intention to visit a tourist destination. In the tourism context, intention to visit is influenced by various factors, including travel motivation, destination image, and culture (Anita and Lestari, 2020). These factors influence how individuals perceive a destination and whether they will revisit it or not. In several studies, intention to visit is also associated with satisfaction felt by tourists after visiting a destination, as well as positive experiences that can increase intention to visit (Lily Anita and Sukma Lestari, 2013). According to experts Ajzen (2002), intention is assumed to be a factor

that motivates or influences a person's behavior. Thus, intention reflects a person's willingness to adopt or imitate a thing or behavior as well as the amount of effort they make to actually start doing that thing or behavior (Muhammad Ridwan, 2020). Ryu in Yung and Chih (2017), who explains that intention to visit again is broadly defined as tourism activities experienced by tourists and has 3 dimensions of intention to visit again, namely: Visiting Again, Planning to Visit, and Wanting to Visit Again (ZainuddinKhar, 2015). Febriani (2015) In several studies, visit intention is considered as an indication of a person's readiness to carry out a certain behavior which is considered a direct antecedent of that behavior (Yoon and Plangmarn, 2017).

Previous research that used the variable x regarding interest in visiting museums: Research by Nurfa, Sadat, and Sari (2022) studied the influence of destination image and tourist satisfaction on revisit intention through tourist satisfaction as a mediating variable. The X variables used are destination image and tourist satisfaction, while the Y variable is revisit intention. In research on interest in visiting museums, the theory used in this research is the Theory of Planned Behavior (TPB). This theory states that a person's behavior is influenced by their intention to do it, which is determined by three main factors: the individual's attitude toward the behavior, subjective norms (perceptions of relevant social norms), and perceived behavioral control (perceptions of the ability to control the behavior). In the context of intentions to visit museums, the TPB is used to understand how a person's attitudes toward museums, social norms regarding museum visits, and perceptions of control over those visits influence their intentions to visit museums. This helps researchers to understand the psychological factors that influence a person's decision to visit a museum and can be used to design more effective marketing strategies and museum program development (Dwiandini AP, 2021).

b. Travel Intention

Travel intention is a person's tendency or intention to travel within a certain time. It reflects an individual's level of desire or motivation to travel, which can be influenced by factors such as vacation needs, cultural exploration, or business goals. Other definitions of travel intention put forward by experts include: Travel Intention can be defined as a person's tendency or intention to travel within a certain time (Chen & Chen, 2022). Travel Intention can be interpreted as the level of an individual's desire or motivation to travel, which is influenced by factors such as holiday needs, cultural exploration, or business goals. Travel Intention also refers to a person's mental attitude or readiness to travel, which can be influenced by factors. external factors such as ticket prices, accommodation facilities, or internal factors such as personal interests and holiday needs (Wang & Zhang, 2020). Previous research related to travel intention conducted by Abdullah (2018) examined the influence of price perceptions and service quality on intentions to travel, the object of the research being domestic tourists in Malaysia. The dimensions of the Travel Intention variable in this research include the intention to travel for a holiday in the near future, the desire to visit a particular destination and readiness to plan a trip (Sukesi and Hadi, 2012).

The travel intention variable can be divided into several dimensions including: Motivation is the main reason that influences a person's decision to travel. Motivation can be a desire to experience a new culture, seek experience, or seek entertainment. Involvement is a dimension that influences a person's decision to travel. Involvement can be a desire to participate in activities, experience culture, or seek experience. Connectedness with other people is a dimension that influences a person's decision to travel (Brida, Meleddu and Pulina, 2012). Relatedness can be in the form of a desire to share experiences with other people, find friends, or seek shared experiences. Assurance is

a dimension that influences a person's decision to travel. Assurance can be the desire to have a guarantee of security, comfort, or certainty. Based on the results of previous research, several studies have found the influence of travel intention variables on visit intention. Based on the results of previous research, several studies have found the influence of tourism intention variables on intention to visit. In several studies, travel intentions were found to have a significant relationship with visit intentions. For example, in research using a behavioral theory model adapted from Fishbein and Ajzen, it was found that attitudes and subjective norms had a significant influence on travel intentions, which then influenced visit intentions (Ronasih and Widhiastuti, 2021).

Based on the description above, we compiled the research hypothesis as follows:

H1: Travel Intention has a positive effect on Visit Intention, where the higher a person's Travel Intention, the more likely they are to have the intention to visit a particular destination.

c. Destination Image

Destination image can generally be defined as the perceptions, ideas and impressions that tourists have about a destination. This perception can come from various sources, including experience, information and imagination, and can have a significant influence on tourists' decisions to visit a destination (Yadindrima, Subagiyo and Wicaksono, 2021). According to experts (Copper At all in Sunaryo 2013) Destination image is one part of Indonesian tourism development. The scope of components of a tourism destination includes tourist objects and attractions, accessibility, amenities (tourism supporting facilities), supporting facilities, and institutions (Pustaka, Pemikiran and Hipotesis, 2018). According to (Kotler and Keller 2009) image is a number of beliefs, ideas and impressions held by a person about an object. Meanwhile, the image contained in a tourist destination is known as destination image (Dina Andiani ASK, 2019) . Meanwhile

(Nagashima, 1970) added that a country's image is the image, reputation, perception held by entrepreneurs and consumers of a country which is formed by variables such as representative products, characteristics of a country, economic and political background, history and culture (Trisna, David and Saputra, 2015). The development of literature on country image and tourism destination image has developed separately, where country image is discussed in business and marketing journals while tourism destination image is discussed in special tourism journals (Administrasi and Brawijaya, 2018).

Previous research on visit intention variables has been carried out on several research objects, such as Houn et al. (2015) which focuses on three elements of assistance to measure the intention of a visit. Shen (2009) studied intention as an indication of a person's readiness to carry out a behavior. Bo H. Ferns & Andrew Walls (2012) focused on factors that influence visit intentions, including destination image, destination awareness, destination quality, and destination loyalty. Destination image can be divided into several dimensions, namely: Cognitive Image: This is an image related to information (Anggraeni and Astini, 2020). and knowledge about a tourist destination, Affective Image: Is an image related to the emotions and feelings that arise when someone thinks about a tourist destination, Cultural Dimensions: Is an image related to the culture and values associated with a tourist destination, Perceived Benefits: It is a belief about the benefits obtained from a tourist destination, including value, comfort, pleasure, and availability. Based on the results of previous research, several studies have found the influence of the destination image variable on visit intention, research by Fadiryana and Chan (2020) found that the destination image variable and satisfaction are factors considered by tourists in making decisions to visit again. Other research, such as that conducted by Redita et al. (2017), also found that destination image will

influence tourist satisfaction (Noviana, Achmad and Wahyuni, 2022).

Based on the description above, we developed the research hypothesis as follows:

H1: Destination Image has a positive influence on tourists' decisions to visit a destination.

d. Cultural

Culture is a way of life that is developed and shared by a group of people, and passed down from generation to generation. Culture is formed from various complex elements, including religious systems, politics, customs, tools, language, buildings, clothing and works of art. Culture influences many aspects of human life (Syakhrani and Kamil, 2022) As time goes by, culture becomes complex, abstract, and broad in human civilization (Wright, 2017). According to experts EB Taylor, Primitive Culture, 1871 Culture is a whole that includes knowledge, belief, art, morals, law, customs, as well as other abilities and habits acquired by humans as members of society (Setyawardani., 2012). Ki Hajar Dewantara said that culture means the fruit of human wisdom which is the result of human struggle against two strong influences, namely time and nature which are proof of the glory of human life to overcome various obstacles and difficulties in life and livelihood in order to achieve safety and happiness which at birth is orderly and peaceful. (Nimas, 2019). Robert H Lowie Culture is everything that an individual obtains from society, including beliefs, customs, artistic norms, eating habits, skills that are acquired not from his own creativity but are a legacy of the past obtained through formal or informal education (Hervilia, Dhini and Munifa, 2016).

Previous research that used culture as a variable: Research by Bochner in Samovar, Porter, and McDaniel (2010) entitled "Communication Across Culture" studied the experience of communication with direct interpersonal contact with people from different cultural backgrounds and how individuals reacted. against culture shock, (Pakishlina M. H.,

2013). Research by Royani (2007) entitled "Analysis of the Social Dynamics of the Onan Sipahutar Traditional Market, Sipahutar District, North Tapanuli Regency (Social Function of Traditional Markets in Community Life)" studied the function of traditional markets in community life and how traditional markets influence community culture. The following are several cultural dimensions that can be divided:

Power Distance: This dimension measures the extent to which society accepts and estimates that power is distributed unequally in institutions and organizations (Uncertainty Avoidance): This dimension measures the level of society's tolerance for uncertainty or instability. Societies that have a high level of uncertainty tend to have strict rules and regulations and are afraid of change (Wibowo, Sazali and Kresnamurti R. P., 2016). They show great respect for tradition and have a focus on achieving rapid results, Individual vs. Individual Orientation. Groupism (Individualism vs. Collectivism): This dimension measures society's orientation towards individuals or groups. Individualistic societies tend to prioritize individual interests and have a high sense of autonomy. On the other hand, collectivist societies tend to prioritize group interests and have a high sense of solidarity, Short Term Orientation vs. Long Term Orientation. Long Term (Long-term Orientation vs. Short-term Orientation): This dimension measures people's orientation towards the future or the past. People who have a long-term orientation tend to focus on virtues related to the future and have a high sense of awareness of long-term consequences (Wibowo, Nurdiani and Nuh, 2021). In contrast, people who have a short-term orientation tend to focus on virtues related to the past and have a low sense of awareness of long-term consequences (Neslon, Revyani and Setyawan, 2022). In previous research, the results of the influence of culture or X on intention to visit or Y were not explicitly found in the research examples presented. These studies focus more on the influence of other variables such as authenticity, interpersonal

justice, prior experience, and involvement on revisit intention, as well as the influence of electronic word of mouth, destination image, and tourist attitude on revisit intention and visit intention. Therefore, no specific results can be presented regarding the influence of culture or X on intention to visit or Y based on the research presented (Nuh, Munir and Muhibban, 2023).

Based on the description above, we developed the following research hypothesis:

H1: Culture has a significant influence on intention to visit. This hypothesis is based on the theory that culture influences human behavior and that visiting intentions are part of the behavior that influences culture.

e. **Country Image**

Country Image is the overall perception that shapes consumer behavior regarding the origin of a product from a particular country based on previous perceptions about the strengths and weaknesses of the country's marketing production. Country Image itself is defined as the overall descriptive, inferential, and informational belief of a person towards a particular country (Kurniasari, M, 2020). According to (Roth and Romeo, 1992) defining country image is the same as country of origin. In other words, country image is "the overall perception that shapes consumer behavior regarding the origin of a product from a particular country based on previous perceptions about the strengths and weaknesses of the country's marketing production (Kurniasari, M, 2020). Meanwhile, according to Kotler and Keller (2012) country image is A person's mental associations and beliefs about a product are triggered by the product's original country (Nayumi and Sitinjak, 2020). then Keith Dinnie (2008) said: "Country image is a complex mental representation of a country's identity and reputation, which reflects the perception of the international community. towards diverse aspects such as culture, politics, economics and lifestyle " (Area, 2020).

Previous research on country image variables has been carried out on several research objects. Some examples of such research are: Research by Kogut and Singh (1988): They examined how a country's image affects foreign investment. They found that a positive country image increases investor confidence and increases the likelihood of foreign investment. Research by Doh and Hahn (2005): They examined how country image influences business decisions. They found that a positive country image increases business people's confidence and increases the likelihood of more business decisions. Research by Yaprak and Karabati (2008): They examined how country image influences consumer behavior. They found that a positive country image increased brand awareness and increased the likelihood of a purchase decision. The country image variable can be divided into several dimensions, including: General Country Attitudes (GCA): Overall beliefs, ideas and impressions of a particular country as a result of consumer evaluation of their perceptions of the strengths and weaknesses of that country. Aggregate Product Country Image (APCI): Overall cognitive feelings associated with products from a particular country or impression of the overall quality of products originating from a particular country. Specific Product Country Image (SPCI): Overall cognitive feelings associated with specific products from a particular country (Nurhidayah, 2020).

Based on the description above, we developed the research hypothesis as follows:

H1: CI has a positive effect on purchasing decisions. This hypothesis is based on the theory that CI shapes consumer behavior regarding the origin of a product from a certain country.

f. Price Effect

Price Effect is the influence of price changes on consumer behavior. In several studies, the Price Effect can be seen as the influence of price on: Perception of Quality:

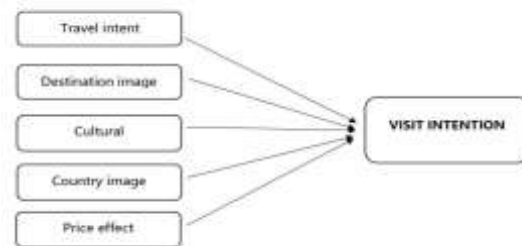
Lower prices can increase perceptions of product quality, thereby increasing purchasing decisions, Purchase Intentions: Lower prices can increase purchase intentions, because consumers feel that the product is better. cheaper and more worth buying, Purchasing Behavior: Lower prices can increase impulse buying behavior, because consumers feel that the product is cheaper and more worth buying, Purchasing Decisions: Lower prices can increase purchasing decisions, because consumers feel that the product cheaper and more worth buying (Kevin, 2021). According to experts Kotler (2001), the definition of price is the amount of money charged for a product or service. This means that price is the amount of value that consumers must pay to own or gain benefits from a product or service, whereas according to (William J. Stanton 1989): "Price effects" are the impact of price on sales, profits and brand image. This includes how price changes can influence consumer perceptions of product quality and relative advantage compared to competitors (Gunarsih and Tamengkel, 2021). Then according to (Kotler et al. 2009): "Price effects" are the result of price decisions on consumer perceived value, perceived quality, and business profitability. This includes the direct and indirect effects of price changes on consumer behavior and brand competitive position (Ahmad *et al.* 2021).

Research related to Price has been carried out by several researchers and the research objects were varied. The following are two previous studies that used prices as a variable: Research by Nuroh Rohmatin (2020): They examined the price discount variable as a factor that influences purchasing decisions. The research results show that the price discount variable influences purchasing decisions (Price *et al.* , 2022). Della Ruslimah Sari and Ihwan Faisal (2018): They researched the effect of Price Discount on impulse buying at Giant Ekstra, Banjar Regency. The research results show that Price Discounts do not have a positive and

significant effect on impulse buying in Giant Ekstra Banjar, Gumilang and Nurcahya Regency (2016): The following are several dimensions of price effects that can be divided: Price Affordability: Price conformity with product quality and benefits offered (Atmojo, Saraswati and Telkom, 2020). Estimated Price and Quality: Estimated price and quality of the products offered (Antara *et al.* , 2012) . Price suitability to product benefits: Price suitability to the benefits offered by the product, Reference Price: Reference price that individuals consider when comparing products or brands. Based on previous research, several relevant results related to the influence of price effects on visit intention are: Silpia Marsela Sapitri (2023): This research found that there is an influence of price perceptions and tourist satisfaction on the intention to visit again at Padma Hotel Bandung. The results of the research show that price perception and tourist satisfaction influence the intention to visit again, with a value contribution of 59.1%, (Submitted *et al.* , 2023) , Wuryandari (2014): This research found that the Perceived Price variable has the greatest influence on visit intention. . The results of this research prove that Perceived Price has a positive and significant effect on visit intention (Ohanian, 2014), Anita Maulina, Rayhan Altair Waskito, and Budiana Ruslan (2022): This research found that Perceived Price has a positive and significant effect on revisit intention through perceived value . The results of this research prove that Perceived Price has a positive and significant effect on revisit intention through perceived value (Maulina, Waskito and Ruslan, 2022), Oryz Agnu Dian Wulandari, Agus Suroso, and Refius Pradipta Setyanto (2022): This research found that destination image, Price perception and tourist satisfaction influence visitor loyalty in Owabong through satisfaction as a mediating variable. The results of this research prove that destination image, price perception, and tourist satisfaction influence visitor loyalty in Owabong through satisfaction as a mediating variable (Ekonomi *et al.*, 2019).

Based on the description above, we developed the following research hypothesis:

H1: Perceived Price has a significant positive effect on Visit Intention



RESEARCH METHOD

This study used quantitative research methods. For the data analysis, the researchers assessed the reliability and validity of the measures. Sürücü and Maslakci (2020) and Roberts and Priest (2006) offer recommendations for assessing reliability, including considering item loading and composite reliability. Item loading is assessed to determine the strength of each item's association with the corresponding construction. The reliability of composites, which measures internal consistency, is also investigated. Fornell and Larcker's approach was used to examine the validity of the discriminant, which involves examining the correlation between the square roots of the extracted mean variance (AVE) for various constructs. The researchers used Cronbach's alpha, rho_A, composite reliability, and mean variance (AVE) to assess the reliability and validity of measurement instruments. (1981)

Data Collection

The population of this research is all those interested in visiting museums in Indonesia. The sample of 212 respondents was taken proportionally. Data collection took place from March to April 2024 using a thick questionnaire to measure the variables of customer intention to visit, destination image, culture, museum image and perceived value. The measurement scale

uses a six-point Likert scale ranging from strongly disagree to strongly agree.

These elements are derived from several investigations, including using SmartPLS 3.0 software. The researcher analyzed the data once it was gathered in order to verify its validity, reliability, and research hypothesis.

Table 1 Questionnaire items

No	Items	Source
Visit Intention		
VI1	I intend to travel to Museum in the future.	(Chaulagain et al., 2019)
VI2	I predict that I should travel to Museums in the future.	
VI3	I am willing to visit in the future.	
Travel Intention		
TI1	Museum employees are trusted at all times	(Hussain et al., 1993)
TI2	His hotel's employees have a high level of integrity provides good service so that consumers get satisfaction at Islamic hotels.	
TI3	his hotel's employees have a high level of integrity	
Destination Image		
DI1	I perceived Museum has Good opportunities for recreation activities.	(Chosriza et al., 2021)
DI2	I perception Museum has a Friendly people.	
DI3	I perceived Museum has a beautiful favorite place.	
Cultural		
CUL1	Museums offer the opportunity to increase knowledge.	(Farrukh et al., 2020)
CUL2	The museum has a lot of history.	
CUL3	The museum has a unique architectural style.	
Country Image		
CI1	Museum is a technologically developed country.	(Alvarez & Campo, 2014)
CI2	Museum is a country that respects international laws.	
CI3	Museum is a country that respects human rights.	
Price Effects		
PRJ1	The entrance ticket price to the museum is affordable.	(Hsu & Lin, 2008)
PRJ2	It is very easy to visit the Museum because it has good services.	
PRJ3	Museums offer a great base for my vacation.	

RESULTS AND DISCUSSION

Results of reliability and validity analysis of several tourism-related constructs. The constructs include country image, culture, destination image, price influence, travel intention, and visit intention. The table shows two main categories: Construct Reliability (CR) and Average Variance Extracted (AVE). The Construct Reliability (CR) value shows the internal consistency of each construct. Higher values indicate that each item in the construct has a higher correlation with the construct itself, thus strengthening its reliability. In this table, the CR value of each construct is relatively high, with the highest value in "Intention to Visit" (0.930) and the lowest value in "Intention to Travel" (0.854). The Average Variance Extracted (AVE) value shows how large the data variance can be predicted by each construct. Higher values indicate that the construct can explain more of the variance in the data. In this table, the AVE value for each construct is also

relatively high, with the highest value being "Intention to Visit" (0.816) and the lowest value being "Intention to Travel" (0.661).

Table 2 Reliability and Validity

	CR	AVE
Country image	0.922	0.797
Cultural	0.903	0.755
Destination image	0.877	0.705
Price effects	0.901	0.752
Travel intentions	0.854	0.661
Visit intention	0.930	0.816

Results of discriminant validity analysis for several tourism-related constructs, including country image, culture, destination image, price influence, travel intention, and visit intention. In this analysis, the discriminant validity value shows how big the correlation is between each construct and other constructs. A higher value indicates that the construct has a lower correlation with other constructs, thus strengthening its validity. From this table, it can be seen that the discriminant validity value for each construct is relatively high. For example, the values for "Country Image" (0.893) and "Visiting Intention" (0.904) indicate that each construct has a very low correlation with the other construct, thus strengthening their validity. Lower values, such as "Culture" (0.658) and "Travel Intentions" (0.661), still show relatively low correlations with other constructs, but do not reach the very low levels of "Country Image" and "Visiting Intentions".

Table 3. Discriminate Validity

	Country Image	Cultural	Destination Image	Price Effects	Travel Intention	Visit Intention
Country Image	0.893					
Cultural	0.658	0.869				
Destination Image	0.681	0.763	0.839			
Price Effects	0.807	0.635	0.673	0.867		
Travel Intention	0.661	0.552	0.676	0.668	0.813	
Visit Intention	0.595	0.565	0.615	0.593	0.745	0.904

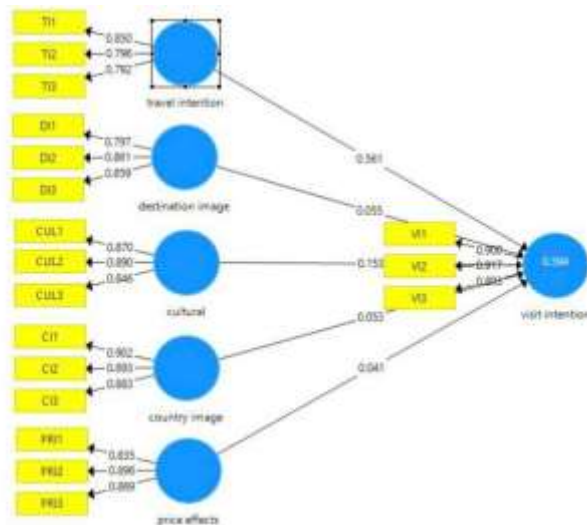


Figure 1 Calculation algorithm

Outer Loadings displays the results of factor analysis of the variables examined in this research. (CI): This variable has a high correlation coefficient with the country image factor, with coefficient values above 0.8 for all items. High T statistic value and very small p value (5.68434E-14) significant (CUL): This variable also has a high correlation coefficient with cultural factors, with coefficient values above 0.8 for all items. The high T statistic value and very small p value (5.68434E-14) are significant. (DI): This variable has a high correlation coefficient with the goal image factor, with coefficient values above 0.8 for all items. The high T statistic value and very small p value (5.68434E-14) are significant. (PRI): This variable has a high correlation coefficient with the price effect factor, with coefficient values above 0.8 for all items. The high T statistic value and very small p value (5.68434E-14) are significant. (TI): This variable has a high correlation coefficient with the traveltention factor, with coefficient values above 0.8 for all items. The high T statistic value and very small p value (5.68434E-14) are significant. (VI): This variable has a high correlation coefficient with the intention to visit factor, with coefficient values above 0.8 for all items. The high T statistic value and very small p value (5.68434E-14) are significant. In synthesis, this table shows that all the variables studied have a significant

influence on interest in visiting museums, with country image, culture, destination image, price influence, travel intention, and visit intention each having a high correlation coefficient with the related factors.

Table 4. Outer Loadings

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	TStatistics (O/STDEV)	P Values
CI1 <- country image	0.902	0.901	0.020	45,408	5,68434E-14
CI2 <- country image	0.893	0.894	0.021	42,435	5,68434E-14
CI3 <- country image	0.883	0.883	0.017	50,691	5,68434E-14
CUL1 <- cultural	0.870	0.871	0.023	38,021	5,68434E-14
CUL2 <- cultural	0.890	0.889	0.020	44,016	5,68434E-14
CUL3 <- cultural	0.846	0.848	0.026	32,721	5,68434E-14
DI1 <- destination image	0.797	0.798	0.033	24,310	5,68434E-14
DI2 <- destination image	0.861	0.861	0.024	35,717	5,68434E-14
DI3 <- destination image	0.859	0.861	0.024	36,258	5,68434E-14
PRI1 <- price effect	0.835	0.834	0.033	25,499	5,68434E-14
PRI2 <- price effect	0.896	0.896	0.018	48,510	5,68434E-14
PRI3 <- price effect	0.869	0.869	0.020	42,796	5,68434E-14
TI1 <- travel intention	0.850	0.850	0.020	43,228	5,68434E-14
TI2 <- travel intention	0.796	0.795	0.036	21,919	5,68434E-14
TI3 <- travel intention	0.792	0.789	0.042	18,855	5,68434E-14
VI1 <- visit intention	0.900	0.899	0.022	40,620	5,68434E-14
VI2 <- visit intention	0.917	0.917	0.014	63,722	5,68434E-14
VI3 <- visit intention	0.893	0.891	0.020	45,038	5,68434E-14

Country Image has a relatively small influence on Visit Intention, with a path coefficient value of 0.053 which is not significant. On the other hand, Cultural has a greater and more significant influence on Visit Intention, with a path coefficient value of 0.153. Destination Image and Price Effect have a relatively small and insignificant influence on Visit Intention, with path coefficient values of 0.055 and 0.041 respectively. However, Travel Intention has a very significant influence on Visit Intention, with a path coefficient value of 0.561 which is very significant. In synthesis, the Specific indirect effects table shows that

Cultural has the most significant influence on Visit Intention, while Country Image, Destination Image, and Price Effect have relatively small and insignificant influences.

Table 5. Specific indirect effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O-STDEV)/V)	P Values
Country image-> visit intention	0.053	0.061	0.097	0.541	0.589
cultural-> visit intention	0.153	0.147	0.088	1,737	0.083
Destination image-> visit intention	0.055	0.063	0.100	0.554	0.580
Price effect -> visit intention	0.041	0.033	0.105	0.392	0.695
Travel intention -> visit intention	0.561	0.557	0.082	6,819	2.66596E-11

CONCLUSION AND SUGGESTIONS

Conclusion

The results of the research above can be concluded that interest in visiting museums is an important research subject in increasing public awareness and appreciation of cultural and historical heritage. This research highlights several factors that influence interest in visiting museums, such as museum image, cultural aspects and local history. Apart from that, there are findings that external factors such as social media and museum promotional strategies also play a role in increasing interest in visiting. The research hypothesis shows that culture and country image have a significant influence on intentions to visit museums. Effective marketing strategies, good communication with the public, offering relevant content, accessibility, and competitive prices are important factors in increasing interest in visiting museums.

Although this research provides valuable insights, there are limitations such as focusing on interest in visiting museums without considering other factors that may influence interest in visiting. Therefore, the study supports directions for future research that expand the factors considered and improve sampling for more accurate results. Thus, this research makes an important contribution to understanding interest in visiting museums and offers relevant theoretical and managerial implications for increasing interest in visiting and awareness of cultural and historical heritage.

Suggestion

This study has several limitations that need to be noted. One limitation is that this research only focuses on interest in visiting museums and does not consider other factors that can influence interest in visiting, such as demographic and psychographic factors. Apart from that, this research also has limitations in terms of sampling, because it only uses a limited sample and does not represent the entire population. In synthesis, this research offers several directions for future research. One direction is to consider other factors that can influence interest in visiting, such as demographic and psychographic factors. Additionally, this research also offers directions for improving sampling and expanding the population studied. Thus, this research can provide a greater and more accurate contribution to understanding interest in visiting museums.

DAFTAR PUSTAKA

- Administrasi, F.I. and Brawijaya, U. (2018) 'CONCEPTUAL PAPER PENGARUH CITRA DESTINASI, NILAI PELANGGAN TERHADAP', pp. 61–77.
- Ahmad, A. *et al.* (2021) 'Visit Intention and Destination Image in Post-Covid-19 Crisis Recovery', *Proceedings of the International Crisis and Risk Communication Conference*, 4, pp. 16–18. Available at: <https://doi.org/10.30658/icrcc.2021.04>.
- Anggraeni, Vidya and Astini, R. (2020) 'The Influence of Motivation, Destination Image & Destination Trust which had an Impact on Millennials' Visit Decision to The National Museum', *Saudi Journal of Business and Management Studies*, 5(10), pp. 506–511. Available at: <https://doi.org/10.36348/sjbms.2020.v05i10.001>.
- Anita, T.L. and Lestari, N.S. (2020) 'KONSEP BRAND STORYTELLING , VALUE PERCEPTIONS DAN VISIT INTENTION PADA KAWASAN (Survey

- pada Video Iklan Taman Mini Indonesia Indah di YouTube)', 8(2), pp. 281–291.
- Antara, H. *et al.* (2012) 'PEMBELIAN PADA PENGGUNA MARKETPLACE SHOPEE DI DAERAH SURABAYA Tarisna Aditya Wijaya Meita Santi Budiani Abstrak'.
- Area, U.M. (2020) 'PENGARUH COUNTRY OF ORIGIN IMAGES DAN PRODUCT KNOWLEDGES TERHADAP KEPUTUSAN PEMBELIAN PRODUK MYLEA (Studi Kasus Konsumen di Kota Medan) SKRIPSI OLEH : MUHAMMAD RIZKY AZHARI PROGRAM STUDI MANAJEMEN FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS MEDAN AREA MEDAN'.
- Atmojo, R.N., Saraswati, T.G. and Telkom, U. (2020) 'The Effect of Store Atmosphere , Product Assortment and Price on Buying Interest in Borma Bandung City Pengaruh Store Atmosphere , Product Assortment dan Price Terhadap Minat Beli di Borma Kota Bandung', (1), pp. 68–76.
- Brida, J.G., Meleddu, M. and Pulina, M. (2012) 'Factors influencing the intention to revisit a cultural attraction : The case study of the Museum of Modern and Contemporary Art in Rovereto', 13, pp. 167–174. Available at: <https://doi.org/10.1016/j.culher.2011.08.003>.
- Diajukan, S. *et al.* (2023) 'Pengaruh persepsi harga dan kepuasan wisatawan terhadap niat berkunjung kembali di padma hotel bandung'.
- Dina Andiani A. S. K. (2019) 'Destination, Pengaruh Dan, Image Branding, Destination Minat, Terhadap Wisata, Ke Jawa, Bahari', (2017), pp. 1–10.
- Dwiandini, A.P. *et al.* (2021) 'Analisis Faktor-Faktor yang Mempengaruhi Intention to Visit Perkampungan Suku Baduy selama Pandemi', *Jurnal Bisnis, Manajemen, dan Keuangan*, 2(3), pp. 629–648.
- Ekonomi, J. *et al.* (2019) 'PENGUNJUNG DI OWABONG MELALUI KEPUASAN SEBAGAI VARIABEL MEDIASI', 21.
- Gunarsih, C.M. and Tamengkel, L.F. (2021) 'Pengaruh Harga Terhadap Keputusan Pembelian Konsumen Di Toko Pelita Jaya Buyungon Amurang', 2(1), pp. 69–72.
- Hervilia, D., Dhini and Munifa (2016) 'Pandangan Sosial Budaya terhadap ASI Eksklusif di Wilayah Panarung Palangkaraya', *Indonesian Journal of Human Nutrition*, 3(1), pp. 63–70. Available at: <https://doi.org/2355-3987>.
- Hussain, R. *et al.* (1995) 'The complex relationship between consumer satisfaction and brand loyalty', *Journal of Economic Psychology*, Vol. 16, pp. 311–29.', *European Journal of Marketing*, 16(1996), pp. 311–329.
- Kevin, L. (2021) 'PENGARUH PERCEIVED PRICE DAN COUNTRY OF ORIGIN TERHADAP REPURCHASE INTENTION MEREK MINUMAN XING FU TANG DI JAKARTA : WORD OF MOUTH SEBAGAI VARIABEL MEDIASI', III(1), pp. 52–60.
- Kurniasari, M, & I.R. (2020) *Memahami Apa itu Coutry Image dan Devinis Secara Umum*.
- Lily Anita, T. and Sukma Lestari, N. (2013) 'Jurnal IPTA (Industri Perjalanan Wisata) TUJUAN WISATA DI JAKARTA (Survey pada Video Iklan Taman Mini Indonesia Indah di YouTube)'.
- Maulina, A., Waskito, R.A. and Ruslan, B. (2022) 'Pengaruh Harga yang Dirasakan Terhadap Minat Kunjungan Berulang Melalui Nilai yang Dirasakan Pada Bangunan Berkonsep Penggunaan Kembali di Kawasan Kota Tua Jakarta', 5(2), pp. 219–228.
- Muhammad Ridwan (2020) 'Visit Intention Menurut Para Ahli', pp. 7–18.
- Nayumi, S. and Sitinjak, T.J.R. (2020) 'PENGARUH COUNTRY OF ORIGIN IMAGE , BRAND IMAGE , DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN PRODUK INNISFREE DI Abstrak', 9(2), pp. 136–146.
- Neslon, A., Revyani, D. and Setyawan, A. (2022) 'the Effect of Multiculturalism and

- Cultural Diversity on Innovative Work Behavior With Cultural Intelligence As Mediation', *Ecobisma (Jurnal Ekonomi, Bisnis Dan Manajemen)*, 9(2), pp. 59–68. Available at: <https://doi.org/10.36987/ecobi.v9i2.2676>.
- Nimas (2019) 'Mengenal Cultural dari Berbagai Aspek Terbesar Dengan Melihat Pendapat Para Ahli', *Jurnal Pengeetahuan*, 2(3), pp. 130–131.
- Noviana, N.M.S., Achmad, G.N. and Wahyuni, S. (2022) 'The Effect of Destination Image and Social Influence on Visiting Intentions and Visiting Decisions at Museum', *Devotion: Journal of Research and Community Service*, 3(10), pp. 900–912. Available at: <https://doi.org/10.36418/dev.v3i10.197>.
- Nuh, A., Munir, M.M. and Muhibban, M. (2023) 'Fashion engagement and pro-environmental attitudes: drivers of sustainable fashion consumption in Indonesia', *Journal of Enterprise and Development*, 5(3), pp. 460–478. Available at: <https://doi.org/10.20414/jed.v5i3.7292>.
- Nurhidayah, S. (2020) 'Pengaruh Coutry Of Origin, Brand Image dan Brand Arenes Terhadap Purchase Intention', *SELL Journal*, 5(1), p. 55.
- Ohanian, R. (2014) 'Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness', *Journal of Advertising*, IV(1), pp. 28–41.
- Pakishlina M. H. (2013) 'Dimensi Budaya Serta Pengaruh Budaya Terhadap Efektivitas Suatu Kunjungan', *Jurnal Ekonomi*, 5(3), pp. 135–147.
- Price, P. et al. (2022) 'PACK TERHADAP IMPULSE BUYING (Studi Konsumen Rumah Belanja Surya PACK TERHADAP IMPULSE BUYING MENURUT PERSPEKTIF EKONOMI ISLAM (Studi Konsumen Rumah Belanja Surya Sukabumi Kota Bandar Lampung)'.
- Pustaka, K., Pemikiran, K. and Hipotesis, D.A.N. (2018) 'No Title', pp. 31–56.
- Ronasih, M.Y. and Widhiastuti, H. (2021) 'Kualitas Pelayanan, Faktor Emosional dan Persepsi Harga terhadap Loyalitas Konsumen melalui Kepuasan Konsumen', *PHILANTHROPY: Journal of Psychology*, 5(1), p. 109. Available at: <https://doi.org/10.26623/philanthropy.v5i1.3303>.
- Setyawardani., R.D. (2012) 'Cultural Dalam Pdangan Para Ahli dan Kalangan Penelitian Terdahulu', 2(3).
- Sukesi and Hadi (2012) 'Faktor-Faktor Kualitas Pelayanan Terhadap Kepuasan Pelanggan Service PT Auto 2000 di Surabaya', *Jurnal Mitra Ekonomi dan Manajemen Bisnis*, 3(2), pp. 171–182.
- Syakhtrani, A.W. and Kamil, M.L. (2022) 'Budaya Dan Kebudayaan: Tinjauan Dari Berbagai Pakar, Wujud-Wujud Kebudayaan, 7 Unsur Kebudayaan Yang Bersifat Universal', *Journal form of Culture*, 5(1), pp. 1–10.
- Trisna, I.M., David, I.P. and Saputra, A. (2015) 'Dampak pengembangan destinasi pariwisata terhadap alih fungsi lahan sawah', *Ilmiah Hospitality Management*, 6(1), pp. 49–58.
- Wibowo, F.E., Nurdiani, T. and Nuh, A. (2021) 'Pengaruh Pengetahuan Kewirausahaan, Persepsi Risiko, Lingkungan Teknologi Terhadap Minat Berwirausaha (Studi Kasus di Sekolah Tinggi Ilmu Syariah Al Wafa Bogor)', *Majalah Ilmiah Manajemen & Bisnis (MIMB)*, 18(2), pp. 90–100.
- Wibowo, S.F., Sazali, A. and Kresnamurti R. P., A. (2016) 'the Influence of Destination Image and Tourist Satisfaction Toward Revisit Intention of Setu Babakan Betawi Cultural Village', *JRMSI - Jurnal Riset Manajemen Sains Indonesia*, 7(1), pp. 136–156. Available at: <https://doi.org/10.21009/jrmsi.007.1.08>.
- Wright, S. (2017) *Devinisi Cultural, Dimensi dari Berbagai Pengertian yg Berbeda*.
- Yadindrima, N.E., Subagiyo, A. and Wicaksono, A.D. (2021) 'Destination image', 10(0341), pp. 117–128.

Yoon, M. and Plangmarn, S. (2017) 'Kajian Variable Visit Intention Dan Pengertian Di Kalangan Para Ahli'.

Zainuddin Khair, S. puspitah (2015) 'Devinisi Visit Intention Secara Umum, Pengertian Menurut Para Ahli'.