
THE PREDICTING FACTORS OF MUSEUM VISITOR INTENTION: A STUDY OF MUSEUM WAYANG JAKARTA

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Abstract

This study examines the influence between the product and the management of attraction on revisit intentions. The sample were taken by accidental sampling method of 150 respondents. Data were collected by survey with questioner method, field orientation, and interview. The data were analyzed using multivariate regression analysis to determine the influence between the product, the management of attraction and revisit intention. The product consist of location, accessibility, variety on site attractions, high quality environment, facilities, and price. The result showed that accessibility, variety on site attraction, and facilities has a significantly positive effect on revisit intention, meanwhile environment and price was not significantly influence on revisit intention. On the contrary, location has a negative effect on revisit intention. The management of attractions include the tangible elements of product, the characteristics of service delivery, and human resources management. The tangible elements of product and human resources was not significantly influence on revisit intention, but the characteristics of service delivery has a positive influence on revisit intention. The result indicate that the product has a dominant and significantly positive influence on revisit intention and the management of attractions also has a significantly positive effect on revisit intention . The product and management of attractions simultaneously has a significantly positive effect on revisit intention. The study provided a more through understanding the factors that may effect success of museum, which may help governments better understand the visitor needs.

Key words: *museum, the product, the management of attractions, and revisit intention*

Introduction

The museum is a place that represents the development of a society and its culture through the collections on display (Brown & Mairesse, 2018). In tourism, the museum is one of the cultural tourism attractions. This is based on the fact that one of the motivations of tourists to visit tourist destinations is to satisfy their curiosity, admire, or explore the culture of the area they are visiting (Bieszk-Stolorz et al., 2021). In developed countries, museums get high appreciation from both the community and the government and are a matter of pride. The most obvious example is the Louvre Museum in Paris; the collection includes domestic and international riches, is packaged in a professional manner and is able to attract large numbers of visitors. This place is also used as a place of activity by both local residents and tourists. The museum has a strategic function in the field of history and culture. The museum displays snippets of history and culture so that the public can see these representations firsthand.

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Museums can provide information about aspects of past life that can still be saved as cultural heritage to become part of a nation's identity (Povroznik, 2018). We can learn a lot from the Dahlem Ethnology Museum (Berlin), Germany. Of the 50,000 objects originating from Asia, around three-quarters are cultural objects from Indonesia (von Oswald, 2022). For a long time, the Berlin Museum has become an international museum and is a destination for foreign tourists to visit. The Berlin Museum is progressing rapidly because it is handled by skilled human resources, assisted by the development of modern technology. The condition of the room is so clean and well maintained. The arrangement of the display cases in the museum is also very neat and orderly. Collections from Indonesia exhibited here were obtained from almost all provinces, islands and regions. Among these collections are wayang, such as wayang golek, wayang kulit, and wayang klitik, along with a large number of masks and matting (Platz, 2010).

Reflecting on the Dahlem Museum of Ethnology in Berlin, Germany, which managed to attract visitors to come to the museum, where most of the collections come from Indonesia. This gives a positive signal for the progress of museums in Indonesia. This means that museums in Indonesia that exhibit collections of Indonesian culture actually have an attraction for tourists, but it is a pity that the management of museums in Indonesia is not yet professional, which makes museums less attractive. One of the museums in Indonesia, namely the Wayang Museum uses customer experiences as a form of marketing strategy to increase visits. Among other things, through collections and a strong atmosphere in the museum with distinct cultural characteristics from Jakarta and other regions, holding routine performances every week, demonstrations of making wayang golek and wayang kulit, as well as karawitan demonstrations for the general public and students.

As can be shown in Table 1, statistical data shows that at the Wayang Museum there is a decrease in the number of visitors every year from 311.384 visitors in 2019, 48.456 visitors in 2020, and decreased to 20.632 visitors in 2021 (Badan Pusat Statistik, 2022). From this data, we can see that the number of visitors to Wayang Museum Jakarta significantly decreased. One of the reasons is most likely due to pandemic COVID-19. Therefore, there is a need to investigate how to increase the number of visitors back after the pandemic.

Table 1: Museum visitor in Jakarta 2019 – 2021

Type of museum	Number of museum visitor		
	2019	2020	2021
1. Museum Nasional	9.756.736	1.779.965	-
2. Musuem sejarah Jakarta dan Prasasti	714.825	145.771	51.952
3. Musuem Bahari	25.744	11.357	7.511
4. Museum Wayang	311.384	48.456	20.632
5. Museum tekstil	34.864	8.379	3.674
6. Museum Seni rupa dan keramik	184.412	30.602	9.849
7. Musuem Joang'45 dan MH Thamrin	18.972	4.202	2.904
8. Musuem Taman Arkeologi pulau Onrust	45.319	28.165	23.135
Total Number	11.092.256	2.056.897	119.657

Source: *Badan Pusat Statistik*

The Wayang Museum exhibits various types and forms of Wayang from all over Indonesia, whether made of wood, leather, grass, or other materials. The Wayang

Museum was first built in 1640. Currently the Wayang Museum has a collection of more than 4,000 pieces of wayang. In addition, this museum also has a collection of gamelans, a traditional music instrument from Java. The Wayang Museum is in Kota Tua, Jakarta, which is a tourism icon in DKI Jakarta. However, the condition of wayang museum is the same with many other museums in Jakarta. There are not many visitors interested in visiting museums and make it as one of tourist destination the reason behind this is probably because of the management of museum and product itself cannot attract the attention of potential tourist. Therefore, it is crucial to investigate how the management of museums and the product influence visitors' intention.

Attracting potential visitors to visit the tourist attractions is the goal of every tourist attraction manager. Managers must plan a strategy as an effort in the process of creating revisit intention. One of the main factors is *Customer experience*, which is an important thing in creating *moment of truth*, namely when the purchasing process is carried out by visitors which can have a long-term impact on the decision to visit next (Vesci et al., 2020).

The success of a tourist attraction is determined by product factors (location, accessibility, variety of attractions, environmental quality, facilities and costs) and tourist attraction management factors (tangible elements in products, services and human resource management) (Kim & Koo, 2017; Napitupulu et al., 2021; Xu et al., 2019; Zeleke & Biwota, 2020). This is very necessary to create an attraction that has appeal. It is hoped that with good management it can increase revisit intention at the Jakarta Wayang Museum. There are some issues and challenges faced by several museum in Jakarta, includes Wayang Museum. One of those problems was how to attract more visitor to come to the museum. According to a recent study, in a country that is still developing like Indonesia, the number of people who go to museums is comparatively low (Suwaryono et al., 2022). In addition, museums are required to adjust to the new circumstances because of shifting patterns of customer behavior, globalization, and increased accessibility to information from around the world. Therefore, based on the analysis above, the following research questions are presented:

1. How tourism attraction management influences visitor's intention at Wayang Museum Jakarta?
2. How Wayang Museum products influence visitor's intention at Wayang Museum Jakarta?

Literature review

The challenge for tourist attraction managers is how to create interest in visiting tourist attractions again. Hasan et al., (2019) explain that the concept *revisit intention* is the possibility of tourists to repeat activities or revisit a tourist attraction. The concept of Swarbrooke (Swarbrooke, 2022) regarding the success of an attraction explains that:

"There are a number of factors which contribute to the success of visitor attractions. These factors can be grouped under the following: (1) the organization and its resources (2) the product, (3) the market, (4) Management of Attractions".

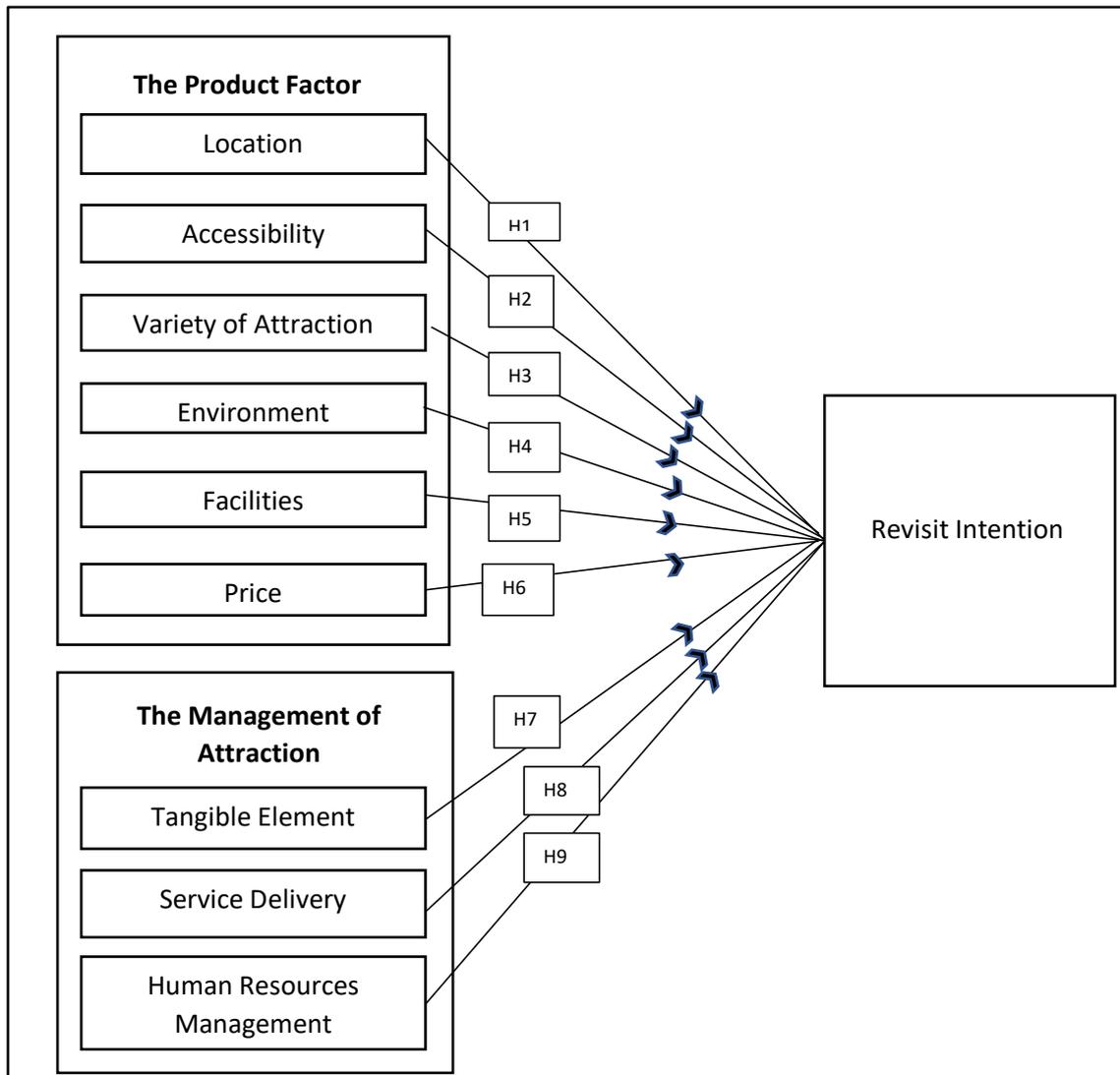
Factors that can influence the success of a tourist attraction in order to attract tourist interest and visits: 1) Organization and resources, 2) Products offered, 3) Markets, and 4) Management of tourist attractions. Meanwhile, in the opinion of (Garrod & Fyall, 2000, p. 684) that “*success would only come by 'competing through customer focus', this involves a focus on product*”. Success will only be achieved by competing with a focus on customers, this includes a focus on products.” Swarbrooke stated that successful tourist attractions tend to be tourist attractions that are managed effectively. “*Successful attractions tend to be those which are effectively managed*” (Swarbrooke, 2022). It can be said that product and management cannot be separated. Effective management of tourist attractions in managing their potential can result in the success of tourist attractions in attracting visitors.

Swarbrooke (2022, p. 267) reveals that “*visitor attractions are at the heart of the tourism industry, they are motivators that make people want to take a trip in the first place*”. Lew, (1987) also revealed that “*without tourist attractions there would be no tourism*”. Furthermore, Lew (1987) reinforces other scholars’ statement that “*without tourism there would be no tourist attractions. Although a tautology, such an argument still points to the fundamental importance of tourist attractions and the attractiveness of places to tourism*”. Furthermore, Swarbrooke (2022) states that the attraction must be a permanently established tourist destination whose principal goal is to provide public access to enjoyment, interest, and education, as opposed to being largely a retail outlet or a venue for sports, film, or theatrical performance. It must be accessible to the public without prior reservation and be able to attract day-trippers or tourists.”

Indeed, tourist attractions are very complex; tourist attractions are something permanent in tourist destinations. Attractions are aimed at visitors, whose main purpose is to provide access to the general public in the form of entertainment, for fun, education, to witness something interesting. It must be open to the public without prior reservation, must be published annually and must be able to attract tourists and the local community. According to the International Council of Museums (ICOM) that cited in the work of Ginsburgh & Mairesse, (2013) a museum is “*a non-profit making, permanent institution, in the service of society and of its development, and open to the public, which acquires, conserves, researches and communicates, and exhibits for the purpose of study, education and enjoyment, material evidence of people and their environment*”.

Based on the definition given by the International Council of Museums (ICOM) a museum is a permanent, non-profit institution serving public needs, with an open nature, by means of collecting, conserving, researching, communicating and exhibiting real objects to the public for study, education, and fun. Because of that it can become material for study by academics, documentation of the peculiarities of certain societies, documentation, and imaginative thinking in the future. Based on the concept from Swarbrooke regarding the factors that influence the success of a tourist attraction and the concept of *revisit intention* from Baker and Crompton, I created a conceptual framework as shown below.

Figure 1. Framework of Research



Research Hypothesis

- H1: There is a positive relationship between location and revisit intention.
- H2: There is a positive relationship between accessibility and revisit intention.
- H3: There is a positive relationship between variety of attraction and revisit intention.
- H4: There is a positive relationship between environment and revisit intention.
- H5: There is a positive relationship between facilities and revisit intention.
- H6: There is a positive relationship between price and revisit intention.
- H7: There is a positive relationship between tangible element of product and revisit intention.
- H8: There is a positive relationship between service delivery and revisit intention.
- H9: There is a positive relationship between human resource management and revisit.

RESEARCH METHODOLOGY

In this research, the unit of analysis is a case study at the Jakarta Wayang Museum located at Jalan Pintu Besar Utara No.27 Pinangasia, Kota Tua, West Jakarta. To obtain the necessary data for article writing, direct research was carried out at the research location. This

research was conducted from April 2022 to August 2022. The following variables will be examined during the research and then these variables will be described in several sub-variables, from the sub-variables described in several indicators based on the theory put forward by experts.

In this study, variable measurements were used by the Likert-type. The Likert scale uses five rating points, namely: (1) strongly disagree, (2) disagree, (3) uncertain or neutral, (4) agree, (5) strongly agree. The population of respondents used in this study were visitors (tourists) at the Jakarta Wayang Museum. The sampling technique used in this research is simple random sampling. While the criteria for respondents in this study were: visitors to the Jakarta Wayang Museum who were willing to fill out the questionnaire and were aged 17 years and over, with the consideration that at that age they were able to understand the contents of the questions in the questionnaire. In total, there were 150 respondents participate in this study, and all the questionnaire collected from them were deemed to be valid.

The method of modeling known as partial least squares-structural equations (PLS-SEM) was performed using SmartPLS (Sarstedt et al., 2014). The PLS-SEM method was selected after considering several relevant considerations. In the first place, the data for this research were collected using an ordinal Likert scale. According to Hair et al. (2017), PLS-SEM has fewer limitations and can be used in research where ordinal scales are recommended. This is because PLS-SEM could model ordinal data. Second, the use of PLS-SEM helps to lessen the likelihood of mistakes that are brought on by a limited number of samples. Considering this, it is possible to assert that the overall number of respondents in the current investigation is on the low end, coming in at 150 respondents. Therefore, PLS-SEM was chosen as the method of choice to reduce the impact of these mistakes.

All the pre-requisites have been conducted to proceed using Structural Equation Modelling (SEM). To find out whether the question items used can measure what you want to measure, a validity test is carried out and to see whether the series of questionnaires distributed as measuring tools can be trusted and relied upon, a reliability test is carried out. Cronbach's alpha and composite reliability values were utilized to evaluate the accuracy of the scales that were employed in the process of measuring latent constructs. According to the findings, both reliability measures had values that were higher than the recommended cut-off value of 0.70. (Nunnally & Bernstein, 1994). In a similar fashion, the validity was evaluated with the assistance of convergent validity and AVE values. For convergent validity, it was necessary that all observed variables be successfully loaded into their respective latent constructs (having regression weights greater than 0.60), and it was also necessary that the average variance extracted (AVE) from all variables be greater than the proposed cut-off value of 0.5. Table 2 below displays the findings of the investigation into the reliability and validity of the research. Finally, HTMT ratios were used to determine the discriminant validity of the model. The HTMT ratios of all constructions are below the criterion value of 0.90. (Henseler et al., 2016).As a result, the conclusion was reached that there was no problem with the discriminant validity to report based on the HTMT ratios.

Table 2. Measurement model

Variable	Loading	alpha	CR	AVE
Location		0.692	0.709	0.722
Lock1	0.785			
Lock2	0.744			
Lock3	0.789			
Accessibility		0.626	0.691	0.687
Access1	0.812			
Access2	0.823			
Access3	0.807			
Access4	0.834			
Variety of Attraction		0.634	0.682	0.721
VA1	0.758			
VA2	0.792			
VA3	0.766			
High Quality Environment		0.701	0.727	0.719
HQ1	0.824			
HQ2	0.833			
HQ3	0.798			
HQ4	0.771			
Price		0.742	0.741	0.762
Pr1	0.809			
Pr2	0.821			
Facilities		0.822	0.805	0.819
Fc1	0.825			
Fc2	0.839			
Fc3	0.819			
Fc4	0.834			
Fc5	0.807			
Tangible elements of the product		0.758	0.774	0.749
Tang1	0.746			
Tang2	0.793			
Tang3	0.761			
Service Delivery		0.737	0.782	0.793
Serdel1	0.805			
Serdel2	0.827			
Serdel3	0.821			
Serdel4	0.863			
Humar Resources Management		0.827	0.744	0.756
HR1	0.795			
HR2	0.773			
HR3	0.789			
Revisit Intention		0.742	0.833	0.869

Int1	0.810
Int2	0.826

RESULTS AND DISCUSSION

Table 2 shows the results of the correlation testing for hypotheses 1 through 9. The analysis indicates that all the relationships were supported, but with different strengths. Table 2 shows that all the constructs positively influence revisit intention factor in the relationships. The participants in this study were broken down as follows: 85 males and 65 females, according to the characteristics of the sample. The majority of the respondents were tourists who often visit museums and cultural heritage sites. With the help of SmartPLS, the author was able to carry out a procedure for structural equation modeling that makes use of variance and is known as partial least squares. The conceptual framework that was employed for the inquiry was validated by the construction of three hypotheses that were used to test the framework. Calculating the explained variance (R²) of the dependent variables, path coefficients, and their degrees of significance obtained from a bootstrapping resampling approach allowed us to analyze the expected correlations between the two sets of data. The procedure was carried out so that it adhered to the norm (Sarstedt et al., 2014).

Since the performance of the measurement model was adequate, the structural model was put to the test. The model fit indices and the significance of the regression coefficients were used to reach a conclusion regarding the outcome of the path analysis. According to the study, the following values were reported for the indices of how well the model fit: X²/degrees of freedom = 3.31; GFI = 0.90; AGFI = 0.92; TLI = 0.91; CFI = 0.95; NFI = 0.92; and RMSEA = 0.07. These values suggested that the model fit was satisfactory.

Table 3 Path Analysis

Relationship	Std Beta	Std error	t-value	P value	Decision
H1 Location → Int	0.380	0.0043	4.192	0.049	Supported
H2 Accessibility → Int	0.042	0.025	4.412	0.000	Supported
H3 Variety of Attraction → Int	0.467	0.064	3.274	0.109	Rejected
H4 High Quality Environment → Int	0.434	0.021	3.741	0.000	Supported
H5 Price → Int	0.465	0.046	3.783	0.000	Supported
H6 Facilities → Int	0.234	0.037	4.924	0.000	Supported
H7 Tangible elements of the product → Int	0.341	0.029	4.548	0.055	Supported
H8 Service Delivery → Int	0.393	0.062	3.426	0.007	Supported
H9 Human Resources Management → Int	0.374	0.072	3.377	0.000	Supported

Based on the Table 3 above, this research indicated that museum location has a positive impact on revisit intention in online travel agent ($\beta = 0.380$, $t = 4.192$, $p < 0.05$). Thus, the study supports Hypothesis 1. This may imply that the location of the museum become one of essential factor that people consider when making decision to revisit the museum wayang. Furthermore, the findings of the study suggested that museum accessibility has a positive influence on revisit intention ($\beta = 0.042$, $t = 4.412$, $p < 0.05$). As a result, Hypothesis 2 was also supported. This can be explained that the accessibility plays important factor in revisit intention decision to revisit Wayang museum.

Interestingly, the findings of the study indicated that variety of attraction has no influence on revisit intention ($\beta = 0.467$, $t = 3.274$, $p > 0.05$). Therefore, the current study rejected Hypothesis 3. The reason behind this outcome most likely due to the specialization of museum that show only many puppets. So, people who have visited the Wayang Museum knows already what they are going to see in the museum. Also, this research also indicated that high quality environment has a positive impact on revisit intention ($\beta = 0.380$, $t = 4.192$, $p < 0.05$). Thus, the study supports Hypothesis 4. The reason behind this finding is that people prefer to visit again the museum who has good environment. Hence, it is important for museum to be able to maintain their environment. Moreover, the findings of the study suggested that price has a positive influence on revisit intention ($\beta = 0.465$, $t = 3.783$, $p < 0.05$). As a result, Hypothesis 5 was also supported. The explanation behind this finding is that the people purchasing power to pay entrance fee also an important factor in deciding whether they will visit the museum again in the near future.

Furthermore, the findings of the study suggested that museum facility has a positive influence on revisit intention ($\beta = 0.042$, $t = 4.412$, $p < 0.05$). As a result, Hypothesis 6 was also supported. It is means that people is veri interested to visit the museum that equip with good infrastructures and facilities. For them, facilities are part of the attraction in visiting the museum. In addition, the findings of this study indicated that the tangible element of museum Wayang influence on revisit intention ($\beta = 0.341$, $t = 4.548$, $p > 0.05$). Therefore, the current study supported Hypothesis 7. This study also indicated that service delivery has a positive impact on revisit intention ($\beta = 0.393$, $t = 3.426$, $p < 0.05$). Thus, the study supports Hypothesis 8. Like many other service company in tourism, museum service delivery has become an important factor that people might consider when they are thinking to plan their holiday. Finally, the findings of the study suggested that human resources management has a positive influence on revisit intention ($\beta = 0.374$, $t = 3.377$, $p < 0.05$). As a result, Hypothesis 9 was also supported. This finding imply that besides the facilities and the products, the people management is also a key factor that may impact people's decision to visit again the museum.

CONCLUSION

This research were aims to answer several research questions such as, how tourism attraction management influences visitor's intention at Wayang Museum Jakarta? And how Wayang Museum products influence visitor's intention at Wayang Museum Jakarta? Based on the results of data analysis, it can be concluded as follows. This research found a positive and significant relationship between museum product factors, such as location, accessibility, a high quality of environment, price, facility, and visitor's revisit intention at Wayang Museum in Jakarta. However, variety of attraction did not influence people revisit intention. Similarly, this research also found a positive and significant relationship between museum management of attraction and people revisit intention. The indicator of management of attraction used in this study were tangible element, service delivery, and human resources management.

SUGGESTION FOR FURTHER RESEARCH

The following are suggestions that can be made for further research. Future researchers can develop this research by conducting research on other factors that can influence the intention to return. The magnitude of product factors and management of tourist attractions on

intention to return is 67.1% and the remaining 32.9% are other factors that are not present in this study such as organizational management factors and market factors.

Further research can be carried out at other tourist attractions both in DKI Jakarta province and other provinces in Indonesia. In addition, it can be carried out in a museum managed by the private sector, so that the results obtained can be compared between research conducted in museums managed by the government and museums managed by the private sector.

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