



The influence of museum experience on revisit intention at Museum Sri Baduga

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ABSTRACT

The primary objective of this research is to examine and quantify the influence of museum experience on tourists' intention to revisit Museum Sri Baduga, Bandung. The research was motivated by the rise in Indonesia's tourism ranking, which has not translated into increased museum visitation rates. While prior research has demonstrated the role of museum experience in generating visitor satisfaction, there remains a gap in understanding how satisfaction affects behavioral loyalty. This research employed a quantitative approach using survey data collected from 106 tourists aged 17 years and above between March and April 2025. A simple linear regression analysis revealed that museum experience explained 74% of the variance in revisit intention, with celebrative experience emerging as the most influential dimension. Findings indicated that most satisfied visitors prefer recommending the museum to others over repeat visits, highlighting a disconnect between satisfaction and return intention. The study concluded that improving social interactivity, immersive programming, and tour guide quality may enhance engagement and encourage sustained visitation.

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1. INTRODUCTION

Tourism is an important economic driver in Indonesia, accounting for 4% of the country's GDP in 2024. Indonesia's Travel and Tourism Development Index (TTDI) improved from 32nd to 22nd place internationally between 2021 and 2024, indicating substantial growth (Kemenparekraf/Baparekraf RI, 2024). However, this growth has not uniformly benefited all sectors. Although trends like cultural immersion and meaningful travel are on the rise (Wisnubroto, 2025), museum visitation in Indonesia has seen a dramatic decline, falling from over 11 million in 2019 to just 119,657 in 2021 (Andina, 2024). This drop reveals a disconnect between the public's interest in museums and Indonesia's tourism growth. Similar patterns of decline in museum visitation have also been observed globally, emphasizing the challenge of attracting and retaining museum audiences in the post-pandemic era (Volkan, 2024). Understanding the factors that encourage visitors to return is crucial to reviving museum tourism in Indonesia, especially since museums compete with various other attractions for public attention.

According to the 2024/2025 Tourism and Creative Economy Outlook, tourist interest in cultural immersion is expected to rise by up to 58.97%, reflecting the desire to authentically discover local culture (Wisnubroto, 2025). This approach emphasizes the necessity of delivering tourist

experiences that are both entertaining and culturally valuable. Museum tourism, for example, remains underappreciated, especially when it includes educational components. Despite the city's rich historical and cultural assets, tourists in Bandung tend to prefer nature-based activities. Bandung has a relatively large number of museums, but overall visitor numbers remain low. Studies in other cultural destinations have shown that younger visitors seek immersive and interactive experiences rather than passive observation, reinforcing the need for museums to innovate their experiential offerings (Robaina-Calderín et al., 2023). Museums are frequently considered uninteresting and less appealing than attractions focused on physical activity or technology.

Museum Sri Baduga, the subject of this study, saw a drop in visitor counts from 66,547 in 2023 to 44,509 in 2024, a 33.11% fall. The decline in visitor numbers in Museum Sri Baduga is significantly more pronounced than declines observed at other museums in Bandung and across Indonesia. This considerable decrease is influenced by specific local challenges, including complaints about inconsistent opening hours and suboptimal exhibition arrangements. Combined with perceptions of the museum's remote location and competition from alternative attractions such as popular natural sites in Bandung, these factors contribute to the steep decline.

This situation presents a compelling paradox at the local level. According to a previous study, a majority of respondents were satisfied with their visit to Museum Sri Baduga (Kristiutami et al., 2020). However, other studies argue that satisfaction alone does not always translate to visitor loyalty; instead, factors such as experiential quality, perceived authenticity, and emotional engagement play stronger roles (Sangchumnon, 2025; Tjokrosaputro et al., 2024).

Studying the museum experience is critical as it affords a deeper understanding that extends beyond general satisfaction. Although satisfaction represents an outcome of the visit, it does not always guarantee that visitors will return. A comprehensive approach that includes factors such as sociability, learning, recreation, aesthetic appreciation, and celebration helps explain how emotional involvement and meaningful experience with the museum contribute to building visitor loyalty and enhancing the probability of repeat visits.

This research aims to address that gap and emphasizes the importance of understanding how museum experiences affect tourists' decisions to return, especially amid the ongoing low interest in cultural tourism. The objective of this study is to examine the influence of museum experience on revisit intention among visitors to Museum Sri Baduga. Answering this objective is expected to help stakeholders better understand which aspects of the museum experience most strongly drive visitor loyalty and repeat visits.

To this end, it is necessary to establish a strong conceptual foundation through a comprehensive review of the main concepts and empirical findings concerning the relationship between museum experience and revisit behavior. The multidimensional nature of museum experience has evolved through the adaptation of theories concerning tourist experiences, encompassing visitor motivation, interaction, learning, emotional response, as well as reflection during and following the museum visit (Falk & Dierking, 1992). The museum visit should be viewed as a dynamic and holistic experience, shaped by personal, sociocultural, and physical factors (Falk & Dierking, 2000). In line with this perspective, the significance of active engagement between visitors and collections in fostering deeper involvement and meaning-making is emphasized (McLean, 1997). Furthermore, five dimensions of museum experience: sociability, learning, recreation, aesthetic appreciation, and celebration are delineated, providing a structured framework for evaluating museum performance from the perspective of visitors (Kotler & Neil, 2008).

Empirical studies conducted in Indonesia have applied these theoretical foundations to examine the influence of museum experience on visitors' intention to return. For instance, museum experience accounted for 51.4% of revisit intention at Museum Adityawarman (Nurul et al., 2023). Similarly, a 24% effect was identified at Museum Sejarah Jakarta, although recreational and aesthetic dimensions were found to have no significant influence (Musa, 2023). This is further corroborated by findings that museum experience contributed to 43.8% of revisit intention at Museum Seni Rupa dan Keramik (Billy & Soeprapto, 2024). A study of museums in Surabaya discovered that emotional ties,

quality of experience, and perceived value are the key elements driving visitor loyalty (Himawan Sardju et al., 2023). In Southeast Asia, authenticity, local culture, perceived value, and memorable experiences have been shown to positively influence the intention to revisit heritage tourism (Satrya et al., 2024).

Beyond these national findings, a recent study on museum tourism and cultural heritage, visitor engagement and the desire to return are greatly influenced by both technical innovation and human experience variables. A decade-long review of augmented reality applications in museums shows how digital devices and wearables may provide interactive and immersive exhibition experiences that pique visitors' interest (Shi et al., 2024). Recent advancements in digital technology, especially artificial intelligence (AI), have substantially improved user experience, altered visitor behavior, and offer data-driven methods for engagement and retention (Ceccarelli et al., 2024; Li et al., 2024). Collectively, these studies underscore the pivotal role of museum experience and technological innovation in shaping visitor loyalty and encouraging repeat visits across various museum and heritage tourism contexts.

Building on these established insights, the current study narrows its focus to Museum Sri Baduga in Bandung, Indonesia, which was chosen due to a significant decline of 33.11% in visitor numbers from 2023 to 2024. This sharp decline leads us to question how well the museum's experiential aspects encourage visitors to return. Between March and April 2025, 106 visitors aged 17 and older participated in a survey using a Likert-scale questionnaire distributed via Google Forms. The data analysis employed simple linear regression, revealing a strong positive connection between museum experience and the intention to revisit, with museum experience explaining 74% of the variance ($R^2 = 0.740$, $p < 0.001$). However, it is important to keep in mind that the remaining 26% of factors influencing revisit intentions may come from other elements outside the scope of this study, such as how visitors perceive the overall destination, ease of access, pricing, staff service quality, and alternative attractions.

These findings naturally lead to a closer reflection on the uniqueness and contribution of this research within the current body of literature. While previous studies have explored aspects of Museum Sri Baduga, there remains a gap in fully understanding how visitors' experiences shape their intentions to return. Unlike earlier research that focused mainly on visitor satisfaction (Kristiutami et al., 2020), this study prioritizes revisit intention as a key outcome, acknowledging that satisfaction alone may not predict actual behavior. This more comprehensive focus not only deepens our understanding of visitor behavior in the context of cultural tourism, but also offers timely insights as museums strive to remain relevant amid changing visitor expectations and growing competition. Beyond contributing to existing theories, these findings provide actionable guidance for museum managers striving to enhance visitor engagement and sustain interest over time. By emphasizing revisit intention, this study highlights a vital but often overlooked dimension of cultural tourism sustainability. It is expected that the results of this study will contribute both theoretically and practically: enriching understanding of visitor behavior in the museum context and supporting policymakers and museum managers in designing strategies to increase repeat visits and ensure the long-term relevance of cultural museums in Indonesia.

2. RESEARCH METHOD

The present study employed a quantitative, ex post facto research design to explore the relationship between museum experience (independent variable, X) and revisit intention (dependent variable, Y). This design was chosen because the study examines existing conditions and their relationships without manipulation of variables, which suits the survey-based approach to observe how museum experience relates to revisit intention among visitors. Data collection was carried out through a structured closed-ended questionnaire distributed to 106 visitors aged 17 and above at Museum Sri Baduga between March and April 2025. To ensure the sample adequately represented the visitor population, a time-based sampling technique was applied, collecting data during peak visitation periods at different times and days, enhancing the diversity and representativeness of respondents.

The questionnaire consisted of two sections: demographic information and measurement items for the primary variables, utilizing a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree) adapted from established instruments in prior research (Likert, 1935). This questionnaire also adapted items from the established theoretical frameworks of Kotler & Neil (2008) and Ramukumba (2018) to enhance construct validity.

Prior to the main data collection, the instrument's validity and reliability were evaluated in a pilot study involving 30 respondents. Reliability analysis yielded a Cronbach's Alpha of 0.927, demonstrating excellent internal consistency. The indicators used in this study were considered reliable based on the application of the Cronbach's Alpha test, where a value greater than 0.60 indicates acceptable reliability (Anggraini et al., 2022). Construct validity was assessed primarily using Pearson correlation to examine item-total correlations and ensure each item correlated significantly ($p < 0.05$) with its respective construct. Due to sample size limitations, confirmatory or exploratory factor analysis (CFA/EFA) was not conducted. To minimize respondent bias, respondents were given the option to provide either full identification or initials, and the survey was conducted with clear instructions emphasizing voluntary participation to encourage honest and unbiased responses.

The data were subsequently analyzed using IBM SPSS Statistics Version 20. Descriptive statistics provided an overview of respondent characteristics. A simple linear regression was employed to test the hypothesis that museum experience predicts revisit intention, chosen for its suitability in analyzing the direct predictive relationship between one independent variable and one dependent variable and due to the unidimensional nature of the key constructs investigated. Findings indicated that museum experience accounted for 74% of the variance in revisit intention ($R^2 = 0.740$, $p < 0.001$), with a positive unstandardized regression coefficient ($B = 0.0361$), signifying a favorable influence (Arkes, 2023). Among the five dimensions of museum experience, the 'celebration' dimension showed the strongest contribution, particularly in enhancing visitors' appreciation of Sundanese culture and history.

3. RESULTS AND DISCUSSIONS

Respondents' Characteristics

This study highlights three main aspects depicting unique visitor profiles and behaviours at Museum Sri Baduga:

Table 1. Age Distribution of Respondents

Age Group	Number of Respondents	Percentage (%)
17-25 years old	93	87.7
26-35 years old	8	7.5
36-45 years old	5	4.7
>45 years old	0	0.0
Total	106	100%

Based on table 1, most visitors come from the age group of 17-25 years old, comprising 87.7% of respondents. This data proved that younger generations have a strong interest in visiting museums.

Table 2. Visitor Motivation

Visit Motivation	Number of Respondents	Percentage (%)
For recreation	46	43.4
For learning/school activities	49	46.2
Attending event(s)	6	5.7
Other	5	4.7
Total	106	100

From table 2, the data show that the motivations are nearly evenly split between recreation (43.4%) and learning/school activities (46.2%), underlining the museum's dual roles as an educational and recreational destination.

Table 3. Reasons for Revisiting

Reasons for Revisiting	Number of Respondents	Percentage (%)*
Exhibition and collection quality	59	55.7
Cleanliness and comfort	42	39.6
Entrance ticket price	39	36.8
Location and accessibility	29	27.4
Available facilities	28	26.4
Staff/service quality	19	17.9
Not interested in revisiting	4	3.8

*Respondents could select more than one factor

Table 3 shows top reasons for revisiting include quality (55.7%), cleanliness (39.6%), and ticket price (36.8%) (Table 3.3), reflecting visitor satisfaction and loyalty drivers.

Descriptive Analysis of Research Variables

Museum Experience (X)

In general, respondents are satisfied with their visit to Museum Sri Baduga, with a mean score of 4.1 out of 5 points on the Likert scale, indicating a positive overall impression. When examined by dimensions, the highest-scored dimension goes to celebrative experience (mean: 4.3), highlighting the museum's success in deepening visitors's appreciation for Sundanese history and culture. The other dimensions also received favorable scores: learning experience (4.2), aesthetic experience (4.1), recreation (4.0), and sociability (4.0). Although all dimensions get high marks, aspects such as interaction among visitors and interactive exhibits provide opportunities for further enhancement.

Revisit Intention (Y)

The revisit intention variable received an average score (3.9), showing a generally positive inclination among visitors to return in the future. Notably, the "likelihood to recommend" dimension scored higher (4.1) than "likelihood to visit again" (4.0), suggesting that many visitors preferred to recommend Museum Sri Baduga to others rather than revisiting; this could mean that they may also have an interest in exploring new destinations. The "likelihood to be the first choice" dimension scored lowest (3.6). This discrepancy reveals the "Recommendation-Revisit Gap" and suggests that while the experience is good enough to endorse, it may not be compelling enough to make the museum a top priority for a return visit, hinting at competition from other destination alternatives.

Instrument Validity and Reliability

Table 4. Validity Test Result

Variable	Item	R-count	R-table	P (Sig.)	Description
Museum Experience (X)	X ₁	0.718	0.361	0	Valid
	X ₂	0.571	0.361	0.001	Valid
	X ₃	0.734	0.361	0	Valid
	X ₄	0.796	0.361	0	Valid
	X ₅	0.664	0.361	0	Valid
	X ₆	0.373	0.361	0.043	Valid
	X ₇	0.567	0.361	0.001	Valid
	X ₈	0.43	0.361	0.018	Valid
	X ₉	0.509	0.361	0.004	Valid
	X ₁₀	0.596	0.361	0.001	Valid
	X ₁₁	0.643	0.361	0	Valid
	X ₁₂	0.688	0.361	0	Valid
	X ₁₃	0.454	0.361	0.012	Valid
	X ₁₄	0.639	0.361	0	Valid
	X ₁₅	0.396	0.361	0.03	Valid

Variable	Item	R-count	R-table	P (Sig.)	Description
Revisit Intention (Y)	X ₁₆	0.406	0.361	0.026	Valid
	X ₁₇	0.704	0.361	0	Valid
	X ₁₈	0.588	0.361	0.001	Valid
	X ₁₉	0.674	0.361	0	Valid
	X ₂₀	0.409	0.361	0.025	Valid
	X ₂₁	0.454	0.361	0.012	Valid
	X ₂₂	0.588	0.361	0.001	Valid
	Y ₁	0.509	0.361	0.004	Valid
	Y ₂	0.637	0.361	0	Valid
	Y ₃	0.546	0.361	0.002	Valid
	Y ₄	0.488	0.361	0.006	Valid
	Y ₅	0.501	0.361	0.005	Valid
	Y ₆	0.559	0.361	0.001	Valid
	Y ₇	0.664	0.361	0	Valid
	Y ₈	0.658	0.361	0	Valid

Source: IBM SPSS Statistics (2025)

Based on Table 4, instrument validity was tested using Pearson Product-Moment correlation analysis, with all items showing significant correlations with the overall score ($p < 0.05$), indicating that each item effectively measured what it was intended to measure.

Table 5. Reliability Test Result
Cronbach's AlphaN of Items

.927	30
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Source: IBM SPSS Statistics (2025)

Based on Table 5, reliability testing yielded Cronbach's Alpha value of 0.927, demonstrating excellent internal consistency and confirming the instrument's reliability for this research.

Assumption Testing Normality

Table 6. Normality Test Results		
One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		106
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.22320411
Most Extreme Differences	Absolute	.085
	Positive	.063
	Negative	-.085
Test Statistic		.085
Asymp. Sig. (2-tailed)		.057 ^c

Source: IBM SPSS Statistics (2025)

Normality testing was conducted using the Kolmogorov-Smirnov test to determine whether the distribution of residuals met the assumption of normality required for liner regression analysis. As shown in Table 6, the resulting residuals are normally distributed, supporting the appropriateness of utilizing regression analysis in this study.

Multicollinearity

Table 7. Multicollinearity Test Results Coefficients^a

		Collinearity Statistics	
Model		Tolerance	VIF
1	MuseumExp	1.000	1.000

Source: IBM SPSS Statistics (2025)

To ensure that there was no multicollinearity between the predictor variables, the tolerance value and Variance Inflation Factor (VIF) were calculated. As shown in Table 7, the tolerance value for the independent variable was 1.000, as did the associated VIF. Both values are within acceptable ranges (tolerance >0.1 and VIF < 10), proving the absence of multicollinearity and the predictor variables' independence from one another.

Heteroscerasticity

Table 8. Heteroscerasticity Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.253	1.249		1.804	.074
MuseumExp	.002	.014	.014	.138	.890

Source: IBM SPSS Statistics (2025)

The Glejser test was used to determine whether there was heteroscedasticity (unequal variance of residuals) in the regression model. As indicated In Table 8, the significance level for the museum experience variable was 0.890, which is greater than 0.05. This result indicates that there is no indication of heteroscedasticity, confirming that residual variance is consistent and the regression model fits the condition for homoscedasticity.

Regression Analysis

Table 9. Regression Analysis Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.301	1.906		-.683	.496
MuseumExp	.361	.021	.860	17.221	.000

Source: IBM SPSS Statistics (2025)

$$\text{Revisit Intention} = -1.301 + 0.0361 \times \text{Museum Experience}$$

The constant value of -1.301 indicates that if museum experience were absent ($X = 0$), the predicted revisit intention would be -1.301. However, since it's impossible for museum experience to be zero, this value has minimal practical significance. The regression coefficient of 0.0361 indicates that adding one unit to museum experience raises the revisit intention score by 0.0361, demonstrating a positive association between the two variables. The model significance value was 0.000 ($p < 0.05$), indicating that museum experience significantly influences visitors' intention to return.

Discussion

The findings show that Museum Sri Baduga has succeeded in providing a meaningful and enjoyable experience for visitors, as reflected in high scores across multiple dimensions, especially celebrative and learning experiences. The dominance of the Celebrative Experience (mean 4.3) is explained by visitors' explicit appreciation for the museum's core mission: its rich collection of historical artifacts that connect them to Sundanese heritage. In open-ended responses, visitors overwhelmingly cited "collections" and "Sundanese history" as the best aspects of the museum. These results are consistent with earlier studies, emphasizing that quality museum experiences not only boost visitor satisfaction but also drive positive word-of-mouth promotion (Kristiutami et al., 2020; Rebelo & Blanco, 2020).

Moreover, recent research strongly supports these conclusions. Tourist experience significantly influences both visitor satisfaction and loyalty in museums, with the structural model explaining up to 87.4% of the variance in tourist loyalty. These contemporary findings highlight that visitor experience is the primary factor driving repeat visits and recommendations, consistent across

diverse museum samples in Southeast Asia (Sangchumnon, 2025). Similarly, positive visitor experiences and perceived value have been shown to strongly affect satisfaction as well as intentions to revisit museum destinations in Indonesia, underscoring that enhancing both tangible and intangible aspects of experience is crucial for sustained loyalty and positive word-of-mouth (Mahmudi Rosid, 2024)

However, the quantitative data shows Likelihood to Recommend (4.1) is higher than Likelihood to Visit Again (4.0).⁴ This recommendation-revisit gap can be attributed to two primary factors identified in visitor feedback. First, practical barriers, with 30% of non-revisiting respondents citing the museum's distant location. Second, a perceived lack of dynamic content, as visitors expressed a desire for more frequent collection updates to justify a return visit. This suggests that while the museum experience is positive enough to endorse, it may not be sufficiently compelling to overcome the effort cost associated with repeat visits.

Furthermore, areas for improvement can be identified by examining the lower-scoring dimensions. The relatively lower scores for Sociability (4.0) and aspects of the Aesthetic Experience (e.g., interactivity) correspond with visitor hopes for "more interactive" exhibits, better facilities (e.g., improved lighting and air conditioning, as visitors described the atmosphere as hot), and higher-quality guides. These findings provide concrete, data-driven recommendations for management. To bridge the recommendation-revisit gap, management should focus on creating novelty through rotating exhibits and implementing interactive digital technologies. In summary, the statistics show that improving both the tangible elements (collections, facilities) and intangible elements (learning, celebration, social atmosphere) aspects of the museum is crucial for building visitor loyalty and increasing the likelihood to repeat visits.

4. CONCLUSION

Based on the results of this study, it can be concluded that museum experience has a significant and positive effect on the revisit intention of visitors to Museum Sri Baduga. The simple linear regression analysis showed that the museum experience dimension explains 74% of the variance in revisit intention ($R^2 = 0.740$, $p < 0.001$), meaning that the more positively visitors experience their first visit, the more likely they are to return and become repeat visitors. The prominent role of the 'celebration' dimension reflects the visitors' deepened appreciation and respect for Sundanese history and culture, highlighting the importance of culturally immersive experiences in driving loyalty. A key finding of this study is the "recommendation-revisit gap," where the intention to recommend Museum Sri Baduga to others was higher than the intention to revisit, indicating that while the museum succeeds in generating positive word-of-mouth, practical barriers such as location and lack of dynamic content limit repeat visits. This gap suggests that enhancing ongoing visitor engagement and experience novelty are essential to converting recommendations into actual visit behaviour. The study highlighted the need to improve visitor interaction, update collections more often, and enhance physical comfort like lighting and air circulation. Addressing these tangible and intangible factors can boost visitor loyalty and encourage repeat visits. However, this research is limited by its focus on a single case study location, data collected within a specific period, and the use of only one primary independent variable, namely museum experience. As such, the findings may not be fully generalizable to other museums or other cultural tourism contexts. Future research could build on these findings by exploring visitors' "willingness to pay more" for enhanced experiences or conducting a dedicated study on the potential of "digital engagement" (e.g., AI-powered guides, AR overlays) to further enrich the learning and celebrative dimensions of the experience, particularly appealing to younger audiences.

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