Increasing Revisit Intention through Visitor Satisfaction to the Indonesian National Museum

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Abstract

This study aims to determine the effect of destination image, visitor experience, and visitor engagement on visit intention through visitor satisfaction. The population in this study were visitors to the National Museum. The sampling technique used was purposive sampling with 148 respondents. The data analysis method uses a structural equation model with the help of smartPLS software. The results of the study show that there is a significant effect of destination image on visitor satisfaction, visitor engagement on visitor satisfaction and visitor experience on visit intention. Meanwhile, the results also show that there is no effect of destination image on visit intention, visitor satisfaction on visit intention and visitor experience on visitor satisfaction. The addition of the customer engagement and customer satisfaction variables to the model is originality in this study in measuring the desire of visitors to return with moderation of customer satisfaction. The managerial implication of this research is that the management of the national museum should increase activities that can enhance the image of the museum among the public as a tourist destination which, in addition to providing education, also provides pleasure, especially for the younger generation to prefer museums.

Meningkatkan Niat *Revisit* melalui Kepuasan Pengunjung ke Museum Nasional Indonesia

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh citra destinasi, visitor experience , dan visitor engagement terhadap revisit intention melalui kepuasan pengunjung. Populasi dalam penelitian ini adalah pengunjung museum Nasional. Teknik sampling yang digunakan adalah purposive sampling dengan jumlah responden sebanyak 148 orang. Metode analisis data menggunakan structural equation model dengan bantuan software smartPLS. Hasil penelitian menunjukkan bahwa ada pengaruh yang signifikan destination image terhadap visitor satisfaction, visitor engagement terhadap visitor satisfaction dan visitor experience terhadap revisit Intention. Sementara itu, hasil juga menunjukkan tidak ada pengaruh destination image terhadap revisit intention, visitor satisfaction terhadap revisit intention dan visitor experience terhadap visitor satisfaction. Penambahan variabel customer engagement dan customer satisfaction pada model adalah originalitas pada penelitian ini dalam mengukur keinginan pengunjung untuk berkunjung kembali dengan moderasi customer satisfaction. Implikasi manajerial pada penelitian ini adalah bahwa pihak manajemen museum nasional untuk meningkatkan kegiatan yang dapat meningkatkan citra museum di kalangan masyarakat sebagai tempat wisata yang selain memberikan edukasi juga memberikan kesenangan khususnya untuk generasi muda untuk lebih menyukai museum.

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INTRODUCTION

The definition of a museum is an organization under the control of either public or private parties that gather, looks after, preserve, and display actual things for aesthetic and educational objectives (Armstrong et al., 2008). This definition helps visitors to museums understand what a museum is.

The museum is identical as a place to study history through historical relics that are in the museum's collection. But over time the museum has become a tourist attraction for visitors with the availability of facilities that provide comfort for visitors when visiting. In addition, the environment around the museum also has a suitable appearance as a photo spot for visitors, which has turned the museum into a popular tourist destination (van Aalst & Boogaarts, 2002)

The brand image on the goods is connected to the destination picture. As a result, brand image is another term that is frequently used. A brand or mark is the same as a name, phrase, designation, symbol, or design, and it can also be a combination of these things. It serves to identify the product or service from the seller and to set it apart from competing goods (Kotler & Armstrong, 2012). According to a different viewpoint, a destination's image is a person's impression of that place (Echtner & Ritchie, 1993). A destination image is a visual or emotional representation of a person that a location evokes. Destination image is dynamic rather than static since it is always altered in response to changes in space, time, and location (Utama, 2017).

One of the factors affecting tourists' pleasure and interest in returning to the location is the destination's image. The image of the destination becomes one of the aspects that might distinguish one destination from another if tourists have a choice or alternative while choosing the location to be visited (Sonnleitner, 2011). Because visitor satisfaction is influenced by the image of the location, a better impression created by a tourist destination might boost visitor satisfaction (Chi & Qu, 2008). After satisfaction is attained, revisiting is the following step. A willingness to return to a location is known as a revisit intention (Han & Kim, 2010) which is rooted in the theory of reasoned action (TRA). Revisit As a future return to a location, intention can also be described as a plan (Cole & Scott, 2008), consequently, the destination image has a direct impact on the revisit (Pratminingsih, 2014).

A visitor experience is an encounter had while at or after visiting a tourist attraction, such as a museum (Sheng & Chen, 2012). Five factors-ease and enjoyment, cultural entertainment, personal identification, historical remembrance, and escapism-have an impact on visitor experience in museums (Sheng & Chen, 2012). Customer satisfaction and future travel plans are influenced by the visitor experience. When they visit, tourists are satisfied with their experiences, which may encourage them to return to the location (Lee et al., 2020).

Visitor engagement is another factor that influences visitor pleasure and inclination to return. The condition of mentally being tied to or involved is called visitor engagement (Taheri et al., 2014). Customer engagement, which has been characterized as a degree of a person's mental state about a brand, motivation, and context that is specifically influenced by cognitive, affective, and behavioral levels through direct interaction with the brand, can be related to visitor engagement (Hollebeek, 2011). Prior knowledge (information learned beforehand), varied motivations (a variety of incentives), and

cultural capital are the three factors that promote visitor engagement (cultural capital) (Taheri et al., 2014). Aspects of cognition, emotion, and behavior can also be used to identify the characteristics that influence visitor engagement (Ahn & Back, 2018). Customer satisfaction is influenced by visitor engagement, or the enjoyment of tourists visiting a site (Hollebeek, 2011; Rasoolimanesh & Schuberth, 2019; Su et al., 2020). The five characteristics of visitor interaction, particularly absorption, have an impact on visitors' intentions to return (Seyfi et al., 2021). In order to increase people's enthusiasm for museums as one of the cultural legacies of the past, significant study is done to determine the characteristics that can motivate visitors to make follow-up visits.

Previous studies have shown that customer engagement has an effect on customer satisfaction (Tuti & Sulistia, 2022). Other studies have shown that the image of the destination and the travel experience have an effect on the desire to revisit (Noerhanifati et al., 2020). In this study, the authors propose a model by adding exogenous and endogenous variables, namely customer engagement and customer satisfaction to find out the reasons for tourists to visit again.

Based on the foregoing context, the goal of this study is to determine whether there is a substantial relationship between destination image, visitor experience, and engagement, and revisit intention as measured by visitor satisfaction, either in part or at the same time.

Hypothesis Development
Destination Image

Image is defined as a viewpoint, assumption, or impression formed by someone concerning an object (Kotler & Armstrong, 2012). Destinations are locations where tourism actors engage in tourism-related activities. Here, the location could be a country, state, city, or province (Hidayah, 2019). Additionally, tourist destinations need to include things like tourist attractions, facilities for supporting tourism, infrastructure, and management of that infrastructure (Hidayah, 2019).

The brand image on the goods is connected to the destination picture. As a result, brand image is another term that is frequently used. A brand or mark is the same as a name, phrase, designation, symbol, or design, and it can also be a combination of these things. It serves to identify the product or service from the seller and to set it apart from competing goods (Kotler & Armstrong, 2012). According to a different viewpoint, a destination's image is a person's impression of that place (Echtner & Ritchie, 1993). Thus, it can be said that a destination can evoke a person's image, view, or perception of them. Destination image is dynamic, not static, as it constantly shifts in response to changes in space, time, and location (Utama, 2017).

The perception that tourists have of a destination can also affect their behavior while visiting. When picking a trip, further assessing a place, and determining their interest in returning in the future, tourists consider the image of the destination (Chi & Qu, 2008). Travel environment, entertainment and events, historical attractions, infrastructure, accessibility, price, and value are the factors that make up a destination's overall perception (Chi & Qu, 2008). In the meantime, cognitive evaluation and emotive evaluation are two variables, that have an impact on the entire image (Baloglu & McCleary, 1999).

One of the elements influencing visitor pleasure and desire in returning to a destination is the image of the place. The perception of the destination becomes one of the elements that might distinguish one location from another if tourists have

a variety of options or choices while choosing the destination to visit (Sonnleitner, 2011).

The more positive the impression a tourist site creates, the higher the likelihood that visitors will be satisfied, as visitor satisfaction is influenced by the destination's perception (Chi & Qu, 2008). Following the fulfillment of satisfaction, the next phase will have an impact on the decision to return at a later date. Revisit is the readiness to go back and see a location (Han & Kim, 2010) which is rooted in the theory of reasoned action. A future trip back to a location is also referred to as a revisit (Cole & Scott, 2008), consequently, the destination image has a direct impact on the revisit (Pratminingsih, 2014) and secondarily by pleased visitors (Hussein, 2020) city image, visitor satisfaction and revisit intention. The second objective is to examine the mediation role of visitor satisfaction and city image in the relationship between city branding and revisit intention. Data were collected from several urban tourism spots in Malang City, Indonesia. Based on the description above, put forward the following hypothesis:

H1: There is an influence of destination image on visitor satisfaction.

H2: There is an effect of destination image on revisit intention.

Visitor Experience

The visitor experience is the knowledge acquired while or after visiting a tourist attraction, such as a museum, as opposed to visitor expectations, where the visiting experience is anticipated from the beginning even before visiting (Sheng & Chen, 2012). Visitor experience is an assessment made by someone during, before and after a visit related to a tourist destination (Sheng & Chen, 2012). Five variables, including ease and fun, cultural entertainment, personal identification,

historical remembrance, and escapism, affect visitor experience at the museum. It mentions four dimensions: affect, expectancy, consequentiality, and recall (Tung & Ritchie, 2011).

Revisit is the readiness to go back and see a location (Han & Kim, 2010) which is rooted in the theory of reasoned action (TRA). One further definition of revisit is a future trip back to a location (Cole & Scott, 2008). Tourist satisfaction and future visitation intentions are influenced by the visitor experience. Visitors are satisfied with their experience and may use it as motivation to return to the location (Lee et al., 2020; Junarta et al., 2021). From this research, the hypothesis is proposed as follows;

H3: There is an influence of visitor experience on visitor satisfaction

H4: There is an effect of visitor experience on visit intention

Visitor Engagement

Conceptually bound or involved visitors are said to be engaged (Taheri et al., 2014). Visitor engagement is similar to customer engagement, which has been described as a degree of a person's mental state regarding a brand, motivation, and context that is specifically influenced by cognitive, affective, and behavioral levels through direct interaction with the brand (Hollebeek, 2011). Prior knowledge (information learned beforehand), varied motivations (a variety of incentives), and cultural capital are the three factors that promote visitor engagement (cultural capital) (Taheri et al., 2014). Moreover, the cognitive, emotive, and behavioral facets of the factors that influence visitor engagement can be considered (Ahn & Back, 2018). Five factors, including identification, focus, excitement, absorption, and interaction, together make up visitor engagement (So et al., 2014). Customer sa-

tisfaction is considered to be influenced by visitor engagement, or how interested tourists are in a destination (Hollebeek, 2011; Rasoolimanesh & Schuberth, 2019; Su et al., 2020). The 5 elements of visitor interaction, notable absorption, have an impact on revisit intention (Seyfi et al., 2021). A great new experience at a site can increase tourist engagement, which in turn encourages visitors to return. This relationship between visitor engagement and revisit intention is significant (Kumar & Kaushik, 2020). Engagement of visitors has an impact on visitor satisfaction, which in turn has an impact on their propensity to return (Rasoolimanesh & Schuberth, 2019). From the description, the hypothesis is proposed as follows:

H5: There is an influence of visitor engagement on visitor satisfaction.

H6: There is an effect of visitor engagement on revisit intention.

Visitor Satisfaction

Consumers' responses to their needs and wishes being met are referred to as satisfaction. A product or service appraisal, including its benefits and drawbacks, is another definition of satisfaction (Oliver, 2015). Customer satisfaction, or visitor satisfaction, is the sum of all experiences with a product or service that is made or used (Della Corte et al., 2015). Visitor satisfaction at a place is based on four factors: the attractiveness of the destination, its attractions and facilities, the availability of English-speaking tour guides, and the services and amenities at the airport (Kozak & Rimmington, 2000).

Providing for the needs of visitors can encourage loyalty and encourage return trips (Lee et al., 2020). The basis for visitor satisfaction, which affects the inclination to return, is the accumulation of feelings and experiences toward the services provided by tourist destinations (Da-

manik & Yusuf, 2022). Based on that, the hypothesis is proposed as follows;

H7: Visiting satisfaction directly has a positive effect on revisit intention.

Revisit Intention

Revisit Intention or intention to return refers to a person's interest in or intention to travel there again in the future to experience the destination, products, or brand (Lee et al., 2020; Barkah & Febriasari, 2021). Repurchasing travel goods or services, such as going back to a previously visited destination, is known as the "revisit intention" habit (Pratminingsih, 2014). The context of the investigation affects the currently available aspects associated to revisit intention (Lin, 2014). Whereas revisit is utilized in the tourism industry, repurchase intention is closely tied to revisit intention in marketing. The two components of repurchase intention are the intention to recommend and the intention to revisit (the intention to recommend places to visit others) (Chang et al., 2014; Lin, 2014). From the hypothesis put forward, the frame of mind is described as Figure 1.
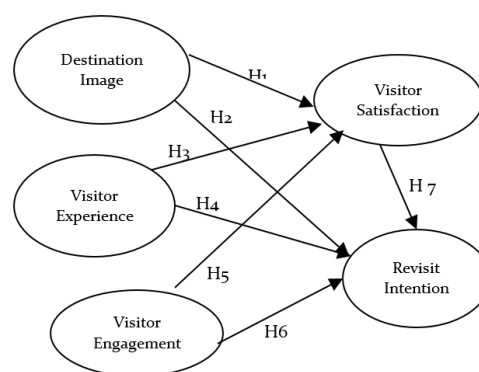

Figure 1. Conceptual Model

METHOD

This study used a quantitative methodology. The approach uses a survey

with the distribution of questionnaires, with the respondents receiving the questionnaire following the study's title. The respondents will respond to related questions in the disseminated questionnaire that are based on the study's indicator variables. The replies of the respondents will then be processed and analyzed to provide the analysis's findings. The current hypotheses are then addressed and supported by the analysis findings. With the aid of research tools, population and sample analysis, and quantitative or statistical analysis, quantitative research methods try to provide answers to existing hypotheses (Sugiyono, 2017).

The population in this study were visitors to the National Museum in November 2022. Using a purposive sampling technique, namely visitors who had visited at least twice, 148 respondents were obtained. The ratio between the number of subjects and the number of independent variables in a multivariate analysis is recommended to be around 15 to 20 subjects per independent variable (Ghozali, 2018). There are 5 variables in this study so that the minimum sample is 100 respondents. Furthermore, the data analysis method was carried out with the help of the SmartPLS 3 application.

RESULT AND DISCUSSION

Description of Respondents

Table 1 shows that based on the age of the majority of respondents are aged 15-24 years with a total of 128 people (86.5%). Based on gender, the majority were women, as many as 103 people (69.6%). Based on the frequency of visits, the majority of visitors have visited the national museum more than once with a total of 89 people (60.1%). For the purpose of visiting the museum, the majority of visitors made visits during the day as many as 82 people (54.7%) and the majority of the

visit was for education and viewing museum collections with a total of 117 people (79.1%). Finally, based on the museum as the main purpose of visiting, the majority of visitors answered that they agreed with the responses of 118 people (79.7%).

Data Analysis & Discussion

The dependent variables in this model are destination image, visitor experience, and visitor engagement, while the independent variables are revisiting intention and visitor satisfaction. Convergent validity, which has a conditional value of outer loading or loading factor > 0.05, is tested during modeling. All of the indicators in the variables can be shown in Figure 2 to be above 0.05, indicating that they are all practical and can be used in this study.

Testing the accuracy and dependability of the data is the first step in this examination. It is tested to see if each variable's indication is yielding the expected results. The loading factor and composite reliability are two metrics used by PLS-SEM to assess the validity and reliability of data. The convergence validity for each loading factor is displayed in Table 2. In the data above, all loading factors have values greater than 0.700. This has an impact on the chosen data points, which likewise display figures over 0.700, indicating that all the variables employed in this study have complied with the requirements for validity and reliability.

Additionally, composite reliability (CR), which measures consistency between components using Cronbach's Alpha value in PLS, is used. If the data (CR) value is more than 0.7, then the conditions are acceptable. According to table 2, the value (CR) is above 0.7, which suggests that the results demonstrate excellent consistency between constructions. The value is shown as a number between 0.786 and 0.908 in the table. All variables' AVE values range from 0.598 to 0.732, which

Table 1. Description of Respondents

Demographics	Frequency	Percentage (%)
Gender		
Men	45	30.4
Female	103	69.6
Age		
15-24 year	128	86.5
25-35 year	5	3.4
> 35 year	15	10.1
Number of Visits		
1 time	59	39.9
> 1 time	89	60.1
Purpose of visit		
Tour	83	56.1
Education	65	43.9
Residence		
Jakarta	126	85.1
Outside Jakarta	22	14.9
Visiting time		
Morning	61	41.9
Noon	82	54.7
Afternoon	5	3.4
Activities performed		
Study and view collections	117	79.1
Taking pictures	18	12.2
Participate in Exhibitions	9	6.1
Enjoy an Immersive space	4	2.7
Become the main destination to visit		
Yes	118	79.7
No	30	20.3
Total	**148**	**100**

Source: Authors, 2022
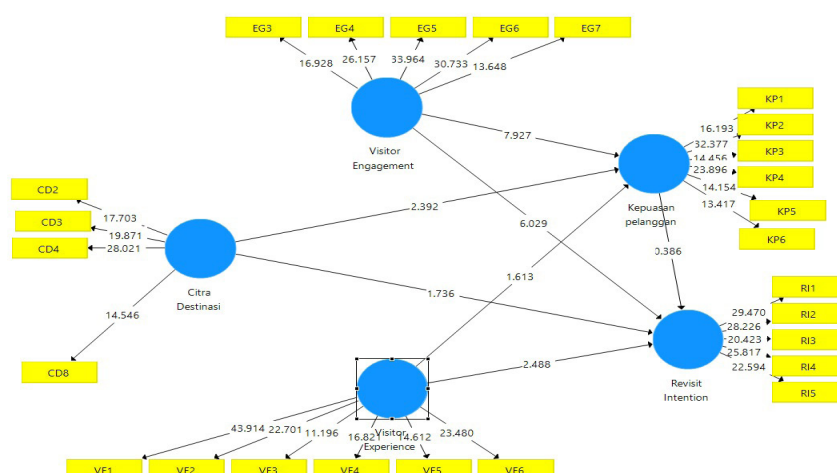
Figure 2. Structural Model

Table 2. Measurement Model Evaluation

Variable	Indicator	Item	Loading Factor	Reliability	AVE
Destination Image	1. Travel environment 2. Environment and event 3. Historic attraction 4. Infrastructure 5. Accessibility 6. Price and Value (Chi & Qu, 2008)	CD2 CD3 CD4 CD8	0.777 0.799 0.819 0.725	0.786	0.61
Visitor Experience	1. Affective 2. Expectation 3. Consequentiality 4. Recollection (Tung & Ritchie, 2011)	VE1 VE2 VE3 VE4 VE5 VE6	0.865 0.780 0.751 0.749 0.706 0.782	0.867	0.602
Visitor Engagement	1. Identification 2. Attention 3. Enthusiasm 4. Absorption 5. Interaction (So et al., 2014)	EG3 EG4 EG5 EG6 EG7	0.757 0.861 0.867 0.843 0.757	0.908	0.732
Visitor Satisfaction	1. Tourist attraction 2. Attractions and destination facilities 3. Availability of English (Kozak & Rimmington, 2000)	KP1 KP2 KP3 KP4 KP5 KP6	0.795 0.859 0.754 0.807 0.718 0.713	0.876	0.67
Revisit Intention	1. Intention to revisit 2. Intention to recommend (Chang et al., 2014; Lin, 2014)	RI1 RI2 RI3 RI4 RI5	0.876 0.872 0.849 0.860 0.821	0.865	0.598

Source: Authors, 2022

indicates that they all meet the AVE standards.

The greatest value for each variable, as determined by the data in Table 3, is destination image (0.781), visitor satisfaction (0.776), visit intention (0.856), visitor engagement (0.819), and visitor experience (0.774). According to these results, each indicator statement has the highest loading factor value for each latent component. These requirements must be met for discriminant validity to be considered valid. Discriminant validity was also established because the square root of the AVE of each component is more significant than any correlation (Fornell, & Larcker, 1981).

The VIF (Variant Inflation Factor) value is used as a measurement to check for multicollinearity. According to the

Table 3. Discriminant Validity-Fornell Lacker

Variable	Destination Image	Visitor Satisfaction	Revisit Intention	Visitor Engagement	Visitor Experience
Destination Image	0.781				
Visitor Satisfaction	0.571	0.776			
Revisit Intention	0.524	0.563	0.856		
Visitor Engagement	0.519	0.737	0.741	0.819	
Visitor Experience	0.645	0.648	0.647	0.716	0.774

Source: Authors, 2022

VIF value in this study (Table 4), which ranges from 1,734 to 2,786, the VIF value is not greater than 5.0. These findings demonstrate that multicollinearity is not problematic and that more studies can be done.

To ascertain how big of an impact the independent factors have on the dependent variables, the coefficient of determination test is used. Multiple regression can be used to compare the SmartPLS coefficient of determination (R^2) to the SmartPLS coefficient of determination. A weak, moderate, or high association between the independent factors and the dependent variables is shown by R^2, which has values of 0.2, 0.5, and 0.75 respectively. With a value of r^2 of 0.598 visitor satisfaction and 0.588 intention to return, Table 5 demonstrates that the independent variable has a moderate influence on the dependent variable. According to these findings, destination image, visitor experience, and engagement affect 58.8% of visitors' inclination to return and 59.8% of visitors' satisfaction.

The value of Q^2 can be used to produce a predictive accuracy test. If Q^2 is more than 0, the model is considered to have strong predictive accuracy; whereas, if Q^2 is less than 0, the model is said to have poor predictive accuracy. Table 6

Table 4 Multicollinearity Test

Variable	Visitor Satisfaction	Revisit Intention
Destination Image	1,734	1,843
Visitor Satisfaction		2,486
Revisit Intention		
Visitor Engagement	2,075	2,786
Visitor Experience	2,596	2,638

Source: Authors, 2022

Table 5. Determination Coefficient Test (R^2)

Variable	R Square	R Square Adjusted
Visitor Satisfaction	0.598	0.589
Revisit Intention	0.588	0.577

Source: Authors, 2022

shows that the model has a high level of prediction accuracy for variables with a value of Q2> 0 (between 0.352 and 0.581).

Table 6. Prediction Accuracy Test (Q2)

Variable	SSO	SSE	Q² (=1-SSE / SSO)
Destination Image	592,000	383,454	0.352
Visitor Satisfaction	888,000	499,579	0.437
Revisit Intention	740,000	310,128	0.581
Visitor Engagement	740,000	369,584	0.501
Visitor Experience	888,000	501,389	0.435

The F-square test measures the strength of the relationship between the independent and dependent variables. The measurement criteria are f2 > 0.02, which indicates a small size, f2 > 0.15, which indicates a medium size, f2 > 0.35, which indicates a large size, and f2 0.02, which indicates no effect. Table 7 demonstrates that the constructed model has a modest effect size for the variables destination image to visitor satisfaction and revisit intention, respectively, and a medium effect size for the variables visitor engagement to visitor satisfaction and visitor engagement to revisit intention.

The effect size of visitor experience on revisit intention is equally negligible, with a value of f2 = 0.028. There is no effect size, as shown by the visitor experience variable's values of f2 = 0.016 and f2 = 0.004 on visitor satisfaction and visitor satisfaction on intention to return.

Hypothesis testing was carried out using the bootstrapping method on SmartPLS to identify which hypotheses in this study were accepted or rejected. The hypothesis can be accepted if the path coefficient t-value is above 1.96 and the p-value is below 0.05. In Table 8 it is found that the hypothesis is accepted because the t-value is> 1.96 and the p-value <0.05. The hypotheses are destination image -> visitor satisfaction (t = 2.472 and p = 0.014), visitor engagement -> visitor Satisfaction (t = 7.490 and p = 0.000), visitor engagement -> revisit intention (t = 6.271 and p = 0.000), and visitor experience -> revisit intention (t = 2.481 and p = 0.013). For other hypotheses it is rejected because t value <1.96 and p-value>0.05 such as Destination Image -> revisit intention (t=1.658 and p=0.098), Visitor Satisfaction -> revisit intention (t=0.391 and p=0.696), and visitor experience -> Visitor Satisfaction (t=1.490 and p=0.137).

Table 7. F Test

Variable	F-square	Result
Destination Image (X1) -> Visitor Satisfaction (Y1)	0.063	Small
Destination Image (X1) -> Revisit intention (Y2)	0.027	Small
Visitor experience (X2) -> Visitor Satisfaction (Y1)	0.016	Small
Visitor experience (X2) -> Revisit intention (Y2)	0.028	Small
Visitor engagement (X3) -> Visitor Satisfaction (Y1)	0.343	Medium
Visitor engagement (X3) -> Revisit intention (Y2)	0.305	Medium
Visitor Satisfaction (Y1) -> Revisit intention (Y2)	0.004	Small

Source: Authors, 2022

Table 8. Path Coefficient

Variable	Origin Sample (O)	Sample Average (M)	Standard Deviasi (STDEV)	T Statistic (| O/STDEV |)	P Values	Result
Destination Image -> Visitor Satisfaction	0.209	0.207	0.085	2.472	0.014	Supported
Destination Image -> Revisit Intention	0.142	0.128	0.086	1.658	0.098	Not Supported
Visitor Satisfaction -> Revisit Intention	-0.067	-0.030	0.172	0.391	0.696	Not Supported
Visitor Engagement -> Visitor Satisfaction	0.535	0.536	0.071	7.490	0.000	Supported
Visitor Engagement -> Revisit Intention	0.591	0.573	0.094	6.271	0.000	Supported
Visitor Experience -> Visitor Satisfaction	0.130	0.131	0.087	1.490	0.137	Not Supported
Visitor Experience -> Revisit Intention	0.175	0.177	0.071	2.481	0.013	Supported

Source: Authors, 2022

Discussion

The intention to return to a tourist site is known as the revisit intention. A visitor's satisfaction with a tourist location may spark this desire, but the findings of this study indicate that visitor satisfaction has little bearing on a visitor's inclination to return. The many reasons for visiting the Indonesian National Museum had an impact on this. While these two items can be gotten from other tourist sites, some people use them for enjoyment and others use them to satisfy their educational demands (Damanik & Yusuf, 2022). Also influencing the limited desire in returning is the fact that few tourists are interested in historical tourism.

The impression a visitor has of a particular tourism destination is known as the destination image. The image of the place will be impacted by the quality of the tourist destinations and services provided. Tourists will travel there if the destination has a positive image. In this study, it was discovered that the destination image has a substantial impact on visitor satisfaction but not on the likelihood of a return visit. If the impression of the museum is consistent with what the visitors' pre-visit perceptions of the museum were, they will be satisfied. Surprisingly, Destination Image has minimal impact on the desire to return. The intention of tourists to return, according to prior studies, is influenced by destination image (Hussein, 2020; Pratminingsih, 2014).

Because visitor satisfaction is still not fully met or certain at this point, visitors are still unclear about their desire to return, which is why Destination Image does not always directly influence tourists' intention to return to the National Muse-

um in this study. If visitors are satisfied before they arrive, the destination image may have a substantial impact on their inclination to return. Destination Image may have less of an impact on respondents' intentions to return to the National Museum in this study due to the general public's misunderstanding of its reputation. The National Museum is less well-known to the general public than the Elephant Museum, and because of the name's similarity to National Monument, some people mistakenly believe that the National Museum is also a National Monument.

The things that visitors perceive and feel while at a place are collectively referred to as the tourist experience. The findings of this study show that, in contrast to the destination image, the tourist experience has a greater impact on visitor satisfaction and inclination to return. According to the findings, visitor experience has a considerable impact on visitors' intentions to return, but not on their levels of satisfaction. Given that the National Museum is perceived by the general public as a place to study history as well as to store and display historical artifacts, this might be the result of the lack of enjoyment visitors to the museum experience. Visitors did not have high expectations as a result, which led to low visitor satisfaction.

In this study, visitor experience significantly affects visitors' intentions to return. Escapism is one of the experiential aspects of museums that encourages visitors to return (Lee et al., 2020). Visitors to museums are typically seeking out novel, unusual experiences, which the national museum offers. The National Museum hosts numerous historical and cultural artifacts, a wide range of cultural events, and a variety of exhibitions. All of this causes visitors to engage in novel experiences and acquire knowledge that differs from routine or escape. Escapism is what draws visitors, who have no qualms about returning.

The involvement of tourists at tourist places is known as visitor engagement. Visitors who are actively involved in a destination can manifest their involvement through their conduct. According to the study's findings, visitor happiness and propensity to return are significantly impacted by visitor interaction. Tourist engagement at the National Museum is defined as visitor behavior depending on the satisfaction attained during a visit, which means that visitor engagement affects visitor satisfaction. This is consistent with earlier research (Hollebeek, 2011; Rasoolimanesh & Schuberth, 2019; Su et al., 2020; Kumar & Kaushik, 2020). While there is a bond between visitors and the museum that piques their desire in returning. Travelers' behavior will change if they have new experiences while there, one of which is returning.

CONCLUSION AND RECOMMENDATION

This study, which was carried out at the National Museum of Indonesia, found that destination image and visitor engagement positively impacted direct customer satisfaction, and visitor experience, and visitor engagement positively impacted direct visit intention, but there was no positive relationship between destination image and visitor satisfaction and visitor experience and visitor satisfaction. This demonstrates that more than the actual visit, tourist pleasure is a result of the museum's reputation as a repository of national history. It would be fascinatinekomeg to conduct more study on why visitors' experiences at the National Museum do not alter their pleasure. It is suggested to museum management to provide more attractive and comfortable facilities for visitors so that visitors will feel more interested in enjoying historical heritage as recreation.

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