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Determinant Factors of Revisit Intention to Museum: Integration of Technology Acceptance Model and Expectation Confirmation Theory

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Abstract

The development of digital technology is progressing very rapidly. Museums as cultural centers need to adopt digital technology to give different experiences for visitors. Museum Sonobudoyo also starts using digital technology. The technology used varies, from animated films, Virtual Reality (VR), to interactive screens. Visitors can enjoy these technologies and may revisit the museum if they are satisfied. This research tries to examine the factors that determine revisit intention of the visitors from the perspective of Technology Acceptance Model and Expectation Confirmation Theory. Data collection was carried out during period May – June 2024 by distributing questionnaires to museum visitors. A total of 160 valid questionnaires were collected and processed using Partial Least Square Structural Equation Modeling (PLS-SEM) with the help of SmartPLS 3.0 software. The results show that the factors which determine revisit intention are perceived usefulness, using digital technology, confirmation, and satisfaction. This research contributes to the existing knowledge in museum's technology adoption and integration between TAM and ECT theories. Not only theoretical contribution, the result of this research also has practical contributions to the development of museum strategies. By knowing the factors that may influence visitors' revisit intention, museums may consider these factors when planning to use other digital technologies.

Keywords: museum, digital technology, TAM, ECT, revisit intention

1. INTRODUCTION

The development of digital technology is progressing very rapidly. Today's young generation is very literate with digital technology. Museums as cultural centre need to adopt digital technology to give different experiences for visitors. According to Peraturan Pemerintah No. 66 year 2015, a museum is an institution whose function is to protect cultural heritage objects, develop knowledge, utilize and communicate its collections to the public. Article 2 of the regulation states that the task of a museum is to conduct research, provide education and enjoyment. Museum Sonobudoyo is a museum in Yogyakarta that stores and displays many cultural arts collections, including statues, various types of *wayang*, masks, various types of batik, and other works of art. The museum presented Javanese, Madurese, Balinese, and Lombok cultures. Museum Sonobudoyo also has a small cinema that regularly shows short films. Museum Sonobudoyo has a new exhibition building called Hasta Brata Building, which uses digital technology corresponding to the latest trend. Based on information from the museum's educators, the fifth and sixth floor of this building has been open to the public since November 2023. Both floors provide interactive technologies. On the fifth floor, the museum presents Ajisaka Folklore, which tells the legend of the birth of Javanese script. This folklore is conveyed through an animated film that is shown in interactive technology with the help of a projector. Visitors can place their hands on the interactive technology and an animated film will start. The animation is presented in

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English and the audio is in Bahasa Indonesia. Figure 1 below presents the interactive technology to watch the animated film of Ajisaka Folklore. Meanwhile, Figure 2 presents the human palm which visitors can put their hands to activate the film, and Figure 3 below shows the projector to play the film.

Figure 1. The Interactive Technology of Ajisaka Folklore (source: personal documentation)

Figure 2. Human Palm (Touch Screen) in Ajisaka's Technology (source: personal documentation)

Figure 3. Ajisaka's Animated Film Projector (source: personal documentation)

On the same floor, there is a closed room like a cinema entitled Time Travel. This room displays three animated films: the Mataram army's invasion of Batavia, the division of the Yogyakarta Sultanate and the Solo Sultanate through Giyanti Agreement, and the founding of Ngayogyakarta Hadiningrat. The films are played via three rotary levers that visitors can operate. Each rotary lever represents a film. The rotary levers are shown below in Figure 4. Visitors put a rotary lever on a hole in the designated place, rotate it, and a film will be shown on the screen with the help

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of a projector. Figure 5 below shows the projector used to play the animated film. Just like the Ajisaka's technology, the animated films in the Travel Time room also presented in English and the audio is in Bahasa Indonesia.

Figure 4. Animated Film and Rotary Levers in Travel Time's room (source: personal documentation)

Figure 5. Time Travel's room Projector (source: personal documentation)

On the sixth floor, visitors can watch a presentation of Yogya's philosophical axis. It is presented in the combination of animation and 3D miniatures of Mount Merapi, Kilometer 0, Yogyakarta Palace and Parangtritis Beach. Visitors can also play *jemparingan* using Virtual Reality (VR) technology. Jemparingan is Mataram Ngayogyakarta's style of archery sport.

[1] mentioned that museums may deliver richer, more interactive, and personalized experiences to the visitor by using digital media technology. Several types of digital technology stated are VR, Augmented Reality (AR), multimedia displays, interactive screen and applications, interactive simulations and digital audio and video. Based on the description in previous paragraph, Museum Sonobudoyo uses several types of digital technology, namely animated films, Virtual Reality and interactive screen using a touch screen. The use of digital technology at the Museum Sonobudoyo is expected to provide a different experience when visiting, especially for younger generation [2], [3], [4].

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Acceptance and usage of digital technology can be explained by Technology Acceptance Model (TAM) theory. According to the TAM theory, user technology acceptance is influenced by individual's attitude, perceived usefulness, perceived ease of use, and enjoyment [5]. When users feel technology is useful and easy to use in their work, users have the intention to use the technology. After first usage, users may continue using the technology if they feel satisfied. This can be explained using Expectation Confirmation Theory (ECT). ECT implies that if the actual experience confirms a person's expectation, then the person feels satisfied and may influence his behaviour in subsequent use [6]. This theory considered expectation, perceived performance, confirmation, and satisfaction as factors that make people repurchase product or service [7]. [8] mentioned several stages leading to repurchase intention. First, a person performs initial expectations before buying a product or using a service. Then, the person accepts and use the products or services that shape perceptions about product or service performance. Later, the person will compare performance with initial expectations. Next, the person form satisfaction based on confirmation from previous stage. Lastly, the person who satisfied will repurchase, while dissatisfied person will not repurchase. There are a lot of previous research which applies TAM in analysing technology acceptance in museums. [9], [10], [11], [12] focus on evaluating the use of digital technology in museums from the perspective of visitors. This information is beneficial to the museum managers as they become aware of visitors' perspectives on the digital technology used by museums. Nevertheless, the previous studies could be improved by further analysing the effect of digital technology on museum visitors' revisit intention. This could be done by using ECT theory. Previous research integrating TAM and ECT theory has been done by [6]. They studied the acceptance and use of e-learning systems by students. However, there are still existing research gap as there is no previous research that combines TAM and ECT theory to analyse the usage effect of digital technology in a conventional museum from the visitors' perspective. This research aims to fill this gap. TAM is used to analyse the technological acceptance of digital technologies while ECT is used to evaluate revisit intention from museum visitors after their usage of these technologies.

2. RESEARCH METHODS

As mentioned in the previous section, this research develops a conceptual framework based on previous research in TAM theory [9], [10], [11], [12] and ECT framework [7], [8]. The conceptual framework is shown in Figure 6 below.

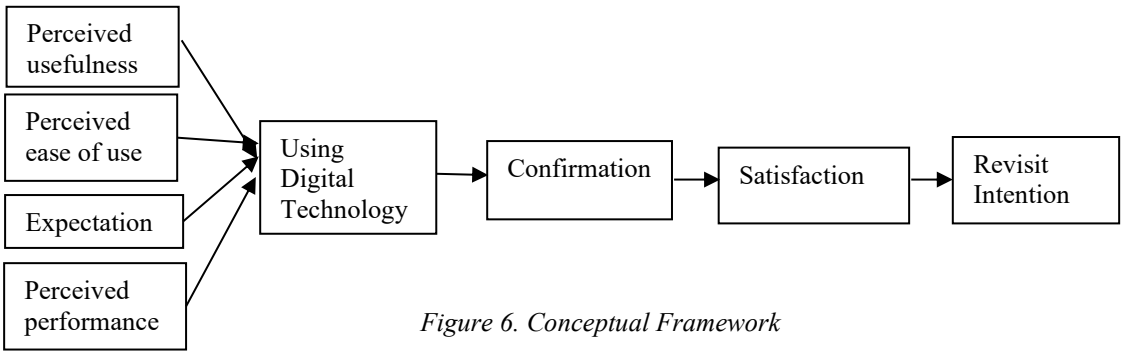

Figure 6. Conceptual Framework

According to the proposed conceptual framework shown in Figure 6, this study formulates research hypotheses as follows.

H1: Perceived usefulness positively influences digital technology usage in Museum Sonobudoyo
H2: Perceived ease of use positively influences digital technology usage in Museum Sonobudoyo
H3: Expectation positively influences digital technology usage
H4: *Perceived performance* positively influences the use of digital technology
H5: Using digital technology positively influences confirmation

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H6: Confirmation has a positive effect on visitor satisfaction
H7: Visitor satisfaction positively influences revisit intention

Empirical data for this study was collected using a survey method. The survey was conducted by distributing questionnaires to visitors of Museum Sonobudoyo using purposive sampling. The visitors who were sampled for this study must put their palms on Ajisaka's interactive technology, rotate the lever in the Time Travel room, or watch the animated films in one of the interactive technologies tested until the film is finished. The minimum age of visitors included in the sample is over 13 years (starting from junior high school). Kindergarten or elementary school visitors do not really understand the history told in the museum; therefore, they were not included in the research sample. Before the questionnaire was distributed, it was checked by one of the museum staff. This checking process is intended to test whether the questionnaire is easy to understand. The questions are made short and detailed to avoid visitors fatigue in filling out the questionnaire, low response rate, and decrease in missing values [13]. The questionnaire consists of 8 factors with 23 question indicators representing TAM and ECT. Factors, codes, and question indicators are displayed in Table 1.

Table 1. List of Questions

Factors	Codes	Question indicators	Sources
Perceived Usefulness	PU_1	I understand history quickly through interactive technology	[9]
	PU_2	Interactive technology increases my knowledge of history	[9]
	PU_3	Interactive technology can increase the effectiveness of learning in museum	[9]
	PU_4	Using interactive technology facilitated my visit to the museum	[9]
	PU_5	I believe interactive technology are useful in museum learning	[9]
	PU_6	Using interactive technology makes it easier to learn history in museum	[9]
Perceived Ease of Use	PE_1	Interactive technology is very easy to learn	[9]
	PE_2	My interaction with interactive technology is clear and easy to understand	[9]
	PE_3	Interactive technology is flexible to use	[9]
	PE_4	I believe interactive technology is easy to learn	[9]
	PE_5	It is easy for me to become an expert using interactive technology	[9]
Expectation	EK_1	Interactive technology will be easy to use	-
	EK_2	I expect the interactive technology make understanding history easier and in a fun way	-

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Perceived Performance	PP_1	Interactive technology displays animated film clearly	-
	PP_2	Interactive technology produces sound for animated film clearly	-
	PP_3	I think interactive technology are a fun medium for conveying history	-
Using Digital Technology	PS_1	I prefer using interactive technology instead of reading historical writings and explanations from educators in museum	Modification from [9]
Confirmation	CONF_1	The experience of using interactive technology at the museum is very easy	Modification from [14]
	CONF_2	Using interactive technology was easier than I expected	Modification from [14]
	CONF_3	All my expectations in using interactive technology have been confirmed	Modification from [14]
Satisfaction	KE_1	I am satisfied with the performance of interactive technology in presenting historical stories	-
Revisit Intention	PK_1	I intend to revisit the museum	-
	PK_2	I would recommend the interactive technology to other potential museum visitors	-

Six factors presented in Table 1 use multiple indicators while two factors, namely Using Digital Technology and Satisfaction, use single indicators. It is common practice to use multiple indicators representing a factor (or construct) to avoid bias, however, using single indicator to describe a construct is permitted in certain conditions. If the construct is unambiguous, clearly described, or narrow in scope, the use of single indicator is appropriate [15]. In addition, research by [16] reveals that single indicator measures have acceptable levels of content validity, test-retest reliability, and acceptable levels of construct validity. As the factors Using Digital Technology and Satisfaction explained clearly and unambiguously by their indicators, the use of single indicator in both these factors can be justified.
The scale used in the questionnaire is the 5-point Likert scale as shown in Table 2.

Table 2. Five-point Likert Scale

Scale	Explanation
5	: Strongly Agree
4	: Agree
3	: Neutral
2	: Disagree
1	: Strongly disagree

It is necessary to test the validity and reliability of the indicators and factors after the questionnaire has been checked by a museum staff and before distributed to the visitors. Data validity was measured using factor loadings and Average Variance Extracted (AVE), while data reliability was

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measured using Cronbach-α and Composite Reliability [13], [14], [17], [18]. Validity and reliability testing used data from 30 respondents in the beginning of the research period. The same number of responses were also used to determine the minimum number of research samples by counting minimum path coefficient (p_{min}). The questionnaire was compiled using Google Form and distributed directly to visitors of Museum Sonobudoyo using QR-Code. Data collection was carried out in the period 14 May – 1 June 2024 and was processed using Partial Least Square Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0 software. The PLS-SEM method was chosen because of several advantages. First, this method is suitable for investigating, explaining, and predicting model [13]. Second, PLS-SEM does not use distribution assumptions [13]. Finally, the method is highly robust on condition that missing values are below 5% [13].

3. RESULTS AND DISCUSSION

3.1 Measurement Model Testing and Minimum Sample Size

As mentioned in the previous section, the questionnaires filled out by the initial 30 respondents were used to measure data' validity and reliability. There were no missing values in this data. The results of this initial test show that the outer loading values are mostly above 0,7 or 70%. However, several indicators have outer loading values below 0.7, namely PU_1 (0,634), PU_5 (0,618), PE_1 (0,598), PE_2 (0,671), and PE_4 (0,685). Indicators which have an outer loading value between 0,4 – 0,7 can be deleted if the deletion can increase Composite Reliability (CR) and AVE value [13]. After those five indicators were removed, the data was retested. There was an increase in the CR and AVE values. Table 3 shows the results of the validity test after retesting.

Table 3. Outer Loading Indicator Value and AVE Factor Value

Factors	Indicator's Code	Outer Loading Value	AVE Value
Perceived Usefulness	PU_2	0,695	0,640
	PU_3	0,795	
	PU_4	0,830	
	PU_6	0,839	
Perceived Ease of Use	PE_3	0,906	0,824
	PE_5	0,910	
Expectation	EK_1	0,925	0,675
	EK_2	0,703	
Perceived Performance	PP_1	0,765	0,600
	PP_2	0,767	
	PP_3	0,791	
Using Digital Technology	PS_1	1,000	1,000
Confirmation	CONF_1	0,870	0,722
	CONF_2	0,876	
	CONF_3	0,800	
Satisfaction	KE_1	1,000	1,000
Revisit Intention	PK_1	0,786	0,734
	PK_2	0,921	

As shown in the table above, all outer loadings already have values above 0,7 or 70%. The AVE value is also above threshold 0,5. According [13], if outer loading value is above 0,7 and AVE value above 0,5, the factors and indicators have good convergent validity. Therefore, the factors and indicators are valid. The results of the reliability test are shown in Table 4.

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Table 4. Cronbach-α and Composite Reliability (CR) Values

Factors	Cronbach-α	Composite Reliability
Perceived Usefulness	0,823	0,876
Perceived Ease of Use	0,786	0,903
Expectation	0,550	0,803
Perceived Performance	0,671	0,818
Using Digital Technology	1,000	1,000
Confirmation	0,810	0,886
Satisfaction	1,000	1,000
Revisit Intention	0,653	0,846

Cronbach-α and CR values are considered sufficient when the value is above 0,6 and satisfactory when the value is above 0,7 [13]. Almost all factors have Cronbach-α values above 0,6 except Expectation. However, this factor has a CR value of 0,803. Assessment using CR is considered more reliable since this method looks carefully at the outer loading of each indicator while Cronbach-α assumes all outer loadings have the same weight in the factors. Therefore, the Expectation factor is reliable from the perspective of CR value. In conclusion, all factors and indicators are valid and reliable so they can proceed to the structural model analysis. To determine the minimum sample size, this research will use minimum path coefficient and significance level as suggested in [13]. This method requires only one path coefficient, not the complex model, to determine the sample size. Table 5 below shows path coefficient.

Table 5. Path Coefficient

Factors	**Path Coefficient**							
Code	PU	PE	EK	PP	PS	CONF	KE	PK
PU					0,540			
PE					0,186			
EK					-0,480			
PP					0,354			
PS						0,364		
CONF							0,599	
KE								0,631
PK								

Note: Perceived Usefulness (PU), Perceived Ease of Use (PE), Expectation (EK), Perceived Performance (PP), Using Digital Technology (PS), Confirmation (CONF), Satisfaction (KE), Revisit Intention (PK)

This research chooses a significant level of 5%. Minimum path coefficient (p_{min}) used is 0,186. With significance level of 5% and p_{min} within the range 0,11 – 0,2, the minimum sample size required according to the table in [13] is 155. Thus, this research used a sample size of 160.

3.2 Structural Model Testing

After getting 160 respondents using questionnaires which indicators had been reduced, the data was processed again using SmartPLS 3.0 software. The measurement model testing is repeated to ensure the validity and reliability of the questionnaire. The result was all factors and indicators were valid and reliable. Then, structural model testing is carried out. Structural model testing is carried out through several stages, namely: 1) checking collinearity values of indicators and factors; 2) checking the significance and relevance of the relationship. Collinearity value represents there is a mutually influencing relationship between factors or indicators, measured through the Variance Inflation Factor (VIF) value. If the VIF is 5 or more, then there is collinearity

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relationship between the indicators or factors. Ideally, the VIF value shall be close to 3 or below [13]. Table 6 shows the VIF values of indicators and factors.

Table 6. Collinearity Check

Factor to Factor	VIF Value	Indicators	VIF Value
Perceived Usefulness ⟶ Using Digital Technology	3,120	PU_2	1,919
		PU_3	2,047
		PU_4	1,673
		PU_6	1,847
Perceived Ease of Use⟶ Using Digital Technology	2,003	PE_3	1,583
		PE_5	1,583
Expectation ⟶ Using Digital Technology	3,802	EK_1	1,763
		EK_2	1,763
Perceived Performance ⟶ Using Digital Technology	2,175	PP_1	2,130
		PP_2	2,138
		PP_3	1,959
Using Digital Technology ⟶ Confirmation	1,000	PS_1	1,000
Confirmation ⟶ Satisfaction	1,000	CONF_1	1,946
		CONF_2	2,466
		CONF_3	1,865
Satisfaction ⟶ Revisit Intention	1,000	KE_1	1,000
Revisit Intention	-	PK_1	1,670
		PK_2	1,670

Table 6 above shows that almost all collinearity values are below 3. Collinearity values between Perceived Usefulness -> Using Digital Technology and Expectation -> Using Digital Technology have values above 3 but still below 5, so it is still within threshold. Hence, it can be concluded that there is no collinearity relationship between factors and indicators. The analysis can continue. The next step is to calculate path coefficient and R^2 values. The path coefficient value is usually between the range -1 to 1. Table 7 shows the path coefficient between factors.

Table 7. Path Coefficient between Factors

Factor	Path Coefficient							
Code	PU	PE	EK	PP	PS	CONF	KE	PK
PU					0,353			
PE					0,078			
EK					0,029			
PP					0,076			
PS						0,487		
CONF							0,586	
KE								0,576
PK								

As shown by the table above, there are no negative path coefficients. The results indicate that the relationship between factors is positive. The smaller the path coefficient value, the weaker the relationship. This also applies vice versa. A path coefficient that is too small indicates the possibility of a non-significant relationship between [13]. R^2 values are shown in Table 8.

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Table 8. R Square (R^2) Value

Factors	R square (R^2)	R square (R^2) adjusted
Confirmation	0,238	0,233
Revisit Intention	0,332	0,327
Satisfaction	0,343	0,339
Using Digital Technology	0,235	0,215

R^2value shows explanatory power of each factor. Factor Using Digital Technology contributes as much as 0,235 or 23,5% toward Confirmation, Confirmation contributes 0,238 or 23,8% toward Satisfaction, and Satisfaction contributes 0,343 or 34,3% toward Revisit Intention.

3.3 Hypotheses Testing

Hypotheses testing is carried out in 2 ways: one-tailed t-test and p-value. One-tailed t-test was chosen because the hypotheses are directional hypotheses. The significant level used is 5%. The processing of t-test and p-value uses bootstrap method. The results are shown in Table 9.

Table 9. T-test and P-value Result

Hypothesis	Explanation	T-test	P-value	Result
H1	Perceived Usefulness -> Using Digital Technology	2,568***	0,005***	Accepted
H2	Perceived Ease of Use -> Using Digital Technology	0,788	0,215	Rejected
H3	Expectation -> Using Digital Technology	0,211	0,416	Rejected
H4	Perceived Performance -> Using Digital Technology	0,669	0,252	Rejected
H5	Using Digital Technology -> Confirmation	5,380***	0,000***	Accepted
H6	Confirmation -> Satisfaction	5,541***	0,000***	Accepted
H7	Satisfaction -> Revisit Intention	5,679***	0,000***	Accepted

Note: *** significant at p ≤ 0,05

Factors are considered to have a significant effect when t-test value is higher than 1,28 and p-value is smaller than 0,05 [13]. Table 9 demonstrates that Perceived Usefulness positively influenced Using Digital Technology, Using Digital Technology positively influenced Confirmation, Confirmation has a positive effect on Satisfaction, and Satisfaction has a positive effect on Revisit Intention. Meanwhile, Perceived Ease of Use, Expectation, and Perceived Performance do not have positive effect on Using Digital Technology. Thus, hypotheses 1, 5, 6, and 7 are accepted while hypotheses 2, 3, and 4 are rejected.

3.4 Discussion

This research aims to examine factors which determine revisit intention from museum visitors. The theory used is a combination of the Technology Acceptance Model (TAM) and Expectation Confirmation Theory (ECT). The result shows that Perceived Usefulness positively influenced Using Digital Technology. This result indicates that visitors find interactive technology useful in helping them learn history. It is consistent with research by [11] which states that perceived usefulness has a positive effect on system use intentions. Perceived Ease of Use, Expectation, and Perceived Performance do not positively influence Using Digital Technology. This could be due to some visitors feeling that interactive technologies are not very easy to use so that their expectations are not fulfilled. Research by [10] mentioned that there is a lack of effect from

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perceived ease of use on system use intention. This means that perceived ease of use is not consistent in predicting information system use, while perceived usefulness is consistent. In addition, some visitors may prefer the histories and folklores are presented in writing and images rather than animated videos. Meanwhile, Using Digital Technology positively influenced Confirmation, Confirmation has a positive effect on Satisfaction, and Satisfaction has a positive effect on Revisit Intention. These results demonstrate that when visitors get confirmation after trying new technology and feel satisfied, they intend to repeat their visit to the museum.

4. CONCLUSION

The growing use of digital technology requires museums to adopt technology. It is important for the museum to evaluate the use of new technology and its effect on the visitors' revisit intention. Therefore, research needs to be carried out to find the determinant factors that influence visitors' revisit intention. This research combines TAM and ECT theories to analyze these factors. The results of this research show that the factors such as Perceived Usefulness, Using Digital Technology, Confirmation, and Satisfaction influence revisit intention for museum visitors. Perceived Ease of Use, Expectation, and Perceived Performance did not influence revisit intention. This research contributes to the existing knowledge in museum's technology adoption and integration between TAM and ECT theories. Not only theoretical contribution, the result of this research also has practical contributions to the development of museum strategies. By knowing the factors that may influence visitors' revisit intention, museums may consider these factors when planning to use other digital technologies. Despite its valuable theoretical and practical contribution, this study has limitation. The research was only conducted in one cultural heritage museum. Future studies should include several museums with similar characteristics.

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