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THE INFLUENCE OF TOURIST EXPERIENCE ON INTEREST IN VISITING THE JAKARTA MARITIME MUSEUM

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Abstract

The Jakarta Maritime Museum, despite its rich historical and cultural significance, receives lower visitor numbers compared to nearby attractions. Understanding the role of tourist experience in shaping interest in visiting such cultural sites is crucial to enhancing their appeal and sustainability. This study employed a quantitative research design using a structured online questionnaire distributed to 100 respondents who had visited or were familiar with the museum. Data were analyzed using SPSS 27, incorporating descriptive statistics, validity and reliability tests, simple regression analysis, and hypothesis testing. The findings revealed a positive and significant influence of tourist experience on visiting interest. The regression coefficient was 0.404, with a t-value of 7.662, surpassing the critical value of 1.984 ($p < 0.05$). The coefficient of determination (R^2) was 0.375, indicating that tourist experience explains 37.5% of the variation in interest to visit the museum. These results highlight the importance of enhancing service quality, emotional engagement, and visitor interaction to improve interest in visiting the Jakarta Maritime Museum. The findings offer practical insights for museum management and contribute to the broader literature on heritage tourism development in emerging economies.

Keywords: Tourist Experience, Visiting Intention, Museum Tourism

1. INTRODUCTION

Indonesia's tourism industry has experienced significant growth in recent years, emerging as one of the primary contributors to the national economy. It plays a vital role in generating employment, foreign exchange earnings, and non-tax revenue. Within this growing sector, museums serve as important educational and cultural tourism destinations that preserve and promote the nation's heritage.

This research focuses on the Jakarta Maritime Museum, a lesser-known institution located in the historic Old Town (Kota Tua) area of Jakarta. Housed in a 17th-century Dutch warehouse, the museum showcases Indonesia's extensive maritime heritage through exhibitions of traditional boats, navigational instruments, maritime trade, and major port cities. Despite its historical and cultural value, the museum struggles to attract a high number of visitors compared to nearby attractions like the Fatahillah Museum.

A clear scientific gap exists in understanding why the Jakarta Maritime Museum receives relatively low visitation despite positive reviews. While anecdotal visitor feedback from Google suggests appreciation for the affordable entrance fee, educational content, and helpful guides, these qualitative impressions lack deeper empirical analysis. Furthermore, challenges noted by visitors—including limited accessibility, minimal shaded rest areas, restricted parking, and a lack of interactive displays—point to possible barriers affecting visitor experience and satisfaction.

In 2024, the museum recorded a total of 41,626 visitors, with a peak of 5,916 in October and a low of 1,618 in March. In contrast, the Fatahillah Museum recorded over 500,000 visitors in 2022, highlighting a substantial gap in popularity and engagement.

Addressing this issue requires improving the overall visitor experience. Tourism research identifies key components of visitor experience: service quality, emotional engagement, comfort, and exhibit interactivity. These elements have a significant influence on visitor satisfaction, word-of-mouth promotion, and repeat visits. By focusing on enhancing accessibility, incorporating more interactive elements, and improving comfort within the museum environment, the Jakarta Maritime Museum can increase its appeal to both domestic and international tourists.

This research aims to investigate how visitor experience influences interest in visiting the Jakarta Maritime Museum. By examining this relationship, the study contributes to filling the gap in heritage tourism literature while offering practical recommendations to strengthen the museum's role in supporting Indonesia's broader tourism development.

2. LITERATURE REVIEW
2.1 Tourist Experience

According to Pine and Gilmore (1998), tourist experience is a multi-dimensional process that involves interaction between tourists and their environment, encompassing physical, social, and psychological components. This framework highlights the importance of understanding the experience as a subjective and immersive journey.

Building upon this, Kandampully (2007), a prominent scholar in the field of customer experience, identifies three core dimensions that shape tourist experience: service quality, emotional response, and engagement level. These dimensions provide the conceptual foundation for analyzing visitor experiences in this research.

a. Service Quality

Service quality is a central factor influencing the overall tourist experience. It includes indicators such as the speed and efficiency of service, the professionalism and friendliness of staff, and the ability of service providers to respond to visitor needs. High service quality contributes directly to increased tourist satisfaction and positive destination perception.

b. Emotional Response

This dimension refers to the emotional reactions experienced by tourists during and after their visit. Positive emotions such as joy, excitement, or tranquility can enhance the memorability of a visit and contribute to greater satisfaction.

c. Engagement Level

Engagement involves the extent to which tourists actively participate and interact with the destination. Indicators include interest in exhibits, interaction with

guides or educational content, and emotional or physical involvement in activities. A high level of engagement is associated with a more meaningful and lasting experience.

These three dimensions from Kandampully (2007) will serve as the primary analytical framework for examining the tourist experience in this study.

2.2 Intention to Visit

Visitor intention is another key component of tourism behavior. According to Kotler, Bowen, and Makens (2017), the intention to visit refers to the motivational drive or desire that prompts individuals to choose and visit a specific tourist destination. This is closely linked to their perceptions, expectations, and past experiences.

In addition, Soekadijo (2003) outlines five main factors that influence tourists' intention to visit: attractions, accessibility, price, facilities, and information. These factors provide a practical framework to analyze what encourages or hinders visits, particularly to cultural destinations such as museums.

a. Tourist Attractions

This refers to the uniqueness or appeal of a place, including both its physical features and the experiences or activities offered to visitors.

b. Accessibility

Accessibility includes transportation, infrastructure, and the ease with which tourists can reach the destination.

c. Price

Cost plays a vital role in decision-making. Reasonable pricing can attract more visitors, especially domestic tourists, while also contributing to local economic sustainability.

d. Facilities

Well-maintained facilities can enhance comfort and satisfaction, increasing the likelihood of return visits.

e. Information

Accurate and accessible information about the destination—including its location, features, and services—can significantly influence travel decisions.

These five elements will be used to support the analysis of visitor interest or intention to visit the Jakarta Maritime Museum.

3. RESEARCH METHODS
3.1 Type and Design of Research

This study adopts a quantitative descriptive research approach aimed at examining the relationship between variables through statistical data processing. The primary tool for data collection is an online questionnaire, developed using a 5-point Likert scale ranging from "Strongly Disagree" to "Strongly Agree" to assess respondents' perceptions of the measured variables.

3.2 Research Subjects and Objects

The research subjects are visitors of the Jakarta Maritime Museum who have visited at least once. The object of the research includes two main variables:

a. Independent Variable (X): Tourist experience, which consists of service quality, emotional response, and engagement level (Kandampully, 2007).

b. Dependent Variable (Y): Visit intention, which includes tourist attraction, accessibility, pricing, facilities, and information (Soekadijo, 2003).

3.3 Population and Sample

The research population consists of 41,626 visitors to the Jakarta Maritime Museum in 2024. The sample size was determined using the Slovin formula with a 10% margin of error, resulting in a sample of 100 respondents. A screening technique was used to select respondents who met the criteria.

3.4 Data Collection Techniques

Primary data was collected through a Google Form questionnaire distributed via social media. Responses were analyzed using SPSS version 27 for statistical processing. According to Sugiyono (2014:21), the descriptive analysis method is a statistical technique used to analyze data by describing or illustrating the collected data as it is, without intending to draw conclusions that apply generally or as generalizations. The presentation of the classified data will be shown using the mean. The mean represents a summary of the group data, calculated from the average value within that group.

Table 1. Interpretation of Mean Value

Value	Information
1.00-1.80	Very Low
1.81-2.60	Low
2.61-3.20	Moderate
3.21-4.20	High
4.21-5.00	Very High

Source: Moidunny (2009)

3.5 Data Analysis Techniques

The data analysis included several stages:
a. Data Processing: Editing, calculation, tabulation, and description.
b. Descriptive Analysis: Used to explain sample characteristics through mean values.
c. Validity Test: Conducted using Pearson's correlation with a 5% significance level.
d. Reliability Test: Applied using Cronbach's Alpha method.
e. Classical Assumption Test: Including normality test (Probability Plot) and heteroscedasticity test (Scatterplot).
f. Simple Regression Analysis: Used to determine the influence of the independent variable on the dependent variable with the formula $Y = a + bX$.
g. T-Test: To test whether tourist experience (X) has a partial effect on visit intention (Y).
h. Coefficient of Determination (R^2): Measures how well the independent variable explains the variance in the dependent variable.

4. FINDINGS AND DISCUSSION

4.1 Respondent Profile

This study surveyed visitors to Museum Bahari Jakarta who had visited at least once and knew about the museum. Out of 110 questionnaires collected, 100 respondents met the study criteria. Among the 100 respondents, 33% were male and 67% were female. This indicates more female respondents, aligning with findings from the National Endowment for the Arts (2023) that females tend to visit art museums more often. Most respondents (62%) reside in Jakarta, followed by Bogor and Depok at 10% each. Tangerang and Bekasi had the lowest representation at 9%. The high Jakarta percentage is likely due to the museum's proximity to the city center, while lower numbers from

Tangerang and Bekasi may be due to limited access and transport options. The largest age group was 17-23 years old (46%), followed by 24-30 years. Ages 31-37 and over 38 accounted for only 6%. This matches WHO and Indonesian Health Ministry data that consider 17-30 as the productive age group, often exploring new experiences. Students made up the majority at 72%, followed by private employees (16%), civil servants (6%), and entrepreneurs (6%). The high student percentage may be due to frequent school or university visits to the museum. Visitors who had visited at least once made up 27%, twice 23%, three times 26%, and more than three times 24%, showing varied repeat visit patterns.

4.2 Analaysis Results
4.2.1 Descriptive Analysis Results

Table 2. Descriptive Analysis of Tourist Experience (Variable X)

Indicator	Statement	Mean Value	Interpretation
Service Quality	The officers or staff at the tourist location are friendly and professional	3.08	Moderate
	The service I received was in line with my expectations	2.99	Moderate
	My request or complaint was handled well	2.99	Moderate
	The staff provides information that is clear and easy to understand	3.08	Moderate
	Staff are alert in providing assistance when needed	2.92	Moderate
Emotional Response	I feel happy while traveling in this place	3.11	Moderate
	I feel emotionally satisfied with the tourist experience	3.15	Moderate
	This experience gave me positive memories	3.02	Moderate
	I felt calm and comfortable while I was at the location	3.06	Moderate
	I feel happier after visiting this place	3.06	Moderate
Engagement Level	I feel actively involved in the tourism activities at this place	3.07	Moderate
	I enjoy the activities available	3.07	Moderate
	I feel like a part of the local atmosphere or culture	3.12	Moderate
	I am enthusiastic about participating in the activities provided	3.04	Moderate
	I take part in local or cultural activities at the location	2.99	Moderate

Source: Researcher (2025)

The highest score (3.15) was for the statement: "I feel emotionally satisfied with my tourist experience", suggesting the museum's exhibits evoke positive emotions. The lowest score (2.92) was for "Staff promptly provide assistance when needed", indicating room for improvement in responsiveness.

Table 3. Descriptive Analysis of Visiting Interest (Variable Y)

Indicator	Statement	Mean Value	Interpretation
Tourist Attraction	This tourist spot has a unique and attractive appeal	3.61	High
	The beauty of the museum or culture at this place makes me want to return	3.53	High
	I am interested in exploring more around this destination	3.41	High
Accessibility	The tourist location is easy to reach	3.34	High
	Direction signs and transportation to the location are clear and easy	3.28	High
	Access to enter and exit the tourist site is not confusing	3.15	Moderate
Price	The entrance ticket price to this tourist spot is affordable	3.05	Moderate
	The costs I spent are proportional to the experience I got	3.02	Moderate

	I don't feel burdened by the tourism expenses at this place	2.97	Moderate
Facility	Public facilities such as toilets, rest areas, and parking are adequate and clean	2.89	Moderate
	This place provides facilities that meet the needs of tourists	2.84	Moderate
	Supporting tourist facilities such as dining places and accommodations are sufficiently available	2.81	Moderate
Information	Information about this tourist site is easy to find	2.75	Moderate
	Promotional media for this tourist site is attractive and informative	2.72	Moderate
	Online information such as websites and social media about this place is very helpful	2.67	Moderate

Source: Researcher (2025)

The highest mean (3.61) was for "This tourist spot has a unique and attractive appeal", showing visitors generally agree the museum is interesting. The lowest mean (2.67) was for "Online information such as websites and social media about this place is very helpful", indicating online info could be improved but still moderate.

4.2.2 Validity and Reliability Tests

For both variables X (Tourist Experience) and Y (Visiting Interest), all questionnaire items were valid with calculated correlation values (r-count) above the critical value (r-table = 0.195). Variable X (15 items) had a Cronbach's Alpha of 0.946, indicating high reliability (threshold > 0.6). Variable Y (15 items) had a Cronbach's Alpha of 0.964, also showing high reliability. Both questionnaires are consistent and dependable.
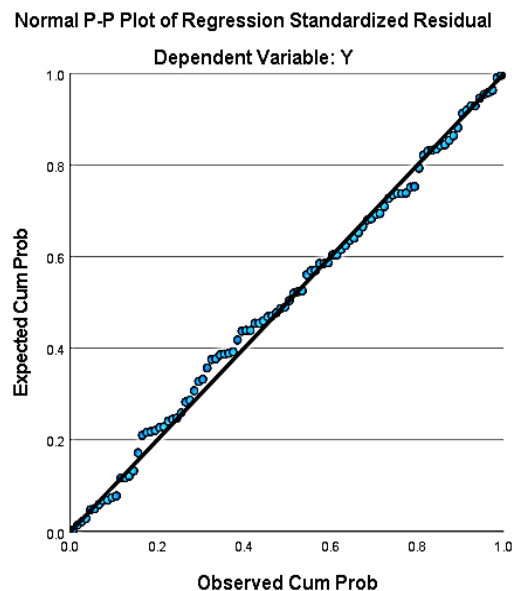
4.3 Normality Test

Figure 1. Scatter Plot
Source: Researcher (2025)

Based on Table and Figure 1, it is stated that the data are normally distributed using the normality test method through the Normal Probability Plot. According to the plot, the data points are spread around and follow the direction of the diagonal line, thus it can be concluded that the regression model meets the assumption of normality.

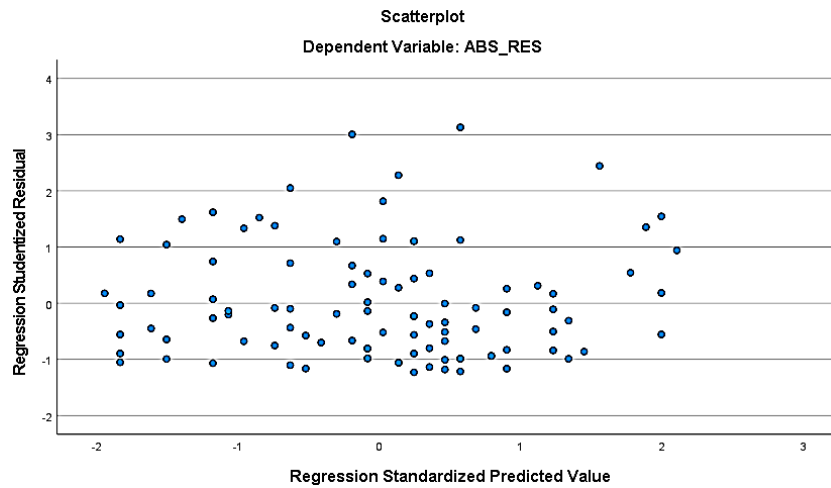## 4.4 Heteroscedasticity Test Results

Figure 2. Heteroscedasticity Test
Source: Researcher (2025)

Based on Table 2, it is stated that heteroskedasticity does not occur, as indicated by the Scatterplot method. The absence of a clear pattern such as the points forming a regular shape above and below the value 0 on the Y axis suggests that heteroskedasticity is not present.

4.5 Hypothesis Tests

Based on the results of the simple linear regression analysis, it can be concluded that tourist experience has a positive and significant effect on visiting interest at the Maritime Museum Jakarta. The regression coefficient value of 0.404 indicates that each one-unit increase in tourist experience leads to a 0.404-unit increase in visiting interest, assuming other variables remain constant. The t-test results show that the significance value is less than 0.05 (p = 0.000) and the t-calculated value (7.662) is greater than the t-table value (1.984), confirming that the effect is statistically significant.

Furthermore, the coefficient of determination (R^2) is 0.375, meaning 37.5% of the variation in visiting interest can be explained by tourist experience, while the remaining 62.5% is influenced by other variables not included in this study. In summary, enhancing tourists' experiences is an important factor in increasing their interest in revisiting or recommending the Maritime Museum Jakarta.

5   CONCLUSION

Based on the results of the study titled "The Influence of Tourist Experience on Visiting Interest at the Bahari Museum Jakarta," which has been analyzed through the distribution of a Google Form questionnaire shared online using a Likert scale from 1 to 5 for each statement and tested for variable validity and reliability, the findings indicate that the variable of tourist experience has a positive influence on the interest in visiting the Bahari Museum Jakarta. This is supported by the R Square value of 37.5%, while the remaining 62.5% is influenced by other variables not examined in this study. Based on the t-test results, variable X shows a t-count of 7.662, which is greater than the t-table value of 1.984. Referring to the t-count and t-table, H_{01} is rejected and H_{a1} is accepted, meaning that there is a significant influence of variable X (tourist experience) on variable Y (visitor interest). It can be concluded that tourist experience has a positive influence on

the interest in visiting the Bahari Museum Jakarta. Based on the researcher's experience in conducting this study, there were several limitations that can serve as a consideration for future researchers to refine their work and produce better results.

Based on the research findings above, the researcher presents several suggestions related to the results of this study, including: suggestions for bahari museum jakarta: (1) it is expected that Bahari Museum Jakarta, as the research object, can provide interactive displays or 3D animations of traditional boats. (2) it is expected that the museum can offer educational or creative tourism activities such as building boat miniatures. (3) since most respondents are aged 17–30, it is suggested to establish collaborations with schools or universities to make the museum a regular field study destination. (4) it is recommended to provide bus routes so tourists from other cities can reach the Bahari Museum Jakarta more easily. Suggestions for tourists: (1) utilize the experiences gained at the Bahari Museum Jakarta for future educational purposes. (2) be more proactive in learning about the Bahari Museum Jakarta. (3) contribute to maintaining the cleanliness of the museum's facilities. (4) comply with all rules and regulations at the Bahari Museum Jakarta. Suggestions for future researchers: (1) it is recommended to gather more information and education related to the topic of future research. (2) better understanding and selecting the appropriate research methods is encouraged. (3) aim to gain detailed understanding and complete information to be thoroughly investigated.

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