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The Effectiveness of Museumscape on Visiting Intentions at Museums in DKI Jakarta

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ABSTRACT: This study investigates the role of Museumscape in influencing Visitor Attitudes and Visiting Intentions towards museums in DKI Jakarta. Using a quantitative approach with Partial Least Squares-Structural Equation Modeling (PLS-SEM), the research examines the relationships among Museumscape, Visitor Attitudes, and Visiting Intentions, where Visitor Attitudes as mediating variable. Data were collected from 200 respondents who visited museums managed by DKI Jakarta Provincial Tourism and Culture Office. The results confirm that Museumscape, significantly and positively affects both Visitor Attitudes and Visiting Intentions. Specifically, dimensions such as ambient conditions, staff behavior, facilities, art gallery quality, aesthetics, and signage play a critical role in shaping positive perceptions and intentions. Additionally, Visitor Attitudes were found to mediate the relationship between Museumscape and Visiting Intentions, highlighting their importance in driving behavioral outcomes. The study concludes that enhancing Museumscape elements can improve visitor satisfaction, attitudes, and intentions to visit, offering valuable insights for museum managers to develop effective strategies that align with modern visitor preferences.

KEYWORDS: Museumscape, Visitor Attitudes, Visiting Intentions, Museums, Cultural Tourism

INTRODUCTION

Museum are an essential component of tourism because they serve as protectors of cultural heritage sites and can attract the large number of visitors (Trinh et al., 2016). In addition to being places of education and recreation, museums also act as city attractions (Ozorhon et al., 2015), from an integral part of the urban lanscape (Cheng, 2020), offer innovative activities (Ekinil & Kazmina, 2021), and support cultural and educational projects (Antonenko & Khutkyi, 2021). Museums also can be considered the heart of cultural tourism and have the potential to enrich cultural tourism by providing a rich context for understanding and appreciating local culture through well-organized exhibitions (McKercher & du Cros, 2020; Poria et al., 2019). Museums are even regarded as vital components of broader cultural tourism because they not only attract visitors with specific interests in culture and history, but also contribute to the development of the local economy by drawing tourists from diverse backgrounds (Jansen-Verbeke, 2019).

In DKI Jakarta, there are at least 63 museums, mostly located in the Central Jakarta, Kota Tua Jakarta area, and in the Taman Mini Indonesia Indah area, as well as in the Kepulauan Seribu (Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi, 2023). Some of the museums managed by the DKI Jakarta Provincial Tourism and Culture Office include the National Museum, Satria Mandala Museum, Jakarta History (Fatahillah) Museum, Textile Museum, Maritime Museum, Fine Arts and Ceramics Museum, Puppet (Wayang) Museum, Joeang'45 Museum, and Prasasti Museum. Below are the visitor statistics for these museums:

Table 1. Number of Visits to Museums in DKI Jakarta Province (2018-2023)

	2018	2019	2020	2021	2022	2023
National Museum	307.577	305.086	68.531	28.700	315.151	269.222
Satria Mandala Museum	11.693	17.132	3.183	2.465	-	24.884
Jakarta History (Fatahillah) Museum	812.265	741.487	157.306	51.952	322.857	613.982
Textile Museum	41.710	36.202	8.450	3.670	23.989	55.259
Maritime Museum	27.034	30.895	9.674	10.751	27.857	44.601
Fine Arts and Ceramics Museum	3.468.983	188.030	30.528	9.122	93.810	256.544
Puppet (Wayang) Museum	372.648	322.046	49.246	19.527	137.167	268.725
Joeang'45 Museum	18.691	18.624	3.629	2.410	7.746	10.387
Prasasti Museum	12.876	10.785	4.038	2.229	5.443	7.431
TOTAL	**5.073.477**	**1.670.287**	**334.585**	**130.836**	**934.020**	**1.551.035**

Sources: (Dinas Pariwisata dan Kebudayaan Provinsi DKI Jakarta, 2023)

The Effectiveness of Museumscape on Visiting Intentions at Museums in DKI Jakarta

Based on museum visitation data in DKI Jakarta, in can be observed that although the number of visits has gradually increased, it has not yet reached the levels of 2018 before the pandemic struck. Currently, museum visits are not appealing as other destinations, as advancements in technology and shifting preferences among younger generations toward more interactive and digital entertainment pose significant challenges for museums in Indonesia. Many people are reluctant to take the time to visit museums, opting instead for other places they perceive as more entertaining and enjoyable during their leisure time (Hendrik, 2020). Moreover, it has been highlighted that pandemic significantly impacted youth engagement in educational and cultural activities, leading to increased disengagement from traditional learning environments, including museums (Nandlall et al., 2022).

Museum tourism combines education and entertainment, supporting lifelong learning and catering to all age groups (Packer & Ballantyne, 2020). In general, museum visitors tend to have characteristics that differ from typical tourists (Fitriana et al., 2020). Museum visitors often visit to experience engagement and create meaningful experiences (Edwards et al., 2021).

Several studies have shown that museum layout and design attract intention and can influence the desire to visit (Suwaryono et al., 2014;Vu et al., 2018). 'Museumscape' is a concept derived from servicescape and is applied in museums to refer to spatial arrangements and physical factors within the museum (Castellani et al., 2019). Museuscape of the museum's physical environment includes ambient conditions, staff behavior, facilities and convenience, art gallery quality, exhibition space aesthetics, and signage (Conti et al., 2020). Museums in DKI Jakarta, the implementation of museumscape elements often remains suboptimal. Poor lighting, non-intuitive layouts, and limited use of technology are some of the hindering the visitor experience. Museums often carry a dull image, lack of maintenance, darkness, and a haunted impression (Wijayanti et al., 2017). This creates a significant challenge for museums in competing with other entertainment venues that more effectively capture visitors' attention.

The role of museums is not only to display collections but also to preserve, document, and interpret objects, providing benefits to the public through what is showcased. Visitor's feelings and evaluations of museums, influenced by their experiences and perceptions, can result in either positive or negative attitudes (Huang, S. & et al., 2019). A person's attitude toward visiting a specific destination is influenced by their perception of that destination, which in turn can affect their intention to visit (Hasan et al., 2019). Visitors' attitudes can also mediate their visit intentions (Kara, 2024). Behavioral intention, in terms of visiting, is the best predictor of actual behavior, where a person's intention to take action is influenced by their belief in the outcomes of that behavior (Ajzen, 2020). Visitors' behavioral intentions are often influenced by their attitudes (Doosti et al., 2016; Jin et al., 2020).

Therefore, this research aims to evaluate the effectiveness of museumscape in attracting visitors to museums in DKI Jakarta. By understanding the most influential museumscape elements, museum can design more appropriate strategies to meet the needs and expectations of visitors, thereby increasing museum appeal and visitation. This research is expected to make a meaningful contribution to the development of cultural tourism especially museum tourism that is more inclusive and relevant to the needs of today's generations.Based on the conceptual framework outlined, the research hypotheses are as follows:

H1 : Museumscape positevely influences visiting intentions at museums in DKI Jakarta.
H2 : Museumscape positevely influences visitor attitudes toward museums in DKI Jakarta.
H3 : Visitor attitudes positevely influences visiting intentions at museums in DKI Jakarta.
H4 : Visitor attitudes mediate the relationship between Museumscape and visiting intentions at museums in DKI Jakarta.

METHODS

This study employs a quantitative method, which used to test hypotheses related to the variables under investigation (Sekaran & Bougie, 2020). The research examines various types of variables, including Museumscape (X) as the exogenous variable, Visiting Intentions (Y) as the endogenous variable, and Visitor Attitudes (Z) as the mediating variable. The study focuses on museums in DKI Jakarta managed by the Provincial Tourism and Culture Office. These include the National Museum, Satria Mandala Museum, Jakarta History Museum, Textile Museum, Maritime Museum, Fine Arts and Ceramic Museum, Puppet Museum, Joeang '45 Museum, and Prasasti Museum.

A purposive sampling method is used, which selects participants based on predetermined criteria (Sekaran & Bougie, 2020). In this context, the criteria require respondents to have visited at least one museum in DKI Jakarta within the past year. Data collection is carried out using literature reviews, observations and questionnaires designed as web-based forms integrated with a database record respondent feedback, which will later be used for statistical analysis (Sekaran & Bougie, 2020). he questionnaire employed a Likert scale ranging from 1 (Strongly Disagree) to 6 (Strongly Agree), allowing respondents to express the extent of their agreement or disagreement with the statements provided.

Data analysis is conducted using the Partial Least Squares – Structural Equation Modeling (PLS-SEM) approach to measure and analyze the relationships between variables (Ghozali, 2021). his technique is particularly well-suited for research that involves complex models with multiple latent variables, as it allows simultaneous evaluation of measurement and structural models. The steps in data analysis include evaluating the measurement model (outer model), evaluating the structural model (inner model), model feasibility testing, and hypothesis testing.

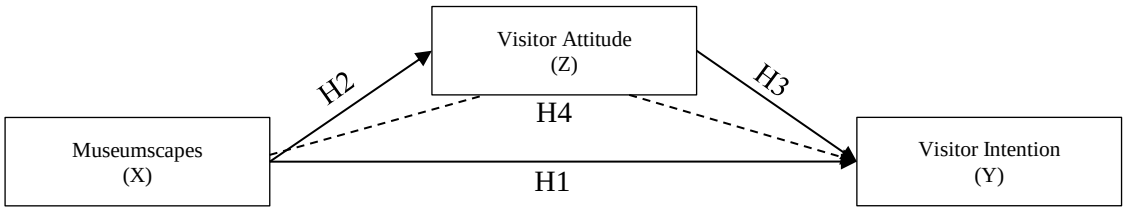


Figure 1. Research Framework of Though

Sources: processed data results (2024)

RESULTS AND DISCUSSION

In this study, a total of 200 respondents completed the questionnaire. The distribution of respondent profiles obtained from the research sample is presented in Table 2, as follows:

Table 2. Respondents Profiles

Category	Group	N	%
Gender	Male	86	43.0%
	Female	114	57.0%
Age	17-25 years old	85	42.5%
	26-35 years old	34	17.0%
	36-45 years old	25	12.5%
	>45 years old	56	28.0%
Domicile	Jabodetabek	104	52.0%
	Java Islanda (Non-Jabodetabek)	76	38.0%
	Outside Java Islands	20	10.0%
Visited with	Relatives & Friends	80	40.0%
	Community	31	15.5%
	School	78	39.0%
	Self	11	5.5%
Museums that visited	National Museum	161	81.0%
	Jakarta Historical Museum	122	61.0%
	Fine Arts & Ceramics Museum	107	54.0%
	Satria Mandala Museum	98	49.0%
	Puppet Museum	79	40.0%
	Textile Museum	56	28.0%
	Matitime Museum	47	24.0%
	Prasasti Museum	34	17.0%
	Joeang'45 Museum	22	11.0%

Sources: processed data results (2024)

From Table 2, it can be observed that the majority of museum visitors in DKI Jakarta are female (57%), aged 17-25 years old (42.5%), and reside in the Greater Jakarta area (Jabodetabek) about 52%. Regarding visits organized through schools or universities, this option emerged as the most common response among participants, followed by visits with family or relatives. The museums managed by the DKI Jakarta Provincial Tourism and Culture Office that respondents have visited are also ranked by popularity, with the National Museum being the most visited and Joeang '45 Museum being the least visited.

Table 3. Descriptive Analysis Results (Mean and Standard Deviation)

Variables	Dimensions	N	Mean	Std. Deviasi
Museumscape	Ambient Condition	200	5.120	0.752
	Staff Behavior	200	5.260	0.743
	Facilities and Convenience	200	5.260	0.820
	Art Gallery Quality	200	5.260	0.743
	Exhibition Space Aesthetics	200	5.200	0.812
	Signs and Signage	200	5.290	0.791
Visitor Attitudes	Evaluation	200	5.120	0.886

	Satisfaction	200	5.260	0.879
	Loyalty	200	5.200	0.906
Visiting Intentions	Beliefs and Feelings	200	5.390	0.706
	Intentions	200	5.280	0.813
	Recommendation	200	5.450	0.740

Sources: processed data results (2024)

The descriptive analysis results reveal overall positive perceptions across the three key variables, Museumscape, Visitor Attitudes, and Visiting Intention, with most dimensions achieving mean scores above 5.0. This consistency indicates that visitors generally have favorable experiences with the museum. Notably, the Museumscape variable performed well in dimensions such as Staff Behavior and Facilities, while Visiting Intentions excelled in Beliefs and Feelings also the Recommendation, reflecting strong emotional connections and likehood to recommend the museum. However, higher variability in dimensions like Loyalty and Evaluation in Visitor Attitudes variable, suggests that respondent's perceptions were more diverse in these areas. Overall, these insights highlight the museum's strengths while identifying opportunities for improvement in visitor loyalty and evaluative aspects.

Outer Model Results

The Outer Model testing is carried to assess the validity and reliability of the research instruments. The validity tests include Convergent Validity, which is evaluate using Outer Loading values, and Discriminat Validity, which is asessed through the Fornell-Larcker Criterion, and the Heteotrait-Monotrait Ratio (HTMT), where HTMT values should be less than 0.90. Additionaly, Average Variance Extracted (AVE) values greater than 0.50 indicate acceptable levels of convergent validity. On the other hand, the reliability test is detemined by Cronbach's Alpha values exceeding 0.70, which ensure the measurement model meets the required standards of accuracy and consistency for robust research analysis (Hair et al., 2019).

Table 4. Results of Convergent Validity Test (Cross Loadings and Average Variance Extracted)

Variabel	Dimensions	Outer Loading	Average Variance Extracted (AVE)
Museumscape	Ambient Condition	0.832	0.698
	Staff Behavior	0.881	
	Facilities and Convenience	0.820	
	Art Gallery Quality	0.841	
	Exhibition Space Aesthetics	0.823	
	Signs and Signage	0.781	
Visitor Attitudes	Evaluation	0.773	0.660
	Satisfaction	0.883	
	Loyalty	0.756	
Visiting Intentions	Beliefs and Feelings	0.857	0.845
	Intentions	0.959	
	Recommendation	0.940	

Sources: processed data results (2024)

The table above presents the convergent validity test results, assessed through Outer Loading and Average Variance Extracted (AVE) values. For Cross Loadings indicators across the three variables exceed the 0.70 threshold, confirming that the items demonstrate strong convergent validity. This suggests that the measurement model is well-specified, as the indicators effectively measure their respective constructs. The results also highlight that Visiting Intentions shows the strongest indicators loadings, reflecting its robustness within the model. These findings ensure the reliability and accuracy of the constructs for further analysis. The AVE values greater than 0.50 confirm acceptable levels of convergent validity, as they indicate the constructs explain more than 50% of the varianec of their indicators. The AVE for Museuscape is 0.698, for Visitor Attitudes is 0.660, and for Visiting Intention is 0.845, all exceeding the threshold, confirming strong convergent validity.

Table 5. Results of Discriminat Validity Test (Fornell-Larcker Criterion)

	Museumscape	Visitor Attitude	Visiting Intention
Museumscape	0.830		
Visitor Attitudes	0.734	0.748	
Visiting Intentions	0.625	0.706	0.919

Sources: processed data results (2024)

The table above shows the Discriminant Validity test results using the Fornell-Larcker Crieterion, which assesses whether a construct is distinct from other constructs in a model. According to this criterion, a construct demonstrates discriminat validity when the square root of its Average Variance Extracted (AVE), shown along the diagonal, is greater than its correlations with other constructs in the model. These results confirm that each construct (Museumscape, Visitor Attitudes, and Visiting Intentions) shares more variance with its own indicators than with other constructs, thereby satisfying the **discriminant validity** requirement. This ensures that the constructs are conceptually distinct and not measuring overlapping concepts, supporting the robustness of the model.

Table 6. Results of Discriminat Validity Test (Cross Loading)

	Museumscape	Visitor Attitude	Visiting Intention
X1	**0.832**	0.588	0.546
X2	**0.881**	0.571	0.677
X3	**0.820**	0.549	0.607
X4	**0.841**	0.491	0.622
X5	**0.781**	0.455	0.567
X6	**0.714**	0.446	0.630
Z1	0.542	**0.857**	0.514
Z2	0.615	**0.959**	0.732
Z3	0.564	**0.940**	0.680
Y1	0.519	0.507	**0.773**
Y2	0.668	0.698	**0.883**
Y3	0.530	0.504	**0.756**

Sources: processed data results (2024)

Table 7. Results of Discriminat Validity Test (Hterotrait-Monotrait Ratio/HTMT)

	Museumscape	Visitor Attitude	Visiting Intention
Museumscape			
Visitor Attitudes	0.678		
Visiting Intentions	0.685	0.604	

Sources: processed data results (2024)

The Discriminat Validitiy also assessed by Cross Loading and Heterotrait-Monotrait Ratio (HTMT), which ensure that constructs are distinct and the indicators are strongly associated with their respective constructs. The combined results of the tables above confirm that all constructs (Museumscape, Visitor Attitudes, and Visiting Intentions) meet the discriminat validity criteria. Indicators are more strongly associated with their own constructs than with others, and construct correlations remain below the HTMT threshold, ensuring the construct are distinct and non-overlapping. These findings enhance the validity and robustness of the measurement model.

Table 8. Results of Composite Reliability, and Cronbach's Alpha Test

	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)
Museumscape	0.909	0.912	0.930
Visitor Attitudes	0.908	0.976	0.942
Visiting Intentions	0.900	0.925	0.988

Sources: processed data results (2024)

The table above presents the results of Cronbach's Alpha, and Composite Reliability to evaluate the internal consistency of the constructs. Museumscape has a Cronbach's Alpha pf 0.909, Visitor Attitudes is 0.908, and Visiting Intentions is 0.900, demonstrating excellent reliability across all construct. All the Cronbach's Alpha values above 0.70 indicate a high level of **reliability** and internal consistency of the constructs. The Composite Reliability, including both rho_a and rho_c, further assesses the reliability constructs, with values above 0.70 considered acceptable. This indicates that the measurement model is both reliable and valid, making it suitable for further analysis.

The Inner Model testing aims to examine the relationships among the indicators that compose the variables. The structural model evaluates involves calculating the result of model testing, result of R-Square (R^2), result of F-Square (f^2), and the result of Q-Square (Q^2).

Table 9. The Results of Model Testing

	Saturated Model	Estimated Model
SRMR	0.078	0.078
d_ULS	0.475	0.475
d_G	0.286	0.286
Chi_square	163.564	163.654
NFI	0.816	0.816

Sources: processed data results (2024)

The Normed Fit Index (NFI), which ranges between 0 and 1, is calculated by comparing the hypothesized model to baseline the independent model. Higher NFI values indicate a better fit, with values closer to 1.0 representing a stronger model fit. Based on the results in the table above, the NFI value is 0.816, which suggests an acceptable and relatively good fit for the model. This aligns with the treshold recommended by Hair et al. (2019), where values above 0.80 are considered indicative of a well-fitting model.

Table 10. R-Square Results Test

Dimensi	*R-Squares*	*Q-Squares*
Visiting Intention	0.739	0.375
Visitor Attitude	0.690	0.202

Sources: processed data results (2024)

The R^2 values can be categorized as follows: 0.750 (high), 0.500 (moderate), and 0.250 (low) (Hair et al., 2019). The table above provides the results of the R-Square test, demonstrating the influence of the Museumscape variable on other constructs. First, the results indicate that Museumscape significantly influences Visiting Intentions, with an R^2 value of 0.739, categorized as strong. This means that 73.9% of visitors' intentions to visit museum in DKI Jakarta are explained by Museumscape, while the remaining 26.1% are attributed to other factors not included in this study. Second, the results show that Museumscape aslo affects Visitor attitudes, with an R^2 value of 0.690, which falls within the moderate category. This suggests that 69% of visitors' attitudes towards museums in DKI Jakarta are influenced by Museumscape, while the remaining 31% are driven by other variables that were not examined in this research. In summary, these findings highlight the significant role of Museumscape in shaping both visitor's intentions and attitudes, while acknowledging the presence of other influencing factors outside the scope of this study.

Table 11. The F-Square Results Test

	F-Squares	Size of Effect
Museumscape → Visiting Intention	0.391	Strong
Museumscape → Visitor Attidute	0.640	Strong
Visitor Attitude → Visiting Intention	0.278	Moderate

Sources: processed data results (2024)

The f^2 values are used to assess the effect size of latent predictors and can be categorized as if the $f^2 \geq 0.35$ indicates a strong influence, $0.15 \leq f^2 < 0.35$ indicates a moderate influence, and $0.02 \leq f^2 < 0.15$ indicates a weak influence (Hair et al., 2019). The results of the f^2 analysis show that the influence of Museumscape to Visiting Intention has an f^2 value of 0.391, which is categoreized as strong. This suggests that improvements in the Museumscape aspects within museum significantly contribute to enhancing individuals' intention to visit. Furthermore, the influence of Museumscape on Visitor Attitudes is even stronger, with an f^2 value 0f 0.640, indicating a strong effect size. This result highlights that Visitor Attitudes are substantially shaped by the quality of Museumscape, such as ambient conditions, staff behavior, and overall aesthetics. Lastly, the influence of Visitor Attitudes on Visiting Intention yields an f^2 value of 0.278, categorized as moderate. Although not dominant as Museumscape, this finding indicates that visitors' internal factors, such as satisfaction, evaluation, and loyalty, play a meaningful role in shaping their intention to visit museums.

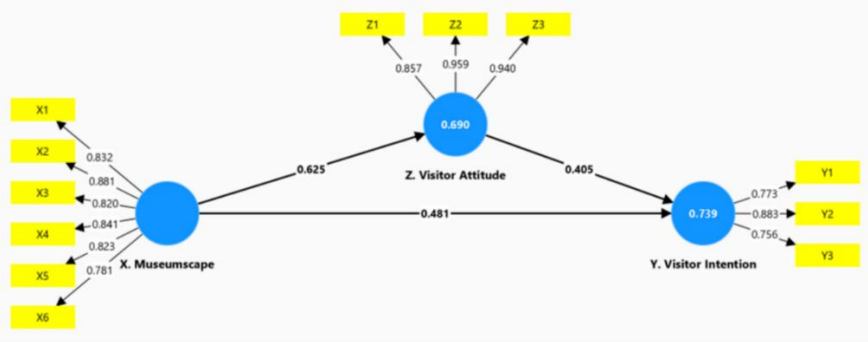
Table 12. The Q-Square Results Test

	SSO	SSE	Q^2 (=1-SSE/SSO)
Museumscape	1600.000	617.672	0.614
Visitor Attidute	2400.000	1548.705	0.354
Visiting Intention	1200.000	537.456	0.552

Sources: processed data results (2024)

The Q^2 value (predictive relevance) is used structural testing of the inner model to assess the for model's goodness of fit and predictive capability. A model is considered to have predictive relevance when the Q^2 value is greater than 0 (Hair et al., 2019). The Q^2 value for Museumscape is 0.614, indicating that the model can account for 61.4% of the variabiliey of Museumscape. This suggest that the model has a reasonably strong predictive capability for this construct. The Q^2 value for Visitor Attitudes is 0.354, meaning the model explains 35.4% of the variability of Visitor Attitude. This demonstrates that the model has a moderate level of predictive relevance for this construct. The Q^2 value for Visiting Intentions is 0.552, indicating that the model can explains 55.2% of the variability in visitors' intentions to visit museums. This reflects the high predictive capability for the Visiting Intention construct. These results validate the model's ability to explain the variability in key constructs, further supporting its overall goodness of fit and reliability for predictive analysis.

The following are the results of the research model testing:



Picture 2. Research Model Output
Sources: processed data results (2024)

This study utilizes Original Sample Estimates, T-statistics, and P-values for hypothesis testing. The Original Sample Estimates (O) indicate the direction of the relationship between variables, and if the value approaching +1 indicates a positive relationship, whereas a value approaching -1 indicates a negative relationship. While the T-statistics (T) and P-values (P) determine the significance of these relationships, the T-statistics value greater than 1.96 or P-value smaller than the significance level (<0.05) indicates that the relationship between variables is statistically significant (Hair et al., 2019).

Table 7. Hypotheses Test Results

Hypotheses	*O*	*T*	*P*	Results	Clarification
H1. Museumscape → Visiting Intention	0.481	5.139	0.000	Positif, Significant	Supported
H2. Museumscape → Visitor Attitude	0.625	6.938	0.000	Positif, Significant	Supported
H3. Visitor Attitude → Visiting Intention	0.405	4.196	0.000	Positif, Significant	Supported
H4. Museumscape → Visitor Attitude → Visiting Intention	0.253	3.439	0.001	Positif, Significant	Supported

Sources: processed data results (2024)

From the table above, all four proposed hypotheses are supported. The results are as follows:

1. For the first hypothesis (H1), the Original Sample Estimate value of 0.481, which indicates a positive relationship (close to +1). With the T-statistics value of 5.139 (greater than 1.96) and P-value of 0.000 (less than 0.05), it is confirmed that Museumscape has positive and significant effect on Visiting Intentions. This finding aligns with the previous research suggesting that the physical and experiental aspects of a destination significantly influence visitors' intention (Hasan et al., 2019). In this context, a well-designed Museumscape, encompassing aspects such as ambient conditions, staff behavior, facilities and convenience, art gallery quality, exhibition space aesthetics, and signage (Conti et al., 2020), creates a favorable perception that encourages visitors to plan or repeat their visits to museums. The Outer-Loading values for the dimensions of museumscape: Ambient Condition (0.832), Staff Behavior (0.881), Facilities and Convenience (0.820), Art Gallery Quality (0.841), Exhibition Space Aesthetics (0.823), and Signs and Signage (0.781)—highlight the strength of each dimension in reflecting the overall Museumscape construct. These values exceed the recommended threshold of 0.7 (Hair et al., 2019) indicating that each dimension significantly contributes to the latent variable Museumscape. These findings emphasize that museum managers must address multiple aspects of the museum environment to create a comprehensive and engaging experience. By focusing on these dimensions, museums can align their strategies with the preferences and needs of diverse audiences, particularly in attracting and retaining younger visitors, as highlighted in prior studies (Packer & Ballantyne, 2020).
2. For the second hypothesis (H2), the Original Sample Estimate value 0.625, also showing a positive relationship. The T-statistics value 6.938 (greater than 1.96) and P-value of 0.000 (less than 0.05) indicate that Museumscape significantly influences Visitor Attitudes. The high Outer-Loading values also suggest that each dimension of Museumscape contributes to shaping visitors'

attitudes toward the museum. Research by Huang, S. & et al. (2019). suggests that such conditions improve perceptions of the space, fostering positive attitudes. These attitudes are reflected in the strong contribution of ambient conditions to the overall Museumscape. Practical aspects such as seating, restrooms, and accessibility significantly contribute to visitor comfort and convenience. When visitors feel their basic needs are met efficiently, they are more likely to form positive attitudes. This aligns with findings by Castellani et al. (2019), who emphasize the importance of convenience in influencing visitor satisfaction and attitudes. High-quality exhibits and displays stimulate intellectual and aesthetic appreciation. Visitors value well-curated content, which fosters admiration and engagement, shaping their attitudes positively. This dimension reflects the educational and cultural value of the museum, supporting the development of favorable attitudes (Poria et al., 2019). Research by Huang, S. & et al. (2019). further validates this hypothesis, showing that physical and experiential factors in a museum environment are directly linked to favorable visitor attitudes. These attitudes then act as mediators in influencing other outcomes, such as visiting intentions, as supported by the findings of Ajzen (2020).

3. Then, for the third hypothesis (H3), the Original Sample Estimate value of 0.405, demonstrating a positive relationship. The T-statistics value of 4.196 (greater than 1.96) and P-value of 0.000 (less than 0.05) confirm that Visitor Attitudes positively and significantly affect on Visiting Intentions. This result aligns with Ajzen's (2020) Theory of Planned Behavior, which posits that attitudes are a critical predictor of behavioral intentions. Positive visitor attitudes, fostered by an engaging and enjoyable museum experience, are more likely to result in a stronger intention to visit. The Outer-Loading values for the dimensions of the variable Visitor Attitudes are Evaluation (0.773), Satisfaction (0.883), and Loyalty (0.756), indicate how well each dimension reflects the overall construct of Visitor Attitudes. Research by Packer & Ballantyne (2020) highlights that satisfaction is a critical determinant of attitudes, as positive emotional responses reinforce a visitor's connection to the experience. Satisfied visitors are more likely to hold favorable attitudes toward the museum, which directly supports their intentions to return or recommend the museum to others. Museums aiming to increase visiting intentions should prioritize enhancing visitor satisfaction, as it has the strongest impact on attitudes, while also fostering positive evaluations and building long-term loyalty among their visitors.
4. Finally, the fourth hypothesis (H4), the Original Sample Estimates value of 0.253, showing a positive effect. With a T-statistics value 3.439 (grater than 1.96) and the P-value of 0.001 (less than 0.05), it concluded that Museumscape positively and significantly influences Visiting Intentions through the mediation of Visitor Attitudes. It also aligns with the works of Jin et al. (2020) and Kara (2024) which highlight the mediating role of attitudes in linking environmental attributes and behavioral outcomes. The Outer-Loading values for the dimensions of the variable Visiting Intentions are Beliefs and Feelings (0.857), Intentions (0.959), and Recommendation (0.940), highlight the strength of each dimension in defining the construct. Align closely with Ajzen's (2020) Theory of Planned Behavior. Positive beliefs and feelings about the museum foster favorable attitudes, which are strongly linked to both intentions and recommendations. The findings also support the mediating role of attitudes, as highlighted by Jin et al. (2020), where Museumscape elements indirectly influence visiting intentions through their impact on visitor attitudes. These results strongly support Hypothesis 4 (H4) by showing that Museumscape indirectly influences visiting intentions through the mediating role of visitor attitudes. Museums should focus on enhancing visitor experiences and shaping positive attitudes, as this not only strengthens visiting intentions but also encourages word-of-mouth recommendations, amplifying the museum's appeal to a broader audience.

CONCLUSION

This study demonstrates the critical role of Museumscape in shaping visitor attitudes and intentions to visit museums in DKI Jakarta. The findings confirm that dimensions such as ambient conditions, staff behavior, facilities and convenience, art gallery quality, exhibition space aesthetics, and signs and signage strongly influence visitor perceptions and experiences. Positive visitor attitudes mediate the relationship between Museumscape and visiting intentions, highlighting the importance of emotional and cognitive engagement in driving visitor behavior. These results validate the proposed hypotheses and emphasize the need for museums to adopt innovative strategies to remain competitive and relevant, especially to younger audiences.

This study emphasizes the importance of Museumscape in influencing visitor attitudes and intentions. Practical steps include optimizing the museum environment, training staff for excellent service, introducing interactive technologies like AR and VR, and maintaining accessible facilities. Positive attitudes can be fostered through curated exhibits, visitor feedback, and word-of-mouth promotion via incentives and social media.

Future research could compare visitor behavior across regions, explore diverse audience preferences, and assess the impact of advanced technologies like AI-guided tours. Investigating factors that sustain long-term loyalty and the influence of external elements such as marketing and cultural events can help museums remain relevant and competitive.

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