Jurnal Pendidikan Ekonomi (JURKAMI)
http://jurnal.stkippersada.ac.id/jurnal/index.php/JPE
JURKAMI Volume 8, Nomor 3, 2023

INFLUENCE OF GENERATIVITY, EXPERIENCE EXPECTATION AND MOTIVATION ON VISIT INTENTION AT SEPULUH NOPEMBER MUSEUM, SURABAYA

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Article History:
Received: September 2023
Revision: November 2023
Accepted: November 2023
Published: December 2023

Keywords:
Generativity;
Visit Intention;
Museum

***Abstract**:*
This research analyzes the contradictory results of previous research. This research was conducted to understand the influence of generativity, experience expectations, and motivation on visit intention, with the Sepuluh Nopember Museum, Surabaya, as a case study. The methodology used is quantitative, with primary data from questionnaire. Respondents are filled in based on predetermined criteria. The technique used is non-probability sampling with a purposive sampling approach.and analysis using Structural Equation Modeling (SEM) through SmartPLS 4.0 software. The findings show that generativity positively and significantly influences experience expectations, motivation, and visit intention. Motivation also positively affects visit intention, and experience expectation affects motivation. However, there is no significant effect of experience expectation on visit intention. Based on this, experience expectations are not always a determinant of interest in visiting. It would be better to advise business owners in similar fields to focus more on creating visitor motivation and contributions to future generations so that interest in visiting can increase in the future.

Sejarah Artikel
Diterima: September 2023
Direvisi: November 2023
Disetujui: November 2023
Diterbitkan: Desember 2023

Kata kunci:
Generativitas;
Minat Berkunjung;
Museum

Abstrak:
Penelitian ini menganalisis hasil penelitian terdahulu yang kontradiktif. Penelitian ini dilakukan untuk memahami pengaruh generativity, experience expectation, dan motivation terhadap visit intention, dengan Museum Sepuluh Nopember Surabaya sebagai studi kasus. Metodologi yang digunakan adalah pendekatan kuantitatif dengan data primer dari kuesioner. Responden diisi berdasarkan kriteria yang telah ditetapkan. Teknik yang digunakan adalah non-probability sampling dengan pendekatan purposive sampling dan analisis menggunakan Structural Equation Modeling (SEM) melalui pemanfaatan software SmartPLS 4.0. Temuan menunjukkan bahwa generativity memiliki pengaruh positif dan signifikan terhadap experience expectation, motivation, dan visit intention. Motivation juga berpengaruh positif terhadap visit intention, serta experience expectation berpengaruh terhadap motivation. Namun, tidak ada pengaruh signifikan dari experience expectation terhadap visit intention. Berdasarkan hal tersebut dapat ditarik kesimpulan bahwa ekspektasi pengalaman tidak selalu menjadi penentu minat berkunjung, akan lebih baik menyarankan pemilik usaha di bidang yang serupa untuk lebih fokus pada menciptakan motivasi pengunjung, serta kontribusi untuk generasi yang akan datang agar minat berkunjung dapat meningkat di masa mendatang.

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How to Cite: *Nie, J., Andajani, E., Widjaja, F.N., Ardiansyahmiraja,* B. 2023. *Influence Of Generativity, Experience Expectation and Motivation On Visit Intention At Sepuluh Nopember Museum, Surabaya*. Jurnal Pendidikan Ekonomi (JURKAMI), 8 (3) DOI : 10.31932/jpe.v8i3.2989

INTRODUCTION

The rapid growth of internet users today is in line with the development of the internet, which continues to experience digitalization and provides easy access to various information and reservations. This phenomenon is of great interest to the public, especially with the ease of sharing experiences via social media (Intan, 2023). The "museum date" trend, widely followed by the younger generation, has also increased visits to museums, art galleries, and art events.

Through social media platforms, such as TikTok, there are various exciting ideas for dates, especially for millennial couples who are looking for unique and creative concepts. From the variety of ideas and trends circulating, dating experiences that involve understanding and increasing knowledge related to art, culture, and history are one option that will remain in demand until 2023.

Many entrepreneurs have even responded to this trend by creating art events, such as painting exhibitions, revitalizing buildings to create an attractive and comfortable environment for visitors, and various other initiatives involving the creation of works of art. This phenomenon encourages more and more people, including in Surabaya, to become interested and participate in exploring and experiencing the sensation of this trend.

Interestingly, government support also strengthens this trend with efforts to improve the standardization and experience of visiting museums throughout Indonesia. The Museum and Cultural Heritage Public Service Agency (BLU-MCB) is an intermediary (Widodo, 2023). This government step is not only based on trends but is also influenced by increased visits to Surabaya museums, especially by students from various regions (Elaine, 2023).

The Sepuluh Nopember Museum of Surabaya, as a unique type B museum, has become one of the proud icons of Surabaya. This museum stores collections and objective evidence of Arek Suroboyo's struggle in the Battle of Surabaya (Setyaningrum, 2022). Data from the Ministry of Education, Culture, Research and Technology of the Republic of Indonesia shows that this museum is managed by the Department of Culture, Youth and Sports and Tourism of the City of Surabaya on behalf of the Surabaya City Government.

In the research context, looking at the inconsistencies in the results of the comparison between the research of Luo & Ye (2020) and Ferdian et al. (2021) regarding the relationship between research variables, this research aims to explore the influence of generativity, experience expectations, and motivation on visit intention. The Sepuluh Nopember Museum, Surabaya, was chosen as the object of discussion because it has historical value and is considered a symbol of the struggle of the Indonesian people, especially Surabaya.

The selection of the Sepuluh Nopember Museum in Surabaya as the research focus was not only based on its intrinsic attractiveness. However, it was also considered based on its relationship with the variables to be investigated. As a tourist destination, this museum is rich in information and collections depicting

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Indonesia's past struggles. Its existence allows the transfer of knowledge and values of struggle to future generations, making them appreciate heroes' struggles more, especially in Surabaya.

In the context of social media trends, especially on platforms like TikTok, many people have high expectations and are motivated to follow the trends circulating. Motivational factors will be able to influence a person's behavior (Syahrudin, 2022). The emergence of this trend strengthens attention to various aspects of museums, including collections, layout, ticket access, and aesthetics in videos, which can stimulate interest in visits, especially to the Sepuluh Nopember Museum, Surabaya.

The object's suitability with the phenomenon found, supported by the discovery of gap research, makes this research exciting and up to date in line with current developments. Thus, the results of this research will also impact researchers, business actors in related fields, and even future researchers.

RESEARCH METHODS

In this research, a grand theory is used, namely Maslow's theory of needs. This theory discusses the hierarchy of human needs, which consists of five levels of needs that develop over time: physiological, security, social, appreciation and recognition, and self-actualization.

This research utilizes quantitative data sourced from respondents as primary data, which has been adjusted to population characteristics based on the results of distributing questionnaires. The use of Google Form media in distributing questionnaires was carried out online.

The data collected comes from questionnaire questions and is based on measurement items taken from reference articles, including exogenous and endogenous variables indicators. Respondents in this study have been grouped based on factors such as age, gender, educational background, occupation, monthly income, range of costs they are willing to spend when visiting museums, domicile, and number of visits to museums in the last year.

The scale used is a Likert scale, which is categorized into 5 points. Apart from that, the technique used was non-probability sampling with a purposive sampling approach because the respondents used in this research were taken based on predetermined considerations or criteria.

Apart from primary data, this research is also supported by several secondary data sources, including reference articles, e-books, and data from websites in the form of news, statistics, and phenomena that support the research. Data measurements and analysis were carried out using the Structural Equation Modeling (SEM) method based on Partial Least Square (PLS), using SmartPLS 4.0 software.

RESULTS AND DISCUSSION

This research utilizes the variables generativity, experience expectation, motivation, and visit intention, which form 6 hypotheses and will be analyzed in this research. In some implementations, generativity has a major role for visitors visiting a museum because of the generative needs of each individual (Luo & Ye, 2020).

Meanwhile, a person's experience can also influence a person's expectations of a tourist destination (Ferdian et al., 2021). Güzel et al. (2020) state that motivation occurs due to emotional and internal factors within individuals who desire something, be it escape, rest, adventure, or even emotional

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excitement, which can create developing individual expectations.

Based on this, visiting interest, an individual's interest, and desire to visit will be influenced by external and internal factors at a particular tourist destination, ultimately creating an urge to visit or even vice versa (Su et al., 2020). Camilleri (2018) also stated that the tourism industry can understand visitor motivation to improve marketing to increase tourist visits, which will benefit business actors and increase tourism development in a region, even a country.

Apart from that, it can also be said that in the future, the increasing interest in visiting will be based on efforts to improve the costs incurred by visitors over a certain period (Su et al., 2022). Therefore, the community feels motivated to educate future generations regarding cultural heritage tourism which is also supported by activities that are also related to behavioral interests (Luo & Ren, 2020).

The research gap was found after comparing the research of Luo & Ye (2020) and Ferdian et al. (2021), namely the relationship between the generativity variable on visit intention and experience expectation on visit intention. Therefore, each indicator must pass validity and reliability testing before conducting hypothesis testing to compare previous research findings with current ones.

The minimum requirement for respondents used as the basis for research is a reference ratio of 15:1, which means that for each variable, 15 samples are needed, so in this study, the minimum number of respondents is 120. However, this study tested 150 respondents' data, which had been adjusted based on previously determined criteria (Hair et al., 2021).

Validity testing is carried out in order to explain the research concept correctly. In contrast, in implementing Partial Least Square (PLS), validity is assessed based on the convergent and discriminant validity values. Meanwhile, reliability testing is analyzed through several test results: Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE).

Each indicator is considered valid in convergent validity when it has an outer loading value of ≥ 0.7 (Hair et al., 2019). Meanwhile, discriminant validity can be observed based on the results of the HTMT (Heterotrait-monotrait ratio), Fornell-Larcker criterion, and Cross Loadings tests.

Table 1. HTMT (Heterotrait-monotrait ratio)

	EE	G	M	VI
EE				
G	0.435			
M	0.713	0.808		
VI	0.486	0.668	0.871	

Source: Data Testing Results, 2023

Discriminant validity in HTMT (Heterotrait-monotrait ratio) is said to be fulfilled when the HTMT value for a pair of variables is ≤ 0.9 (Henseler et al., 2015). Therefore, it can be concluded that in Table 1, the results of the discriminant validity test on HTMT (Heterotrait-monotrait ratio) have been fulfilled and are said to be valid.

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Table 2. Fornell-Larcker Criterion

	EE	G	M	VI
EE	**0.864**			
G	0.367	**0.773**		
M	0.581	0.674	**0.786**	
VI	0.428	0.569	0.721	**0.825**

Source: Data Testing Results, 2023

On the other hand, discriminant validity through the Fornell-Larcker criterion test is said to be fulfilled when the value at the root of the AVE variable is greater than the relationship between related variables. Table 2 provides the analysis results where the provisions of the Fornell Larcker criterion have been met and are said to be valid.

According to Ghozali & Latan (2015), discriminant validity is said to be fulfilled if each measurement indicator has a more extraordinary relationship with the variable commonly known as cross-loading, which in this research has been fulfilled. Next, reliability testing will be carried out on each research indicator.

Researchers use Cronbach Alpha to measure the lowest value (lowerbound) of the reliability of a variable. The test results display the Cronbach's Alpha value for each research variable. Generativity has a Cronbach's Alpha of 0.832, Experience Expectation of 0.831, Motivation of 0.792, and Visit Intention of 0.843. Acceptable testing via Cronbach's Alpha is ≥ 0.7 (Ghozali & Latan, 2015). This test found that each variable was 0.832, 0.831, 0.792, and 0.843 ≥ 0.7, which is reliable (Table 3).

Researchers use Composite Reliability to measure the true reliability value of a variable. The test results present Composite Reliability (rho c) for each variable in this study. Generativity has a CR value of 0.881, Experience Expectation has a value of 0.898, Motivation has a value of 0.865, and Visit Intention has a value of 0.895. Composite Reliability (rho c) is said to be reliable when the variable value is ≥ 0.7 (Sarstedt et al., 2021). Table 4 is the result of testing the composite reliability value (rho c) where all variables are ≥ 0.7, so they can be said to be valid.

To evaluate discriminant validity, it can be seen using the AVE method. The test results show the Average Variance Extracted (AVE) for each variable in this study. Generativity has an AVE value of 0.598, Experience Expectation of 0.746, Motivation of 0.617, and Visit Intention of 0.680. Sarstedt et al. (2021) stated that there is a requirement for a variable to be said to be reliable, namely having an AVE value of ≥ 0.5. Validity based on the AVE value for the variables generativity, experience expectation, motivation, and visit intention meets the requirements, namely ≥ 0.5.

The statement items that are valid and reliable based on validity and reliability testing are as follows:

Tabel 3. Indicator

	Indicator
CO1	I make a valuable contribution to the environment where I live.
CO3	My contributions will still be there when I die.
REM3	I create things that impact other people.

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REM4	I will be remembered for a long time when I die.
REM5	Others would say I have made a unique contribution to society.
CR1	I am creative in a lot of what I do.
CR2	Other people say I am a very productive person.
CR3	I can analyze problems from different points of view.
RES1	I feel other people need me.
RES2	I have made many commitments in my life.
K2	I have essential skills that I teach others.
K3	The knowledge I have can help others who need advice.
EE1	I found something interesting at the Sepuluh Nopember Museum, Surabaya.
EE2	I saw local characteristics at the Sepuluh Nopember Museum, Surabaya.
EE3	I experienced physical objects of local history at the Sepuluh Nopember Museum, Surabaya.
M1	I got an exciting topic in conversation at the Sepuluh Nopember Museum, Surabaya.
M2	I increased my value at the Sepuluh Nopember Museum, Surabaya.
M3	I visited the Sepuluh Nopember Museum in Surabaya to gain a happy experience.
M4	I visited the Sepuluh Nopember Museum in Surabaya to educate the next generation.
VI1	My chances of visiting the Sepuluh Nopember Museum in Surabaya are high.
VI3	I want to visit the Sepuluh Nopember Museum, Surabaya.
VI4	I have the intention to visit the Sepuluh Nopember Museum in Surabaya shortly.
VI5	I want to go to the Sepuluh Nopember Museum, Surabaya, immediately.

Source: Researcher Data Processing, 2023

After carrying out validity and reliability testing, bootstrapping is then carried out. This stage aims to get answers to the hypotheses that have been previously formulated.

Table 4. Hypothesis Testing Results

Hypothesis	***T-Statistics***	**P-*Values***	**Decision**
G→EE	4.931	0.000	Supported
G→M	7.684	0.000	Supported
G→VI	2.201	0.028	Supported
M→VI	5.844	0.000	Supported
EE→M	5.033	0.000	Supported
EE→VI	0.197	0.844	Not supported

Source: Data Processing Recapitulation, 2023

Hair et al. (2019, pp. 760) state that a hypothesis can be supported provided that the T-statistics value is > 1.96, the P-value is < 0.05 in measurement, and the standard deviation is positive or negative to determine the direction of hypothesis testing.

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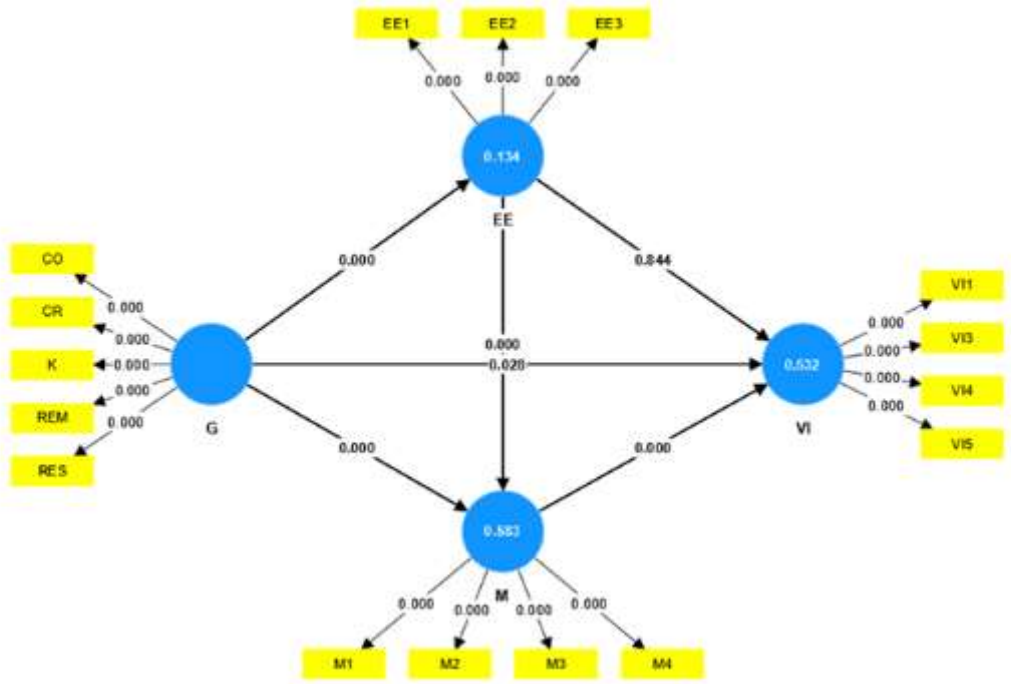

Figure 1.
Hypothesis test
Source: Data Testing Results, 2023

Based on Figure 1, it is found that the results of hypothesis testing explain that generativity has a positive and significant effect on experience expectations, motivation, and visit intention. Apart from that, motivation on visit intention and experience expectation on motivation also have a positive and significant influence. However, experience expectation has little influence on visit intention at the Sepuluh Nopember Museum, Surabaya.

This is also supported by the fact that motivation is why an individual realizes his needs and desires through visiting a tourist destination (Pan & Shang, 2023). This is in line with the findings in this research, where motivation has a relationship with all variables.

According to Sheng & Chen (2012), the experience that visitors have is part of interactions regarding personal, social, and environmental matters. However, unfortunately, this did not significantly influence this research, even though Andereck et al. (2012) stated that a visiting experience that meets or exceeds visitors' expectations would give a positive impression so that it can trigger interest in visiting.

Meanwhile, Yacob et al. (2019) said that visiting interest is a visitor's interest in a destination or simply being interested in it so that it tends to stand out compared to other things. In fact, in some applications, generativity has a significant role for visitors visiting a museum due to the generative needs of each individual (Luo & Ye, 2020).

On the other hand, using social media to attract the interest and participation of the younger generation in various activities is also feasible to support future contributions (Masunah et al., 2022). Therefore, in line with research on visit intention at the

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Sepuluh Nopember Museum, which utilizes TikTok social media to expand the "museum date" trend, it also creates generativity and motivation.

However, using social media has little influence on visitors' expectations before visiting the museum. This may be supported by previous unpleasant experiences, different interests, the perception that trends could be more attractive, facilities and promotions that do not raise expectations, and even bad reviews on social media regarding the location.

CONCLUSION

Based on the analysis and testing results, expectations do not ultimately influence the decision to visit. Therefore, business owners in similar fields should focus more on encouraging visitors to be interested in museums and similar destinations and contribute more to future generations. The role of social media in attracting young visitors is also very effective. Although experience expectations did not influence visiting intentions in this study, it does not rule out the possibility that future research using different objects and ranges of respondents will provide different results. This is because the data from 150 respondents is dominated by respondents aged 17-27 years following the phenomenon, namely "museum date," whose reach is more directed towards the younger generation. Future researchers may use different phenomena, with more relevant updates later.

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Volume 8 Nomor 3 Desember 2023

e-ISSN 2541-0938
p-ISSN 2657-1528

JURKAMI

Jurnal Pendidikan Ekonomi

JURKAMI | VOLUME 8 | NOMOR 3 | SINTANG DESEMBER 2023 | e-ISSN 2541-0938 p-ISSN 2657-1528

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Jln. Pertamina Sengkuang Km.4, Kotak Pos 126, Kecamatan Sintang,
Kabupaten Sintang, Kalimantan Barat, Indonesia
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Penerbit: LPPM STKIP Persada Khatulistiwa Sintang

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JURKAMI
Jurnal Pendidikan Ekonomi
e-ISSN 2541- 0938
http://jurnal.stkippersada.ac.id/jurnal/index.php/JPE

Vol 8, No 3 (2023)

JURKAMI

DOI: https://doi.org/10.31932/jpe.v8i3

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REFERENCE MANAGEMENT TOOLS

ISSN ONLINE
2541-0938

ISSN PRINT
ISSN 2657-1528

FLAG COUNTER

STAT COUNTER

JURKAMI : JURNAL PENDIDIKAN EKONOMI

STKIP PERSADA KHATULISTIWA SINTANG

P-ISSN : 26571528 E-ISSN : 25410938

0.956522
Impact Factor

386
Google Citations

Sinta 4
Current Acreditation

Google Scholar Garuda Website Editor URL

History Accreditation

2018 2019 2020 2021 2022 2023 2024 2025

Garuda Google Scholar

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