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The Effect of Attraction and Amenities on Revisit Intention at the National Museum of Indonesia After Revitalization

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ABSTRACT

This study aims to examine and analyze the influence of attraction and amenities on visitors' revisit intention at the National Museum of Indonesia after the revitalization process. The background of this research is based on the fluctuation of visitor numbers from 2021 to 2025 as well as several visitor complaints related to facilities and exhibition presentation, even though the number of visits significantly increased in 2025. The revitalization program was intended to improve the museum's attractiveness and visitor experience; however, the effectiveness of these improvements needs to be evaluated from the visitors' perspective. This research employed a descriptive quantitative approach. Primary data were collected through questionnaires distributed to 100 respondents who had visited the National Museum of Indonesia at least once after the revitalization, using purposive sampling. Data analysis techniques included instrument testing (validity and reliability), multiple linear regression analysis, hypothesis testing using t-test and F-test, and the coefficient of determination (R^2) using SPSS software. The results indicate that the attraction variable is categorized as attractive with a mean score of 4.17, while the amenities variable is categorized as adequate with a mean score of 4.13. Meanwhile, revisit intention is categorized as highly interested with a mean score of 4.22. The t-test results show that attraction has a positive and significant effect on revisit intention ($B = 0.495$; $t = 5.599$; $Sig. < 0.001$). Similarly, amenities also have a positive and significant influence on revisit intention ($B = 0.456$; $t = 4.904$; $Sig. < 0.001$). Furthermore, the F-test result shows an F value of 126.694 with a significance level below 0.001, indicating that attraction and amenities simultaneously influence revisit intention. The coefficient of determination (R^2) is 0.723, meaning that 72.3% of the variation in revisit intention is explained by attraction and amenities, while the remaining 27.7% is influenced by other factors outside the research model.

Keywords: *Attractions, Amenities, Revisit Intention, Cultural Tourism, Museum Revitalization*

1. INTRODUCTION

Tourism plays an important role as a sector capable of encouraging economic growth and improving people's welfare. The contribution of this sector to the Gross Domestic Product (GDP) and regional income has continued to increase in recent years. In 2023, the tourism sector contributed 5.8% to national GDP and is projected to reach 7.4% by 2027 [2]. This growth shows that tourism has become an important pillar in national development and provides opportunities for strengthening regional economies through sustainable destination management [3].

In addition, recent studies highlight that the quality of destination attributes, including attractions and amenities, plays a crucial role in shaping visitor satisfaction and revisit intention in cultural tourism contexts [7], [8].

One form of cultural tourism that combines educational value and tourism experience is the museum. Museums function not only as institutions that preserve historical and cultural heritage but also as educational and recreational spaces for the public [3]. Recent research also emphasizes that interactive experiences and immersive technologies in museums significantly enhance visitor engagement and behavioral intentions, including revisit intention [9].

In Indonesia, one of the most prominent museums is the National Museum of Indonesia, which stores a large collection of historical artifacts representing the cultural diversity of the Indonesian archipelago. In the digital era, visitor perceptions of tourism destinations can

be observed through online reviews and ratings. These indicators reflect visitor satisfaction and overall experience while visiting a destination. Based on data from digital platforms, several museums in Jakarta have received relatively high ratings from visitors, as presented in Table 1.

Tabel 1. Rating And Reviews Of Museums And Cultural Heritage In Jakarta 2025

No	Museum	Rating	Reviews
1	Museum Nasional Indonesia	4.7	18,426
2	Galeri Nasional	4.7	10,326
3	Museum Kebangkitan Nasional	4.7	2,458
4	Museum Perumusan Naskah Proklamasi	4.7	1,123
5	Museum Batik Indonesia	4.8	219

Source: Google Reviews Data

The data above shows that the National Museum of Indonesia has a high rating of 4.7 with 18,426 reviews, indicating a generally positive perception from visitors. However, the large number of reviews also reflects diverse visitor experiences and expectations regarding the quality of attractions and facilities provided by the museum.

In addition to digital reviews, the level of visitor interest in a tourism destination can also be observed through the number of visits. Visitor statistics at the National Museum of Indonesia show fluctuations over several years, particularly during and after the revitalization process. The number of visitors during the period 2021–2025 is presented in Table 2.

Tabel 2. Visitor Numbers At The National Museum of Indonesia (2021-2025)

Year	Number Of Visitors	Change (%)
2021	32.017	0
2022	360.701	1.026%
2023	306.458	-15%
2024	212.735	-30,58%
2025	584.050	174,54%
Total	1.495.961	

Source: National Museum of Indonesia (2025)

Based on the table above, the number of visitors increased significantly in 2022 compared to the previous year. However, in the following years the number of visits experienced a decline, particularly in 2023 and 2024. One of the factors influencing this decline was the fire incident that occurred in September 2023, which required temporary closure and restoration of several museum areas. After the revitalization process was completed, the museum reopened in 2025 and recorded a significant increase in the number of visitors.

Despite the increase in visitor numbers and the high rating on digital platforms, several visitor complaints were still identified through online reviews and visitor feedback. These complaints reflect aspects of the museum experience that still need improvement, particularly related to attractions and supporting facilities. The summary of visitor complaints is presented in Table 3.

Tabel 3. Visitor Complaints At The National Museum of Indonesia

No.	Number Of Complaints	Visitors Complaints
1.	30	The number of exhibited collections is fewer compared to before revitalization.
2.	26	Lack of directional signage in exhibition areas.
3.	22	Ticket prices are considered too expensive.
4.	20	Staff service is perceived as unfriendly.
5.	20	Tickets cannot be refunded.
6.	18	Toilets are dirty and have unpleasant odors.
7.	18	ImmersifA duration is too short.
8.	15	Prayer room location is less strategic (basement near parking area).
9.	12	Lighting in several exhibition areas is inadequate.
10.	10	Long queues at Paras Nusantara.

Source: Google Review and Traveloka (2025)

These conditions indicate that although revitalization has improved the physical condition of the museum, several aspects of visitor experience still require evaluation. Previous empirical studies confirm that both attraction quality and supporting facilities significantly influence tourists' behavioral intentions, particularly revisit intention [10], [11]. Understanding how attraction and amenities influence visitors' revisit intention is important to ensure that the revitalization program not only improves the physical environment but also enhances visitor satisfaction and long-term visitation. Therefore, empirical research examining the effect of attraction and amenities on revisit intention at the National Museum of Indonesia becomes necessary as a basis for improving destination management strategies.

2. LITERATURE REVIEW

2.1 TOURISM

Tourism refers to all travel activities carried out by visitors that are supported by various facilities and infrastructure provided by stakeholders in the tourism sector [5]. Tourism activities involve interactions between visitors, local communities, service providers, and government institutions that collectively create a tourism system capable of generating economic, social, and cultural impacts.

2.2 ATTRACTION

Tourist attraction is considered the primary factor that encourages tourists to visit a destination because it provides unique experiences that cannot be obtained elsewhere. According to [5], the attractions and tourist objects offered must first be ensured to meet the following three main criteria:

1. Something to See, objects or unique attractions that can be observed by visitors.
2. Something to Do, activities or experiences that can be carried out by visitors.
3. Something to Buy, Souvenirs or tourism products available for visitors.

Empirical evidence suggests that attractive destination elements, including uniqueness, authenticity, and experiential value, significantly influence tourists' satisfaction and intention to revisit [7].

2.3 AMENITIES

According to [1], there are several dimensions that can be used to assess the facilities provided at a tourist destination.

1. Cleanliness and Completeness, the availability and cleanliness of supporting facilities.
2. Condition and Function, the physical condition and operational function of facilities.
3. Ease of Use, the accessibility and convenience of using available facilities.
4. Supporting Equipment, additional facilities that support visitor activities.

Empirical evidence suggests that attractive destination elements, including uniqueness, authenticity, and experiential value, significantly influence tourists' satisfaction and intention to revisit [7].

2.4 REVISIT INTENTION

As explained by [6], purchasing interest can be evaluated through the following dimensions:

1. Intention to Revisit, the willingness of visitors to return to the destination in the future
2. Intention to Recommend, the willingness to recommend the destination to others
3. Destination Preference The tendency to prioritize the destination for future visits

Amenities such as cleanliness, accessibility, and facility quality have been widely recognized as key determinants of tourist satisfaction and loyalty in tourism destinations [8].

3. METHOD

This research used a quantitative descriptive approach to analyze the relationship between attraction, amenities, and revisit intention. The study was conducted at the National Museum of Indonesia after the revitalization process. The population in this study consisted of visitors who had visited the National Museum of Indonesia after revitalization.

The sample consisted of 100 respondents selected using purposive sampling with the criteria:

- Respondents had visited the museum at least once after revitalization.
- Respondents have an interest in visiting again.

Data collection was conducted through questionnaires distributed online using a Likert scale (1 = strongly disagree to 5 = strongly agree). Data analysis techniques included validity testing, reliability testing, multiple linear regression analysis, t-test, F-test, and coefficient of determination (R^2) using SPSS software.

To ensure the quality of the research instrument, validity and reliability tests were conducted prior to the main data analysis. The validity test was carried out using Pearson Product Moment correlation with the assistance of SPSS version 29.0.2.0. The pilot test involved 30 respondents with a significance level of 5% ($\alpha = 0.05$), resulting in an r-table value of 0.361.

The results of the validity test showed that most questionnaire items met the validity criteria, with r-count values greater than the r-table value (0.361) and significance values below 0.05. However, within the attraction variable, two items (item 3 and item 7) did not meet the validity criteria and were therefore excluded from further analysis. Meanwhile, all items in the amenities and revisit intention variables were declared valid and retained for subsequent analysis.

Reliability testing was conducted using the Cronbach's Alpha coefficient to assess the internal consistency of the measurement instrument. The results show that the Attraction variable obtained a Cronbach's Alpha value of 0.848, the Amenities variable obtained a value of 0.863, and the Revisit Intention variable obtained a value of 0.721. All values exceed the minimum reliability threshold of 0.60, indicating that the research instrument is reliable. This means that the questionnaire items are able to consistently measure the constructs of attraction, amenities, and revisit intention, and therefore can be considered stable and dependable for further analysis.

4. FINDINGS AND DISCUSSION

This section presents the findings and discussion of the study, focusing on respondents' perceptions regarding attractions, amenities, and revisit intention at the National Museum of Indonesia after revitalization. The analysis begins with a descriptive overview of each research variable to illustrate general response patterns, followed by an interpretation of how these findings reflect visitors' perceptions and influence their intention to revisit the museum.

Tabel 4. Recapitulation of Attraction Variable

Dimension	Statement	Total Score	Mean	Category
Something to See	Uniqueness and educational value of the collections	445	4.45	Very Attractive
	Quality of collection/artifact presentation	431	4.31	Very Attractive
	Exhibition layout is visually appealing	418	4.18	Attractive
	Exhibition lighting supports the display	417	4.17	Attractive
	Average of Something to See		4.27	Very Attractive
Something to Do	Interactivity of the visiting experience (digital services and ImersifA room)	419	4.19	Attractive
	Comfort and photo experience (photo spots)	419	4.19	Attractive
	Quality of educational activities (museum tours, workshops, guiding)	413	4.13	Attractive
	Average of Something to Do		4.17	Attractive
Something to Buy	Affordable souvenir prices	414	4.14	Attractive
	Quality of souvenirs	413	4.13	Attractive
	Availability and variety of souvenirs	398	3.98	Attractive
	Average of Something to Buy		4.08	Attractive
	Overall Average		4.17	Attractive

Source: Author (2026)

Based on Table 4, the attraction variable at the National Museum of Indonesia is generally categorized as attractive with an overall mean score of 4.17. The highest score is found in the dimension of something to do, indicating that visitors perceive the interactive and educational experiences provided by the museum as engaging. Meanwhile, the dimension of something to see also received positive responses, reflecting that the museum collections and exhibition arrangements are considered visually appealing and informative. These findings suggest that the attractions provided by the museum play an important role in enhancing visitors' experiences and encouraging their interest in cultural tourism.

Tabel 5. Recapitulation of Amenities Variable

Dimension	Statement	Total Score	Mean	Category
Supporting Facilities Completeness	Availability of security facilities	423	4.23	Very Adequate
	Availability of WiFi, lockers, parking area, and cafeteria	422	4.22	Very Adequate
	Average of Supporting Facilities Completeness		4.23	Very Adequate
Ease of Facilities	Availability of customer service and information services	417	4.17	Adequate
	Clarity of direction signs and facility information	414	4.14	Adequate
	Accessibility of facilities for all visitors, including persons with disabilities	411	4.11	Adequate
	Average of Ease of Facilities		4.14	Adequate
Cleanliness and Completeness of Facilities	Cleanliness of exhibition rooms and public areas	435	4.35	Very Adequate
	Cleanliness of toilets, prayer rooms,	398	3.98	Adequate

	and waiting areas			
	Availability of trash bins and sanitation facilities	396	3.96	Adequate
	Average of Cleanliness and Completeness		4.09	Adequate
Condition and Function of Facilities	Condition of facilities such as AC, lifts, stairs, and prayer room	414	4.14	Adequate
	Facilities function optimally	398	3.98	Adequate
	Average of Condition and Function		4.06	Adequate
	Overall Average		4.13	Adequate

Source: Author (2026)

Based on Table 5, the amenities variable obtained an overall mean score of 4.13 and is categorized as adequate. The highest score was found in the security facilities dimension, indicating that visitors feel safe and comfortable during their visit to the museum. Cleanliness facilities also received positive evaluations, suggesting that the museum management has maintained adequate sanitation and maintenance standards. However, several supporting facilities such as direction signs and rest areas still received slightly lower scores, indicating that improvements in visitor guidance and facility accessibility may further enhance visitor satisfaction.

Tabel 6. Recapitulation of Revisit Intention Variable

Dimension	Statement	Total Score	Mean	Category
Willingnes s to Make the Destination a Priority	Including the destination in the list of places to revisit	441	4.41	Very High Interest
	Choosing the destination as the main option for the next travel plan	419	4.19	High Interest
	Average of Destination Priority		4.30	Very High Interest
Willingnes s to Recommen d	Encouragemen t to share experiences directly or through social media	426	4.26	Very High Interest
	Recommendi ng the destination to family or friends	426	4.26	Very High Interest
	Recommendi ng the destination as a cultural tourism destination	414	4.14	High Interest
	Average of Recommenda tion		4.22	Very High Interest
Willingnes s to Revisit	Desire to revisit in the near future	416	4.16	High Interest
	Previous visit is worth repeating	416	4.16	High Interest
	Average of Revisit Willingness		4.16	High Interest
	Overall Average		4.22	Very High Interest

Source: Author (2026)

Based on Table 6, the revisit intention variable shows an overall mean score of 4.22 and is categorized as very high interest. This result indicates that most respondents have a strong intention to revisit the National Museum of Indonesia. The intention to revisit dimension received the highest score, demonstrating that visitors have a positive experience during their visit and are willing to return in the future. In addition, respondents also show a willingness to recommend the museum to others, indicating that the museum has successfully created a positive impression among visitors.

Tabel 7. Multiple Linear Regression

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.455	.240		1.895	.061
	ATRAKSI	.495	.088	.480	5.599	<.001
	AMENITAS	.456	.093	.420	4.904	<.001
a. Dependent Variable: REVISIT INTENTION						

Table 7 present the regression results show a constant value (a) of 0.455, a regression coefficient for attraction (b1) of 0.495, and a regression coefficient for amenities (b2) of 0.456. Based on these results, the multiple linear regression equation can be formulated as:

$$Y = 0.455 + 0.495X1 + 0.456X2$$

where Y represents revisit intention, X1 represents attraction, and X2 represents amenities. These results indicate that improvements in both attraction and amenities contribute positively to increasing visitors' intention to revisit the destination.

Tabel 8. t Result

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.455	.240		1.895	.061
	ATRAKSI	.495	.088	.480	5.599	<.001
	AMENITAS	.456	.093	.420	4.904	<.001
a. Dependent Variable: REVISIT INTENTION						

The t-value for the attraction variable is 5.599 and is positive, indicating that attraction has a positive influence on revisit intention. This result demonstrates that the better and more engaging the attractions offered, the stronger the visitors' intention to revisit. Meanwhile, the amenities variable obtained a t-value of 4.904, which is also positive, indicating that amenities significantly and positively affect revisit intention. This suggests that the availability and quality of supporting facilities play an important role in encouraging visitors to return.

Tabel 9. F Result

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.640	2	14.820	126.694	<.001[b]
	Residual	11.347	97	.117		
	Total	40.987	99			

a. Dependent Variable: REVISIT INTENTION

b. Predictors: (Constant), AMENITY, ATRACTION

Table 9 presents the results of the ANOVA test used to examine the simultaneous effect of attraction and amenities on revisit intention. The analysis shows that the significance value (Sig.) is <0.001, which is lower than the significance level of 0.05. This indicates that the regression model is statistically significant and suitable for explaining the relationship between the independent variables and the dependent variable.

The F-value obtained is 126.694, which demonstrates that attraction and amenities simultaneously have a significant effect on visitors' revisit intention. In other words, the combination of both variables contributes meaningfully to explaining variations in revisit intention. Therefore, the regression model used in this study can be considered appropriate for predicting visitors' intention to revisit the destination.

Tabel 10. Model Summary of Multiple Linear Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.850[a]	.723	.717	.34202

a. Predictors: (Constant), AMENITY, ATRACTION

Table 10 presents the results of the model summary for the multiple linear regression analysis examining the influence of attraction and amenities on revisit intention. The correlation coefficient (R) is 0.850, indicating a very strong relationship between the independent variables and the dependent variable.

The coefficient of determination (R Square) is 0.723, which means that 72.3% of the variation in revisit intention can be explained by the attraction and amenities variables included in the model. Meanwhile, the

remaining 27.7% is influenced by other factors outside the scope of this study.

The Adjusted R Square value of 0.717 indicates that after adjusting for the number of predictors in the model, 71.7% of the variation in revisit intention can still be explained by attraction and amenities. In addition, the standard error of the estimate is 0.34202, suggesting that the regression model has a relatively small prediction error and therefore provides a reliable estimation of visitors' revisit intention

5. CONCLUSIONS

Based on the findings and discussion of this study, several important conclusions can be drawn.

First, the attraction at the National Museum of Indonesia after the revitalization is generally perceived as attractive by visitors, with an overall average score of 4.17. This indicates that the museum has successfully created an engaging experience through visual presentation, interactive elements, and educational value. Among the attraction dimensions, something to see recorded the highest score, suggesting that the uniqueness of the collections, the quality of exhibition presentation, and the design of exhibition spaces are the main factors attracting visitors. These aspects reflect how the exhibition concept, immersive rooms, and visually appealing displays contribute significantly to enhancing the museum's attractiveness. In contrast, the something to buy dimension obtained the lowest average score of 4.08, indicating that although the availability, price, and quality of souvenirs are considered adequate, this aspect still requires improvement in order to strengthen the overall tourism appeal of the museum.

Second, the amenities at the National Museum of Indonesia after the revitalization are categorized as very adequate with an average score of 4.14, indicating that the available facilities such as security systems, information services, and supporting visitor facilities have generally been able to support visitor comfort and needs during their visit. Although the facilities function well overall, the dimension related to the condition and functionality of facilities recorded the lowest score, suggesting that improvements in maintenance and operational consistency are still necessary. In addition, the revisit intention variable shows a high level of visitor interest with an overall average score of 4.22, which reflects visitors' positive tendency to revisit the museum, recommend it to others, and consider it as a priority destination in future travel plans. Among the dimensions, prioritizing the destination obtained the highest score, while willingness to revisit recorded the lowest score, although it still indicates a strong intention among visitors to return.

Third, the results of the statistical analysis confirm that attraction and amenities simultaneously and partially have a significant influence on revisit intention at the National Museum of Indonesia after revitalization, with a significance value of 0.001. This finding indicates that both variables play an important role in shaping visitors' intention to return. Therefore, improving the quality of attractions along with maintaining and enhancing visitor facilities becomes an essential strategy in strengthening revisit intention and sustaining the competitiveness of the museum as a cultural tourism destination.

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