

Influencing factors in tourist decision-making: Lifestyle, art collections, and hedonic motivations at the National Gallery

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Abstract

Tourism-related activities play a crucial role in the global economy, driven by diverse factors influencing tourists' destination choices. This study focuses on understanding the factors that influence tourists' decisions to visit the National Gallery, emphasizing lifestyle, art collections, and hedonic motivations. Utilizing a quantitative research method, data was collected from 152 visitors through a structured questionnaire and analyzed using Structural Equation Modeling (SEM) with smart PLS software. The findings reveal that hedonic motivations significantly impact visit intentions, decisions, and revisit intentions, highlighting the role of pleasure and enjoyment in attracting visitors. Art collections also influence visit and revisit intentions but do not significantly affect the initial visit decision. Conversely, lifestyle factors showed no significant impact on visiting decisions. These results provide valuable insights for tourism marketers and planners to enhance visitor engagement and satisfaction by focusing on hedonic and art-related motivations. The study contributes to the existing literature by integrating these variables and offers actionable strategies for the National Gallery and similar institutions.

Keywords: tourism; National Gallery; lifestyle; art collections; hedonic motivations.

Introduction

Tourism-related activities encompass various leisure pursuits, relaxation, and travel experiences that offer numerous benefits to individuals seeking to explore new destinations. These activities are integral to the tourism industry, which is a significant contributor to the global economy. The decision-making process for tourists involves evaluating multiple factors before selecting a destination, with the volume of visitors serving as an indicator of effective management and attractiveness of a location (Solichin et al., 2021). Tourist behavior and characteristics are crucial in understanding individual perceptions and motivations when choosing to visit a particular site (Dussel, 2018; Kim & Hwang, 2020).

In the context of art galleries, the decision to visit can be likened to a purchasing decision, where tourists' interest in the destination plays a pivotal role (Al-Dmour, Hammdan, Al-Dmour, Alrowwad, & Khwaldeh, 2017). Interest in visiting is influenced by various internal and external factors, including recommendations, values, expected outcomes, and emotional connections (Bakar et al., 2018). Understanding these factors is essential for tourism marketers and planners to enhance visitor engagement and satisfaction, ultimately promoting repeat visits and sustaining the growth of the tourism sector.

The primary research problem in this study is to identify and analyze the factors that influence tourists' decisions to visit the National Gallery. While numerous factors could potentially impact this decision, this study focuses on lifestyle, art collections, and hedonic motivations as the main variables. The existing literature highlights the significant role of these factors in shaping tourists' travel behaviors and preferences. Lifestyle, for instance, encompasses the choices individuals make in their daily activities, emphasizing quality of life as a primary goal (Muckenhuber, 2015).

Art collections play a critical role in attracting visitors to galleries, providing sensory stimulation and satisfying aesthetic needs (Macdonald, 2007). Additionally, hedonic motivations, which involve the pursuit of pleasure and enjoyment, significantly influence tourists' intentions to visit and revisit destinations (Heathwood, 2006). By examining these variables, this study aims to provide a comprehensive understanding of the factors that drive tourists to the National Gallery, thereby offering insights for enhancing visitor experiences and engagement.

Lifestyle has been identified as a significant factor influencing travel decisions, with contemporary trends and individual preferences playing crucial roles (Zhang, Lu, & Sun, 2021). Research indicates that lifestyle choices, including attitudes, values, hobbies, and media consumption patterns, shape how individuals decide to spend their time and resources (Madichie, 2009). Understanding these patterns can help tourism marketers tailor their offerings to meet the preferences of potential visitors, thereby enhancing their travel experiences (Akkaya, 2021)

Art collections, on the other hand, serve as a vital means of preserving and conveying deeper meanings and artistic values

(Pearce, 2003). Collections curated to provide a comprehensive understanding of artworks can significantly influence visitors' interest in galleries (Camarero, Garrido, & Vicente, 2010). Studies have shown that the historical value, workplace design, sponsorship, and investment opportunities associated with art collections play essential roles in attracting and retaining visitors (Lindenberg & Oosterlinck, 2011). By highlighting these aspects, galleries can enhance their appeal and encourage repeat visits.

Hedonic motivations are characterized by the pursuit of pleasure and enjoyment in various aspects of life, including travel (Heathwood, 2006). Research has demonstrated that tourists are more likely to visit destinations that offer pleasurable experiences, adventure, and leisure activities (C. Y. Wang & Hsu, 2010). The role of hedonic factors in tourism is further supported by findings that emphasize the importance of multi-sensory, fantasy, and emotional components in predicting visitor satisfaction and intentions to return (Steg, Perlaviciute, van der Werff, & Lurvink, 2014). By understanding and catering to these motivations, tourism stakeholders can create more engaging and enjoyable experiences for visitors.

Despite extensive research on the factors influencing travel decisions, there remain significant gaps in understanding the specific influences of lifestyle, art collections, and hedonic motivations on tourists' decisions to visit art galleries. While previous studies have explored the impact of lifestyle on travel behavior, there is limited research on how contemporary lifestyle trends specifically affect the decision to visit art galleries (Samuel & Anita, 2023). Additionally, although the role of art collections in attracting visitors has been acknowledged, there is a need for more detailed investigations into how different aspects of art collections influence visitors' intentions and decisions (Brida, Meleddu, & Pulina, 2012).

Furthermore, the impact of hedonic motivations on tourists' decisions to visit and revisit destinations has been established, yet there is a lack of comprehensive studies that integrate hedonic factors with other variables such as lifestyle and art collections (Sun, Law, & Fong, 2018). This gap in the literature highlights the need for a more holistic approach to understanding the interplay of these factors in shaping tourists' decisions to visit art galleries.

The objective of this study is to examine the factors that influence tourists' decisions to visit the National Gallery, with a specific focus on lifestyle, art collections, and hedonic motivations. By investigating these variables, the study aims to provide a comprehensive understanding of the factors that drive tourists' intentions to visit, their actual visit decisions, and their intentions to revisit. The novelty of this research lies in its integrative approach, combining lifestyle, art collections, and hedonic factors to offer a more nuanced understanding of tourist behavior in the context of art galleries.

The scope of the study includes a quantitative analysis of data collected from 152 visitors to the National Gallery from March to June 2023, using a purposive sampling technique. The study employs the Structural Equation Model (SEM) with the help of smart PLS software to analyze the relationships between the variables. The findings of this study are expected to contribute to the existing body of knowledge on consumer behavior in the context of art galleries and provide actionable insights for enhancing visitor engagement and satisfaction.

Literature review

Lifestyle

One of the key variables affecting travelers' decisions to engage in travel-related activities is their lifestyle, particularly in terms of contemporary trends (Zhang et al., 2021). Lifestyle can be seen as an expression of how individuals influence each other's behavior, such as when they use a product or service, decide on a vacation destination, or participate in an activity (Füller & Matzler, 2008). It involves attaining status through actions that symbolize honesty and camaraderie within a certain group (Scheys, 2013). Essentially, lifestyle refers to the choices individuals make in their daily activities, emphasizing the importance of quality of life as a lifestyle goal (Muckenhuber, 2015).

Consumption patterns, which are determined by lifestyle, reflect how a person decides to spend their time and resources. Solomon (2009) identifies six factors used in lifestyle research: attitudes, values, hobbies, media usage patterns, and usage rates. These factors collectively shape the way individuals live, thereby

influencing their interest in visiting and traveling to different destinations (Akkaya, 2021).

Lifestyle significantly impacts travel decisions, guiding choices about where to go based on individual preferences and habits (Kaharu & Budiarti, 2016). This influence extends to aspects like age and culture, as well as previous research that shows lifestyle has a major effect on the intention to revisit a destination (Samuel & Anita, 2023).

Overall, understanding the role of lifestyle in travel behavior helps to illuminate the broader decision-making processes of travelers. By considering factors such as attitudes, values, and media consumption, tourism marketers and planners can better cater to the preferences and needs of potential visitors. This approach not only enhances the travel experience but also encourages repeat visits, contributing to the sustainability and growth of the tourism sector.

Art collections

Art collections play a crucial role in preserving art throughout history, allowing it to communicate profound meanings and a more enriched sense of life (Macdonald, 2007). By acquiring artworks, decorative objects, and clothing, people can fulfill their aesthetic desires and demonstrate their artistic values (Pearce, 2003). Collections are meticulously curated to offer a thorough understanding of an item or work, providing a distinct portrayal of the artwork (Barok, Noordegraaf, & de Vries, 2019). Artists and viewers who engage in interaction through art function as social intermediaries through their creations (Myllyntaus, 2012).

One aspect of collecting art is the need for sensory stimulation, while another is the personal interest in objects that aim solely for pleasure (Macleod, 2011). Several factors influence art collections, including historical value, workplace design, sponsorship, and diverse investment opportunities (Lindenberg & Oosterlinck, 2011). Art collections, thus, are referred to as the collections of artworks (Y. Wang, Xu, & Zhang, 2022).

Visitors' curiosity about an art gallery's collection often stimulates their interest in visiting (Camarero et al., 2010). They choose to visit galleries because they appreciate the art collections on display (Octaviany & Shiddiq, 2015), which can encourage satisfied visitors to consider returning (Brida et al., 2012). The

interest in visiting is defined as a customer's desire to go somewhere, influenced by the attitudes and preferences of others who affect that desire (Araújo Vila, Fraiz Brea, & de Carlos, 2021; Beerli & Martín, 2004; Hellier, Geursen, Carr, & Rickard, 2003). The desire for repeat visits is significantly influenced by lifestyle (Akkaya, 2021; Therok, Saerang, & Wangke, 2021).

In summary, the role of art collections extends beyond mere preservation. It involves a complex interplay of personal enjoyment, cultural value, and social interaction. Understanding these factors can help galleries and museums enhance visitor engagement and satisfaction, ultimately encouraging repeat visits and sustained interest in the arts.

Hedonic

Hedonistic behavior is characterized by a life of pleasure and a constant desire for fulfillment, such as visiting a tourist location purely for enjoyment rather than out of necessity (Heathwood, 2006). Hedonic refers to sensations that humans experience as feelings of pleasure in various aspects of their lives, such as taking a tour that brings joy but is not essential. This behavior manifests when individuals purchase or travel to escape routine, forget daily issues, or satisfy demands and pleasures (Roggeveen, Grewal, Townsend, & Krishnan, 2015). Hedonism is the belief that human behavior is logically and purposefully aimed at providing pleasure rather than misery (Crisp, 2006). In this study, the hedonic dimension includes roles, the best offer, and social aspects to measure the hedonic component (Tuti & Saputra, 2022).

Tourists are more likely to visit if they are motivated by the need for adventure, leisure, and curiosity (C. Y. Wang & Hsu, 2010; Yoon & Uysal, 2005). Besides seeking products or services, purchasing decisions should also lead to a pleasurable experience (J. Gosal & Rahayu, 2020; Tang & Zhu, 2019). Previous research findings demonstrated that art significantly influenced the intention to return (Brida et al., 2012). Additionally, hedonic factors significantly influence visitors' choices, consistent with earlier studies that showed hedonists have multi-sensory, fantasy, and emotional components crucial for predicting customer pleasure, which in turn influences consumer intentions (Steg et al., 2014). It can be established that factors such as behavior, demographics, and

degree of satisfaction might affect visitors' intentions to return (Sun et al., 2018).

By understanding the role of hedonic factors in tourism, stakeholders can better cater to the desires of pleasure-seeking tourists. This understanding can help design experiences and services that enhance visitor satisfaction and encourage repeat visits. Consequently, acknowledging the importance of hedonic motivations can lead to more effective tourism management and marketing strategies, ultimately benefiting both the visitors and the destination.

Research methods

This study employs a quantitative method by conducting a direct survey of respondents to gather responses to statements presented in a questionnaire. The population targeted in this study comprises visitors to the National Gallery from March to June 2023. A purposive sampling technique was used to select the sample, where respondents were chosen based on specific characteristics relevant to the study's objectives. The sample represents a portion of the population with similar characteristics. When the population is large, and it is impractical for the researcher to study the entire population due to constraints such as funds, manpower, and time, a sample can be selected to represent the population (Sugiyono, 2018). Purposive sampling ensures that the data collected is more targeted and relevant to the research objectives.

A Likert scale was utilized for variable assessment, ranging from 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), to 5 (strongly agree). This study examined six factors in lifestyle research: attitudes, values, interests, activities, media usage patterns, and media consumption patterns (Madichie, 2009). The drivers behind art collecting were identified as historical value, workplace décor, sponsorship, and investment (Lindenberg & Oosterlinck, 2011). To measure the hedonic component, the study employed dimensions that include roles, best agreements, and social aspects (Tuti & Saputra, 2022).

Purchase intention, as a dependent variable, is influenced by various internal and external factors, including recommendations, values, expected outcomes, and emotional connections (Bakar et al., 2018). Factors affecting buying decisions encompass needs satisfaction, information search, alternative appraisal, purchasing

decisions, and post-purchase behavior (Karimi, Papamichail, & Holland, 2015). Repurchase intention is divided into two components: repurchase behavior (customer behavior that involves repeated consumption) and the recommendation to others (consumers encouraging others to make purchases) (Chang, Chou, & Wen-Chien, 2014).

The structured questionnaire was designed to capture detailed insights into the respondents' lifestyle choices, art collection preferences, hedonic values, purchase intentions, and repurchase behaviors. The survey aimed to collect data that would allow for comprehensive analysis and understanding of the factors influencing visitors' decisions at the National Gallery. By focusing on these key areas, the study seeks to contribute to the existing body of knowledge on consumer behavior in the context of art galleries and provide actionable insights for enhancing visitor engagement and satisfaction.

Results and discussion

The profile of the respondents indicates a diverse demographic visiting the National Gallery. The sample consisted of 25% males and 75% females, predominantly aged between 17-25 years (82.1%) and over 25-30 years (14.1%), with a smaller portion aged over 40 years (1.9%). The frequency of visits revealed that 65.8% of respondents visited the gallery only once, while 34.2% visited more than once. The primary reasons for visiting included sightseeing (36.1%), education (39.2%), and travel (31%). The majority of tourists were from Jakarta (63.5%), while the rest came from outside Jakarta (36.5%). The preferred visiting times were morning (32.7%), afternoon (54.5%), and evening (12.8%), with activities mainly focused on taking pictures (45.2%) and enjoying art and paintings (54.8%). A significant 61.50% of tourists stated that their top priority when traveling was to visit the National Gallery, reflecting a high level of interest in the gallery's art collection.

Table 1. Descriptive respondent data

Attribute	Category	Frequency	Percentage
Gender	Male	39	25%
	Female	113	75%
Age	>17-25	127	82.1%
	>25-30	20	14.1%

Attribute	Category	Frequency	Percentage
Number of visits	>40	3	1.9%
	1-2 times	101	65.8%
	>3 times	51	34.2%
Visiting purpose	Travel	55	36.1%
	Education	51	39.2%
	Sightseeing	48	31%
Origin	Jakarta	97	63.5%
	Outside Jakarta	55	36.5%
Visiting time	Morning	46	32.7%
	Afternoon	85	54.5%
	Evening	21	12.8%
Gallery activities	Taking pictures	70	45.2%
	Enjoying art	81	54.8%
Priority of visiting gallery	Yes	94	61.5%
	No	58	38.5%

Source : primer data

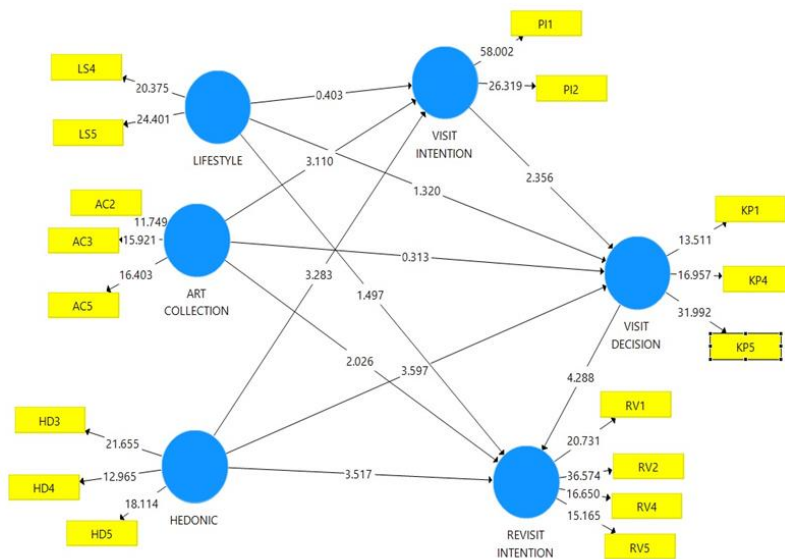


Figure 1. Structural model

The structural model (Figure 1) assesses the validity and reliability of the data. The Average Variant Extracted (AVE) values for the variables Lifestyle (X1), Art Collection (X2), Hedonic (X3), Visit Intention (Y1), Visit Decision (Y2), and Revisit Intention (Y3) are all greater than 0.05, indicating good discriminant validity.

Table 2. Measurement Model: Item Loading, Construct Loading, Composite Reliability (CR), and Convergent Validity (AVE)

Variable	Indicator	Item	Loading Factor	Reliability	AVE
Lifestyle	1. Attitude	GH4	0,844	0,846	0,731
	2. Values				
	3. Activities and interest				
	4. Media patterns				
	5. Usage rates (Solomon, 2009)	GH5	0,866		
Art collection	1. Historical Value	AC2	0,790	0,849	0,652
	2. Office Decoration	AC3	0,828		
	3. Office				
	4. Sponsor	AC5	0,805		
	5. Investment (Lindenberg & Oosterlinck, 2011).				
Hedonic	1. Role	HD1	0,795	0,846	0,646
	2. Agreement	HD2	0,799		
	3. Social	HD3	0,816		
	(Tuti & Saputra, 2022)				
Visit intention	1. Results	VI1	0,914	0,884	0,793
	2. Value				
	3. Recommendations	VI2	0,866		
	4. Emotional Associations				
	(Bakar et al., 2018)				
Visit decision	1. Fulfillment of Needs	KP1	0,741	0,822	0,606
	2. Information Search	KP4	0,756		
	3. Alternative Evaluation				
	4. Purchase decision	KP5	0,836		
	5. Behavior after purchase (Karimi et al., 2015)				
Revisit intention	1. Repurchase	RV1	0,801	0,879	0,646
	2. Recommendation to others to repurchase (Chang et al., 2014)	RV2	0,872		

Source: Authors, 2022

The first step in this analysis is to test the accuracy and reliability of the data. To achieve the desired outcomes, it is crucial to verify each indicator for every variable. In PLS-SEM, two key parameters for assessing data validity and reliability are the loading factor and composite reliability. Convergence validity for each

loading factor is shown in Table 2. All the loading factors listed have values exceeding 0.700, demonstrating that the chosen items have loading scores above 0.700, thereby fulfilling the criteria for validity and reliability.

Composite reliability (CR) serves as an indicator of the internal consistency of a construct. A CR value above 0.7 is deemed satisfactory. As illustrated in Table 2, the CR values span from 0.822 to 0.879, indicating a high level of consistency across the constructs. Moreover, the Average Variance Extracted (AVE) values, ranging from 0.606 to 0.793, fulfill the AVE requirement for convergent validity.

Discriminant validity

The Art Collection variable had the highest value in the discriminant test findings, followed by Lifestyle at 0.855, Hedonic at 0.804, Visit Intention at 0.890, Revisit Intention at 0.804, and Visit Decision at 0.770. This indicates that each indicator question has the largest loading factor value for the latent construct under examination, confirming good discriminant validity (Fornell & Larcker, 1981).

Table 3. Discriminant validity

	Art Collection	Hedonic	Lifestyle	Revisit intention	Visit decision	Visit intention
Art collection	0,808					
Hedonic	0,412	0,804				
Lifestyle	0,614	0,483	0,855			
Revisit intention	0,449	0,651	0,370	0,804		
Visit decision	0,429	0,637	0,470	0,700	0,779	
Visit intention	0,531	0,580	0,444	0,688	0,577	0,890

R² Result

The influence of exogenous variables on endogenous variables is assessed through the R-square value (R²). For Revisit Intention, Visit Decision, and Visit Intention, the R² values are 0.583, 0.488, and 0.440, respectively. This signifies that lifestyle, art collection, and hedonic factors account for 58.3%, 48.8%, and 44% of the variance in visit intention, visit decision, and revisit intention.

Table 4. R² Results

	R Square	R Square Adjusted
Revisit Intention	0,583	0,571
Visit Decision	0,488	0,474
Visit Intention	0,440	0,429

Model fit

The Square Residual (SRMR) is a metric introduced by Henseler et al. (2014) to evaluate the goodness-of-fit in Partial Least Squares Structural Equation Modeling (PLS-SEM) and to avoid model misspecification. A model is considered to have an acceptable fit when the SRMR value is 0.08 or lower (Hu & Bentler, 1999).

Table 5. Model fit

Model	SRMR
Saturated Model	0,083
Estimated Model	0,088

Hypothesis testing

The critical value for the t-test is set at 1.96. A hypothesis is considered accepted if the t-value exceeds 1.96, signifying a significant impact. Conversely, a t-value below 1.96 results in the hypothesis being rejected, indicating no significant effect. As shown in Table 6, the hypothesis testing results demonstrate that four specific hypotheses—Art Collection > Visit Decision, Lifestyle > Visit Decision, Lifestyle > Intention to Return, and Lifestyle > Intention to Visit—were not supported.

Table 6. Hypothesis test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic 910/STDEV)	P Values	Result
Art collection > Revisit Intention	0,189	0,201	0,093	2,026	0,043	Accepted
Art collection > Visit decision	0,043	0,093	0,138	0,313	0,754	Rejected
Art collection > Visit intention	0,336	0,366	0,108	3,110	0,002	Accepted
Hedonic > Revisit intention	0,341	0,317	0,097	3,517	0,000	Accepted
Hedonic > Visit decision	0,403	0,378	0,112	3,597	0,000	Accepted
Hedonic > Visit intention	0,427	0,386	0,130	3,283	0,001	Accepted
Lifestyle > Visit decision	-0,127	-0,11	0,085	1,497	0,135	Rejected
Lifestyle > revisit intention	0,132	0,142	0,100	1,320	0,187	Rejected
Lifestyle > Visit intention	0,031	0,047	0,078	0,403	0,687	Rejected
Visit decision > revisit intention	0,462	0,456	0,108	4,288	0,000	Accepted

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic 910/STDEV)	P Values	Result
Visit intention > visit decision	0,262	0,232	0,111	2,356	0,019	Accepted

To accept the hypothesis, the path coefficient t-statistic must exceed 1,96, and the p-value must be below 0,05. The results demonstrate that the path coefficient t-statistic for the relationship between art collection and revisit intention is 2,026 ($> 1,96$), with a p-value of 0,043 ($< 0,05$), supporting the first hypothesis. However, for the relationship between the art collection and visit decision, the p-value is 0,754 ($> 0,05$) with a t-statistic of 0,313 ($< 1,96$), indicating a lack of support for this hypothesis. The hypothesis suggesting a significant relationship between art collection and visit intention is upheld with a t-statistic of 3,11 ($> 1,96$) and a p-value of 0,002 ($< 0,05$). The hypothesis concerning the hedonic relationship with revisit intention is validated by a t-statistic of 3,517 ($> 1,96$) and a p-value of 0,000 ($< 0,05$). Likewise, the hedonic relationship with visit decision is confirmed as significant, with a t-statistic of 3,97 ($> 1,96$) and a p-value of 0,000 ($< 0,05$).

The hedonic relationship with visit intention is significant, with a t-statistic of 3,283 ($> 1,96$) and a p-value of 0,001 ($< 0,05$), leading to the acceptance of the hypothesis. The relationship between lifestyle and visit decision, with a t-statistic of 1,497 ($< 1,96$) and a p-value of 0,135 ($> 0,05$), does not support the hypothesis due to its lack of significant impact. Similarly, the hypothesis regarding the lifestyle relationship with revisit intention is not supported, with a t-statistic of 1,320 ($< 1,96$) and a p-value of 0,187 ($> 0,05$). The lifestyle relationship with visit intention, indicated by a t-statistic of ,403 ($< 1,96$) and a p-value of 0,687 ($> 0,05$), also fails to show a significant impact, rejecting the hypothesis. The hypothesis concerning the relationship between visit decision and revisit intention is supported, as evidenced by a t-statistic of 4,88 ($> 1,96$) and a p-value of 0,000 ($< 0,05$). Lastly, the relationship between visit intention and visit decision is confirmed, with a t-statistic of 2,356 ($> 1,96$) and a p-value of 0,019 ($< 0,05$).

Conclusion

The findings of this study provide significant insights into the factors influencing tourists' decisions to visit the National Gallery. The analysis revealed that hedonic motivations significantly affect visiting intentions, visiting decisions, and intentions to revisit,

highlighting the importance of pleasure and enjoyment in attracting visitors. Conversely, lifestyle factors did not show a significant impact on these decisions. Art collections were found to influence the intention to visit and the intention to revisit but did not significantly affect the decision to visit. This underscores the role of art collections in generating initial interest and sustained engagement with the gallery. These results contribute to the existing literature by offering a nuanced understanding of how hedonic motivations and art collections drive tourist behavior, while lifestyle factors play a lesser role. Future research should explore additional variables and contexts to further elucidate the complex dynamics of tourist decision-making.

For future research, it is recommended to expand the sample size to include a more diverse demographic and a broader range of visiting times. Qualitative methods, such as in-depth interviews, could be employed to gain a more comprehensive understanding of visitor motivations. Further studies could also explore additional factors, such as cultural and economic aspects, that may influence visiting decisions, providing deeper insights into the complexities of tourist behavior.

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