**Visiting Interests, Visit Decisions, And The Impact Of Lifestyle, Art Collection, And Hedonic At The National Gallery**

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 Abstract

*Many local and international tourists attend art exhibitions and events held at the National Gallery. It is interesting to examine the factors that influence tourists' decisions to visit the National Gallery, including lifestyle factors, gallery art collections, and hedonic factors. The sample in this study was 152 visitors to the National Gallery in December using a purposive sampling technique. With the help of smartPLS software, Structural Equation Model is the analytical technique used. The findings show that the hedonic variable affects visiting intentions, visiting decisions, and to revisit intentions. But on the contrary, lifestyle does not affect visiting intentions, visiting decisions, and revisiting intentions. Meanwhile, the art collection influences the intention to visit and the revisiting intention but does not affect the decision to visit. Finally, the intention to visit influences the decision to visit, and the decision to visit influences the revisit intention.*

Keywords: Write 3 – 5 keywords, each keyword should be separated by comma (Cambria, 8)

Introduction

Tourism-related activities can be seen to pass time while pursuing leisurely pursuits, unwinding, and traveling to a place where tourists can take use of the tour's services. A tourist's choice to visit has been made after carefully weighing all the factors that should be taken into account before engaging in an activity or paying a visit to a tourist attraction (Solichin et al., 2021). The volume of visitors will indicate whether a place is well managed. Tourist behavior characteristics are strongly tied to conduct and pertain to individual perceptions while deciding to visit (Dussel, 2019; Kim & Hwang, 2020).

The choice of one of the other locations that visitors would choose may be used to characterize the decision to visit, which has the same meaning as the purchasing decision**.** Tourists will base their decision to go on their interest in the destination initially (Al-Dmour et al., 2017). The intention of a person to visit a tourist site soon is known as interest in visiting (Abidin et al., 2022; Bilei & Kim, 2009; Lee et al., 2016). Purchase intention is a dependent variable that is influenced by a variety of internal and external variables, including suggestions, values, expected outcomes, and emotional linkages (Bakar et al., 2018).

The choice of a destination to visit is the result of several processes carried out by individuals or groups of tourists beginning with the evaluation stage, where tourists will have a variety of destinations to travel to and then compare until the tourists decide and the destination to be chosen has unquestionably more allure. contrasting with unpicked places (Budiman et al., 2016; Rosa, 2021; Sudigdo et al., 2019). The performance of the

destination on the first visit by visitors and the first experience of visiting decisions that affect the good memories of tourists and have an effect on the intention to return can both influence the decision to revisit (Abubakar et al., 2017; Enrique Bigné et al., 2009; Um et al., 2006)

Literature Review

**Lifestyle**

One of the many variables that affect travelers' decision to engage in travel-related activities is their way of life. Tourism-related lifestyle choices, particularly those that reflect contemporary trends (Zhang et al., 2021). A person's lifestyle is an expression of how living things or an individual might impact one another's behavior, such as when they use a good or service, decide where to go on vacation, or engage in an activity (Füller & Matzler, 2008). Lifestyle is the attainment of status by deeds that must be seen as symbols in a certain group by displaying honesty and camaraderie (Scheys, 2013). A living creature with a choice in his or her everyday activities is said to have a lifestyle. This individual or group of people should pay attention to their quality of life as a lifestyle aim (Muckenhuber, 2015). Consumption patterns are determined by lifestyle and reflect a person's decisions on how to use his time and resources. The following six factors are employed in lifestyle research, according to Solomon (Solomon, 2009): attitudes, values, hobbies, media usage patterns, and usage rates.

The way people live has an impact on how interested visitors are in visiting and traveling (Akkaya, 2021). Decisions on where to go are significantly influenced by lifestyle (Kaharu & Budiarti, 2016). Age, culture, and other traits as well as prior studies demonstrating that lifestyle has a major impact on intention to return all support the idea that lifestyle influences the decision of whether to return (Samuel & Lily, 2022).

**Art Collection**

Collections are one way to conserve art over time and enable it to convey a more meaningful sense of life (Macdonald, 2007). Through the acquisition of works of art, decorative items, and apparel, one may satisfy their aesthetic demands and express their aesthetic ideals through their art collections (M.Pearce, 2003). Collections are made to handle an item or work in depth or according to a certain format while providing a clear image of the artwork (Barok et al., 2019). Artists and viewers who are committed to interaction create art, acting as social mediators through their creations (Myllyntaus, 2012). One thing about collecting works of art is the need for sensory stimulants, and the other thing is that collecting works of art may be assumed to be an individual's interest in object aspects that aim exclusively for pleasure (Macleod, 2011). Historical value, workplace design, sponsorship, and varied investment are some variables that affect art collections (Lindenberg & Oosterlinck, 2011).

Collections of art are referred to as art collections (Y. Wang et al., 2022). Visitors' curiosity about an art gallery's collection will pique their desire in going there (Camarero et al., 2010), Visitors choose to go to the gallery because they enjoy the art collection there (Octaviany & Shiddiq, 2015), and can encourage visitors who are satisfied with their stay to consider coming again (Brida et al., 2012). Interest in visiting refers to a customer's desire to go somewhere combined with the attitudes and preferences of others who can affect that consumer's desire to go there (Araújo Vila et al., 2021; Beerli & Martín, 2004; Hellier et al., 2003). The desire to return visitors is significantly influenced by lifestyle (Akkaya, 2021; Therok et al., 2021).

**Hedonic**

 Hedonic is the next research variable. Hedonistic behavior is characterized by a life of pleasure and a constant desire for fulfillment, such as visiting a tourist location out of pure enjoyment rather than out of need (Heathwood, 2006). It may be said that hedonic is a sensation that humans produce as a feeling of pleasure in elements of their lives, such as going on a tour that might bring pleasure but is not necessary. It is a hedonic behavior that living things possess when someone purchases or travels to a location to escape routine, forgetting issues from the day to day, or satisfy demands and pleasures (Roggeveen et al., 2015). Hedonism is the belief that human behavior is logically and purposefully intended to provide pleasure rather than misery (Crisp, 2006). In this study, the hedonic dimension, which includes roles, the best offer, and social aspects, is used to measure the hedonic component (Tuti & Saputra, 2022).

Tourists will be more likely to visit if they are motivated by the need for adventure, leisure, and curiosity (C. Y. Wang & Hsu, 2010; Yoon & Uysal, 2005). In addition to looking for products or services to buy, purchasing selections should also result in a pleasurable experience (Gosal et al., 2020; Tang & Zhu, 2019). The findings of the prior study demonstrated that art significantly influenced the intention to return (Brida et al., 2012). According to the findings of the prior study, hedonic factors significantly influenced visitors' choices (Steg et al., 2014). This is consistent with the findings of an earlier study, which showed that hedonists have a multi-sensory, fantasy, and emotional components that are crucial for forecasting customer pleasure, which in turn influences consumer intentions (Mouakket & Al-Hawari, 2012). It may be established that factors such as behavior, demographics, and degree of satisfaction might affect visitors' intentions to return (Sun et al., 2018).

Research Methods

* 1. **Data Collection**

This study uses a quantitative method by conducting a direct survey of respondents to find out the responses to the statements submitted with the questionnaire. The population in this study were visitors to the National Gallery who visited from March to June 2023. In this study, the sample used was purposive sampling, namely taking respondents by determining their special characteristics according to the objectives of this study. The sample is part of the number and characteristics possessed by the population. If the population is large and the researcher will not study everything that is already in the population, for example, due to limitations with funds, manpower, and time, the researcher can use samples that have been taken from the population (Sugiyono, 2018). Purposive sampling is a way of finding research samples with certain considerations aimed at making the data obtained later more responsive.

* 1. **Measurement**

A Likert scale of 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), and 5 is used for variable assessment (strongly agree). Six factors—attitudes, values, interests, activities, media usage patterns, and patterns of media consumption—are examined in the study of lifestyle (Solomon, 2009). Historical value, workplace décor, sponsorship, and investment are the driving forces behind art collecting (Lindenberg & Oosterlinck, 2011). This study measures the hedonic component using the hedonic dimension, which consists of roles, best agreements, and social aspects (Tuti & Saputra, 2022). Purchase intention is a dependent variable that is influenced by a variety of internal and external variables, including suggestions, values, expected outcomes, and emotional linkages (Bakar et al., 2018). Needs satisfaction, information search, alternative appraisal, purchasing decisions, and post-purchase behavior are all factors that affect buying decisions (Karimi et al., 2015). Repurchase (customer behavior that repeats consumption) and Recommending others to Purchase are the two components of repurchase intention (consumers will recommend other people to make consumption) (Chang et al., 2014).

Results and Discussion

**Demographic Data**

Table 1: Descriptive Respondent

|  |  |  |
| --- | --- | --- |
|  | **Total**  | **Percentage** |
| **Gender** |  |  |
| Male | 39 | 25% |
| Female | 113 | 75% |
| **Age** |  |  |
| >17-25 | 127 | 84,00% |
| >25-30 | 20 | 16,00% |
| **Number of Visits** |   |  |
| 1 - 2 times | 101 | 65,80% |
| > 3 times | 51 | 34,20% |
| **Visiting Purpose** |   |  |
| Travel | 55 | 36,10% |
| Education | 51 | 32,90% |
| Go for a walk | 48 | 31% |
| **Origin** |  |  |
| Jakarta | 97 | 63,50% |
| Outside Jakarta | 55 | 36,50% |
| **Visiting Time** |   |  |
| Morning | 46 | 32,70% |
| Afternoon | 85 | 54,50% |
| Afternoon | 21 | 12,80% |
| **Gallery Activities** |   |  |
| Taking pictures | 70 | 45,20% |
| Enjoys Art And Painting | 81 | 54,80% |
| **Is visiting the National Gallery your top choice?** |   |  |
| Yes | 94 | 61,50% |
| No | 58 | 38,50% |

Source: Authors, 2022

The profile of respondents showed that there were 25% male and 75% female respondents aged over 17-25 years 82.1%, aged more than 25-30 years 14.1% and aged 40 years 1.9% and presentation at the visit 1 time 65.8% which is more than once 34.2% to visit for sightseeing 36.1%, education 39.2% and travel 31% then tourists coming from Jakarta 63.5% and outside Jakarta 36 .5% then the estimated time of visiting is in the morning 32.7%, afternoon 54.5% and afternoon 12.8% with activities in photo galleries 45.2% and enjoying art and paintings 54.8%. Up to 61.50% of tourists said that their top priority when traveling was to see the National Gallery. This demonstrates the high level of interest among visitors in viewing the national gallery's art collection in contrast to visits made for random reasons.

**Structural Model**



Figure 1: Structural Model

In addition to looking at the value of a cross-loading, the value of discriminant validity can be known through other methods, namely by looking at the Average Variant Extract (AVE) value in each indicator variable with the condition that it must have a value of > 0.05 to get a good method. the results of the AVE data in Table 2, you can see the AVE values for the variables Lifestyle (X1), Art Collection (X2), Lifestyle (X3), Visit Intention (Y1), Visit Decision (Y2) AND Revisit Intention (Y3) have AVE value > 0.05. So it is stated that each has good discriminant validity.

Table 2: Measurement Model: item loading, construct loading, composite reliability (CR), and convergent validity (AVE)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Variables** | **Indicator** | **Item** | **Loading Factor** | **Reliability** | **AVE** |
| **Life Style**  | 1. Attitude | GH4 | 0,844 | 0,846 |  0,731 |
| 2. Values |
| 3. Activities and interest |
| 4. Media Patterns | GH5 | 0,866 |
| 5. Usage Rates |
| (Solomon, 2009) |
| **Art Collection** | 1. Historical Value | AC2 |  0,790 | 0,849 |  0,652 |
| 2. Office Decoration |
| 3. Office | AC3 |  0,828 |
| 4. Sponsor |
| 5. Investment | AC5 | 0,805 |
| (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 |
| 3. Alternative Evaluation | KP4 |  0,756 |
| 4. Purchase decision |
| 5. Behavior after purchase | KP5 |  0,836 |
| (Karimi et al., 2015) |
| **Revisit Intention** | 1. Repurchase |  RV1 |  0,801 |  0,879 |  0,646 |
| 2. Recommendation to others to repurchase |  RV2 |  0,872 |
| (Chang et al., 2014) |

Source: Authors, 2022

Testing the accuracy and dependability of the data is the first thing that may be done in this examination. To view the desired results, each indication of each variable must be verified. The loading factor and composite reliability are two parameters that may be utilized in PLS-SEM to examine the validity and reliability of data. The convergence validity for each loading factor is displayed in Table 2. In the table above, all loading factors have values greater than 0.700. This has an impact on the items that were chosen, which have scored over 0.700, indicating that all the variables employed in this study fulfill the standards for validity and reliability. Composite reliability (CR) as a gauge of construct consistency. If a number exceeding 0.7 is displayed in the data (CR), certain conditions are acceptable. Based on Table 2, the value (CR) displays the numbers 0.822 to 0.879, indicating that the value can be observed above 0.7 and that the findings demonstrate good consistency between constructions, specifically 0.606 to 0.793, indicating that it satisfies the AVE criteria.

**Discriminant Validity**

The Art Collection variable had the highest value in the Discriminant test findings, followed by the Lifestyle variable at 0.855, the Hedonic variable at 0.804, the Visit Intention variable at 0.890, the Revisit Intention variable at 0.804, and the Visit Decision variable at 0.770. If compared to the other latent constructs, each indicator question has the largest loading factor value for the latent construct under examination. Therefore, it may be claimed that the discriminant validity is valid (Fornell, C., & 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 |

Source: Authors, 2022

**R2 Result**

The effect of exogenous variables on endogenous variables is measured using the R-square value (R2). The values of R2 Revisit Intention 0.583, Visit Decision 0.488, and Visit Intention 0.440 are displayed in Table 7. This indicates a 58.3%, 48.8%, and 44% effect of lifestyle, art collection, and hedonic factors on visit intention, visit decision and revisit intention, respectively.

Table 4: R2 Result

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

Source: Authors, 2022

**Model Fit**

The SRMR is a goodness of fit metric for PLS-SEM that Henseler et al. (2014) introduce to prevent model misspecification. In a more conservative form, a fit is deemed to be satisfactory at a value of 0.08 (Hu et al., 2009).

Table 5: Model Fit

|  |  |  |
| --- | --- | --- |
|   | **Saturated Model** | **Estimated Model** |
| **SRMR** | 0,083 | 0,088 |

Source: Authors, 2022

**Hypothesis Test**

The t value of 1.96 is the crucial number that serves as the benchmark. The hypothesis is accepted if the t value is above, indicating that there is an impact. The hypothesis is rejected if the t-value is less than 1.96, indicating that there is no impact. Based on the findings of the hypothesis testing, it can be seen in the table above that four hypotheses—Art Collection > Visit Decision, Lifestyle > Visit Decision, Lifestyle > Intention to Return, and Lifestyle > Intention to Visit—have been ruled out.

Table 5: Mean, STDEV, T-Values, P-Values

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|   | **Original Sample (O)** | **Sample Mean (M)** | **Standard Deviation (STDEV)** | **T Statistic 9IO/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** |
| Lifestlye> 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 |
| visit intention > visit decision  | 0,262 | 0,232 | 0,111 | 2,356 | 0,019 | Accepted |

Source: Authors, 2022

If the path coefficient t-statistic is more than 1.96 and the p-value is less than 0.05, the results of the hypothesis can be accepted. The findings indicate that the path coefficient t-statistic indicates a significant association between art collection and revisit intention, with a value of 2.026 (> 1.96) and a p-value of 0.043 0.05, supporting the first hypothesis. With a p-value of 0.754 > 0.05 and a t-statistic value of 0.313 (1.96) for the association between the art collection and visit choice, it can be concluded that there is no evidence to support this hypothesis. With a t-statistic of 3.11 > (1.96) and a p-value of 0.002 0.05, the hypothesis that there is a significant association between art collection and visit intention is supported. The hypothesis may be accepted since it has a substantial impact and has a t-statistic value of 3.517 > (1.96) and a p-value of 0.000 0.05 for the hedonic association between revisit intention. The hypothesis may be accepted since the hedonic association with the visit decision has a substantial impact and has a t-statistic value of 3.597 > (1.96) and a p-value of 0.000 0.05.

With a t-statistic of 3.283 > (1.96) and a p-value of 0.001 0.05, the hedonic link to visit intention is significant and the hypothesis may be accepted. The t-statistic for the link between lifestyle and visit decision is 1.497 (1.96), the p-value is 0.135 > 0.05, and the hypothesis is rejected since it has no discernible impact. The t-statistic value for the association between lifestyle and visit decision is 1.497 (1.96) and the p-value is 0.135 > 0.005, indicating that the hypothesis has no significant impact and is rejected. With a t-statistic of 1.320 (1.96), a p-value of 0.187 > 0.05, and a link between lifestyle and revisit intention, the hypothesis is disproved and is thus rejected. The hypothesis is rejected since the lifestyle link with visit intention has a t-statistical value of 0.403 (1.96) and a p-value of 0.687 > 0.05, indicating that it has no significant influence. The hypothesis is supported since the association between visit choice and revisit intention has a t-statistic value of 4.288 > (1.96) and a p-value of 0.000 0.05. The hypothesis is supported by the link between visit intention and visit decision, which has a t-statistic value of 2.356 > (1.96) and a p-value of 0.019 0.05.

CONCLUSION

The results demonstrate that visitors' intents, decisions, or willingness to return are unaffected by visitors' way of life. Although the existence of art collections has a significant influence on visitors' intentions to come and return, they often choose to do so, implying that other variables influence tourists' decisions to visit the national gallery. In contrast to lifestyle, hedonic is a variable that influences all dependent variables, including interest in visiting, visiting preference, and desire to return. This demonstrates that people go to the National Gallery to experience the beauty of works of art. The national gallery, which is a gallery near the national monument, was the sole gallery where this investigation was done. For more study, it is advised to examine the effects of hedonic factors, lifestyle choices, and art collections on visitors' intentions, choices, and likelihood to return to different art galleries in Jakarta and other locations. the purpose of this is to provide insight into the motivators for individuals to attend art galleries. Research may also be conducted by including more factors, which will make the findings more complete

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