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The Influence of Interactive Technology and Digital Innovation on Tourists Revisit Interest at the National Museum of Indonesia

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Abstract

The post-revitalization transformation of the National Museum of Indonesia has been marked by the adoption of Augmented Reality, Artificial Intelligence, virtual tours, the Immersive Room, digital collections, and various digital platforms; however, the extent to which these technologies influence tourists' revisit intention requires further empirical examination. This study aims to analyze the influence of interactive technology and digital innovation on tourists' revisit intention at the National Museum of Indonesia. This study employed a quantitative approach using a survey method. Primary data were collected through a Likert-scale questionnaire administered to 100 respondents who had visited the National Museum of Indonesia during the 2024–2025 period and were interested in revisiting or had already made a return visit in 2026. Respondents were selected using purposive sampling. Data were analyzed using SPSS version 25 through validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, t-tests, F-tests, and coefficient of determination analysis. The findings indicate that interactive technology has a positive regression coefficient of 0.142 but does not exert a significant partial

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effect on revisit intention (t = 1.207; p = 0.231). In contrast, digital innovation has a positive and significant partial effect (β = 0.487; t = 3.298; p = 0.001), indicating that it is a stronger predictor of tourists' revisit intention. Simultaneously, interactive technology and digital innovation have a significant effect on revisit intention (F = 29.573; p < 0.001), with an R^2 value of 0.379, explaining 37.9% of the variance in revisit intention. This study concludes that digital innovation is a more dominant factor in encouraging tourists to revisit the National Museum of Indonesia. The findings contribute to cultural tourism and museum management studies by highlighting the strategic role of digital innovation in strengthening tourist experience and post-visit behavioral intention.

Keywords: Cultural Tourism; Digital Innovation; Interactive Technology; Museum Experience; Revisit Intention

INTRODUCTION

The global tourism industry has continued to demonstrate sustained growth, with international tourist arrivals reaching a record 1.52 billion in 2025, representing a 4% increase compared to the previous year (UN Tourism, 2026). Among various tourism segments, cultural tourism occupies a strategic position, contributing approximately 40% of all international tourism activities (UNESCO, 2021). Berutu and Dhanka (2024) emphasized that cultural tourism possesses substantial potential as a tourist attraction capable of increasing visitor arrivals when supported by collaboration among stakeholders, partnerships with educational institutions, and effective marketing strategies. Similarly, Sofiani et al. (2024) revealed a shift in tourist preferences toward more authentic and immersive travel experiences, positioning community-based cultural tourism as an attractive option for travelers seeking sustainable experiences.

Museums, as one of the most representative components within the cultural tourism ecosystem and classified as site attractions or permanent physical attractions (Syarif et al., 2023), play a central role in preserving, interpreting, and presenting cultural heritage to the public. However, museums in the modern era face significant challenges. Many museums, particularly in Indonesia, continue to rely on conventional approaches that tend to be monotonous (Demolingo & Remilenita, 2023). These conditions raise concerns regarding the ability of museums to remain attractive and relevant to contemporary visitors, particularly

younger generations who increasingly seek interactive and technology-enhanced tourism experiences.

The researcher argues that the integration of interactive technology and digital innovation has become increasingly important for cultural tourism destinations, particularly museums, in enhancing visitor experiences and encouraging revisit intentions. Veronica (2025) found that the National Museum of Indonesia demonstrated the most advanced adoption of digital technologies among museums in Jakarta, particularly through the implementation of digital guide applications and institutional support. Furthermore, 72% of respondents aged 18–30 actively shared their museum experiences on Instagram, highlighting the importance of aligning museum experiences with the preferences of digital-native visitors.

Supporting this argument, Malini et al. (2025) contended that cultural tourism destinations such as museums and cultural parks must adapt to younger generations' interest in digital and immersive experiences in order to remain relevant. Their findings indicated that the integration of Augmented Reality (AR) and Virtual Reality (VR) significantly enhanced tourist experiences, with AR and VR contributing 0.53 and interactive applications contributing 0.47 to the overall tourist experience. Therefore, the adoption of interactive technology and digital innovation can be considered a strategic approach for improving visitor engagement and encouraging favorable behavioral outcomes, including revisit intentions.

Several previous studies have investigated the relationship between technology adoption and tourist behavioral intentions. Xu et al. (2025) found that the intention to use AR exerted a very strong influence on destination tourism intentions ($\beta = 0.987$; $R^2 = 0.821$) at the Sanxingdui Museum in China. Similarly, T.-L. Wang and Azizurrohman (2024) demonstrated that digital engagement had a significant positive effect on revisit intentions ($\beta = 0.60$) among international tourists in Taiwan.

Although these studies provide important evidence regarding the role of technology in influencing tourist behavior, most existing research has focused on international contexts and has generally examined individual technological dimensions separately. Studies that simultaneously investigate the effects of interactive technology and digital innovation on tourists' revisit intentions within Indonesian cultural museum settings remain limited (Rusdi,

2025). Consequently, a gap persists in understanding how these two factors collectively influence revisit intentions in the context of Indonesia's rapidly transforming museum sector.

This study offers novelty by simultaneously examining the influence of interactive technology and digital innovation on tourists' revisit intentions within the context of the National Museum of Indonesia, a cultural institution that has undergone extensive post-revitalization transformation. Following the 2023 fire incident, the National Museum of Indonesia adopted the concept of "Reimagining Cultural Heritage" through the implementation of AR technology, virtual tours, digital collections, and the 12 m × 21 m ImmersiveA Room. The increase in visitor numbers from 212,000 in 2024 to more than 717,000 in 2025 reflects the significance of this transformation (ANTARA, 2026).

The study is theoretically grounded in the concept that positive tourism experiences generated through technological innovation contribute to visitor satisfaction and subsequent behavioral intentions. According to Malini et al. (2026), when tourists perceive that their experiences meet or exceed prior expectations, positive evaluations emerge and foster intentions to revisit. Therefore, interactive technology and digital innovation are conceptualized as important determinants of revisit intention within contemporary museum tourism.

Based on the identified issue, the existing research gap, and the need to better understand the role of technological transformation in museum tourism, this study focuses on examining the influence of interactive technology and digital innovation on tourists' revisit intentions at the National Museum of Indonesia. Specifically, the study aims to analyze the partial effect of interactive technology on revisit intention, evaluate the partial effect of digital innovation on revisit intention, and examine the simultaneous effect of both variables on tourists' revisit intentions. Through this investigation, the study seeks to contribute to the growing body of literature on digital transformation in cultural tourism and provide practical insights for museum management in enhancing visitor retention and engagement.

METHODS

1. Type of Research

This study employed a quantitative research approach using a survey method. Quantitative research focuses on the collection and analysis of numerical data through statistical procedures to test hypotheses and explain relationships among variables (Priadana

& Sunarsi, 2021). The study was designed as an explanatory research project aimed at examining the influence of interactive technology and digital innovation on tourists' revisit intention at the National Museum of Indonesia. Data were collected at a single point in time using a structured questionnaire, making the study cross-sectional in nature.

2. Research Design

The research was designed to investigate the causal relationships between two independent variables, namely Interactive Technology (X_1) and Digital Innovation (X_2), and one dependent variable, Revisit Intention (Y). The study sought to assess both the partial and simultaneous effects of the independent variables on tourists' revisit intentions. Data were collected through a questionnaire survey and subsequently analyzed using inferential statistical techniques to test the proposed relationships among variables. The research framework was developed based on theoretical and empirical studies concerning technology adoption, digital innovation, and tourist behavioral intentions within cultural tourism destinations.

3. Participants and Sampling Technique

The population of this study consisted of visitors to the National Museum of Indonesia, which recorded a total of 930,391 visitors during the 2024–2025 period. The sample size was determined using Slovin's Formula with a margin of error of 10%, resulting in a minimum sample requirement of 99.99 respondents, which was rounded to 100 respondents.

A purposive sampling technique was employed to ensure that respondents met specific criteria relevant to the research objectives. The selection criteria required respondents to: (1) have visited the National Museum of Indonesia during the 2024–2025 period, and (2) possess an intention to revisit or have already revisited the museum in 2026. Accordingly, a total of 100 eligible respondents participated in the study.

4. Instruments and Data Collection

Primary data were collected through a structured questionnaire distributed online via Google Forms. The questionnaire utilized a four-point Likert scale ranging from 1 (Strongly Disagree) to 4 (Strongly Agree). The instrument was developed based on established theoretical dimensions and previous studies related to the research variables.

The Interactive Technology variable (X_1) consisted of five dimensions: perceived usefulness, perceived ease of use, interactivity, immersion, and perceived enjoyment, represented by 15 indicators. The Digital Innovation variable (X_2) consisted of four dimensions: digital content innovation, digital platform and communication, digital infrastructure readiness, and digital management innovation, represented by 12 indicators. Meanwhile, the Revisit Intention variable (Y) consisted of four dimensions: willingness to revisit, recommendation intention, preference over alternatives, and anticipation of new experiences, represented by 12 indicators.

Prior to hypothesis testing, the quality of the instrument was assessed through validity and reliability testing. Validity was evaluated using Pearson Product-Moment Correlation with an r-table value of 0.1966 (df = 98), while reliability was assessed using Cronbach's Alpha coefficient with a minimum acceptable threshold of 0.60 as suggested by Ghozali (2016).

5. Data Analysis Technique

The collected data were analyzed using IBM SPSS Statistics Version 25. The analysis began with instrument testing, including validity and reliability assessments, followed by classical assumption testing to ensure compliance with multiple regression requirements. The classical assumption tests consisted of normality testing using the One-Sample Kolmogorov–Smirnov test and Monte Carlo significance method, multicollinearity testing using Variance Inflation Factor (VIF) and Tolerance values, and heteroscedasticity testing through scatterplot analysis.

To examine the influence of interactive technology and digital innovation on revisit intention, multiple linear regression analysis was conducted. Hypothesis testing included partial significance testing (t-test) to evaluate the individual effects of each independent variable, simultaneous significance testing (F-test) to assess their combined effect, and coefficient of determination (R^2) analysis to measure the proportion of variance in revisit intention explained by the independent variables.

RESULTS

1. Main Findings

a. Respondent Characteristics

A total of 100 respondents participated in this study. The majority were female (73%) and under 25 years of age (74%), indicating that most visitors belonged to a younger demographic familiar with digital technology. Based on occupation, students represented the largest group (60%), followed by employees (28%) and entrepreneurs (11%). Most respondents resided in Jakarta (66%) and the Greater Jakarta area (25%).

Regarding visitation purposes, tourism and leisure activities accounted for the highest proportion (45%), followed by educational visits (23%) and special-interest visits (18%). The most frequently used technologies during museum visits were the AR and AI-based *Mengenal Paras Nusantara* application (51 uses), social media platforms and the official website (48 uses), and interactive displays together with the ImmersiveA Room (47 uses). In addition, 88% of respondents reported obtaining information about the museum's interactive technology and digital innovation through social media.

b. Validity and Reliability Testing

The validity test results indicated that all questionnaire items met the validity requirements. The calculated Pearson correlation coefficients ranged from 0.551 to 0.764, exceeding the critical r-table value of 0.1966 at the 5% significance level. Consequently, all 39 measurement items were considered valid.

Table 1. Reliability Test Results

Variables	Cronbach's Alpha	Minimum Limit	Result
Interactive Technology (X_1)	0.897	0.60	Reliable
Digital Innovation (X_2)	0.894	0.60	Reliable
Revisit Intention (Y)	0.876	0.60	Reliable

Source: SPSS 25 Processing Results (2026)

As shown in Table 1, all variables achieved Cronbach's Alpha values above the minimum threshold of 0.60, indicating satisfactory internal consistency.

c. Classical Assumption Tests

Table 2. Summary of Classical Assumption Test Results

Test	Result	Conclusion
Normality (Monte Carlo Sig.)	0.161	Normal Distribution
Tolerance	0.319	No Multicollinearity
VIF	3.130	No Multicollinearity
Scatterplot Analysis	Random Distribution	No Heteroscedasticity

Source: SPSS 25 Processing Results (2026)

Based on Table 2 above, the normality test was performed using the One-Sample Kolmogorov–Smirnov test. The Asymp. Sig. (2-tailed) value was 0.004. Subsequently, the Monte Carlo significance test produced a value of 0.161, which exceeded the significance level of 0.05. Therefore, the residuals were considered normally distributed.

The multicollinearity test yielded a Tolerance value of 0.319 and a Variance Inflation Factor (VIF) value of 3.130 for both independent variables. These values met the accepted criteria, indicating the absence of multicollinearity.

The heteroscedasticity test was evaluated through scatterplot analysis. The residual points were randomly distributed above and below the zero line without forming a specific pattern, indicating that heteroscedasticity was not detected in the regression model.

d. Multiple Linear Regression Analysis

The multiple linear regression analysis produced the following equation:

$$Y = 12{,}990 + 0{,}142X_1 + 0{,}487X_2 + e$$

The regression results are presented in Table 3.

Table 3. Multiple Linear Regression Results

Variable	Coefficient (B)	t-value	Sig.
Constant	12.990	–	–
Interactive Technology (X_1)	0.142	1.207	0.231
Digital Innovation (X_2)	0.487	3.298	0.001

Source: SPSS 25 Processing Results (2026)

The table above shows the regression coefficients indicate positive relationships between both independent variables and revisit intention. Digital Innovation (X_2) exhibited a larger regression coefficient than Interactive Technology (X_1).

e. Hypothesis Testing

Table 4. Hypothesis Testing Results

Test	Calculated Value	Critical Value	Sig.	Decision
t-test: Interactive Technology (X_1)	1.207	1.985	0.231	H_{01} Accepted
t-test: Digital Innovation (X_2)	3.298	1.985	0.001	H_{a2} Accepted
F-test: X_1 and X_2 Simultaneously	29.573	3.09	0.000	H_{a3} Accepted

Source: SPSS 25 Processing Results (2026)

Based on the table above, the t-test results showed that Interactive Technology (X_1) did not achieve statistical significance ($p = 0.231$), whereas Digital Innovation (X_2) demonstrated statistical significance ($p = 0.001$). The F-test indicated that the independent variables jointly had a statistically significant effect on revisit intention ($p = 0.000$).

f. Coefficient of Determination

Table 5. Coefficient of Determination

Statistic	Value
R^2	0.379
Explained Variance	37.9%
Unexplained Variance	62.1%

Source: SPSS 25 Processing Results (2026)

As shown in Table 5, the coefficient of determination (R^2) was 0.379, indicating that Interactive Technology and Digital Innovation collectively explained 37.9% of the variance in tourists' revisit intention. The remaining 62.1% of the variance was attributable to factors outside the scope of the present model.

DISCUSSION

Effect of Interactive Technology on Revisit Intention

The results of the partial hypothesis test indicate that Interactive Technology (X1) does not have a statistically significant effect on Revisit Intention (Y). The calculated t-value of 1.207 was lower than the critical t-table value of 1.985, with a significance level of 0.231 (> 0.05). Therefore, H01 was accepted and Ha1 was rejected. Although the regression coefficient was positive ($\beta = 0.142$), the relationship did not reach statistical significance. This finding suggests that the implementation of interactive technologies at the National Museum of Indonesia has not yet become a primary determinant influencing visitors' intention to revisit the museum.

From the perspective of the research objectives, this finding indicates that the presence of interactive technologies such as Augmented Reality (AR), Artificial Intelligence (AI)-based applications, virtual tours, and the ImersifA Room may enhance the visitor experience, but these technologies alone are insufficient to directly stimulate revisit intention. The positive coefficient demonstrates that visitors generally perceive interactive technology favorably; however, its influence appears to be relatively weak when considered independently.

This finding is consistent with the study conducted by Choi and Nam (2024), which reported that Virtual Reality (VR) in museums is often perceived as a complementary feature rather than a central factor influencing museum revisitation behavior. Their study found that VR-generated entertainment and aesthetic value contribute to visitor satisfaction, yet do not automatically translate into revisit intention. Similarly, the Technology Acceptance Model (TAM), which serves as the grand theory of this study, suggests that the impact of technology adoption on behavioral intention frequently occurs indirectly through perceived usefulness, perceived ease of use, attitude, satisfaction, or experience-related variables rather than through a direct relationship alone.

The absence of a significant effect may also be explained by the contextual conditions of the National Museum of Indonesia. Although the museum has implemented various interactive technologies as part of its post-fire revitalization program, several exhibition spaces are still undergoing gradual redevelopment and technological integration. Consequently, visitors may not yet experience a fully immersive and consistent technological environment throughout their museum journey. This condition potentially reduces the overall influence of interactive technology on revisit intention.

Theoretically, this finding contributes to the growing body of literature suggesting that technology-based attractions alone do not necessarily guarantee visitor loyalty. Practically, museum managers should focus not only on providing technological facilities but also on integrating those technologies with meaningful educational narratives, memorable experiences, and visitor engagement strategies. Interactive technology should function as a tool that enriches cultural interpretation rather than merely serving as a visual attraction.

Effect of Digital Innovation on Revisit Intention

The findings reveal that Digital Innovation (X2) has a positive and statistically significant effect on Revisit Intention (Y). The calculated t-value of 3.298 exceeded the critical t-table value of 1.985, with a significance level of 0.001 (< 0.05). Therefore, Ha2 was accepted. The regression coefficient (β = 0.487) indicates that digital innovation exerts a considerably stronger influence on revisit intention than interactive technology.

This result indicates that visitors place substantial value on the museum's digital ecosystem, including digital collections, online content, virtual tours, social media engagement, website accessibility, digital communication channels, and AI-based initiatives. Unlike interactive technologies that mainly operate during the on-site experience, digital innovation influences visitors across the entire visitor journey, including the pre-visit, during-visit, and post-visit stages.

This finding is consistent with the study conducted by T.-L. Wang and Azizurrohman (2024), which demonstrated that digital engagement significantly influences revisit intention (β = 0.60). Their research emphasized that digital platforms facilitate continuous interaction between visitors and tourism destinations, ultimately strengthening visitor loyalty. Similarly, Veronica (2025) found that a substantial proportion of young museum visitors actively share their museum experiences through social media, indicating that digital channels play a critical role in maintaining visitor engagement and stimulating future visits.

The finding also supports the Technology Acceptance Model (TAM), particularly the concepts of perceived usefulness and perceived ease of use. Visitors who perceive digital innovations as useful, convenient, informative, and engaging are more likely to develop favorable attitudes toward the museum and demonstrate stronger intentions to revisit. In the context of the National Museum of Indonesia, digital innovation extends beyond technological infrastructure and serves as a strategic mechanism for maintaining visitor relationships beyond the physical museum visit.

From a theoretical perspective, this finding reinforces the growing importance of digital transformation within cultural tourism and museum management literature. Practically, the result suggests that museum managers should continue investing in digital platforms, digital content development, virtual experiences, AI-supported services, and social media engagement initiatives. These innovations can strengthen visitor relationships, improve destination competitiveness, and encourage sustainable visitation patterns.

Simultaneous Effect of Interactive Technology and Digital Innovation on Revisit Intention

The results of the simultaneous test indicate that Interactive Technology and Digital Innovation jointly have a significant effect on Revisit Intention. The calculated F-value of 29.573 exceeded the critical F-table value of 3.938, with a significance level of 0.000 (< 0.05). Therefore, Ha3 was accepted. Furthermore, the coefficient of determination (R^2) was 0.379, indicating that both independent variables explain 37.9% of the variance in revisit intention. The remaining 62.1% is influenced by other factors outside the model.

These findings suggest that visitor loyalty in museums is influenced by a combination of technological and digital transformation initiatives rather than by a single factor. Interactive technology enhances the quality of on-site experiences through immersion, participation, and engagement, whereas digital innovation extends the visitor relationship beyond the museum environment through continuous communication and content accessibility.

This finding supports previous studies by Xu et al. (2025), Dieck et al. (2024), Wang and Azizurrohman (2024), and Xiaoman et al. (2025), which collectively emphasize the importance of technology adoption, digital engagement, immersive experiences, and value co-creation in shaping tourists' behavioral intentions. The result also validates the applicability of the Technology Acceptance Model (TAM) within the context of Indonesian cultural tourism, particularly in museums undergoing digital transformation.

However, the coefficient of determination indicates that a substantial proportion of revisit intention remains unexplained. Other variables such as visitor satisfaction, destination image, service quality, educational value, accessibility, ticket pricing, perceived value, electronic word-of-mouth (e-WOM), and memorable tourism experiences may also play important roles in influencing revisit behavior.

The findings contribute to the development of museum and cultural tourism literature by providing empirical evidence from Indonesia, a context that remains underrepresented in international research on digital museum transformation. Practically, the results suggest that the National Museum of Indonesia should continue developing an integrated digital experience ecosystem that combines technological innovation, cultural storytelling, educational content, and visitor-centered engagement strategies to strengthen long-term visitor loyalty.

Research Limitations and Directions for Future Research

Several limitations should be acknowledged. First, this study employed a cross-sectional design, which captures visitor perceptions at a single point in time and therefore cannot fully explain changes in revisit intention over time. Second, the study focused exclusively on visitors of the National Museum of Indonesia, limiting the generalizability of the findings to other museums or cultural tourism destinations. Third, only two independent variables were included in the model, whereas revisit intention is a multidimensional construct influenced by various psychological, experiential, and contextual factors.

Future studies are encouraged to incorporate additional variables such as visitor satisfaction, destination image, service quality, perceived value, memorable tourism experiences, electronic word-of-mouth, and visitor engagement. Researchers may also employ longitudinal approaches to examine how technological and digital innovations influence revisit intention over time. Furthermore, comparative studies involving multiple museums in different regions of Indonesia would provide broader insights into the effectiveness of digital transformation strategies in cultural tourism destinations.

CONCLUSION

Based on the findings of this study, it can be concluded that the influence of technology-based initiatives on visitors' revisit intention at the National Museum of Indonesia varies according to the type of technological implementation. Interactive Technology was found to have a positive but statistically insignificant effect on revisit intention, indicating that although visitors generally appreciate interactive features, these technologies have not yet become a decisive factor in motivating repeat visits. In contrast, Digital Innovation demonstrated a positive and significant influence on revisit intention, suggesting that digital platforms, online engagement, and technology-enabled communication play a more substantial role in maintaining visitor interest and encouraging future visits. Furthermore, Interactive Technology and Digital Innovation collectively exerted a significant influence on revisit intention, confirming that technological transformation contributes to visitor loyalty when implemented as part of an integrated museum experience.

This study contributes to the growing body of knowledge on digital transformation and visitor behavior in cultural tourism destinations. The findings provide empirical evidence

that digital innovation represents a more influential determinant of revisit intention than interactive technology within the context of Indonesian museums. The study also supports the applicability of the Technology Acceptance Model (TAM) in explaining visitors' behavioral intentions in cultural heritage settings undergoing digital transformation. From a practical perspective, the findings highlight the importance of developing a comprehensive digital ecosystem that extends visitor engagement beyond the physical museum visit through digital content, online interaction, and technology-supported communication strategies.

Considering the limitations of the study, future research is encouraged to examine additional variables that may explain revisit intention more comprehensively, such as visitor satisfaction, destination image, perceived value, service quality, memorable tourism experiences, and electronic word-of-mouth (e-WOM). Future studies may also investigate the mediating or moderating mechanisms through which technology influences behavioral intentions. In addition, comparative studies involving multiple museums or cultural tourism destinations across different regions would enhance the generalizability of the findings and provide broader insights into the effectiveness of digital transformation strategies in strengthening visitor loyalty.

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