



# The Influence Of Contemporary Art Gallery Development As A Tourist Attraction On Tourist Visit Intention

Khairunnisa <sup>1)</sup>; Yulita Suryantari <sup>2)</sup>

<sup>1)</sup>Study Program of Tourism Faculty Of Economics and Business, Universitas Terbuka, Indonesia

<sup>2)</sup> Study Program of Tourism Faculty Of Economics and Business, Universitas Terbuka, Indonesia

Email: <sup>1)</sup> [khairunnisa@ecampus.ut.ac.id](mailto:khairunnisa@ecampus.ut.ac.id) ; <sup>2)</sup> [yulitasuryantari@ecampus.ut.ac.id](mailto:yulitasuryantari@ecampus.ut.ac.id)

## How to Cite :

Khairunnisa, K., Suryantari, Y. (2025). The Influence Of Contemporary Art Gallery Development As A Tourist Attraction On Tourist Visit Intention. EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 13(2). DOI: <https://doi.org/10.37676/ekombis.v13i2>

## ARTICLE HISTORY

Received [08 January 2025]

Revised [22 February 2025]

Accepted [24 March 2025]

## KEYWORDS

Consumer Behavior, Visit Intention, Cognitive, Affective, Contemporary Art Museum.

*This is an open access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license*



## ABSTRACT

This study analyzes the influence of developing contemporary art galleries as tourist attractions on tourist visit intention. Using a quantitative descriptive approach and causal method, questionnaires were given to 100 respondents who had visited contemporary art galleries at TMII. Data were analyzed with SmartPLS 3.2.9. The results show that reliability and responsiveness have a significant influence on return visit intention. reliability has a strong relationship with visit intention, while responsiveness has a very significant influence. In contrast, perceived beliefs and tangibles showed no significant effect. These findings emphasize the importance of reliability and responsiveness in influencing tourists' decision to revisit contemporary art galleries. By improving service reliability and responsiveness, art galleries can increase visitor satisfaction and loyalty, and encourage tourist revisits.

## INTRODUCTION

Tourism is one of the fastest growing economic sectors in various countries, including Indonesia. This sector not only contributes significantly to state revenues, but also opens up employment opportunities and encourages infrastructure development. In recent decades, there has been a changing trend in the preferences of travelers who are increasingly interested in unique and authentic tourism experiences. One form of tourism that is increasingly popular is art tourism, especially visits to contemporary art galleries (Chotimah & Rachmaniyah, 2021).

Contemporary art galleries offer a different experience compared to traditional art museums. They often feature dynamic and innovative temporary exhibitions, reflecting current trends in the art world. Visitors to contemporary art galleries not only enjoy the artworks, but also engage in various interactive activities that enrich their experience. As such, contemporary art galleries have great potential to become a significant tourist attraction.

Contemporary art galleries have evolved as tourist destinations that offer unique experiences in the art world. Along with the increasing public interest in contemporary art, the strategy of developing the tourist attraction of contemporary art galleries has become crucial to

attract and retain visitors. Contemporary art galleries serve as a platform for artists to display works that reflect the latest trends and innovations in art. Unlike art museums that often feature permanent collections, contemporary art galleries generally focus on temporary exhibitions that change frequently (Cameron, F. 2016).

Research on the influence of contemporary art galleries on tourist interest is still limited. Most previous studies have focused on traditional art museums and not much on contemporary art galleries that have different characteristics and dynamics. In addition, previous research has not examined specific factors such as service reliability and responsiveness that can influence tourists' experience and interest in visiting. Furthermore, previous literature only discusses how service elements such as reliability and responsiveness can influence tourists' interest in visiting contemporary art galleries. The existing theories mostly discuss general aspects of the tourist experience without specializing in the context of contemporary art galleries. Therefore, this study seeks to fill the gap by examining in depth the influence of service reliability and responsiveness on tourists' visitation interest, as well as making a new contribution to the art tourism literature.

## **LITERATURE REVIEW**

### **Museum Visitor Behavior**

Cognitive behavior refers to an individual's understanding or belief about the characteristics or attributes of a tourist destination. Through exploratory and confirmatory factor analysis, it is revealed that the cognitive image is divided into five main dimensions, namely facilities, tourism service quality, tourism resources, supporting factors, and travel conditions (Wang, 2010). The cognitive component consists of consumer beliefs about an object (Hawkins, 2016). The cognitive component relates to an individual's knowledge and beliefs (Pike, 2004) or perceptions and attitudes towards a destination. Cognitive components have been researched in the context of various industries. In the context of tourism, (Zhang et al., 2018) showed that tourists' perceptions of the destination image before the trip indirectly (through memorable travel experiences) influence the intention to return there. In our study, the cognitive component is represented by consumers' perceived beliefs about contemporary art museums.

Museum image is a mental map generated by visitors when they are exposed to information related to the museum (Franklin & Papastergiadis, 2017). Cognitive behavior refers to an individual's understanding or belief about the characteristics or attributes of a tourist destination. Through exploratory and confirmatory factor analysis, it was revealed that the cognitive image is divided into five main dimensions, namely facilities, tourism service quality, tourism resources, supporting factors, and travel conditions. Traveler experience is the core of the tourism industry. As competition intensifies, there is a growing realization that destinations must create and deliver memorable travel experiences to their consumers to increase their competitiveness (Neuhofer et al., 2015). When consumers decide to travel and search for information to choose a destination, they often recall past experiences. Internal information search is the first step of the travel information search process (Kim, 2014).

Based on the literature review, this study develops several hypotheses to be tested. Reliability (H1): Perceived trust has a positive influence on tourists' interest in visiting the TMII contemporary art gallery. Gallery reputation and testimonials from previous visitors can influence the trust felt by potential visitors (Jiang et al., 2022). Responsiveness (H2): Service reliability has a significant positive effect on tourist interest in visiting the TMII contemporary art gallery. The reliability of the services provided by contemporary art galleries is very important in attracting tourists to visit (Sharma et al., 2022). Perceived beliefs (H3): Service responsiveness has a significant positive influence on tourists' interest in revisiting TMII contemporary art galleries. The gallery's ability to respond to visitors' needs and requests quickly and efficiently plays a crucial role in increasing repeat visit intentions (Sharma et al., 2022). Tangibles (H4): The

physical aspects of the gallery have a positive influence on tourists' interest in visiting the TMII contemporary art gallery. The attractive interior and exterior design of the gallery can influence visitors' first impression and increase their interest in visiting (Jiang et al., 2022). By testing these hypotheses, this study aims to provide deeper insight into the factors that influence tourists' interest in visiting contemporary art galleries, especially in TMII. The results of this study are expected to make a practical contribution to art gallery managers in increasing tourist attraction and enriching academic literature in the field of art tourism.

## **METHODS**

This research is a quantitative descriptive study that measures data by applying several forms of statistical analysis. The data obtained from the research sample is analyzed in accordance with the statistical method used and then interpreted. This study uses a causal research method that proves the causal relationship or the relationship of influencing and being influenced (Hair et al., 2019). The data collection technique used is a questionnaire or questionnaire in the form of questions given to respondents to be filled in accordance with the actual situation (Malhotra, 2010). this research uses a cross-sectional implementation time, where this research conducts data collection carried out in one research time period, and the types and sources of data in conducting this research are obtained in the form of primary data (Hair et al., 2019), Primary data is obtained from respondents or tourists who have visited contemporary art galleries. This study uses three variables consisting of independent variables, and dependent variables, the researcher's aim is to understand and describe the dependent variable, or explain its variability, or predict it. The independent variable in this study is the cognitive measurement of visitors and the dependent variable in this study is the measurement of tourists' affective attitudes towards their interest in visiting contemporary galleries.

The population in this study were respondents who were selected based on the criteria of having visited the contemporary art gallery, then for the sampling technique used in this study was Nonprobability Sampling with purposive sampling sample design. The limitation in this purposive sampling method is tourists who have visited the TMII contemporary art gallery. The reason for setting these limits is that it is hoped that the sample criteria to be taken really meet the criteria that are in accordance with the research to be carried out. The questionnaire in this study was submitted to respondents or online via googleform and filled in according to the instructions given using the Semantic Differential Scale and Likert Scale (1 strongly disagree to 5 strongly agree). According to (Malhotra, 2010) this scale is usually used to measure respondents' attitudes towards research objects or events on attributes and that the general semantic differential scale for measuring self-concept, person concept, and product concept is displayed. In this study the data will be analyzed using Descriptive statistics. The data processing process that has been obtained from respondents will use the SmartPLS software tool version 3.2.9. This study uses the measurement model test (outer model) to test convergent validity, discriminant validity, and reliability, and hypothesis testing is carried out based on the results of the Inner Model test (structural model).

## **RESULTS**

Researchers use descriptive analysis techniques to explain the characteristics of respondents. The characteristics of the respondents aim to describe and provide an overview of the condition of the respondents who were sampled in this study. The characteristics of respondents in this study include the gender of the respondent, the age of the respondent, and the frequency of the number of visits of the respondent with the following results:

**Table 1 Responden Profile**

Variable	Frekuensi N=100	Persentase
<b>Gender</b>		
Female	60	62.2%
Male	40	37.8%
<b>Last Education</b>		
High School Equivalent	17	15.3%
Diploma (D1/D2/D3/D4)	31	32.4%
Bachelor	42	43.2%
Master	9	9.1%
<b>Frequency of Visits</b>		
One time	40	42.2%
2-3 times	33	35.8%
4-5 times	7	8.2%
More than 5 times	20	13.8%

Source: (Data processed 2024)

The validity measurement in this study consists of convergent validity and discriminant validity. The reliability and validity test scale was tested with Cronbach's Alpha, Average Variance Extracted, and Composite Reliability. Data processing using the SmartPLS 3.2.9 statistical tool. Assessment of the validity measurement of items that have an outer loading value > 0.50 (Hair et al., 2019) means that the model is valid. Composite reliability is also important to check the internal model consistency with a value > 0.70 and Cronbach alpha which shows reliability results > 0.70 (Fornell & Larcker, 1981). Parameter significance is obtained through bootstrapping, which assesses the accuracy of PLS estimates (Hair Jr. et al., 2017). Furthermore, testing the size model is the outer model, which in principle is testing indicators on latent variables or in other words, measuring the extent to which indicators can explain latent variables.

**Table 2 Items**

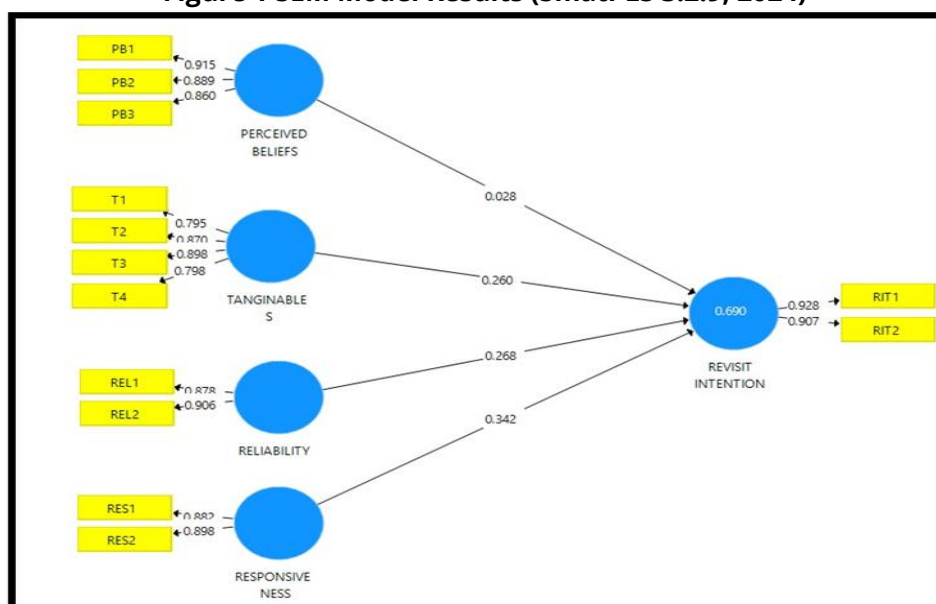
Questionnaire Items	Item	Outer Loading	Ave	Composite Reliability	Informations
I am interested in visiting TMII contemporary art gallery	PB1	0.915	0.789	0.918	VALID DAN RELIABEL
For me visiting the TMII Contemporary Art Gallery museum is a pleasant experience	PB2	0.889			
I think visiting TMII Contemporary Art Gallery can give me positive feelings	PB3	0.86			
The exhibition at the TMII Contemporary Art Gallery museum is well organized and interesting	REL1	0.878	0.796	0.886	VALID DAN RELIABEL
I really enjoy the new and unique atmosphere at the TMII Contemporary Art Gallery museum	REL2	0.906			

The appearance of the inside of the TMII Contemporary Art Gallery museum looks interesting	RES1	0.882	0.79 2	0.884	VALID DAN RELIABEL
The exterior display of the TMII Contemporary Art Gallery museum looks interesting	RES2	0.898			
I am interested to visit TMII Contemporary Art Gallery again	RIT1	0.928	0.84 2	0.914	VALID DAN RELIABEL
I would recommend TMII Contemporary Art Gallery to other people	RIT2	0.907			
TMII Contemporary Art Gallery has a service schedule that is in accordance with the promised time	T1	0.795	0.70 8	0.906	VALID DAN RELIABEL
My expectations of the exhibition held at TMII Contemporary Art Gallery are met	T2	0.87			
TMII Contemporary Art Gallery staff provide good service	T3	0.898			
I am satisfied with the services at the TMII Contemporary Art Gallery museum that I received	T4	0.798			

This study used covariance-based Structural Equation Modeling (SEM). The validity and reliability of the research model were assessed through factor loading, whose value should be greater than 0.5, average variance extraction (AVE), whose value should be greater than 0.5, Cronbach alpha, and composite reliability. All values met the recommended value standards, as shown in the Predicted values table.

## DISCUSSION

**Figure 1 SEM Model Results (SmatPLS 3.2.9, 2024)**



The results of hypothesis testing by looking at the significance value between constructs, t-statistics, and P-values. Testing each hypothesis is done by bootstrapping which results in all hypotheses. The table shows the path coefficients that indicate the relationship between structures, as well as the significance of the relationship. As mentioned above, the nonparametric bootstrap resampling technique was used to test the stability and significance of the estimated parameters (Hair Jr. et al., 2017). The rule of thumb used in this study is a t-statistic > 1.96 with a significance level p-value of 0.05 (5%) and a positive beta coefficient. Based on the results shown in the table All direct effects are accepted.

**Table 4 Path Analysis (path analysis)**

Item	Original Sample (O)	Sample Mean (M)	Standard Deviation (Stdev)	T Statistics ( O/Stdev )	P Values
PERCEIVED BELIEFS_ -> VISIT INTENTION	0.028	0.031	0.133	0.21	0.831
RELIABILITY -> VISIT INTENTION	0.268	0.259	0.11	2.45	0.015
RESPONSIVENESS -> REVISIT INTENTION	0.342	0.34	0.127	2.69	0.007
TANGIBLES -> VISIT INTENTION	0.26	0.265	0.171	1.52	0.13

The results showed that the t-statistic value of 0.21 indicates that the relationship between perceived beliefs and visit intention is weak. The p-value of 0.831 is greater than 0.05, which means the results are not statistically significant. so perceived beliefs do not have a significant influence on visit intention. According to (Jiang et al., 2022) Individual perceptions of a destination can vary depending on personal experience, cultural background, and individual preferences.

This makes the influence of perceived beliefs on visit intention inconsistent, furthermore, social norms and the influence of close people are often stronger in determining visit intention than individual perceptions. The t-statistic value of 2.45 indicates a fairly strong relationship between reliability and visit intention. The p-value of 0.015 is less than 0.05, which means this result is statistically significant. This shows that reliability has a significant influence on visit intention. The high t-statistic value and low p-value indicate that reliability has a significant effect on visit intention. This is in line with reliability theory which states that reliable components will have a high probability of success, which in this context means that reliability significantly affects visit intention (Murniati dkk. 2024).(Murthy et al., 2008). Furthermore, the t-statistic value of 2.69 indicates a strong relationship between responsiveness and revisit intention.

The p-value of 0.007 is much smaller than 0.05, which means this result is highly statistically significant. Responsiveness has a very significant influence on revisit intention. In the tangibles variable, the t-statistic value of 1.52 indicates a weak relationship between tangibles and visit intention. The p-value of 0.13 is greater than 0.05, which means that this result is not statistically significant, which means that tangibles do not have a significant effect on visit intention. Responsiveness, or responsiveness, is one of the important dimensions of service quality that can influence customers' intention to return to visit a place or use a particular service. Responsiveness refers to a service provider's willingness and ability to help customers and provide services quickly and efficiently. This includes aspects such as speed in responding to requests, ability to handle complaints, and readiness to provide assistance when needed (Sharma et al., 2022).

This study highlights the importance of developing contemporary art galleries as a tourist attraction in increasing tourists' visit intention. The results show that service reliability and

responsiveness of art galleries have a significant influence on tourists' visit intention. Service reliability provided by contemporary art galleries is crucial in attracting tourists to visit, while the gallery's ability to respond to visitors' needs and requests quickly and efficiently also plays a crucial role in increasing repeat visit intentions. In contrast, the perceived trust factor and physical aspects did not show any significant influence, indicating that tourists value service quality and responsiveness more than the initial perception or physical appearance of the gallery. In addition, this research also emphasizes the importance of innovation and adaptation in contemporary art gallery management. By keeping abreast of visitor trends and preferences, art galleries can create more interesting and relevant programs and exhibitions. The use of digital technology and social media can also be utilized to increase visitor interaction and engagement, as well as expand the gallery's promotional reach. With a holistic and sustainable approach, contemporary art galleries can continue to grow as attractive and highly competitive tourist destinations.

## CONCLUSION

Overall, this research provides valuable insights for contemporary art gallery managers in designing effective development strategies to attract and retain tourist interest. A focus on improving service quality and the ability to respond to visitors' needs can be the key to success in increasing the attractiveness of contemporary art galleries. Thus, art galleries can function not only as art exhibition venues, but also as tourist destinations that offer unique and satisfying experiences for visitors. Further research can be conducted to explore other factors that may influence tourists' interest in visiting, as well as to test these findings in different contexts.

## REFERENCES

- Chotimah, Khusnul, & Rachmaniyah, Nanik. (2021). Re-desain Interior Art Gallery dengan Konsep Rekreatif Edukatif Kontemporer Bernuansa Surabaya. *Jurnal Sains Dan Seni ITS*, 10(1), 1–7. <https://doi.org/10.12962/j23373520.v10i1.59687>
- Fornell, Claes, & Larcker, David F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research*, 18(1), 39–50. <https://doi.org/10.1177/002224378101800104>
- Franklin, Adrian, & Papastergiadis, Nikos. (2017). Engaging with the anti-museum? Visitors to the Museum of Old and New Art. *Journal of Sociology*, 53(3), 670–686. <https://doi.org/10.1177/1440783317712866>
- Hair, Joseph F., Black, William C., Babin, Barry J., & Anderson, Rolph E. (2019). *Multivariate data analysis*.
- Hawkins, Del I. (2016). *Consumer behavior: building marketing strategy*. Retrieved from <https://search.library.wisc.edu/catalog/9910037970302121>
- Jiang, Xiufang, Qin, Jianxiong, Gao, Jianguo, & Gossage, Mollie G. (2022). How Tourists' Perception Affects Travel Intention: Mechanism Pathways and Boundary Conditions. *Frontiers in Psychology*, 13(June), 1–16. <https://doi.org/10.3389/fpsyg.2022.821364>
- Kim, Jong Hyeong. (2014). The antecedents of memorable tourism experiences: The development of a scale to measure the destination attributes associated with memorable experiences. *Tourism Management*, 44, 34–45. <https://doi.org/https://doi.org/10.1016/j.tourman.2014.02.007>
- Malhotra, Naresh K. (2010). [ISBN 978-0-13-608543-0] Naresh K. Malhotra - *Marketing Research- An Applied Orientation (0).pdf*.
- Murthy, Dodderi Narshima Prabhakar, Rausand, Marvin, & Østerås, Trond (Eds.). (2008). *An Introduction to Reliability Theory BT - Product Reliability: Specification and Performance*. [https://doi.org/10.1007/978-1-84800-271-5\\_4](https://doi.org/10.1007/978-1-84800-271-5_4)

- Neuhofer, Barbara, Buhalis, Dimitrios, & Ladkin, Adele. (2015). Smart technologies for personalized experiences: a case study in the hospitality domain. *Electronic Markets*, 25(3), 243–254. <https://doi.org/10.1007/s12525-015-0182-1>
- Pike, Steven. (2004). Destination Positioning Analysis through a Comparison of Cognitive, Affective, and Conative Perceptions. *Journal of Travel Research*, 42(4), 333–342. <https://doi.org/10.1177/0047287504263029>
- Sharma, Deepika, Paul, Justin, Dhir, Sanjay, & Taggar, Rashi. (2022). Deciphering the impact of responsiveness on customer satisfaction, cross-buying behaviour, revisit intention and referral behaviour. *Asia Pacific Journal of Marketing and Logistics*, 34(10), 2052–2072. <https://doi.org/10.1108/APJML-07-2021-0465>