

Visitor Satisfaction and Revisit Intention to the Sonobudoyo Museum Mediating Role of Virtual Reality Immersive Experience

Erna Nur Wijayanti¹

¹ Management, Faculty of Economics and Business, Alma Ata University, Yogyakarta, Indonesia

Abstract

This study aims to determine the effect of visitor satisfaction on the intention to revisit the Sonobudoyo Museum, with immersive virtual reality experience as a mediating variable. This study uses a quantitative approach with purposive sampling technique. Data was collected through a questionnaire distributed to 110 who had visited the Sonobudoyo Museum and tried the interactive virtual reality jemparingan game. Data analysis was conducted using Structural Equation Modelling (SEM) based on Partial Least Squares with the assistance of SmartPLS 4.1 software. The theory used in this study was the Theory of Planned Behaviour. The results of the study indicate that visitor satisfaction has a positive and significant effect on the intention to revisit. Visitor satisfaction also has a positive and significant effect on the immersive virtual reality (VR) experience. The immersive virtual reality (VR) experience has a positive and significant effect on the intention to revisit. Furthermore, the immersive virtual reality experience was found to partially mediate the relationship between visitor satisfaction and the intention to revisit. This finding suggests that the immersive virtual reality experience can serve as a mediator for visitor satisfaction in enhancing the intention to revisit.

Keywords: *Visitor Satisfaction; Immersive Experience; Virtual Reality, Revisit Intention; Theory Planned Behavior; Sonobudoyo Museum*

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh kepuasan pengunjung terhadap niat berkunjung kembali ke museum Sonobudoyo dengan pengalaman imersif berbasis *virtual reality* (VR) sebagai variabel mediasi. Penelitian ini menggunakan metode pendekatan kuantitatif dengan teknik pengambilan sampel secara purposive sampling. Data diperoleh melalui penyebaran kuisioner kepada 110 responden yang pernah berkunjung ke museum Sonobudoyo dan mencoba wahana interaktif pada permainan jemparingan *virtual reality*. Analisis data dilakukan menggunakan Structural Equation Model (SEM) berbasis Partial Least Square dengan bantuan software SmartPLS 4.1. Teori yang digunakan dalam penelitian ini yaitu *Theory Planned Behavior*. Hasil penelitian menunjukkan bahwa kepuasan pengunjung berpengaruh positif dan signifikan terhadap niat berkunjung kembali. Kepuasan pengunjung juga berpengaruh positif dan signifikan terhadap pengalaman imersif *virtual reality* (VR). Pengalaman imersif berbasis *virtual reality* (VR) berpengaruh positif dan signifikan terhadap niat berkunjung kembali. Selain itu, Pengalaman imersif *virtual reality* terbukti dapat memediasi parsial hubungan antara kepuasan pengunjung terhadap niat berkunjung kembali. Temuan ini menunjukkan

Correspondence:

Erna Nur Wijayanti,
Management, Faculty of
Economics and Business,
Alma Ata University,
Yogyakarta, Indonesia.

E-mail:

wijayantiernanur@gmail.com

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bahwa pengalaman imersif *virtual reality* dapat menjadi mediator kepuasan pengunjung dalam meningkatkan niat berkunjung kembali.

Kata Kunci: Kepuasan Pengunjung; Pengalaman Imersif; Virtual Reality; Niat Berkunjung Kembali; *Theory Planned Behavior*; *Sonobudoyo Museum*

Introduction

Indonesia is one of the countries that has a huge tourism potential opportunity. Its various potentials include vast natural beauty, historical events, and ancestral cultural heritage as a crucial and unmissable uniqueness factor. Based on data from the Central Statistics Agency (BPS) from 2019 - 2023, tourism in Indonesia experienced a 32.7% increase with a total of 4,206 commercial tourism objects owned in that year (Iryani et al., 2024). The tourism industry covers various fields ranging from accommodation, food services, transportation, travel services, tourist attractions, and other supporting sectors. Tourism is divided into several types of tourist attraction objects as described in the figure of the percentage of attraction types below. The tourism sector that needs to be considered for its sustainability in the future is cultural tourism. This type of object has a fairly low percentage of 7.37% compared to the type of natural tourism of 34.12% and artificial tourism of 34.64% (Iryani et al., 2024). One of the objects offered from the type of cultural tourism is historical tourism, namely museums. The museum functions as an open building in general to receive, preserve, connect, and display human heritage and the environment for the purposes of education, learning, and pleasure (Safitri & Putri, 2024).

Cultural tourism is a tourist trip made by tourists because they are motivated by the attractiveness of art and culture in a particular area (Semara, 2021). The existence of museums can be a tourism destination that presents the educational value of historical knowledge that is worth visiting (Sinaga, 2022). Museum tourism focuses on exploring collections of historical relics that will provide experiences for tourists. Technological developments over time have shaped perceptions about the image of museums that are considered saturating because they only see historical objects without any interaction. This assumption arises from the millennial generation and generation z who are already literate and adaptive to technology. An attractive museum must emphasize educational and recreational aspects simultaneously in forming a positive image to gain public trust as a preferred tourist destination (Rizki et al., 2022).

Judging from the digital transition, the current generation prefers tourism that emphasizes technology in experiencing tourism directly (Gupta et al., 2022). Interactive experiences with collections/facilities in museums can attract young people by wrapping knowledge in a fun way so that direct involvement in activities is important to be presented (Sinaga, 2022). The use of technologies such as augmented reality, virtual reality, and other interactive technologies can be a potential solution to deliver a more engaging and participatory museum experience (Azhari et al., 2025).

One of the museums that is now adopting interactive technology is the Sonobudoyo museum. Sonobudoyo Museum is one of the history museums located in the city of Yogyakarta with the most complete collection of Javanese history and culture. The museum focuses on the preservation of history, art, culture, and relics from Java, Madura, Bali, and Lombok. This museum has the potential to become a major tourist attraction as the second most complete museum in Indonesia based on the added value that can be seen from the collection of manuscripts, library services, exhibition buildings, tour guides, a collection of

63,345 historical objects, to interactive rides. Sonobudoyo Museum deserves to be a choice of historical tourism as evidenced by the high number of visitors to the museum every year.

Figure 3 Number of Tourist Visits to Sonobudoyo Museum

Tahun	Wisatawan Nusantara	Wisatawan Mancanegara	Total
2020	12.517	1.226	13.743
2021	13.051	44	13.095
2022	150.353	4.980	155.333
2023	311.795	10.505	322.300

Source: BPS-Statistics Indonesia, 2023.

Sonobudoyo Museum has now begun to present innovations, namely interactive rides in December 2023 through virtual reality immersive experiences that can be felt by visitors. This experience is presented through the use of virtual reality technology on museum objects. Researchers Sun & Bin Othman, (2025) revealed that immersive technology can change the image of a boring museum into a fun interactive modern space with a touch of technology. The virtual technology is applied to interactive rides, namely virtual reality (VR) jemparingan.

Virtual Reality (VR) is a computer technology that is able to create a real and imaginative environment and simulate the physical condition of users in creating interactions (Fardani & Billah, 2024). With this virtual reality, it will form a sense of involvement in visitors so that it provides a sense of happiness and satisfaction (Nguyen et al., 2023). The deeper the experience content felt by visitors, the higher the level of satisfaction that will be obtained (Maharani et al., 2024). The results arising from satisfaction will be realized in the form of repeat visits (Pebriani et al., 2023).

Saifuddina et al., (2020) shows that the experience provided by the Sonobudoyo museum is still dominant in passive experiences in the form of aesthetics and entertainment. The existence of interactive rides implemented at the Sonobudoyo museum using immersive technology, one of which is virtual reality, has increased the trend of increasing the number of visitors as reported by (detik.com). Based on (radarjogja.com) the number of visitors to the Sonobudoyo museum once reached 6,689 visitors who came within four days in 2024. Research by Liu & Sutunyarak, (2024) proves that the use of VR, AR, 3D in museums in China increases repeat visit intentions. The innovation of using virtual reality is one of the Sonobudoyo museum's efforts to improve the quality of experience with technology to remain relevant. This innovation is expected to give satisfaction to visitors so that it creates an intention to visit again after the first visit (Widarsyah et al., 2024). The development of virtual-based museums is important in dealing with technological changes and adaptations to ensure that cultural heritage remains relevant so that it can be enjoyed by current and future generations (Rakhim et al., 2023).

The satisfaction felt by visitors can be interpreted as a form of alignment of the results obtained after feeling an impression of an experience that matches expectations (Nam et al., 2023). The emergence of digital technologies such as virtual reality can strengthen emotions by offering immersive experiences that connect with visitors (Abdugapparova et al., 2023). Several previous studies have shown significant results with this study such as research conducted by Pujiastuti, (2020) which shows the results that the positive experience obtained by tourists will provide reasons for tourist satisfaction so that it significantly affects the intention to revisit. Research with the same variable was also conducted by Agustina & Artanti, (2020) which proved the similarity of the results, namely that there was a significant influence by the satisfaction variable on tourist revisit intention. Visitors who feel happy with a visit to their chosen destination will revisit the destination. The same results were also obtained by Suparna & Riana, (2022), namely visitor satisfaction

has a significant positive effect on revisit intention. When the satisfaction felt by visitors increases, it will increase the intention to visit the museum again. The research findings of Nguyen Viet et al., (2020) also show that satisfaction has a significant influence on revisit intention.

Although some of these studies show a significant relationship between satisfaction and revisit intention, there are also gaps in the differences in research results that find an insignificant relationship. Research by Rahma Yulistira et al., (2024) shows that the tourism satisfaction variable has no effect on revisit intention. This is because visitors do not get satisfaction from tourist attractions and just follow social media trends. The result that visitor satisfaction has no significant effect on revisit intention is also reinforced due to the high expectations of unfulfilled experiences (Gede et al., 2023).

Theory and hypothesis development

This study uses Theory Planned Behavior to understand the relationship between variables in the study. Psychologist Izek Ajzen developed a very important theory which is currently widely used to examine individual behavioral relationships and attitudes. Theory Planned Behavior (TPB) is a theory of planned behavior (Lauren et al., 2024). Theory of Planned Behavior is a theory that measures individual behavior in detail. This theory is a development of the Theory of Reasoned Action (TRA) (Nur Aprili et al., 2023). According to Bayu Dewantara & Toto Raharjo, (2022) this theory has three components, namely Attitude Toward The Behavior, Subjective Norms, and Perceived Behavioral Control.

This theory provides a strong foundation for hypothesis development. The first hypothesis (H1), Visitor satisfaction has a positive and significant effect on revisit intentions. Satisfaction is one of the factors that attracts tourists to visit a tourism destination (Dewi Maria et al., 2024). The second hypothesis (H2) states that Visitor Satisfaction affects the Virtual Reality (VR) Based Immersive Experience. Chang & Suh, (2025) states that interaction satisfaction can encourage satisfaction and increase user engagement interactions towards satisfying experiences. The third hypothesis (H3) shows that the Virtual Reality-Based Immersive Experience (VR) affects the Intention to Revisit. Sobarna, (2021) found that the quality of content and virtual reality tourism experience systems play an important role in creating behavioral intentions and influencing users to make future destination visits. Finally, the fourth hypothesis (H4) is that Visitor Satisfaction affects Revisit Intention when mediated by Virtual Reality (VR)-based immersive experiences. Findings of Liu & Sutunyarak, (2024) state that interactions in immersive experiences significantly affect satisfaction which ultimately drives repeat visit intentions.

Based on this description, the researcher is interested in conducting research "The Effect of Visitor Satisfaction on the Intention to Revisit Sonobudoyo Museum with Virtual Reality (VR) Based Immersive Experience as a Mediating Variable". The results of this study are expected to provide insight for museum attractions in increasing the retention of visitors' return visit intentions through satisfaction and tourism object marketing strategies with the application of relevant technology.

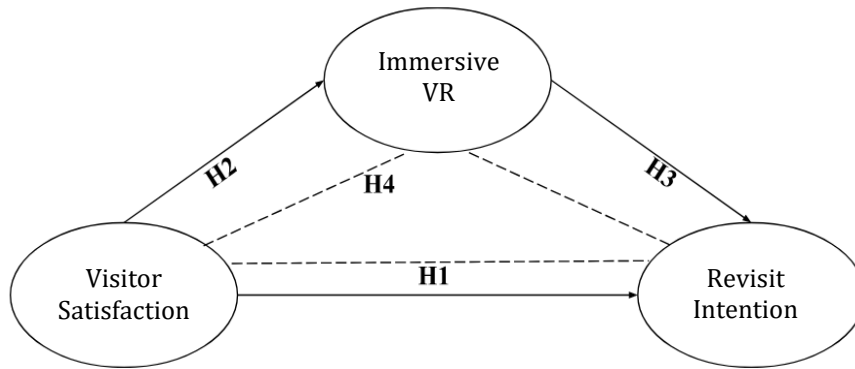


Figure 4. The conceptual model

Methodology

The method used in the research is a quantitative approach. The quantitative method is a structured and systematic scientific approach to explain and predict the relationship between variables through statistical analysis based on numerical data (Hair et al., 2019). This study uses a quantitative descriptive research design or causal relationship to see if a change in the independent variable can affect the dependent variable. The population in this study focuses on visitors who have visited the Sonobudoyo museum and have tried using virtual reality technology on the virtual reality archery simulation interactive vehicle. The sampling technique uses non-probability sampling techniques with a purposive sampling approach by determining the number of samples using the formula from F. Hair Jr et al., (2021) where the sample size is 110 respondents. The research uses the Partial Least Square (PLS-SEM) approach and for data processing uses SmartPLS 4.1 software in testing the measurement model (outer model) and structural model (inner model). In addition, hypothesis testing is carried out using the bootstrapping method to test the significance of the influence between variables in the model.

Data Analysis

Outer Model Evaluation

Table 1. Factor Loading

Indicator	Immersive Virtual Reality (VR)	Visitor Satisfaction	Revisit Intention
IMER20	0.737		
IMER21	0.739		
IMER23	0.760		
IMER25	0.724		
IMER26	0.740		
IMER27	0.738		
IMER29	0.739		
IMER30	0.743		
IMER33	0.803		
VS2		0.783	
VS5		0.753	

VS7	0.776
VS8	0.796
RI10	0.774
RI12	0.792
RI13	0.738
RI14	0.730
RI16	0.718

Source: Processed Primary Data, 2025

Convergent Validity

This test is conducted to see whether the construct can be unified in explaining the variations in its indicators. A construct can be declared valid if the factor loading value shows > 0.7 . In this study, there were several indicators that did not meet the criteria because they were below 0.6 and were then removed from the model because they disturbed the overall construct validity. After removing the factor loading table value in the table above, it can be seen that each statement item has shown a value > 0.7 . This means that the statement items are valid and can be used for further analysis.

Discriminant Validity

Table 2. Cross Loading

Indicator	Immersive Virtual Reality (VR)	Visitor Satisfaction	Revisit Intention
IMER20	0.737	0.584	0.568
IMER21	0.739	0.590	0.570
IMER23	0.760	0.485	0.487
IMER25	0.724	0.454	0.511
IMER26	0.740	0.505	0.480
IMER27	0.738	0.444	0.462
IMER29	0.739	0.635	0.687
IMER30	0.743	0.427	0.482
IMER33	0.803	0.498	0.404
VS2	0.525	0.783	0.533
VS5	0.607	0.753	0.634
VS7	0.498	0.776	0.525
VS8	0.528	0.796	0.475
RI10	0.584	0.649	0.774
RI12	0.515	0.567	0.792
RI13	0.491	0.482	0.738
RI14	0.434	0.419	0.730
RI16	0.599	0.489	0.718

Source: Processed Primary Data, 2025

The cross loading value shows that the correlation value of each indicator is higher with its own construct when compared to the value of other constructs. The cross loading value in the table below shows the results that the indicator correlation is higher than the construct value.

Table 3. Average Variance Extracted (AVE)

Variable	(AVE)	Conclusion
Immersive Virtual Reality (Z)	0.558	Valid
Visitor Satisfaction (X)	0.604	Valid
Revisit Intention (Y)	0.564	Valid

Source: Processed Primary Data, 2025

The AVE and Fornell-Lacker tables below show that the discriminant validity between the variables of this study has met the requirements. Discriminant validity results are acceptable if the AVE value is > 0.5. The results in the table show a value of more than 0.5, which means that the AVE value is accepted.

Table 4. Fornell-Lacker

Variable	Immersive Virtual Reality (VR)	Visitor Satisfaction	Revisit Intention
Immersive Virtual Reality	0.747		
Visitor Satisfaction	0.700	0.777	
Revisit Intention	0.706	0.705	0.751

Source: Processed Primary Data, 2025

Each of these constructs has a higher correlation with its own variable than the correlation with other variables, therefore it is declared to have met the criteria, which means that the construct has good validity and is able to explain the indicator better.

Table 5. Meterotrait-Monotrait Ratio (HTMT)

Variable	Immersive Virtual Reality (VR)	Visitor Satisfaction	Revisit Intention
Immersive Virtual Reality	0.747		
Visitor Satisfaction	0.700	0.777	
Revisit Intention	0.706	0.705	0.751

Source: Processed Primary Data, 2025

Based on the results, all HTMT values on the research constructs have values less than 0.90. The results show that all HTMT values have met the criteria and the constructs are considered to have acceptable discriminant validity.

Reliability

Table 6. Coposite Reliability and Cronbanch's Alpha

	<i>Cronbach's alpha</i>	<i>Composite reliability</i>	Conclusion
Immersive Virtual Reality (Z)	0.902	0.919	Reliabel
Visitor Satisfaction (X)	0.782	0.859	Reliabel
Revisit Intention (Y)	0.807	0.866	Reliabel

Source: Processed Primary Data, 2025

The table results show that the Cronbanch's Alpha value of the visitor satisfaction variable is 0.782, the revisit intention variable is 0.807, and the virtual reality immersive experience variable is 0.902. Each variable's cronbanch's alpha value is more than > 0.7 which means it is qualified and acceptable (Hair et al., 2019). Judging from the composite reliability value, the value of the visitor satisfaction variable is 0.859, then the return visit intention variable is 0.866, and 0.919 on the value of the virtual reality immersive experience variable. The minimum value limit on composite reliability is 0.7. Based on this, the results of the table value have met the requirements because they exceed the specified value of 0.7.

Inner Model Evaluation

Cofficient Determinant

Is a model used to test the relationship between latent constructs. This test is done by looking at the coefficient of determination or R-Square, where the value is considered good if it gets > 1.

Table 7. R-Square

Variable	<i>Cronbach's alpha</i>	<i>Composite reliability</i>
Immersive Virtual Reality (Z)	0.902	0.919
Revisit Intention (Y)	0.807	0.866

Source: Processed Primary Data, 2025

It can be explained that visitor satisfaction has an effect of 49% on the virtual reality immersive experience variable as a mediating variable. The R-square value on the revisit intention variable is 0.586, which indicates that the revisit intention variable can be explained by 58.6% by the variables in the model. Meanwhile, the rest is explained by other variables not included in this study.

Hypothesis Testing

The calculation method in this test is by comparing the T-statistic value with the T table. If the T-statistic value is greater than the T table value = 1.96 with a significance value of 5% then H0 will be rejected and H1 accepted.

Table 8. Indirect Effect

Hypothesis	Path	Original sample (O)	T statistics	P values	Conclusion
H1	IMER (X) → RI (Y)	0.413	4.529	0.000	<i>Supported</i>
H2	VS (X) → IMER (Z)	0.700	8.627	0.000	<i>Supported</i>
H3	IMER (Z) → RI (Y)	0.417	4.641	0.000	<i>Supported</i>

Source: Processed Primary Data, 2025

Table 9. Indirect Effect

Hypothesis	Path	Original sample (O)	T statistics	P values	Conclusion
H4	VS (X) → IMER (Z) → RI (Y)	0.292	3.963	0.000	<i>Supported</i>

Source: Processed Primary Data, 2025

Based on the table results, hypothesis testing is carried out using SmartPLS software and the results show that the T-statistic value of each variable exceeds the table value, which means that H1, H2, H3 and H4 are accepted.

Discussion

Based on the results of the research that has been carried out, the following hypothesis can be concluded.

The effect of visitor satisfaction on revisit intention (H1)

The results of testing hypothesis 1, namely the visitor satisfaction variable has a positive and significant effect on revisit intention. This finding is in line with research by Dewi & Laksmidewi, (2015) conducted at the Jakarta puppet museum where satisfaction is proven to significantly mediate the relationship between customer experience and revisit intention. These results are also in line with the research of Octaviana et al., (2023) which states that visitor satisfaction has a positive and significant effect on revisit intentions at the museum. The Planned Behavior Theory used proves that satisfaction can influence the intention to visit the Sonobudoyo museum. The satisfaction obtained by visitors increases positive judgment and encourages the desire to make repeat visits. This positive attitude is formed when visitors are satisfied with what is experienced when visiting the museum.

The effect of visitor satisfaction on the virtual reality immersive experience (H2)

The results of testing hypothesis 2 show that visitor satisfaction has a positive and significant effect on the virtual reality immersive experience. This finding is in line with research by (Chang & Suh, 2025b). The study states that the level of visitor satisfaction has a significant effect on the quality of virtual reality-based immersive experiences. In line with qualitative research conducted by Widarsyah et al., (2024) supports that visitors who feel overall satisfaction with the museum feel that virtual reality will deepen the experience of the content or products presented by the museum. The Planned Behavior theory used explains how positive attitudes encourage a person's involvement in a particular activity or behavior.

The effect of virtual reality immersive experience on revisit intention (H3)

The results of testing hypothesis 3 show that virtual reality immersive experience has a positive and significant effect on revisit intention. In line with qualitative research by Husna Arief et al., (2025) at the Bahari Museum proves that the application of virtual reality in educational games increases visitor involvement and strengthens the motivation to come back because of the pleasure obtained from using this technology. This research is also supported by researchers Chang & Suh, (2025) who found that the pleasant experience offered by virtual reality significantly affects a person's intention to repeat a second visit to the museum. This finding is in line with the planned behavior theory used, namely positive attitudes and awareness of the ability of technology to be a factor in forming intentions. The effect of visitor satisfaction on revisit intention mediated by virtual reality immersive experience (H4)

The results of testing hypothesis 4 show that virtual reality immersive experience can partially mediate the effect of visitor satisfaction on revisit intention. Visitors who are satisfied with the Sonobudoyo museum will encourage them to have a return visit intention if the immersive experience felt before is also high. In line with qualitative research by Fardani & Billah, (2024) which states that the use of virtual reality technology in museums provides a more interactive and interesting experience for visitors which will ultimately affect satisfaction and increase loyalty in the form of return visits. Findings from (Nam et al., 2023) and research from (Choi & Nam, 2024) also support by showing that the authenticity of the perceived experience of virtual reality is more important than the direct satisfaction felt towards virtual reality in supporting repeat visit intentions. The virtual reality immersive experience is able to become an intermediary that can encourage potential positive attitudes from perceived satisfaction to the intention to visit Sonobudoyo museum again in real life.

Conclusion

Based on the results of data analysis and discussion on the research that has been done, it can be concluded that visitor satisfaction has a positive and significant effect on return visit intentions. The higher the level of visitor satisfaction with the experience presented by the Sonobudoyo museum, the higher the visitor's desire to visit again in the future. Visitor satisfaction has a positive and significant effect on virtual reality immersive experiences. Virtual reality immersive experience has a positive and significant effect in mediating the intention to visit Sonobudoyo museum again. It can be said that the more positive the immersive experience of virtual reality experience that visitors feel, the more likely visitors are to have the intention to visit again.

The research proves that virtual reality immersive technology has an effect in increasing the intention to visit again. Visitor satisfaction has a positive and significant effect on revisit intentions with partial mediation by virtual reality-based immersive experiences. This means that the virtual reality immersive experience can be a passively effective link between the satisfaction experienced by visitors and revisit intention to the Sonobudoyo museum.

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