

THE IMPACT OF LIFESTYLE, ART COLLECTION, AND HEDONIC LIVING ON VISIT INTENTION, VISIT DECISION AND REVISIT INTENTION AT THE NATIONAL GALLERY

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ABSTRACT

The National Gallery hosts several local and foreign travelers for art exhibitions and events. It is intriguing to look at the lifestyle characteristics, gallery art collections, and hedonic factors that affect tourists' decisions to visit the National Gallery. The purpose of this study was to determine the impact of Lifestyle, Art Collection, and Hedonic Living on Visit Intention, Visit Decision, and Revisit Intention in the National Gallery. Purposive sampling was used to collect data on 152 National Gallery visitors in December 2022 for this study. The analytical method employed is the Structural Equation Model, which is supported by SmartPLS software. The results demonstrate that the Hedonic influences the Visit Intention, Visit Decision, and Revisit Intention. Contrarily, the Visit Intention, Visit Decision, and Revisit Intention are unaffected by Lifestyle. The Art Collection affects Visit Intention and Revisit Intention but has no impact on Visit Decision. Finally, the Visit Decision is influenced by the Visit Intention, which in turn is influenced by the Revisit Intention.

Keywords: Visit Intention; Visit Decision; Revisit Intention; Lifestyle; Art Collection; Hedonic Living; Gallery

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INTRODUCTION

Traveling to a location where tourists can use the tour's services and engaging in leisurely activities are all examples of ways that tourism-related activities might pass the time. Before participating in an activity or visiting a tourist destination, a visitor will carefully consider all the elements that need to be taken into account (Solichin et al., 2021). The number of visitors will show how well-managed a location is. Tourist behavior traits have a close relationship to conduct and are related to how each individual chooses to travel (Dussel, 2019; Kim & Hwang, 2020).

The decision to visit, which has the same meaning as the decision to purchase, may be characterized by the choice of one of the alternative sites that visitors might make. Initial interest in the destination will be the main factor in a tourist's decision to travel there (Al-Dmour et al., 2017). Interest in visiting a destination is the desire to go there soon (Abidin et al., 2022; Bilei & Kim, 2009; Lee et al., 2016). The dependent variable of purchase intention is influenced by a wide range of internal and external factors, such as recommendations, values, anticipated results, and emotional ties (Bakar et al., 2018).

The decision to travel to a particular location is the result of several processes carried out by individuals or groups of tourists, starting with the evaluation stage where tourists will have a variety of destinations to choose from and then compare until the tourists decide and the destination to be chosen has unquestionably more allure compared with unpicked places (Budiman et al., 2016; Rosa, 2021; Sudigdo et al., 2019). The first experience of visiting decisions that affect tourists' positive memories and have an impact on their intention to return can both influence the decision to revisit (Abubakar et al., 2017; Enrique Bigné et al., 2009; Um et al., 2006). The performance of the destination on the first visit by visitors.

The purpose of this study was to determine the impact of Lifestyle, Art Collection, and Hedonic Living on Visit Intention, Visit Decision, and Revisit Intention in the National Gallery.

LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESES

Lifestyle

The many factors that influence a person's desire to partake in travel-related activities include their way of life. decisions made concerning tourism-related lifestyles, particularly those that are in line with modern trends (Zhang et al., 2021). A person's lifestyle is an expression of how living things or an individual may influence one another's behavior, such as when they make decisions about a product or service they will use, where they will travel, or what activities they will partake in (Füller & Matzler, 2008). Lifestyle is the acquisition of status by actions that must be viewed as symbols inside a particular group by exhibiting integrity and camaraderie (Scheys, 2013). A living being is said to have a lifestyle if they have a choice in their regular activities. As a lifestyle goal, this person or group of individuals should be concerned with their quality of life (Muckenhuber, 2015). Consumption patterns are influenced by lifestyle and show how an individual chooses to spend his time and money. According to Solomon (Solomon, 2009), attitudes, values, hobbies, media usage patterns, and utilization rates are used in lifestyle research.

Visitors' interest in visiting and traveling is influenced by how people live (Akkaya, 2021). Lifestyle has a big impact on where people decide to go (Kaharu & Budiarti, 2016). The premise that lifestyle affects whether someone decides to return is supported by research showing that lifestyle has a significant impact on intention to return as well as factors like age, culture, and other characteristics (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 (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).

Art collections are collections of works of art (Wang et al., 2022). Visitors' interest in visiting an art gallery will be piqued by its collection (Camarero et al., 2010). Visitors go to the gallery because they like the assortment of artwork there (Octaviany & Shiddiq, 2015), and they may persuade satisfied visitors to think about returning (Brida et al., 2012). Interest in visiting is the combination of a customer's desire to travel and the attitudes and preferences of other people who may have an impact on that customers want to travel (Arajo Vila et al., 2021; Beerli & Martn, 2004; Hellier et al., 2003). Lifestyle has a big impact on visitors' desire to return (Akkaya, 2021; Therok et al., 2021).

Hedonic

The following research variable is hedonic. Hedonistic behavior is characterized by a life of pleasure and a persistent craving for satisfaction, such as traveling for fun rather than out of need (Heathwood, 2006). The feeling of pleasure that people have in certain aspects of their lives, such as taking a trip that might be enjoyable but is not required, is said to be hedonic. When someone buys or travels to a place to escape routine, forget problems from the day-to-day, or meet needs and pleasures, it is a hedonic behavior that living things possess (Roggeveen et al., 2015). According to Crisp (2006), hedonism is the idea that human behavior is logically and intentionally designed to bring pleasure rather than suffering. The hedonic component is measured in this study using the hedonic dimension, which comprises roles, the best offer, and social factors (Tuti & Saputra, 2022).

Visit Intention

The intention of visiting can be defined as an individual's interest to visit a tourist destination soon (Lee et al., 2016). Interest in visiting is a way to identify whether there is an individual intention to travel to a destination and to a destination that has been planned (Bilei & Kim, 2009). It can be concluded that the interest in visiting is whether an individual has the intention of visiting a tour or traveling to a place that has been planned with different goals. The motivation of tourists to seek excitement, relaxation, and curiosity will have a positive effect on attracting tourists to visit (Yoon & Uysal, 2005).

Plans for a trip with different perceptions such as aiming at tourism, and seeking knowledge will encourage individual intentions to take a tour or interest in visiting (Abidin et al., 2022). Purchase intention is a dependent variable involving several external and internal factors, such as expected results, values, recommendations, and emotional associations (Bakar et al., 2018).

Visit Decision

The decision to visit is a series of processes carried out by individuals or groups of tourists starting from the evaluation stage where tourists will have several destinations to travel to and then compare until the tourists make a decision and the destination to be chosen certainly has more attractiveness. compare with unselected destinations (Sudigdo et al., 2019). The decision to buy a product or service is part of the visitor or consumer behavior which is based on various factors such as needs, preferences, prices, and services (Rosa, 2021). Visitors to tourism objects have different characteristics with different needs and reasons for visiting destinations, so it is hoped that destination managers must be able to provide for the needs and interests of visitors to come (Budiman et al., 2016). Factors that influence purchasing decisions are need fulfillment, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior (Karimi et al., 2015)

In the decision-making process, there is a travel destination that is influenced by social factors and psychological factors (Li et al., 2010). The decision to visit can be concluded the consideration of an individual decision that aims to visit one destination by conducting an assessment of these activities, so it is recommended for managers of tourist destinations to give a good impression of a destination in order

Revisit Intention

The intention to revisit can be influenced by the performance of the destination on the initial visit of tourists and first experiences on visiting decisions which affect the positive memories of tourists and have an impact on the intention to return (Um et al., 2006). Based on satisfaction, lifestyle, behavior, and goals will influence the intention to return both in the long and short term (Enrique Bigné et al., 2009). The intention to revisit can occur in tourists who have visited based on various factors. Repeat visits by tourists occur because, on the initial visit, they get the right service (Abubakar et al., 2017). There are two dimensions of repurchase intention, namely Repurchase (consumer behavior that repeats consumption) and Recommend others to purchase (consumers will recommend other people to make consumption) (Chang et al., 2014).

If travelers are drawn by their desire for adventure, relaxation, or curiosity, they are more inclined to travel (Wang & Hsu, 2010; Yoon & Uysal, 2005). The process of choosing what to buy should be enjoyable in addition to the search for goods or services (Gosal et al., 2020; Tang & Zhu, 2019). The results of the previous study showed that art had a significant impact on participants' intentions to return (Brida et al., 2012). Hedonic factors had a considerable impact on visitors' decisions, according to the results of the previous study (Steg et al., 2014). According to earlier research (Mouakket & Al-Hawari, 2012), hedonists have multi-sensory, imagination, and emotional components that are essential for predicting customer pleasure, which in turn influences consumer intentions. According to Sun et al. (2018), it may be proven that variables including behavior, demographics, and level of satisfaction may influence visitors' intentions to return.

This study proposes a research model that explores the relationship between Lifestyle, Art Collection, and Hedonic factors on Visit interest, Visit Decision, and Revisit Interest to examine the impact of each independent variable on the dependent variable.

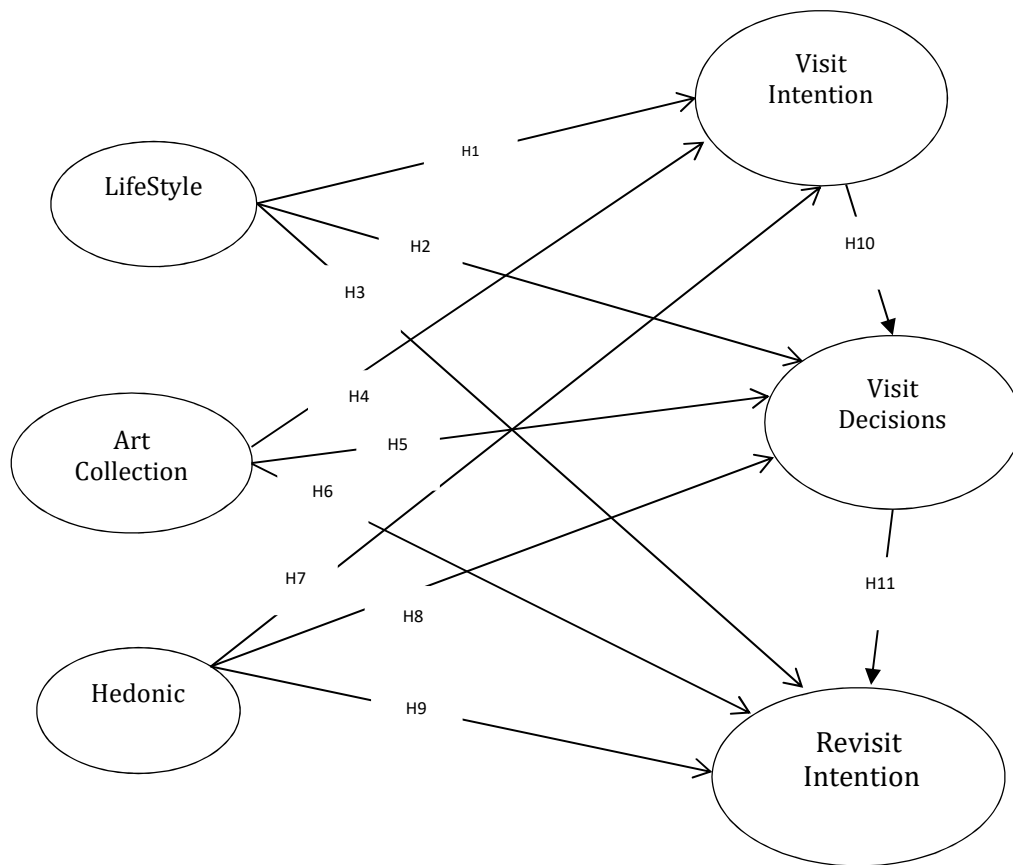


Figure 1
Conceptual Model

METHOD

Data Collection

To gather information about the responses to the statements included in the questionnaire, this study employs a quantitative method by conducting a direct poll of respondents. The participants in this study were those who went to the National Gallery between November-December of 2022. A sample of 152 people was taken. Purposive sampling, which involves selecting respondents based on their unique qualities concerning the study's goals, was utilized in this study to obtain the sample. The sample represents a representation of the population's size and makeup. The researcher can use samples that have been taken from the population if the population is big and the researcher is unable to investigate every member of the population, for example owing to financial, human, or time constraints (Sugiyono, 2018). Purposive sampling is a method of selecting research samples with specific criteria intended to improve the responsiveness of the data afterward acquired.

Measurement

For variable assessment, a Likert scale of 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), and 5 (strongly agree) is utilized. The research on lifestyle (Solomon, 2009) looks at six variables: attitudes, values, interests, activities, media usage patterns, and media consumption patterns. The Art Collection is motivated by historical significance, workplace aesthetics, sponsorship, and investment (Lindenberg &

Oosterlinck, 2011). The hedonic dimension, which includes roles, best agreements, and social factors, is used in this study to quantify the hedonic component (Tuti & Saputra, 2022). The dependent variable of visit intention is influenced by a wide range of internal and external factors, such as recommendations, values, anticipated results, and emotional ties (Bakar et al., 2018). The elements that influence visit decisions include needs satisfaction, information search, alternative appraisal, visit decisions, and post-visit behavior (Karimi et al., 2015). The two elements of revisit intention are revisiting (customer action that repeats visiting) and recommending others to visit (Chang et al., 2014).

Data Analysis

In this research to determine the sample of respondents will be grouped based on class type, age, number of visits, purpose of visit, area of origin, time to visit, and activities in the gallery. Table 1 presents a summary of the characteristics of the respondents

Table 1 states that 152 respondents filled out the questionnaire in this study with the number of presentations based on gender dominated by men so that it can be explained that men are more dominant in visiting the national gallery than women. In Table 1 it is also explained that the ages of 17-25 years are stronger, namely as many as 127 people, based on the level of the purpose of visiting the national gallery which is dominated by tourist destinations, namely as many as 55 respondents. Based on the time of visit, it was dominated by the afternoon, namely as many as 85 respondents and activities in the gallery were dominated by activities to enjoy art by 81 respondents. From Table 1 it can be concluded that the national gallery is the main choice for visitors to travel with 94 respondents.

This study uses this analysis method using SEM-PLS with Smart-PLS 3.2.9 software. The measurement model metrics used in the SEM-PLS analysis method are composite reliability, convergent validity, and discriminant validity. With the structural model, namely R2(explained variance), Q2 (predictive relevance), and the size and statistical significance of the structural path coefficients.

With a high outer loading value in a construct, it shows indicators related to having many similarities that will be captured by the construct. The rule of thumb for outer loading values is that the default outer loading should be 0.708 or higher.

RESULTS AND DISCUSSION

Demographic Data

Table 1 explains the description of the profile of the respondents willing to fill in the questionnaire, 152 respondents were obtained. According to the respondents' profiles, there were 75% women, and 25% men who were over 17 years old. 82.1%, over 25-30 years old 14.1%, and over 40 years old 1.9% and a presentation at more than one visit (i.e., more than once) 65.8% The estimated time of visiting is in the morning 32.7%, afternoon 54.5%, and afternoon 12.8% with activities in photo galleries accounting for 45.2% of visits, and enjoying art and paintings accounting for 54.8%. 34.2% of visitors come for sightseeing, 36.1% for education, 39.2% for travel, and 31% for sightseeing with tourists coming from outside Jakarta. Up to 61.50% of visitors stated that visiting the National Gallery was their top priority while going. This shows the substantial interest that visitors have in viewing the national gallery's

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%
Evening	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: Data Analyzed, 2022

The structural model is a measuring model aimed at specifying the relationship between latent variables and their indicators, which is done using PLS-SEM Software.

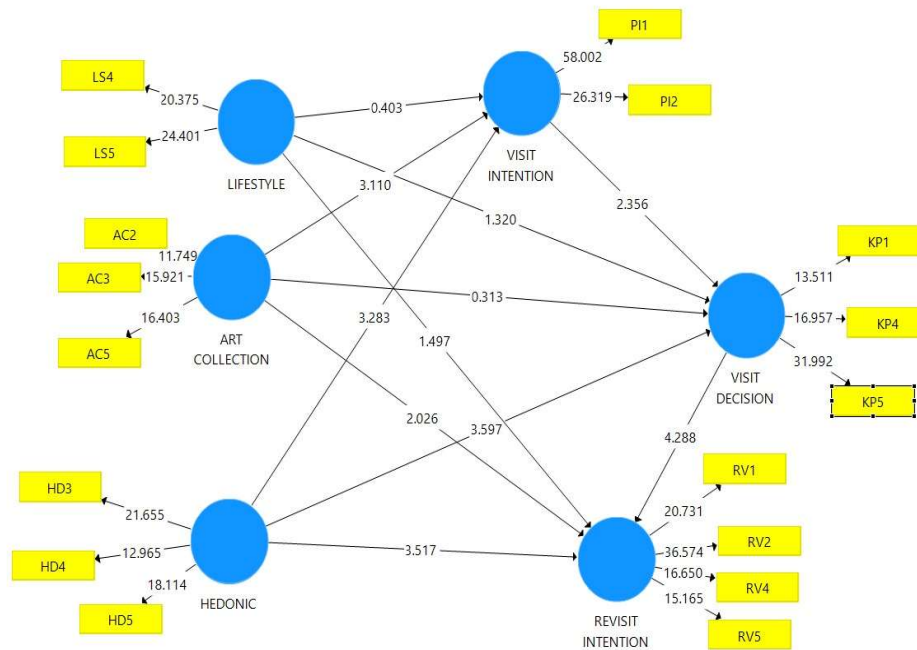


Figure 1
Structural Model

Other approaches, such as looking at the Average Variant Extract (AVE) value in each indicator variable with the requirement that it have a value of > 0.05 to acquire a satisfactory method, can be used to determine the value of convergent validity in addition to looking at the value of a cross-loading. According to Table 2's AVE data results, the variables Lifestyle (X1), Art Collection (X2), Lifestyle (X3), Visit Intention (Y1), Visit Decision (Y2), And Return Interest (Y3) all have AVE values greater than 0.05. Therefore, each is said to have strong convergent 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				
	5. Usage Rates				
Art Collection	1. Historical Value	AC2	0,790	0,849	0,652
	2. Office Decoration				
	3. Office				
	4. Sponsor				
	5. Investment (Lindenberg & Oosterlinck, 2011).				

Hedonic	1. Role	HD1	0,795	0,846	0,646
	2. Agreement	HD2	0,799		
	3. Social (Tuti & Saputra, 2022)	HD3	0,816		
Visit Intention	1. Results	VI1	0,914	0,884	0,793
	2. Value				
	3. Recommendations				
	4. Emotional Associations (Bakar et al., 2018)	VI2	0,866		
Visit Decision	1. Fulfillment of Needs	KP1	0,741	0,822	0,606
	2. Information Search				
	3. Alternative Evaluation				
	4. Purchase decision	KP4	0,756		
	5. Behavior after purchase (Karimi et al., 2015)	KP5	0,836		
Revisit Intention	1. Repurchase	RV1	0,801	0,879	0,646
	2. Recommendation to others to repurchase (Chang et al., 2014)	RV2	0,872		

Source: Authors, 2022

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 Visit Decision variable had a value of 0.770, followed by the Visit Intention variable at 0.890, the Visit Intention variable for subsequent visits at 0.804, the Lifestyle variable at 0.855, the Hedonic variable at 0.804, and the Art Collection variable at 0.770. Each indicator question has the highest loading factor value for the latent construct being studied when compared to the other latent constructs. As a result, the discriminant validity may be said to be 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 R-squared value (R²) is used to calculate the impact of exogenous variables on endogenous variables. Table 7 shows the figures for R² Revisit Intention 0.583, Visit Decision 0.488, and Visit Intention 0.440. This shows that lifestyle, art collection, and hedonic factors had an impact on visit intention, visit decision, and revisit intention, respectively, by 58.3%, 48.8%, and 44%.

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

Henseler et al. (2014) offer the SRMR as a quality-of-fit metric for PLS-SEM to avoid model misspecification. A fit is regarded as adequate in a more conservative form 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 Testing

The critical number that acts as the benchmark is the t value of 1.96. If the t value is above, suggesting that there is an influence, the hypothesis is accepted. If the t-value is less than 1.96, which indicates that there is no influence, the hypothesis is rejected. The table above shows that four hypotheses—Art Collection > Visit Decision, Lifestyle > Visit

Decision, Lifestyle > Intention to Return, and Lifestyle > Intention to Visit—have been disproved based on the results of the hypothesis testing.

Table 6
Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic 910/ST DEV)	P Values	Result
Art Collection > Revisit Intention	0,189	0,201	0,093	2,026	0,043	Accepted
Art Collection > Visit Decision	0,043	0,093	0,138	0,313	0,754	Rejected
Art Collection > Visit Intention	0,336	0,366	0,108	3,110	0,002	Accepted
Hedonic > Revisit Intention	0,341	0,317	0,097	3.517	0,000	Accepted
Hedonic > Visit Decision	0,403	0,378	0,112	3.597	0,000	Accepted
Hedonic > Visit Intention	0,427	0,386	0,130	3.283	0,001	Accepted
Lifestyle > Visit Decision	-0,127	-0,11	0,085	1,497	0,135	Rejected
Lifestyle > Revisit intention	0,132	0,142	0,100	1,320	0,187	Rejected
Lifestyle > Visit intention	0,031	0,047	0,078	0,403	0,687	Rejected
Visit Decision > Revisit Intention	0,462	0,456	0,108	4,288	0,000	Accepted
Visit Intention > Visit Decision	0,262	0,232	0,111	2,356	0,019	Accepted

Source: Authors, 2022

The results of the hypothesis can be accepted if the path coefficient t-statistic is greater than 1.96 and the p-value is less than 0.05. The first hypothesis is supported by the data, which show that the path coefficient t-statistic shows a significant correlation between art collection and revisit intention, with a value of 2.026 (> 1.96) and a p-value of 0.043 < 0.05. It can be deduced that there is no evidence to support this 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 preference. The hypothesis that there is a significant correlation between art collection and visit intention is supported by a t-statistic of 3.11 > (1.96) and a p-value of 0.002 < 0.05. The hedonic link between revisit intention and the hypothesis may be accepted because it has a significant impact and has a t-statistic value of 3.517 > (1.96) and a p-value of 0.000 < 0.05. The hedonic link with the visit decision has a significant influence, has a t-statistic value of 3.597 > (1.96), and has a p-value of 0.000 < 0.05, so the hypothesis may be accepted.

The hedonic link to visit intention is significant with a t-statistic of 3.283 > (1.96) and a p-value of 0.001 < 0.05, therefore the hypothesis may be accepted. The hypothesis is rejected since there is no visible connection between lifestyle and visit decision, according to the t-statistic for that relationship being 1.497 (< 1.96), with a p-value of 0.135 > 0.05. The p-value is 0.135 > 0.005 and the t-statistic value for the relationship between lifestyle and visit decision is 1.497 (< 1.96), indicating that the hypothesis has no bearing and is rejected. The hypothesis is refuted and rejected with a t-statistic of 1.320 (< 1.96), a p-value of 0.187 > 0.05, and a relationship between lifestyle and revisit intention. The

lifestyle link with visit intention's t-statistical value of 0.403 (1.96) and p-value of 0.687 > 0.05, which indicate that it has no discernible impact, lead to the rejection of the hypothesis. The correlation 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, supporting the hypothesis. The relationship 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, provides evidence in favor of the hypothesis.

CONCLUSION AND SUGGESTION

The findings show that the manner of life of visitors has little bearing on their intentions, choices, or inclination to return. Visitors frequently choose to visit the National Gallery although the presence of art collections has a considerable impact on their intent to do so, suggesting that other factors also play a role in their decisions. Hedonic, as opposed to Lifestyle, is a variable that affects all dependent variables, such as interest in traveling, preferences for travel, and desire to return.

This suggests that visitors to the National Gallery do so to appreciate the beauty of the artwork. The only gallery where this research was conducted was the National Gallery, which is close to the National Monument. It is suggested that further research look into how visitors' intentions, choices, and propensity to return to various art galleries in Jakarta and other places are affected by hedonic influences, lifestyle decisions, and art collections. This is done to shed light on the reasons why people visit art galleries. More factors might be included in the research, which would result in more thorough results.

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