Analysis of the Influence of Perceived Value on Gen Z's Revisit Intention with Customer Satisfaction as An Intervening Variable at The Museum Bahari Jakarta

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Abstract: The aim of this research is to analyze the influence of perceived value or perceptions related to the values that generation Z has and how to increase this value so that there is satisfaction that creates interest in returning to the Maritime Museum. The research method used is quantitative with questionnaires as a means of data collection. Data was distributed to 100 generation Z respondents who had visited the Jakarta Maritime Museum. The data analysis technique used is path analysis to test the relationship between the variables studied. The research results show that quality value has a significant effect on revisit intention with a p-value of 0.014. Then the quality value on customer satisfaction is significant with a p-value of 0.000. The emotional value of revisit intention is not significant with a p-value of 0.404. Then emotional value on customer satisfaction has a significant effect with a p-value of 0.000. The price value on revisit intention is also significant with a p-value of 0.029 and the price value on customer satisfaction is also significant with a p-value of 0.005. The latest results also show that customer satisfaction is significant on revisit intention with a p-value of 0.000. Based on the results of this research, it can be concluded that by increasing values such as quality, emotional and price, it will have an impact on the satisfaction that visitors feel, and if this satisfaction is in line with their expectations then there will be an interest in visiting again from generation Z. Museum Bahari Jakarta needs to focus on developing service quality, as well as presenting information that is not only educational but also interesting, as well as modernization efforts by combining digital elements in museum collections and exhibitions.

Keyword: Perceived Value, Customer Satisfaction, Revisit Intention, Generation Z.

INTRODUCTION

The development of tourism is currently a primary focus of the government as it is considered to play a vital role in Indonesia's development efforts, both as a contributor to regional and national income. Julia Simpson, President and CEO of WTTC, also stated that tourism will be a growing sector in the next ten years (Bisnis.com, 2024). According to Law

No. 10 of 2009, tourism is a travel activity supported by various facilities and services provided by the community, entrepreneurs, government, and local government for recreational purposes, personal development, or to study the unique attractions visited (Undang-Undang (UU) Nomor 10 Tahun 2009 Tentang Kepariwisataan, 2009, 2009).

Indonesia is an archipelago country in Southeast Asia with more than 17,000 islands and 38 provinces stretching from Sabang to Merauke. Each region has its own tourist attractions and history. For example, DKI Jakarta, a port city that has transformed into the capital and metropolitan center of Indonesia, has been established for 495 years (CNN Indonesia, 2022). DKI Jakarta itself began as a small port at the mouth of the Ciliwung River about 500 years ago. This small port transformed into an international trade center that brought together various nations of the world. At that time, Jakarta was called Kalapa, which was the main port of the Sunda kingdom. It was later renamed Jayakarta by Prince Fatahillah and then changed again to Batavia when the Dutch VOC arrived to take over power. After the VOC took control, several infrastructures were built to support VOC's rule (Pemernitah Provinsi DKI Jakarta, 2023). These Dutch colonial infrastructures still stand and have been repurposed as attractions, such as museums. According to (Peraturan Pemerintah (PP) Nomor 66 Tahun 2015 Tentang Museum, 2015), a museum is an institution tasked with protecting, developing, utilizing collections, and communicating them to the public (Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi, 2019). The Center for Data and Information Technology of Kemendikbudristek (2023) recorded that there are currently 442 museums spread throughout Indonesia, with a total of 63 museums in DKI Jakarta.

One of the Dutch colonial infrastructures that has been repurposed as a museum is the Museum Bahari. The Museum Bahari is located in North Jakarta, specifically at Jalan Pasar Ikan No.1, Penjaringan. The oldest part of the museum itself began construction in 1652 at the end of Governor-General Christoffel Van Swoll's tenure. During the VOC era, this building was used for the storage, drying, and packing of spices. In addition, the western part of the Museum Bahari was known as the Westzijdsche Pakhuizen or Western Warehouse, which was often used to store various valuable commodities sold in the archipelago, such as copper, tin, and textiles owned by the VOC. During the Japanese occupation, this building was used as a logistics warehouse for Japanese soldiers, including storage for weapons and food supplies. After Indonesia's independence, the building was used by PLN and PTT as a warehouse. After a long historical journey since the VOC era, the Museum Bahari was finally inaugurated in 1977 by the then Governor of DKI Jakarta, Mr. Ali Sadikin (Tribunnews, 2021).

Source: (Kompas.com, 2023)
Figure 1. Museum Bahari as a Spice Warehouse during the VOC Era

The Museum Bahari consists of three different buildings with two levels: Building A, Building B, and Building C. In Building A, the first floor houses two rooms: one dedicated to

the early development of maritime navigation in the archipelago and a temporary exhibition room featuring different themes each month. The second floor contains a library, a diorama room depicting life in Sunda Kelapa, and a diorama room showcasing foreign explorers who visited Batavia. Building B includes an auditorium, a souvenir shop selling various ship miniatures, a café, and a meeting room. Building C has a large room displaying original boats imported from various regions in the archipelago. The second floor of Building C also showcases various preserved marine biotas in glass displays. Additionally, the Museum Bahari area features the Syahbandar Tower, which was historically used as a center for monitoring and regulating ship traffic in the Port of Batavia (Tribunnews, 2021).

Source: (Wikipedia, 2023)
Figure 2. Front View of the Museum Bahari

Looking at the history of the Museum Bahari, it can be concluded that the Museum Bahari has the potential to be developed and preserved. Like other museums, the Museum Bahari is also a valuable source of knowledge for today's young generation, especially in understanding the development of human civilization (Handayani & Harie, 2021). Based on the visitation data obtained by the author from the Museum Bahari, from 2021 to 2023, the Museum Bahari experienced a significant increase. Below is the table showing the number of visits to the Museum Bahari from 2021 to 2023.

Tabel 1. Visitation Data for 2023-2024

Year	Number of Visits
2021	42,416
2022	73,678
2023	86,641

Source: Direct data obtained from the Museum Bahari (2024)

Based on the table above, the student group experienced both an increase and a decrease. From 2021 to 2022, there was a 260% increase; however, from 2022 to 2023, there was a 30% decrease. With the decline in the number of visitors in the student category, steps and efforts are needed to maintain and increase it again in 2024. Seeing young people use the museum as a place for recreation and creating content for social media results in both positive and negative assessments. Negative assessments include young people focusing only on taking pictures or content without seeing the artifacts in the museum as sources of information (Istina, 2022).

This is because museums are still considered by the younger generation to be old-fashioned, outdated, poorly maintained, uninteresting, and only suitable for kindergarten and

elementary school children (Nurohmah, 2015). Students here are classified as Generation Z, born between 1995 and 2010 (Mahmudah, 2019). Generation Z is a generation that grew up with technological advancements, making the internet an essential tool for entertainment, learning, and working (Aeni, 2022). The development of digital technology and the shift in forms of communication have not only affected social media but also various facilities provided by tourist attractions, including museums. Efforts are being made by museum managers to ensure that museums do not fall behind with young people and to understand the form of communication that has now shifted towards digital. With the efforts of the Museum Bahari in digitalization and the use of social media to promote and educate, is this effort sufficient to accommodate and attract Gen Z? The researcher conducted interviews with visitors who fall into the Gen Z category to ask several questions. Here is a summary of the questions and the responses from the respondents.

Based on the interview results, the problem at the museum is a gap between the benefits or expectations that visitors have and what they have sacrificed. In several aspects, the museum still needs to improve in order to attract the interest of young people, especially Gen Z. The evaluation or assessment carried out by tourists based on the comparison of benefits received and expenses incurred is one definition of perceived value (Wang & Yu, 2016). Visitors can have varying perceptions of value; some perceive low value when prices are low, while others consider value to lie in the balance between the quality of services provided (Chotimah & Wahyudi, 2017). Visitor evaluations also have the potential to influence whether they will return to the same place (Julianis & Wulandari, 2023). If visitors are willing to return to the same place, it means they are satisfied. This can occur when visitors' expectations are met, where one can feel satisfied if the performance of the product or service received matches their expectations (Mowen & Minor, 1995).

Based on the current situation at the museum and the results of the interviews obtained by the researcher, the researcher decided to focus on the theme of perceived value on revisit intention with customer satisfaction as mediation. The perceived value of visitors can affect their satisfaction (Saragih et al., 2022). If the value or perception given by visitors is positive, it means there is an expectation that is met, leading to visitor satisfaction. With this satisfaction, visitors are likely to use the product again or visit the destination again. This research is conducted at the museum, considering the museum's current efforts to develop its attractiveness and competitiveness in attracting tourists. By transforming the concept of a "old" museum into an informative display to the public by combining education and entertainment (Suparna & Riana, 2022).

Museum Bahari, which is also recovering after Covid-19 and the fire incident in 2018, strives to present better collections and exhibitions. However, are these efforts sufficient, especially in attracting the interest of today's youth who are more exposed to the digital and modern world? There is also feedback indicating that young people view museums as old and boring places to visit (Istina, 2022). Through the observations conducted by the researcher, it is also noted that the number of young visitors is relatively low; if there are young visitors, they are typically school tour groups required by their schools, not visiting out of personal interest. This is also supported by the decrease in visits to the Museum Bahari in the Gen Z category, making the researcher interested in studying and exploring the topic of museums and their relation to Generation Z. By assessing from the perspective of the value that Generation Z holds towards museums, evaluated from three main dimensions, revisit intention, and mediated by visitor satisfaction.

Based on this, the author concludes that there is a need for research to increase the visit rate of Gen Z, by examining perceived value through customer satisfaction as a mediating variable, in encouraging revisit intention. The objectives to be achieved in this research are as follows: Firstly, to determine the extent of the influence of the quality value dimension on the

revisit intention of Gen Z at Museum Bahari Jakarta. Secondly, to assess the impact of the quality value dimension on the customer satisfaction of Gen Z at Museum Bahari Jakarta. Thirdly, to explore the influence of the emotional value dimension on the revisit intention of Gen Z at Museum Bahari Jakarta. Fourthly, to evaluate how the emotional value dimension affects the customer satisfaction of Gen Z at Museum Bahari Jakarta. Fifthly, to understand the extent to which the price value dimension influences the revisit intention of Gen Z at Museum Bahari Jakarta. Sixthly, to examine the impact of the price value dimension on the customer satisfaction of Gen Z at Museum Bahari Jakarta. Finally, to determine the influence of customer satisfaction on the revisit intention of Gen Z at Museum Bahari Jakarta.

METHOD

The type of research applied in this study is quantitative descriptive research. The population consists of visitors aged 18-26 years (Generation Z) who have visited the Maritime Museum (at least once). The researcher will use non-probability sampling techniques, particularly purposive sampling, where samples are selected based on specific criteria set by the researcher. Sample selection criteria include respondents aged 18-26 years (Generation Z) who have visited the Maritime Museum. The study will also use the Slovin's Formula to estimate the sample size, with the total number of general visitors to the Maritime Museum in 2023 being 57,597 people. Thus, with a maximum prediction error rate of 10%, the calculated sample size is 99.82 respondents. To ensure completeness, the researcher collected data from 100 respondents.

Data collection techniques used include observation, interviews, and questionnaires structured using the Likert Scale. In addition to primary data, secondary data from literature reviews across various sources such as journals, books, and online sources are also used to support analysis and further understanding of the research topic. In data analysis using Structural Equation Modeling (SEM) with Partial Least Squares (PLS) method, causal relationships between latent variables can be identified. PLS-SEM does not require assumptions of normal data distribution and does not have strict minimum sample size requirements. The analysis is divided into two main models: the measurement model to measure manifest variables and the structural model to evaluate relationships between latent variables. Tests of validity, reliability, and multicollinearity are crucial to ensure the quality of data and the model constructed. Furthermore, R-squared (R^2) and F-squared (F^2) are used to measure the explanatory power and relative impact of variables in the model. Hypothesis testing through direct and indirect effect analyses examines the significance of relationships between variables.

RESULTS AND DISCUSSION
Multicollinearity Test

Table 2. VIF Results

	Quality Value	emotional Value	Price Value	Revisit Intention	Customer Satisfaction
Quality Value				3,212	2,314
Emotional Value				2,914	2,176
Price Value				1,806	1,682
Revisit Intention					
Customer Satisfaction				4,672	

Source: Research Output (2024), (SmartPLS 4 Output)

A good result and no multicollinearity occurs when VIF < 5.0 (Humairo & Panuntun, 2022). Based on the table above, the test results show that there is no multicollinearity between each variable relationship, as each variable does not have a VIF value > 5.0.

Evaluation of Structural Model (Inner Model)

R-Squared

	R-Square
Revisit Intention	0,598
Customer Satisfaction	0,786

Source: Research Output (2024), (SmartPLS 4 Output)
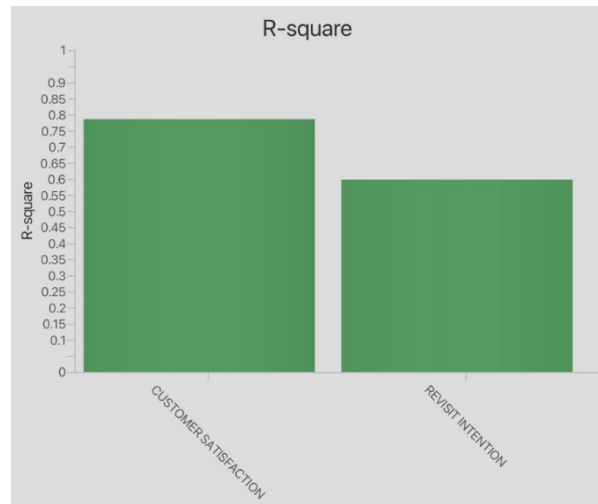

Figure 3. R-Squared Graph
Source: SmartPLS 4 Output (2024)

R-squared is divided into three categories: 0.75 (high), 0.50 (moderate), and 0.25 (low) (Hair et al., 2010). Based on the table above, variable Y (Revisit Intention) is at a value of 0.598, categorizing it in the 0.50 (moderate) category. This indicates that variable Y or Revisit Intention can be influenced by 59% by variable Customer Satisfaction, while the remaining 41% is influenced by other variables. Variable Z (Customer Satisfaction) is at a value of 0.

F-Square

Table 4. F-Square Results

	F-Square
Quality Value -> Revisit Intention	0,069
Quality Value -> Customer Satisfaction	0,388
Emotional Value -> Revisit Intention	0,004
Emotional Value -> Customer Satisfaction	0,339
Price Value -> Revisit Intention	0,069
Price Value -> Customer Satisfaction	0,074
Customer Satisfaction -> Revisit Intention	0,181

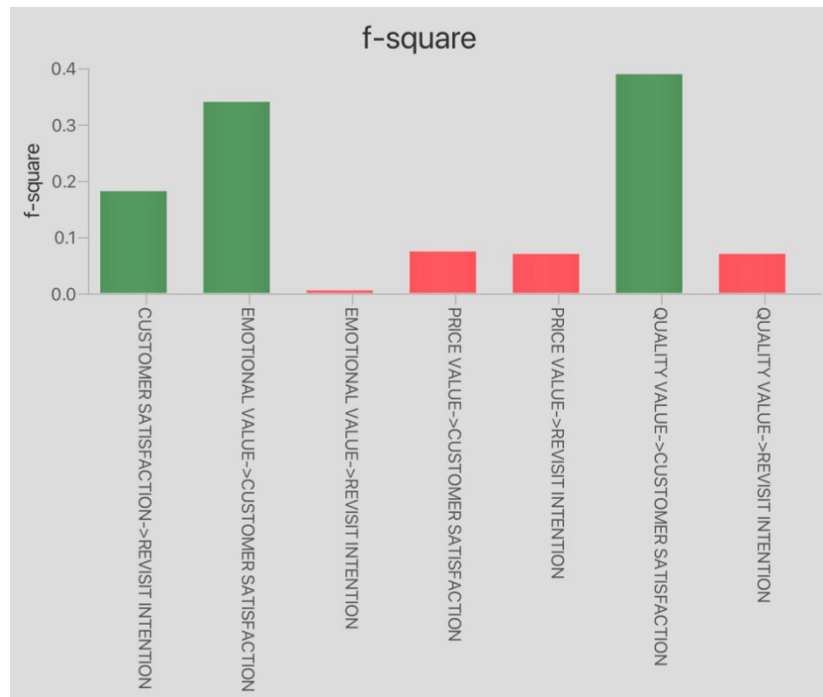Source: Research Process (2024), (Output SmartPLS 4)

Figure 4. F-Square Graph Results

F-square values categorize the strength of relationships into three levels: low (0.02), medium (0.15), and high (0.35). Analyzing the data presented in Table 4.7, the impact of Quality Value (X1) on Revisit Intention (Y) shows a low effect size with an F-square value of 0.069. Conversely, the relationship between Quality Value (X1) and Customer Satisfaction (Z) demonstrates a significant effect size, measuring 0.388. Emotional Value (X2) has a negligible effect on Revisit Intention (Y) with an F-square of 0.004, while its impact on Customer Satisfaction (Z) is notable, with an F-square of 0.339. Price Value (X3) similarly exhibits a low effect on Revisit Intention (Y) at 0.069, and on Customer Satisfaction (Z) at 0.074. Customer Satisfaction (Z) itself shows a moderate effect size of 0.181 concerning Revisit Intention (Y). These categorizations provide insights into the relative strengths of these relationships, helping to gauge their significance within the context of the study.

Hypotesis Testing

Hypothesis testing was conducted using data bootstrapping techniques. The bootstrap test aims to determine the direction and significance of the relationships of each latent variable.
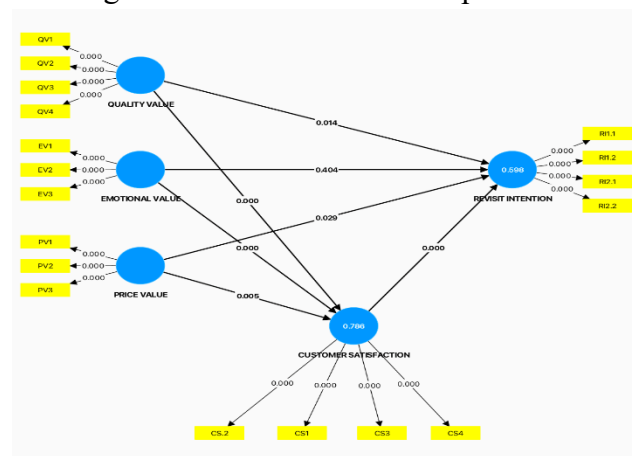
Source: Research Output (2024), (SmartPLS 4 Output)
Figure 5. Bootstrap Results

Direct Effect
Path Coefficients

Table 5. Path Coefficients Results

	Original Sample (o)	Sample Mean (M)	Standard Deviation (Stdev)	T Statistics (|o/Stdev|)	P Values
Quality Value -> Revisit Intention	0,299	0,301	0,121	2,474	0,014
Quality Value -> Customer Satisfaction	0,439	0,434	0,074	5,907	0,000
Emotional Value -> Revisit Intention	0,073	0,068	0,087	0,835	0,404
Emotional Value -> Customer Satisfaction	0,397	0,400	0,083	4,793	0,000
Price Value -> Revisit Intention	-0,224	-0,211	0,102	2,195	0,029
Price Value -> Customer Satisfaction	0,163	0,163	0,058	2,824	0,005
Customer Satisfaction -> Revisit Intention	0,582	0,585	0,139	4,205	0,000

Source: Research Process (2024), (Output SmartPLS 4)

Decision Criteria: If p-value < 0.05, the relationship is considered significant; if p-value > 0.05, the relationship is considered not significant (Purwanto et al., 2021). Based on the table data above, the researcher can draw conclusions as follows:

Hypothesis 1: Quality Value (X1) to Revisit Intention (Y)

The path coefficient in the original sample is 0.299 (positive). Therefore, an increase in Quality Value leads to an increase in Revisit Intention. The p-value for Quality Value -> Revisit Intention is 0.014 (< 0.05), indicating significance. Thus, Hypothesis 1 between Quality Value (X1) and Revisit Intention (Y) has a positive and significant effect.

Hypothesis 2: Quality Value (X1) to Customer Satisfaction (Z**)**

The path coefficient in the original sample is 0.439 (positive). Therefore, an increase in Quality Value leads to an increase in Customer Satisfaction. The p-value for Quality Value -> Customer Satisfaction is 0.000 (< 0.05), indicating significance. Thus, Hypothesis 2 between Quality Value (X1) and Customer Satisfaction (Z) has a positive and significant effect.

Hypothesis 3: Emotional Value (X2) to Revisit Intention (Y)

The path coefficient in the original sample is 0.073 (positive). Therefore, an increase in Emotional Value leads to an increase in Revisit Intention. The p-value for Emotional Value -> Revisit Intention is 0.404 (> 0.05), indicating no significance. Thus, Hypothesis 3 between Emotional Value (X2) and Revisit Intention (Y) shows a positive effect but is not significant.

Hypothesis 4: Emotional Value (X2) to Customer Satisfaction (Z)

The path coefficient in the original sample is 0.397 (positive). Therefore, an increase in Emotional Value leads to an increase in Customer Satisfaction. The p-value for Emotional Value -> Customer Satisfaction is 0.000 (< 0.05), indicating significance. Thus, Hypothesis 4 between Emotional Value (X2) and Customer Satisfaction (Z) has a positive and significant effect.

Hypothesis 5: Price Value (X3) to Revisit Intention (Y)

The path coefficient in the original sample is -0.224 (negative). Therefore, an increase in Price Value leads to a decrease in Revisit Intention. The p-value for Price Value -> Revisit Intention is 0.029 (< 0.05), indicating significance. Thus, Hypothesis 5 between Price Value (X3) and Revisit Intention (Y) has a negative and significant effect.

Hypothesis 6: Price Value (X3) to Customer Satisfaction (Z)

The path coefficient in the original sample is 0.163 (positive). Therefore, an increase in Price Value leads to an increase in Customer Satisfaction. The p-value for Price Value -> Customer Satisfaction is 0.005 (< 0.05), indicating significance. Thus, Hypothesis 6 between Price Value (X3) and Customer Satisfaction (Z) has a positive and significant effect.

Hypothesis 7: Customer Satisfaction (Z) to Revisit Intention (Y)

The path coefficient in the original sample is 0.582 (positive). Therefore, an increase in Customer Satisfaction leads to an increase in Revisit Intention. The p-value for Customer Satisfaction -> Revisit Intention is 0.000 (< 0.05), indicating significance. Thus, Hypothesis 7 between Customer Satisfaction (Z) and Revisit Intention (Y) has a positive and significant effect.

Indirect Effects

Tabel 6. Spesific Indirect Effects Results

	Original Sample (o)	Sample Mean (M)	Standard Deviation (Stdev)	T Statistics (|o/Stdev|)	P Values
Quality Value -> Customer Satisfaction -> Revisit Intention	0,255	0,252	0,068	3,779	0,000
Emotional Value -> Customer Satisfaction -> Revisit Intention	0,231	0,234	0,076	3,054	0,002
Price Value -> Customer Satisfaction -> Revisit Intention	0,095	0,097	0,045	2,099	0,036

Source: Research Process (2024), (Output SmartPLS 4)

Based on the table above, the researcher concludes that:
1. Quality Value influences Revisit Intention indirectly through Customer Satisfaction, with an original sample value of 0.255 (positive) and a p-value of 0.000 (< 0.05), indicating significance.
2. Emotional Value influences Revisit Intention indirectly through Customer Satisfaction, with an original sample value of 0.231 (positive) and a p-value of 0.002 (< 0.05), indicating significance.
3. Price Value influences Revisit Intention indirectly through Customer Satisfaction, with an original sample value of 0.095 (positive) and a p-value of 0.036 (< 0.05), indicating significance.

CONCLUSION

Based on the findings of the research above, the conclusions drawn by the researcher are as follows:

1. The research results indicate that the Quality Value dimension positively influences (0.299) Revisit Intention. An increase in Quality Value leads to a corresponding increase in Revisit Intention, and this relationship is significant (0.014 < 0.05) for the Revisit Intention variable.
2. The research findings show that the Quality Value dimension positively influences (0.439) Customer Satisfaction. As Quality Value increases, Customer Satisfaction also increases, and this effect is significant (0.000 < 0.05) for the Customer Satisfaction variable.
3. The research results demonstrate that the Emotional Value dimension positively influences (0.073) Revisit Intention. An increase in Emotional Value leads to an increase in Revisit Intention; however, this relationship is not significant (0.404 > 0.05) for Revisit Intention.
4. The research findings indicate that the Emotional Value dimension positively influences (0.397) Customer Satisfaction. As Emotional Value increases, Customer Satisfaction also increases, and this relationship is significant (0.000 < 0.05) for the Customer Satisfaction variable.
5. A The research results show that the Price Value dimension negatively influences (-0.224) Revisit Intention. An increase in Price Value does not lead to an increase in Revisit Intention; however, this relationship is significant (0.029 < 0.05) for Revisit Intention.
6. The research results indicate that the Price Value dimension positively influences (0.163) Customer Satisfaction. As Price Value increases, Customer Satisfaction also increases, and this relationship is significant (0.005 < 0.05) for the Customer Satisfaction variable.
7. The research results demonstrate that Customer Satisfaction positively influences (0.582) and is significant (0.000 < 0.05) for Revisit Intention.

Therefore, it can be concluded that most of the independent variables (Quality Value, Emotional Value, Price Value) significantly influence the dependent variables (Revisit Intention, Customer Satisfaction), except for Emotional Value (X2) on Revisit Intention (Y), which does not show significance.

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