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Antecedents and Consequences of Visitor Attitude Toward Raja Ali Haji Batam Museum

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ABSTRACT

Despite the growing need for museums to attract and retain visitors, there's a gap in understanding what truly drives visitor recommendations. This research aimed to investigate the influence of educational, esthetic, tour guide performance, and authenticity on recommendation intention, mediated by visitor attitude, within the context of the Raja Ali Haji Museum in Batam. This study uses cognitive appraisal theory as the underpinning theory. Data were collected from 120 visitors using a cross-sectional research design. Data analysis was conducted using Smart-PLS 3.0, encompassing assessments of outer model measurements, including convergent validity, discriminant validity, and composite reliability. The hypothesis test results indicate that educational, tour guide performance, and authenticity indirectly influence recommendation intention through visitor attitude, while esthetic appeal directly influences recommendation intention. These findings highlight the critical role of visitor attitude as a mediator for several key museum attributes, underscoring the nuanced pathways to fostering visitor recommendations. This research contributes to marketing science by introducing authenticity as an exogenous variable to the existing conceptual model and by adding novel hypotheses regarding visitor attitude influenced by tour guide performance, and recommendation intention influenced by educational, esthetic, tour guide performance, and authenticity.

Keywords: Authenticity, Educational, Esthetic, Recommendation intention, Tour Guide Performance, Visitor Attitude.

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INTRODUCTION

A busy routine can lead to feelings of fatigue and exhaustion (Victory & Susanto, 2024). One of the activities that can be done to relieve fatigue and exhaustion is by going on a trip (Istiqom et al., 2019). Before deciding on their holiday destination, tourists usually seek information about the attractions that interest them. (Hidayatullah et al, 2020). Tourists may spend considerable time and effort evaluating the numerous options when deciding which attractions to visit (Wardhani &

Anindyaputri, 2020). Educational tourism is an alternative tourist attraction that tourists can choose (Istiqom et al., 2019). Educational tourism encompasses a range of experiences, including visits to museums, which offer visitors both educational and recreational benefits (Nugraha & Rosa, 2022). One of the educational tourism destinations in Batam City is the Raja Ali Haji Museum. This museum is the only museum in Batam City which is the result of the conversion of the Musabaqah Tilawatil Quran (MTQ) building in 2019, which contains a collection of historical objects and the history of the development of the city of Batam from the time of the Dutch Riau Lingga Kingdom until now. (Tan & Rorong, 2022). Based on data obtained from Unit Pelaksana Teknis Daerah (UPTD) of the Raja Ali Haji Museum and Badan Pusat Statistik (BPS) Batam, it was found that the average number of visits to the Raja Ali Haji Museum was only 0.96% compared to the total number of tourists who visited Batam city in the 2019-2023 period. This could indicate the low recommendation intention of tourists towards the Raja Ali Haji Museum. Thus, this research is intended to provide recommendations to the management of the Raja Ali Haji Museum regarding factors that can increase tourist recommendation intention in the future.

To achieve the objectives of this research, cognitive appraisal theory (CAT) will serve as the foundation for proposing a conceptual model where recommendation intention is positioned as the dependent variable. CAT posits that an individual's cognitive appraisals shape their emotional responses, which subsequently motivate them to act in response to various situations (Lazarus, 1991). According to this theory, individuals assess stimuli cognitively, resulting in the experience of both positive and negative emotions. These emotional experiences drive individuals to act or respond (Smith & Lazarus, 1993). In this research, the concept of cognitive evaluation is deduced as a dimension of the experience economic model created by Pine & Gilmore (1999) which consists of educational and esthetic aspects as perceived by visitors based on the results of cognitive evaluation. Pine & Gilmore (1999) believe that four areas of experience value can be added to the business, called the experience economic model. First, educational which is defined as the state of someone interested in learning something new to gain new knowledge (Bodnár, 2019). Within this experiential value, visitors seek opportunities to acquire new knowledge, fostering intellectual curiosity and deepening their understanding. Secondly, esthetic encompasses the sensory experience derived from the overall physical environment and ambiance of a tourist attraction, engaging all five senses of the visitor (Şeker & Unur, 2022). In this experiential value, visitors gain experience by using their five senses, namely the sense of sight, which can be measured based on seeing the harmony of lighting, decoration and layout, well-maintained cleanliness, and well-maintained objects. Third, escapism is the state of an individual who is immersed in the atmosphere and forgets for a moment the activities of daily life. Fourth, entertainment is an experience that provides entertainment to tourists through passive activities such as watching or listening (Lee et al., 2020). However, escapism and entertainment are not used in in this research because they do not align with the assessed object. On the other hand, the role of a tour guide is very important in a tourist destination because it plays an important role in shaping the visitor's experience at a destination (Huang et al., 2010). Tour guide performance is the ability of a tour guide to convey information and communicate with visitors (Anđelković et al., 2022).

Limitations to the research conducted by Apriliansyah & Ernawadi (2024) is focused on the Bandung Geological Museum as the object being assessed in the research, so it cannot be generalized to other museums with different collections such as history or art. Therefore, the researcher proposes expanding the objects assessed in the research in the context of historical and arts educational tourism, namely the Raja Ali Haji Museum. According to the findings from interviews and observations conducted with the museum's administration, it was discovered that the collections in the Raja Ali Haji Museum were original historical relics from the Dutch Riau Lingga Kingdom period. Therefore, in this research, the researcher added the authenticity variable which acts as an independent variable. Authenticity has a direct influence on willingness to recommend traditional and interactive museums in Russia (Stepchenkova & Belyaeva, 2020). Thus, authenticity has been researched in the context of museums in the history and art category in foreign countries, but so far it has not been found in the context of history and art museums in

Indonesia. Authenticity is a quality or condition that shows the authenticity, truth of an artifact, object or cultural historical experience (Duan et al., 2019). Then, the concept of emotion is deduced at the empirical level as visitor attitude referring to the CAT. According to Petty et al (1983) visitor attitude is an attitude referring to a person's psychological tendencies or affective evaluations that give rise to actions that support or do not support an object. Visitor attitude is a person's feelings that reflect their likes or dislikes towards a particular object (Huang & Veen, 2019). Referring to CAT, educational, esthetic, tour guide performance and authenticity are hypothesized to have a positive effect on visitor attitude. From this characterization, it is understood that the more positive the impact of educational, esthetic, tour guide performance and authenticity, the better the influence of visitor attitude. Educational & esthetic have a positive effect on visitor attitude at live commerce markets in South Korea (Jung et al., 2024). Authenticity has a positive effect on visitor attitudes on the Camino de Santiago walk in Spain (Girish & Lee, 2020). Then obey Lee et al (2020) authenticity has a positive effect on attitudes at Hankok Village in South Korea. In this research, researchers added novelty, namely visitor attitude which is hypothesized to be influenced by tour guide performance. Based on this description, the following hypothesis is proposed:

H1: Educational has a positive effect on visitor attitude
H2: Esthetic has a positive effect on visitor attitude
H3: Tour guide performance has a positive effect on visitor attitude
H4: Authenticity has a positive effect on visitor attitude

Researchers use operant conditioning theory (OCT) as a supporting theory in showing the influence of a direct relationship between cognitive evaluation and response. OCT is a consumer learning process resulting from receiving positive or negative rewards for consuming a product previously so that someone will repeat the behaviour (Skinner, 1938). If the consequences are pleasant then the behaviour tends to be repeated and if the consequences are unpleasant then the behaviour tends to be avoided (Staddon & Cerutti, 2003). OCT explains that consequences can directly produce a response. Therefore, referring to this theory, educational, esthetic, tour guide performance and authenticity are deduced at the empirical level from the concept of consequences and recommendation intention is deduced at the empirical level from the response concept in the form of a passive response referring to OCT theory. Researchers add novelty, namely recommendation intention, which is hypothesized to be influenced by educational, esthetic, tour guide performance and authenticity. Based on this description, the following hypothesis is proposed:
H5: Educational has a positive effect on recommendation intention
H6: Esthetic has a positive effect on recommendation intention
H7: Tour Guide Performance has a positive effect on recommendation intention
H8: Authenticity has a positive effect on recommendation intention

According to CAT, emotions will encourage someone to take action or respond. According to Lazarus (1991) response is behaviour that appears as a result of emotional encouragement. In this case, recommendation intention is deduced from the response concept referring to the CAT theory. Recommendation intention is the extent to which consumers tend to say positive things and invite other people to visit a destination (Furner et al., 2022). Visitor attitude is an attitude referring to psychological tendencies or affective evaluations that will lead to actions to support or not support an object (Petty et al., 1983). Visitor attitude is inferred from the concept of emotion referring to CAT. Based on this description, the better the influence of visitor attitude, the better the recommendation intention. In light of the findings from this explanation, the next hypothesis is suggested:
H9: *Visitor attitude* has a positive effect on recommendation intention

CAT explains that responses are the final result of a cognitive evaluation process that is mediated by emotions (Lazarus., 1991). In this theory, it is stated that cognitive evaluation cannot directly

produce a response, but must use emotions as a mediator. Educational, esthetic, tour guide performance and authenticity are inferred at the empirical level from the cognitive evaluation concept, visitor attitude is deduced at the empirical level from the emotion concept and recommendation intention is deduced at the empirical level from the response concept, referring to CAT. Based on this explanation, the better the educational, esthetic, tour guide performance and authenticity, the better the visitor's attitude and the better the recommendation intention. Based on this description, the following hypothesis can be proposed:

H10 : Visitor attitude plays a mediating role in the influence of educational on recommendation intention

H11 : Visitor attitude plays a mediating role in the influence of esthetic on recommendation intention

H12 : Visitor attitude plays a mediating role in the influence of tour guide performance on recommendation intention

H13 : Visitor attitude plays a mediating role in the influence of educational on recommendation intention

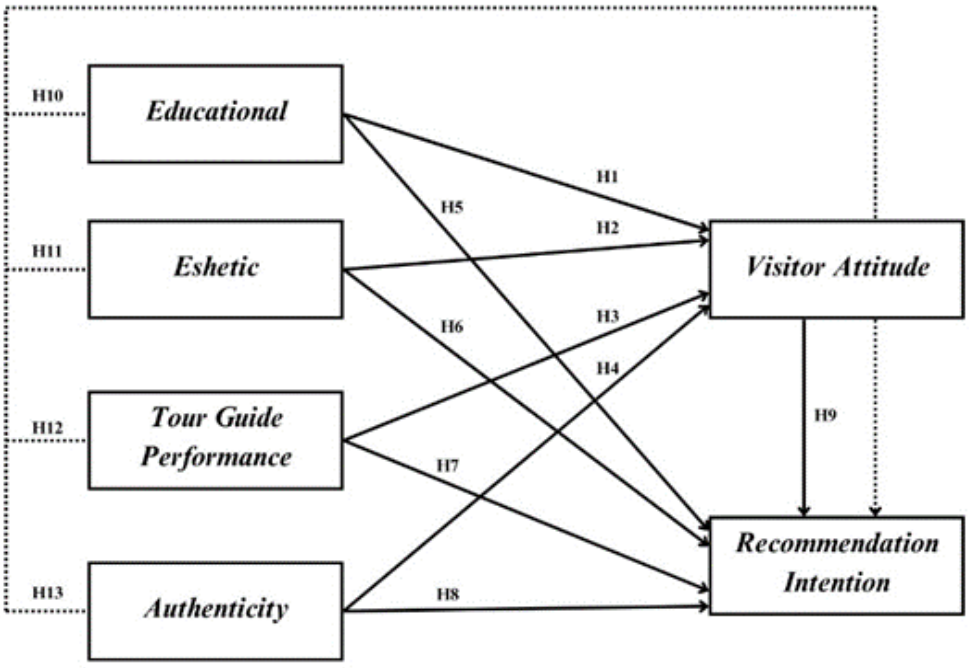

Figure 1. Conceptual framework
Source: Data were processed by the researcher

METHODS

This research employed a quantitative method with an explanatory design to investigate hypothesized causal relationships and test specific hypotheses. The survey method was used in this research. Data was collected from the sample using a questionnaire which aims to explain causal relationships as well as carry out hypothesis testing (Effendi & Tukiran, 2012). This research instrument has completed assessments for validity and reliability through outer model evaluations conducted by Smart-PLS version 3.0. This process includes examinations of both convergent and discriminant validity to assess validity, along with composite reliability assessments to evaluate

reliability. Convergent validity describes the extent to which indicators correlate with the concept being measured. If the loading factor value is ≥ 0.70 then the correlation between the indicator and the concept being measured is said to be high. However, according to Ghozali (2014) a loading factor value of 0.50 – 0.60 is said to be quite adequate. Apart from that, the convergent validity value can also be seen from the average variance extracted (AVE). If the AVE value is ≥ 0.50 then the construct is categorized as valid. Discriminant validity refers to the degree to which the outcomes of measuring a specific concept differ from those of measuring different concepts. This is done by assessing the square root of the average variance extracted (AVE) for each construct in relation to the correlations with other construct within the model. When the square root of the AVE for a given construct exceeds the correlations between that construct and the others in the model, it indicates that the measurement tool demonstrates strong discriminant validity (Abdillah & Jogiyanto, 2011). Reliability testing in PLS can be done by looking at the composite reliability value. If the composite reliability value is ≥ 0.70 then the research instrument has good reliability (Ghozali & Latan, 2015).

Table 1. Loading Factor and Composite Reliability Values

Variable Manifest	Loading Factor	Composite Reliability
Educational		0.881
The experience of visiting the Raja Ali Haji Museum increased my knowledge.	0.789	
The experience of visiting the Raja Ali Haji Museum stimulated my curiosity.	0.880	
The experience of visiting the Raja Ali Haji Museum increased my understanding of the development of the city of Batam.	0.861	
Esthetic		0.885
There is harmony in lighting, layout and decoration at the Raja Ali Haji Museum.	0.836	
The environmental cleanliness of the Raja Ali Haji Museum is well maintained.	0.855	
The objects in the Raja Ali Haji Museum are well maintained.	0.853	
Tour Guide Performance		0.880
Raja Ali Haji Museum Tour Guide can communicate well.	0.863	
The Raja Ali Haji Museum Tour Guide was friendly.	0.874	
The Raja Ali Haji Museum Tour Guide is knowledgeable about the objects displayed.	0.790	
Authenticity		0.852
The objects displayed by the Raja Ali Haji Museum are original from the past.	0.800	
The objects displayed by the Raja Ali Haji Museum reflect Malay culture.	0.790	
The objects displayed by the Raja Ali Haji Museum show facts about Malay history.	0.840	
Visitor Attitude		0.882
I like the collections at the Raja Ali Haji Museum.	0.857	
I like the atmosphere at the Raja Ali Haji Museum.	0.860	
I like the services provided by the Raja Ali Haji Museum.	0.814	
Recommendation Intention		0.897
I would say positive things about the Raja Ali Haji	0.897	

Museum to others.	
I will invite other people to visit the Raja Ali Haji Museum.	0.907

Source: SEM-PLS output 3.0 version (Primary Data, 2025)

Table 2. Cross Loading Value

Symbol Size	Educational (EDU)	Esthetic (EST)	Tour Guide Performance (TGP)	Authenticity (AUT)	Visitor Attitude (VA)	Recommendation Intention (RI)
EDU1	**0.789**	0.668	0.688	0.698	0.691	0.676
EDU2	**0.88**	0.707	0.724	0.756	0.736	0.735
EDU3	**0.861**	0.635	0.726	0.745	0.767	0.718
EST1	0.63	**0.836**	0.597	0.609	0.613	0.628
EST2	0.699	**0.855**	0.618	0.691	0.652	0.677
EST3	0.684	**0.853**	0.688	0.761	0.707	0.706
TGP1	0.743	0.626	**0.863**	0.761	0.785	0.741
TGP2	0.718	0.698	**0.874**	0.762	0.813	0.728
TGP3	0.673	0.569	**0.790**	0.7	0.714	0.702
AUT1	0.72	0.72	0.705	**0.800**	0.692	0.66
AUT2	0.651	0.636	0.691	**0.790**	0.714	0.701
AUT3	0.741	0.628	0.742	**0.840**	0.749	0.73
VA1	0.758	0.685	0.764	0.733	**0.857**	0.726
VA2	0.762	0.685	0.788	0.762	**0.860**	0.832
VA3	0.672	0.595	0.754	0.754	**0.814**	0.682
RI1	0.741	0.734	0.759	0.739	0.773	**0.897**
RI2	0.776	0.696	0.788	0.712	0.727	**0.907**

Source: SEM-PLS output 3.0 version (Primary Data, 2025)

Referring to the table, it is known that all indicators show loading factor values which are categorized as high. Thus, all indicators can be used as measures of each variable. Then, the cross loading value or correlation value of certain manifest variables with certain latent variables is higher than the correlation with other latent variables, so that discriminant validity can be categorized as good. Then, table 1 shows that the composite reliability value for all variables is above 0.70. This means that the research instrument is reliable and will provide the same results if tested repeatedly. The correlation between the constructs and the AVE root values is compared in the evaluation in the following table:

Table 3. AVE Value and AVE Square Root

Variable	AVE	Square Root AVE
Educational	0.713	0.844
Esthetic	0.719	0.848
Tour Guide Performance	0.711	0.843
Authenticity	0.657	0.811
Visitor Attitude	0.713	0.844
Recommendation Intention	0.814	0.902

Source: SEM-PLS 3.0 output version (Primary Data, 2025)

According to Yamin & Kurniawan (2011) the correlation between constructs should not be lower than the root value of AVE. Table 3 shows that each construct has an AVE higher than 0.50. The authenticity variable has the lowest value, namely 0.657, and the recommendation intention

variable has the highest value, 0.814. The constructs within this research model can be viewed as possessing enhanced discriminant validity since the square root of the AVE for every element exceeds the correlation value.

The next step is to look at the effect size based on the f-square value which is used to explain the strength of the influence of the independent variable on the dependent variable which is grouped based on the criteria of an f-square value < 0.02, no influence, an f-square value > 0.02-0.15 small influence, f-square value > 0.15-0.35 medium influence and f-square value > 0.35 large influence (Hardisman, 2021). Based on the f-square value shown in table 4, tour guide performance has a big influence on visitor attitude. Furthermore, the influence of each educational and authenticity variable on visitor attitude is categorized as having a small influence, while esthetics has no influence on visitor attitude. On the other hand, educational, tour guide performance, and authenticity have no influence on recommendation intention, while esthetic has little influence on recommendation intention. This is relevant to the path coefficient value as shown in table 7.

Table 4. F-square

	EDU	EST	TGP	AUT	VA	RI
EDU					0.068	0.017
EST					0.009	0.047
TGP					0.433	0.017
AUT					0.056	0.018
VA						0.11
RI						

Source: SEM-PLS output 3.0 version (Primary Data, 2025)

The Goodness of Fit (GoF) index serves as a singular assessment to evaluate the comprehensive effectiveness of both the measurement model (outer/measurement model) and the structural model (inner model). According to Cohen (1998) the GoF value has a range of 0 – 1 with an interpretation of the values 0.1 (small GoF), 0.25 (moderate GoF) and 0.36 (large GoF). The GoF value findings of this research are as follows:

Table 5. Goodness of Fit (GoF)

	AVE	*R-square*
Educational	0.713	
Esthetic	0.719	
Tour Guide Performance	0.711	
Authenticity	0.657	
Visitor Attitude	0.713	0.879
Recommendation Intention	0.814	0.830
Average	0.721	0.855

Source: SEM-PLS output 3.0 versin (Primary Data, 2025)

$$\text{GoF value} = \sqrt{\text{average AVE x average R} - \text{square}}$$
$$\text{GoF value} = \sqrt{0{,}721 \text{ x } 0{,}855}$$
$$\text{GoF value} = 0{,}785$$

Based on table 5, the results of calculating the GoF value 0.785, show that the overall performance of the outer model and inner model in this research is included in the large GoF category. Evaluation of the structural model (inner model) carried out from f-square and GoF tests has shown that the model formed in this research is strong. Thus, hypothesis testing can be carried out using the bootstrapping method in the Smart PLS application.

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This research involved tourists who had visited the Raja Ali Haji Batam Museum at least once in the past year with a minimum age of 17 years. This was determined based on empirical data which shows that the majority of visitors to the Raja Ali Haji Batam Museum are predominantly students, and in this age range they are considered capable of filling out the questionnaire correctly according to their experience. Based on these criteria, the sample was determined at 120 respondents who had visited the Raja Ali Haji Batam Museum at least once a year. Then the data collection technique uses a convenience sampling technique where the researcher will distribute questionnaires to all samples.

Table 6. Respondent Profile

Information	Amount	
	People	Percentage
Gender		
Man	49	41%
Woman	71	59%
Age		
17-25 years old	70	58%
26-45 years old	45	38%
> 45 years old	5	4%
Occupation		
Student	25	21%
College Student	40	33%
Government employees	16	13%
Entrepreneur	14	12%
Private employee	25	21%
Education		
High School	44	37%
Diploma	13	11%
Bachelor	61	51%
Postgraduate	2	2%
Domicile		
Batam City	90	75%
Outside Batam City	30	25%

Source: google forms questionnaire, 2025

This research data collection is classified as a cross-sectional study or one-shot because the data is collected only once in one period by distributing questionnaires with the help of Google Forms. Then, to answer the questions in this research, partial least squares (PLS) analysis was used with a quantitative approach. The statistical model tested in this research is a structural equation (inner model) which aims to test the thirteen proposed hypotheses and then the status of the hypotheses will be determined through a bootstrapping procedure. Before testing statistical hypotheses, it is necessary to test model suitability or model fit. Based on the SEM-PLS output, it is known that the SRMR value of 0.064 is smaller than 0.10 and the NFI value of 0.752 is between 0.00-1.00, which means that the model is declared fit so that statistical hypothesis testing can be continued.

RESULTS AND DISCUSSION

Based on previous information, it is known that the model is said to be suitable so that statistical hypothesis testing can be carried out using the bootstrapping procedure. The results of statistical hypothesis testing consisting of thirteen hypotheses are displayed in the following table:

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Table 7. Statistical Hypothesis Test Results

	Hypothesis Description	Path Coefficient	T-Statistic	P-Value	Description
H1	EDU → VS	0.203	2.786	0.006	Supported
H2	EST → VS	0.060	0.934	0.351	Not supported
H3	TGP → VS	0.512	7.676	0.000	Supported
H4	AUT → VS	0.212	2.525	0.012	Supported
H5	EDU → RI	0.123	1.099	0.272	Not supported
H6	EST → RI	0.162	2.381	0.018	Supported
H7	TGP → RI	0.145	1.255	0.210	Not supported
H8	AUT → RI	0.146	1.288	0.198	Not supported
H9	VS → RI	0.392	4.051	0.000	Supported
H10	EDU → VA → RI	0.080	2.210	0.028	Supported
H11	EST → VA → RI	0.024	0.878	0.380	Not supported
H12	TGP → VA → RI	0.201	3.690	0.000	Supported
H13	AUT → VA → RI	0.083	2.120	0.035	Supported

Source: SEM-PLS output 3.0 version (Primary Data, 2025)

The results of the statistical hypothesis testing show that educational does not directly influence recommendation intention. Instead, educational indirectly affects recommendation intention through visitor attitude. This is in line with and supports the theory underlying this research, namely cognitive appraisal theory which was coined by Lazarus (1991), which states that a person carries out a cognitive evaluation of the stimuli received from their environment, then the results of this cognitive evaluation will give rise to emotions which will encourage a response. The concept of cognitive evaluation is inferred at the empirical level as educational. Then, the concept of emotion is inferred at the empirical level as visitor attitude, and the response is inferred at the empirical level as recommendation intention. This means that experiences that increase new knowledge, stimulate curiosity, and increase new understanding will give rise to feelings of liking for the collection, atmosphere, and services provided by the museum that will give rise to a desire to say positive things and invite other people to visit the Raja Ali Haji Batam Museum.

Then, the results of statistical hypothesis testing show that esthetics has a direct effect on recommendation intention. This aligns with and supports the operant conditioning theory proposed by Skinner (1938), which states that the consequences received will immediately cause a response. The concept of consequence is inferred at the empirical level as esthetic and the concept of response is inferred at the empirical level as recommendation intention. Thus, the harmony of lighting, decoration, and spatial layout at the Raja Ali Haji Batam Museum will create a desire to say positive things and invite other people to visit the Raja Ali Haji Batam Museum.

Furthermore, the results of statistical hypothesis testing also show that tour guide performance does not directly influence recommendation intention but indirectly affects recommendation intention through visitor attitude. This aligns with and supports the theory underlying this research, namely cognitive appraisal theory. The concept of cognitive evaluation is derived at the empirical level as tour guide performance, the concept of emotion is derived at the empirical level as visitor attitude, and the concept of response is derived at the empirical level as recommendation intention. This means that the tour guide's ability to communicate well, be friendly and have in-depth knowledge about objects will create feelings of liking for the collection, atmosphere, and services provided by the museum, which will generate a desire to say positive things and invite other people to visit the Raja Ali Haji Batam Museum.

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Then, the results of the statistical hypothesis testing show that authenticity does not directly influence recommendation intention, but indirectly affects recommendation intention through visitor attitude. This aligns with and supports the theory underlying this research, namely cognitive appraisal theory. The concept of cognitive evaluation is deduced at the empirical level as authenticity, emotion is inferred at the empirical level as visitor attitude, and the concept of response is deduced at the empirical level as recommendation intention. This means that original objects from the past, objects reflecting a certain culture, and objects displaying historical facts will create a feeling of liking for the collection, atmosphere, and services provided by the museum so that it will generate a desire to say positive things and invite other people to visit the Raja Ali Haji Batam Museum.

CONCLUSION

This research found that educational, tour guide performance and authenticity have an indirect effect on recommendation intention through visitor attitude. Meanwhile, esthetic has a direct effect on recommendation intention. This research provides development in the field of marketing science by adding authenticity to the conceptual model developed by Apriliansyah & Ernawadi (2024). The difference in this research is that it uses underpinning theory, namely cognitive appraisal theory as the basis for establishing a conceptual model and operant conditioning theory as a theory that explains the direct relationship between independent and dependent variables. Researchers also add novelty, where visitor attitude is hypothesized to be influenced by tour guide performance, and recommendation intention is hypothesized to be influenced by educational, esthetic, tour guide performance, and authenticity.

Some efforts that can be suggested to the management of the Raja Ali Haji Batam Museum are first, in improving the visitor experience based on the educational aspect, the museum manager can add labels in the form of QR codes or descriptions to each museum collection clearly, the manager can also add audio visuals and videos to present more interesting information. Second, to improve the visitor experience based on esthetic aspects, managers can create a routine cleaning program and tidy up the museum interior every day at least 3 times a day. Based on observations, it is known that the lighting at several points in the museum is not in harmony with other rooms, which can reduce the esthetic quality and experience of visitors in exploring the museum's collections. Therefore, museum managers can consult with interior experts to get the right input so that visitors can get the best experience. Third, in the tour guide performance aspect, museum managers can carry out regular performance evaluations and carry out regular training with the aim of improving the tour guide's ability to communicate, be friendly and have in-depth knowledge about the objects displayed in the museum. Fourth, the authenticity aspect is measured by the authenticity of the object, the object comes from the past, reflects a certain culture and displays historical facts, so museum managers can carry out continuous verification of all objects, such as ensuring that every object that enters the museum collection goes through a transparent and transparent acquisition process. well documented, managers can also collaborate with historians and anthropologists to provide input on the historical and cultural context of the objects displayed.

However, this research still contains limitations in that the sample determination used a convenience sampling technique so that it cannot be generalized to the population. Then, researchers only used two of the four dimensions of the experience economic model introduced by Pine & Gilmore (1999) namely educational and esthetic, while escapism and entertainment are not used because they do not fit the context of the Raja Ali Haji Batam Museum. Therefore, future researchers are expected to be able to examine these four dimensions in museum objects in different contexts or in other tourist attractions. The aim of this research is to provide an alternative solution to solve the problem of low average visits to the Raja Ali Haji Museum Batam so that it can indicate low recommendation intention to the Raja Ali Haji Museum Batam by

referring to the symptoms of problems that have been identified.

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