Leveraging ImersifA Technology for Sustainable Tourism Growth: Evidence from Visitor Revisit Intention in Museum

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Abstract. This study aims to analyse the role of ImersifA technology in shaping destination image and its influence on visitor satisfaction as an effort to support sustainable tourism in museums. The study examines the dimensions of cognitive and affective destination image within the ImersifA attraction at the National Museum of Indonesia. The method used is a quantitative approach with data collected through questionnaires distributed to 92 respondents. The data were analysed using simple linear regression with the assistance of SPSS version 29. The results indicate that cognitive destination image has a positive and significant influence on visitor satisfaction, while affective destination image does not have a significant influence on visitor satisfaction. Cognitive image is reflected in aspects such as facilities, accessibility, and the quality of immersive technology, whereas affective image is associated with visitors' emotional responses and feelings during the experience. These findings demonstrate that the functional and experiential aspects of ImersifA technology play a more important role in enhancing visitor satisfaction and supporting the sustainable development of museum destinations.

Keywords: ImersifA Technology, Destination Image, Revisit Intention, Sustainable Tourism

1 INTRODUCTIONS

Indonesia's natural beauty and cultural diversity have made the country one of the world's major tourism attractions, including museums, which serve as gateways to the nation's history and culture. In accordance with Government Regulation No.66 of 2015, museums function to protect, preserve, and communicate collections as part of educational services. Visitors constitute an essential element of museums, not only as indicators of program success but also as contributors to cultural preservation.

Museums are required to continuously innovate in order to maintain visitor loyalty and encourage revisit intention among tourists. The national Museum of Indonesia, recognized as the largest and oldest museum in Southeast Asia since its establishment in 1778, houses approximately 194.0000 collections across seven classifications. Although it serves as one of Jakarta's tourist attractions, data from the the Statistics Indonesia (BPS) of DKI Jakarta (2023) indicate that the museum has not yet become one of the city's leading tourist destinations.

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Table 1. Tourist Arrival Data at Leading Tourist Attractions in Jakarta

Leading Tourist Attraction	Visitor Numbers
Taman Impian Jaya Ancol	11.293.063
TMII	2.770.013
Ragunan	5.592.524
National Monument (Monas)	7.321.940
National Museum of Indonesia	302.929

Source : (https://jakarta.bps.go.id/ : 2026)

Nuraeni (2013) stated that revisit intention is influenced by service quality, tourist attraction, and destination image, which, according to Hailin Qu et al. as cited in Artha (2020), consists of cognitive, affective, and unique dimensions. The low level of visitation interest in museums is often associated with the limited utilization of digital technology.

Table 2. Tourist Arrival Data at Leading Tourist Attractions in Jakarta

Years	Total Annual Tourist Arrivals
2020	3.715
2021	32.071
2022	360.701
2023	306.458
2024	101.793

Source : (Museum Database :2024)

The integration of digital technology with innovative spatial design has become a crucial strategy for enhancing the visitation interest of younger generations by providing tourism experiences that are relevant, engaging, and aligned with contemporary developments (Fardani, 2024). In response to this development, the National Museum has introduced several interactive attractions, including the AI-based Paras Nusantara, live photo features, and ImersifA.

ImersifA has become a major attraction through its 360-degree spatial projection technology, which offers an immersive visual experience. Data indicate that the introduction of ImersifA in 2022 triggered a significant increase in visitor numbers, although fluctuations were also influenced by the COVID-19 pandemic and the museum fire in September 2023, with the museum reopening in October 2024. In the digital era, visitors are increasingly attracted to immersive and interactive experiences. Therefore, understanding visitor's perceptions and preferences has become an important strategy in museum management. Takashi (2022), as cited in Hutagol (2023), emphasized that tourist's perceptions and preferences are influenced by the quality of digital content and can serve as indicators of a destination's attractiveness.

This study seeks to examine the influence of destination image on visitors' revisit intention to the National Museum of Indonesia. Specifically, it investigates how the

cognitive destination image affects visitors' intention to revisit, as well as how the affective destination image contributes to this intention. In addition, the study analyses the simultaneous effect of both cognitive and affective destination images on visitors' revisit intention, in order to provide a more comprehensive understanding of how different dimensions of destination image shape behavioral intentions in a museum tourism context.

2 THEORETICAL REVIEW

2.1 **Museum**

Museums, as tourist attractions, are classified within the category of cultural tourism because they provide experiences enriched with history, art, and cultural heritage. Cultural tourism refers to a form of tourism in which travellers undertake journeys motivated by attractions associated with art and culture (Wirawan, 2021). Etymologically, the term museum originates from the Ancient Greek word Museion, which referred to a place of worship and devotion dedicated to the nine Muses, the daughter of Zeus, symbolizing human reverence toward religion and ritual practices (Pune, A., 2021).

Furthermore, the International Council of Museums (ICOM) defines a museum as: "A museum is a not-for-profit, permanent institution in the service of society that researches, collects, conserves, interprets and exhibits tangible and intangible heritage. Open to the public, accessible and inclusive, museums foster diversity and sustainability. They operate and communicate ethically, professionally and with the participation of communities, offering varied experiences for education, enjoyment, reflection and knowledge sharing.".

Based on the foregoing explanations, it can be concluded that museums are established to serve educational and research purposes, as well as to function as centres of cultural knowledge that provide meaningful and enriching experiences for visitors. Accordingly, the fundamental functions of museums include the collection, preservation, research, and exhibition of both tangible cultural heritage.

2.2 **Destination Image**

The image of a destination is fundamentally shaped by visitor's evaluations, which may vary from one individual to another. Destination image is formed over time through the accumulation of perceptions, thoughts, knowledge, and experiences stored in an individual's memory (Malihati, 2020). Various studies have attempted to identify the components of destination image, with several researchers suggesting that destination image consists of two principal dimensions, namely cognitive image and affective image (Novrianda, 2022).

According to the latest edition of Marketing Management by Philip Kotler and Kevin Lane Keller (16th edition), destination image is defined as the overall perception formed in the minds of consumers or tourists regarding a particular tourist destination. This perception encompasses a combination of beliefs, views, and impressions derived

from personal experiences as well as information obtained through various sources, such as media, word-of-mouth testimonials, and promotional activities.

2.3 Cognitive Image

One of the principal dimensions of destination image is cognitive image. Cognitive image encompasses aspects such as attractions, infrastructure, social environments, and pricing. According to Sugiale et al. (2021), cognitive image can be defined as a mental representation formed in the minds of consumers through a rational evaluation process based on the information, understanding, and beliefs possessed by individuals regarding a tourism destination. This perception emerges from the processing of data and knowledge acquired by visitors, thereby gathering an objective view of the destination's attractives, facilities, and other attributes.

As stated in the study conducted by Artha (2021), the cognitive image of a destination is conceptualized through six key dimensions that shape visitors' rational evaluations. These include tourist attractions, which reflect the uniqueness and appeal of the destination; basic facilities, referring to the availability of essential services such as accommodation and amenities; cultural attractions, which highlight local traditions, heritage, and cultural experiences; accessibility and tourism infrastructure, encompassing transportation, connectivity, and supporting facilities; the natural environment, which relates to the quality and attractiveness of the surrounding physical setting; and economic factors, which consider affordability and overall value for money. Together, these dimensions form a comprehensive framework for understanding how visitors cognitively perceive and assess a tourism destination.

2.4 Affectivate Image

Another important dimension of destination image is affective image. According to Boulding (1956), as cited in Pradana (2023), affective image is associated with the motives underlying an individual's choice of destination, where such motives determine what individuals expect to gain from the destination under consideration, thereby influencing their evaluation of the destination itself. Furthermore, Budi (2018) stated that the affective approach in the context of tourism refers to the emotional reactions and feelings evoked by a destination in the minds of tourists. The components of affective image include feelings of pleasure, excitement, relaxation, as well as the perceived attractiveness of the destination. Fundamentally, affective image involves the emotions and feelings experienced by visitors while being at the destination they visit (Chandra, 2024).

2.5 Revisit Intention

Revisit intention reflects the potential of visitors who have previously visited a destination and are likely to return and utilize the available services again (Malau, 2020). Intention refers to an individual's state prior to taking an action and can therefore be used as an indicator for predicting future behaviour and decision making. In the study conducted by Lia and Yasri (2019), it was explained that several terms share similar meanings with the concept of revisit intention, including repurchase intention, repeat purchase intention, rebuying intention, patronage intention, continuance intention, and return intention. This explanation is consistent with the perspective proposed by Kotler and Keller, as cited in Lia and Yasri (2019).

Encouraging tourists to revisit a destination plays a crucial role in the development of tourism services. Destinations with a positive image tend to enhance tourist satisfaction, whereas negative destination images may lead to higher levels of dissatisfaction. According to Yuksel, as cited in Listyawati (2022), tourist satisfaction can be measured through three aspects. First, whether tourists feel pleased or dissatisfied with their decision to visit the destination. Second, the extent to which tourists believe that choosing the destination was the right decision. Third, the overall level of satisfaction experienced throughout their visit to the destination.

The measurement of satisfaction levels enables an understanding of how customer satisfaction contributes to the development of long-term loyalty. According to Kotler and Armstrong (2018), after consumers make a purchase, they evaluate their level of satisfaction based on the degree of congruence between their expectations and the actual performance of the product or service they experience. When consumers perceive satisfaction, they are more likely to exhibit loyal behaviours, such as making repeat purchases. Accordingly, it can be inferred that revisit intention arises from consumer satisfaction derived from previous experiences, which subsequently influences their decision to return to the same product or service.

2.6 Hyphotheses

H1: cognitive destination image has a significant influence on tourist's revisit intention.
H2: affective destination image has a significant influence on tourist's revisit intention.
H3: cognitive and affective destination images simultaneously have a significant influence on tourist's revisit intention.

The section above illustrates the conceptual framework of the present study. The independent variable (X) is the destination image, which is measured through its two dimensions, namely Cognitive Destination Image (X1) and Affective Destination Image (X2), as proposed by Li et al. (2010) and cited in Novrianda (2022). Furthermore, these two dimensions are also examined collectively as a combined variable, representing the overall cognitive and affective destination image (X3). Meanwhile, the dependent variable (Y) is Revisit Intention, positioned on the right side of the framework (Aviolitosona, 2017). The arrows illustrated between the variables indicate that the independent variable (X) exerts an influence on the dependent variable (Y).

Through this study, it is expected that the influence of destination image on visitor's revisit intention to the National Museum of Indonesia can be identified and analysed.

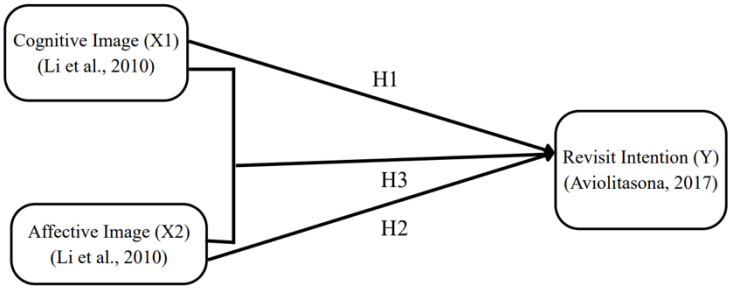


Fig. 1.

Conceptual Framework

2.7 Methodology

This study was conducted at the National Museum of Indonesia using a quantitative approach. The research employed an inferential quantitative design with simple linear regression analysis to examine the relationship and influence of the destination image of the ImersifA attraction on tourist's revisit intention.

The selection of this method was based on the suitability of quantitative research for measuring tourist's perceptions through numerical data obtained from respondents. In this study, the destination image was measured using two primary dimensions, namely cognitive image and affective image. Cognitive image encompasses several factors, including facilities, accessibility, cleanliness, and attractiveness. Meanwhile, affective images relate tourist's emotional responses toward the ImersifA attraction, such as feelings of enjoyment, comfort, and memorable experiences, all of which may subsequently influence their intention to revisit. Data collection techniques were conducted through Google Forms questionnaires and literature studies relevant to the research topic. Based on the Krejcie and Morgan calculation with a population of 2,041 average visitors, a sample size of 92 respondents was obtained, with the criteria that respondents had previously experienced the ImersifA attraction. The collected data were analysed using SPSS version 29, employing simple linear regression analysis to test the hypotheses proposed in this study. The research variables were measured using a Likert scale. Likert scale used in this study to measure respondents' perceptions. The scale consists of four levels of agreement, namely "strongly agree (SS)," "agree (S)," "disagree (TS)," and "strongly disagree (STS)" which are assigned scores of 4, 3, 2, and 1, respectively. This four-point Likert scale is employed to capture respondents' attitudes without providing a neutral option, thereby encouraging more decisive responses and enhancing the clarity of the data collected. This study employed a quantitative approach in the process of data processing and analysis, utilizing SPSS version 29 (Statistical Package for the Social Sciences) as the primary analytical tool. The data analysis was conducted using simple linear regression analysis, which aimed

to statistically evaluate and measure the extent of the influence of the independent variable on the dependent variable.

2.8 Respondent Characteristics

The general profile of respondents based on their characteristics is presented as follows:

Table 3. Characteristics of Respondents

Respondents Characteristics	Category	Frequency	Percentage (%)
Gender	Male	27	29,3%
	Female	65	70,7%
Age	<18	14	15,2%
	18-25	56	60,9%
	>25	22	23.9%
Place of Origin	Jabodetabek (Jakarta, Bogor, Depok, Tangerang, Bekasi)	78	84,8%
	Outside Jabodetabek	14	15,2%
Visit Frequency	First time Visit	35	38%
	Second Visit	10	10,9%
	More than Two Visits	47	51,1%
Visit Motivation	Intention to Visit Exhibitions	51	37,5%
	Intention to Visit ImersifA	51	37,5%
	Educational Trip	22	16,2%
	Others	12	8,8%
Social Media Platform	Instagram	32	33,8%
	TikTok	46	56,5%
	Twitter/X	3	2,1%
	YouTube	6	6,5%
	Others	1	1,1%

Source : Research Data (2025)

The majority of respondents based on gender were female, comprising 65 respondents (70.7%), while the largest age group consisted of respondents aged between 18-25 years, totalling 65 respondents (60.9%). Furthermore, most respondents originated from the Greater Jakarta area (Jabodetabek), accounting for 78 respondents (84.8%). In terms of visit frequency, the highest proportion of respondents had visited the museum more than twice, with 47 respondents (51.1%). Regarding visit motivation, the majority of respondents reported that their primary motivation for visiting the museum was equally divided between attending the exhibition and experiencing the ImersifA attraction.

Table 4. Validity Test

Variable	Indicator	Pearson Correlation (r)	Remarks
Cognitive Image (X1)	CK1	0,807	VALID
	CK2	0,763	VALID
	CK3	0,698	VALID
	CK4	0,798	VALID
	CK5	0.870	VALID
	CK6	0,684	VALID
Affective Image (X2)	CA1	0,815	VALID
	CA2	0,808	VALID
	CA3	0,884	VALID
	CA4	0,849	VALID
Revisit Intention (Y)	MK1	0,499	VALID
	MK2	0,310	VALID
	MK3	0,505	VALID
	MK4	0,527	VALID
	MK5	0,476	VALID

Source : Authors' data processing (2025)

Both motivations were reported by 51 respondents, representing (37.7%) of the total respondents. Meanwhile, in terms of respondent's awareness of the ImersifA attraction, the majority indicated that they learned about it through TikTok, accounting for 46 respondents (56.5%).

2.9 Research Variables

The description of the research findings for each variable is presented as follow

Table 5. Research Variables Result

Code	Strongly Disagree	Disagree	Agree	Strongly Agree	Mean
CK1	2	4	43	44	3,4
CK2	2	1	25	65	3,6
CK3	4	21	51	17	2,88
CK4	2	6	56	29	3,23
CK5	3	5	53	32	3,23
CK6	0	13	28	52	3,39
CA1	1	3	38	50	3,48
CA2	1	3	39	49	3,45
CA3	0	3	41	48	3,51
CA4	1	3	39	50	3,46
MK1	10	6	46	30	3,04
MK2	0	12	52	28	3,21
MK3	5	10	55	22	3,06
MK4	1	15	57	19	3,02
MK5	0	11	46	35	3,25

Source : Authors' data processing (2025)

Table 5 illustrates respondent's responses to the cognitive destination image variable, with average scores ranging from 2,88 to 3,60. Meanwhile, the affective destination image variable obtained average scores ranging from 3,39 to 3,51, indicating that average values across each indicator were relatively similar. The results of data processing for the revisit intention variable reveal that the indicator with the lowest average score was 3,02, while the highest average score was recorded for indicator MK2, with a mean value of 3,21.

2.10 Validity Test

Based on the results of the validity analysis, the following findings were obtained: The validity test results for the variables of cognitive destination image, affective destination image, and revisit intention indicate that all calculated correlation coefficients (r-count) were greater than the critical value of r-table (0,203). Since all r-count values exceed the r-table value, all measurement items were declared valid and therefore suitable for use in the subsequent stages of analysis.

2.11 Reliability Test

The reliability test in this study was conducted using the Cronbach's Alpha method, which was employed to assess the extent to which the research instrument demonstrated

internal consistency.Table 6. Results of the Reliability Test Source: Authors' data processing (2025)

Table 6. Results of the Reliability Test

	Cronbach's Alpha
Cognitive Destination Image (X1)	0,892
Affective Destination Image (X2)	0,929
Revisit Intention (Y)	0,600

Source: Authors' data processing (2025)

Referring to Table 7, it can be concluded that the variables of cognitive destination image and affective destination image demonstrated a high level of reliability. This is indicated by the Cronbach's Alpha values, which exceeded the minimum critical threshold of 0,6. Meanwhile, the revisit intention variable demonstrated a reliability level that met the minimum acceptable threshold. According to Hair et al. (2019), Cronbach's Alpha values range from 0 to 1, with values between 0,60 and 0,70 still considered to represent an acceptable minimum level of reliability. Therefore, it can be concluded that all three variables in this study are reliable.

2.12 Normality Test

In this study, an analysis was conducted to examine the relationship between destination image (X) and visitor's revisit intention (Y) at the National Museum of Indonesia.

		Unstandardized Residual
N		92
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.96336801

Most Extreme Differences	Absolute		.065
	Positive		0.49
	Negative		-.065
Test Statistic			.065
Asymp. Sig. (2-tailed)[c]			.200[d]
Monte Carlog Sig. (2-tailed)*	Sig.		.442
	99% Confidence Interval	Lower Bound	.429
		Upper Bound	.455

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 926214481

Fig. 2. Normality Test Res

Referring to Figure 2, the results of the One-Sample Kolmogorov-Smirnov test indicate that the residuals in the regression model were normally distributed. The test was conducted using a sample size of 92 respondents and produced a test statistic value of 0,065, with an Asymp. Sig. (2-tailed) value of 0,200. Since the significance value exceeded the alpha level of 0,05, it can be concluded that the residuals originated from a normal distribution. Therefore, the normality assumption of the regression model was fulfilled.

3 HYPOTHESIS TEST

3.1 T-Test

To examine the hypotheses regarding the influence of the independent variables on the dependent variable, a partial significance test (t-test) was employed, with the following results:

Table 7. Results of the t-test

Variable	T-Value	T-Table	Sig	Description
Cognitive Destination Image (X1)	2.574	1.987	0.012	Significant
Affective Destination Image (X2)	1.162	1.987	0.249	Not Significant

Source: Authors' data processing (2025)

3.2 **F-Test**

Hypothesis testing to identify the combined influence of multiple independent variables on the dependent variable in this study was conducted using the F-test (ANOVA, with the following results:

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	188.988	2	94.494	24.022	<,001[b]
	Residual	350.088	89	3.934		
	Total	539.076	91			

Table 8. F-test Results

a. Dependent Variable: MinatKunjung
b. Predictors: (Constant), Afektif, Kognitif

Source: Data processed by the authors (2025)

The results of the data analysis indicate that the calculated t-value for the Cognitive Destination Image variable (X1) was 2,574. Meanwhile, the critical t-table value at a significance level of $\alpha = 0{,}05$, with sample size of 92 respondents and degrees of freedom ($df = n - k - 1 = 92 - 2 - 1 = 89$), was 1,987. Since the calculated t-value (2,574) exceeded the t-table value (1,987), and significance value (p-value) of 0,012 was below the threshold of 0,05, it can be concluded that the Cognitive Destination Image variable (X1) had a significant influence on the dependent variable (Y) in the partial test. In contrast, the calculated t-value for the Affective Destination image variable (X2) was lower than the t-table value, indicating that this variable did not have a statistically significant partial effect on the dependent variable within the regression model.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	592[a]	352	336	1.98332

Table 9. R^2 (Coefficient of Determination)

a. Predictors: (Constant), Afektif, Kognitif

Source: Data processed by the authors (2025)

Referring to the results of the analysis presented in Table 9, the correlation coefficient R value of 0,592 indicates a moderate relationship between the independent variables and the dependent variable within the regression model. Meanwhile, the coefficient of determination (R Square) value of 0,351 suggests that 35,1% of the variation in the Revisit Intention variable can be explained by the combined contribution of the Cognitive Destination Image and Affective Destination Image variables examined in this study.

4 DISCUSSION

4.1 The Influence of Cognitive Image (X1) on Revisit Intention (Y1)

Table 10. Simple Linear Regression Analysis 1

Model		Unstardarized B	Coofficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	8.673	.895		9.693	<,001
	Kognitif	.225	.087	.421	2.574	0.12
	Afektif	.140	.121	.190	1.162	.249

a. Dependent Variable: MinatKunjung

Source: Data processed by the authors (2025)

Based on the Coefficients table, the constant value was 8,673, while the regression coefficient for Cognitive Image (X1) was 0,225, with a significance value of 0,012. Therefore, the resulting simple linear regression model can be formulated as follows:

$$Y = 8{,}673 + 0{,}225X$$

The results of this model indicate that a one-unit increase in the Cognitive Image variable would lead to an increase of 0,0225 units in the Revisit Intention variable, assuming that the influence of other variables remains constant. Furthermore, the significance value (p-value) of 0,012, which is lower than 0,05, indicates that the influence of Cognitive Image on Revisit Intention is statistically significant.

The t-value for variable X1 (Cognitive Image) was recorded at 2,574, while the t-table value at a significance level of $\alpha = 0,05$ with a certain degree of freedom was 1,987. Since the calculated t-value exceeded the t-table value (2,574 > 1,987), and the obtained significance level of 0,0012 was below the threshold of 0,05, it can be concluded that, partially, the cognitive destination image has a significant effect on visitor's intention to revisit (Y). Therefore, the first hypothesis (H1) in this study is accepted, indicating that visitor's perceptions of the rational aspects of the destination such as the quality of information, facilities, and accessibility significantly contribute to shaping their intention to revisit the ImersifA attraction at the National Museum of Indonesia.

Destination image can be defined as the perceptions or beliefs held by tourists, either before or during the purchasing process, regarding a tourism product. The formation of this image does not always originate from direct experience or objective facts, but may also emerge as a motivational drive that influences an individual's decision to visit a tourist destination. The assessment of destination image is subjective in nature and may differ from one individual to another Malihati (2020). According to Hailin, as cited in Sinatrya (2022), destination image consists of three dimensions: cognitive destination image, affective destination image, and uniquw destination image. This study examines two primary dimensions of destination image, namely cognitive destination image and affective destination image. According to Yosandri (2022), cognitive image refers to the way individuals form evaluations of an object or tourist attraction based on the information, knowledge, and beliefs they possess. This evaluation is rational in nature and is shaped through perceptions of the facilities, attractions, and accessibility at the destination.

The findings from the data analysis in this study reveal that the cognitive destination image variable has a significant influence on visitor's intention to revisit the National Museum of Indonesia, particularly the ImersifA attraction. Based on the open-ended responses provided by the respondents regarding cognitive destination image, many respondents identified these cognitive image aspects as the primary factors influencing their decision to visit. Respondents tended to pay attention to logical and rational elements such as accessibility, the variety of attraction content, facilities, and pricing, all of which are components of cognitive image. These findings help explain why the cognitive image variable is significant and influences visitor's intention to revisit.

4.2 The influence of Affective Image (X2) on Revisit Intention (Y1)

Table 11. Simple Linear Regression Analysis 1

Model		Unstardarized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	8.673	.895		9.693	<,001
	Kognitif	.225	.087	.421	2.574	.012
	Afektif	.140	.121	.190	1.162	.249

a. Dependent Variable: MinatKunjung

Source: Data processed by the authors (2025)

Based on the results presented in Figure 13, the regression coefficient for Affective Image (X2) is 0,140, with a constant value of 8,673 and a significance value of 0,249. Therefore, the second simple linear regression model can be formulated as follows:

$$Y=8,673 + 0,140X$$

The regression model results in this study indicate that every one unit increase in the Affective image variable is expected to increase Revisit Intention by 0,140 units. However, the significance value of 0,249, which is higher than the conventional threshold of 0,05, indicates that statistically, the effect is not significant.

Based on the results of the analysis regarding the influence of affective destination image on visitor's revisit intention at the National Museum of Indonesia, the calculated t-value for variable X2 (affective destination image) was found to be 1,162. Meanwhile, the table value at a significance level of α= 0,05 was 1,987. Since the calculated t-value was lower than the t-table value (1,162 < 1,987) and the significance value of 0,249 exceeded the threshold of 0,05, it can be concluded that, partially, the affective destination image variable (X2) does not have a significant effect on visitor's revisit intention (Y) at the National Museum of Indonesia. Therefore, the second hypothesis (H2) is rejected, as the affective destination image variable was not proven to have a significant influence on revisit intention, particularly toward the ImersifA attraction.

The affective destination image variable is closely related to respondent's emotional feelings toward the ImersifA attraction itself. However, as discussed previously, the affective destination image variable did not show a significant influence on revisit intention, partly due to several responses that were less specific or very brief in nature. Nevertheless, some respondents did provide positive feedback. For instance, based on an interview conducted with respondent X on April 23, 2025, the respondent stated, "An extremely innovative exhibition attraction. Very beneficial for the world of education." This indicates that emotional impressions and affective experiences were indeed present; However, these influences were not strong enough to produce a statistically significant effect on the decision to revisit. This may also be attributed to

the possibility that the affective experience was not consistently perceived or personally felt by all respondents.

4.3 The Influence of Cognitive and Affective Destination Image on Revisit Intention

This study integrates two primary dimensions of destination image, namely cognitive destination image and affective destination image, in order to analyze their influence on visitor's revisit intention at the National Museum of Indonesia. The analysis was conducted using a simultaneous F-test, which aims to measure the extent to which the two independent variables jointly influence the dependent variable. In this test, both independent variables Cognitive Destination Image and Affective Destination Image were analyzed simultaneously in relation to the dependent variable, Revisit Intention (Y). The results of the analysis indicate that the calculated F-value was 24,022, which is significantly higher than the F-table value of 3,098 at a significance level of $\alpha = 0,05$. Furthermore, the model significance value was recorded at below 0,001, which is clearly lower than the significance threshold of 0,05. Based on these findings, it can be concluded that the regression model used in this study demonstrates a very strong level of statistical significance simultaneously.

These findings indicate that, simultaneously, both the cognitive and affective aspects of destination image have a significant influence on visitor's intention to revisit. Therefore, the third hypothesis (H3) is accepted, reinforcing the notion that the combination of rational and emotional perceptions of a destination plays an important role in encouraging visitors' desire to return, particularly in the context of the ImersifA attraction at the National Museum of Indonesia.

5 CONCLUSION

Cognitive Destination Image (X1) was partially proven to have a significant influence on Revisit Intention (Y). This finding is supported by the results of the t-test, in which the calculated t-value of 2,574 was higher than the t-table value of 1,987. Meanwhile, the Affective Destination Image variable (X2) did not show a significant partial influence on Revisit Intention (Y). This can be seen from the calculated t-value of 1,162, which was lower than the t-table value of 1,987. The results of the F-test on both independent variables Cognitive Destination Image (X1) and Affective Destination Image (X2) demonstrated that they simultaneously had a significant influence on Revisit Intention (Y). Strong evidence of this can be observed from the calculated F-value of 24,022, which was substantially higher than the F-table value of 3,098.

6 SUGGESTION

Periodic updates to the ImersifA themes and presentations should be implemented to maintain visitor's interest and encourage revisit intention through continuously refreshed experiences. Affective elements such as emotional storytelling, enhanced visual and audio quality, and greater interactivity should also be improved in order to strengthen visitor's emotional engagement while experiencing the attraction.

Improvements to the comfort of waiting areas, entrance and exit, pathways, as well as the implementation of effective crowd management, are necessary to create an orderly and visitor friendly flow of movement. In response to complaints regarding ticket prices and presentation duration, the management may consider extending the duration of the shows or implementing loyalty programs such as revisit discounts and point based reward systems.

Conducting regular satisfaction surveys is also important to identify the latest visitor perceptions and to serve as a basis for improving service quality and the overall attraction experience.

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