

ANALYSIS OF FACTORS INFLUENCING DECISIONS TO VISIT ADNA STUDIO SURABAYA VOL. LE MUSÉE

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Abstract: The increasing business in the creative industry can be seen from one of the new art galleries in the city of Surabaya called Adna Studio. This art gallery won 3,000 visitors in November 2021 with the theme of the first volume called Le Musée. This study was conducted to determine the factors that reflected the decision to visit Adna Studio Surabaya, by distributing questionnaires to 97 respondents aged 18-35 years with the criteria of having visited the Adna Studio Creative art gallery vol. Le Musée. Sampling in this study was carried out by purposive sampling method, besides that the method in this study was factor analysis which grouped these factors into dominant factors that reflected the decision to visit. The results of this study indicate that the dominant factors that influence the decision to visit are the theme, intrinsic motivation and atmosphere. There are variables that are not accepted, namely location variables and social influences. Therefore, the management must pay more attention to maintenance and innovate through various activities at the Adna Studio Surabaya art gallery.

Keywords: *Decision, Theme, Intrinsic Motivation, Atmosphere.*

1. Introduction

The Indonesian economy has increased with the contribution of the creative economy developed by the Ministry of Tourism and Creative Economy of the Republic of Indonesia. This is evidenced by data from the Central Statistics Agency (BPS) in 2017, which states that the contribution of Creative Economy to the national economy is 7.24%, and the growth rate is 5.06%, this is equivalent to national economic growth. The term creative economy according to the Ministry of Trade of the Republic of Indonesia in Romadiyanti (2020) is an idea-based added value born from the creativity of human resources (creative people) based on science, including cultural and technological heritage. From the official website of the Ministry of Tourism and Creative Economy, it is stated that there are 17 sub-sectors of Indonesia's creative economy including (1) Game Developers, (2) Architecture, (3) Interior Design, (4) Music, (5) Fine Arts, (6) Design, (7) Fashion, (8) Culinary, (9) Film, animation and video, (10) Photography, (11) Visual communication design, (12) Television and radio, (13) Crafts, (14) Advertising, (15) Performing Arts, (16) Publishing, (17) Applications. The progress of the creative economy in Indonesia is evidenced by the emergence of business fields in the arts industry. This is in accordance with the data in table 1.1 presented by the Central Statistics Agency regarding the increase in GDP and Indonesian Creative Economy Workers in 2015-2019.

Table 1.1 GDP and Indonesian Creative Economy Workforce in 2015-2019

Year	GDP (Gross Domestic Product)	Number of Creative Economy Workers
2015	852,6 Triliun	16,1 Millions
2016	922,6 Triliun	16,9 Millions
2017	1 Kuadriliun	17,4 Millions
2018	1,105 Kuadriliun	18 Millions
2019	1,211 Kuadriliun	19,1 Millions

Source: <https://databoks.katadata.co.id>

The creative industry which has an increase in the workforce every year is shown in table 1.1, it can be concluded that the increase in the workforce is certainly followed by business fields in the arts, both art activists who work to exhibit their art in art galleries and museums as well as other operational workers. It was also said by Yendra (2019) that the construction of art galleries made by private parties or private parties must have a good management system. Given the large amount of capital involved in the process of establishing an art gallery, artists and the gallery management team must be careful about the development of art in society. On the basis of a management system that is careful and sensitive to changes and market demands, it will benefit.

However, art management in private companies, small industries, and arts UMKM is not optimal, for example the creative industry in the craft arts sub-sector in Banjarmasin according to Ismayanti (2018) in its business activities has problems around business capital, where the owner only has own capital and family loans. . Second, the lack of human resources has an impact on the quality of the desired product and low mastery of technology. Third, a marketing strategy that has less impact on the level of production so that there is no development. Another phenomenon is the problem of the performing arts sub-sector which has problems with piracy in the music and film fields (Sukarno et al., 2017). In the craft, fine arts and performing arts sub- sectors, according to Yendra (2019), the problem that often occurs in museum management today is how to improve quality for museum needs and policies against irresponsible parties such as the problem that occurred in the Museum case. Detroit's art in 2018 has to contend with the argument that the museum may have to sell pieces of its world-famous collection as the City of Detroit, in order to fight its way out of bankruptcy.

Although less than optimal, the existence of art companies such as art galleries and museums still persists in Indonesia. This statement can be proven through data from the Ministry of Education and Culture's report showing that Indonesia has 439 museums in Indonesia in 2020. The majority or 152 of them are owned by private parties. Table 1.2 shows the distribution of museums and art galleries owned by private parties in Indonesia.

Table 1.2
Distribution of Privately Owned Museums and Art Galleries in Indonesia

Number	Gallery / Museum Name	Province
1.	Museum Macan	DKI Jakarta
2.	Ciputra Artpreneur	DKI Jakarta
3.	Griya Seni Popo Iskandar (GSPI)	West Java
4.	Selasar Sunaryo Art Space	West Java

5.	Benteng Heritage Museum	Banten
6	Adna Studio Creative	East Java
7	Museum Ullen Sentalu	DIY

Source: asosiasimuseum.org

From the results of the 2016 Creative Economy Agency research, there were 5 provinces that contributed to the highest creative industry export value, which means that if a province has a high export value, then the province is able to generate the Indonesian economy in the creative economy sector. move and walk. The data from Bekraf 2016 provides a statement that West Java has the highest position as a province that contributes to the export value of the creative industry which is 33.56%, followed by East Java province which is ranked second at 20.85% then Banten is third, Central Java is fourth and DKI Jakarta is fifth. So that researchers want to do research on one of the art galleries in East Java province which has a second position as a contributor to the export value of the creative industry, researchers chose East Java because there are still many potential art companies in East Java province that can be explored.

From the distribution list of museums and art galleries in table 1.2, the researcher wants to make the Adna Studio Creative art gallery located in the province of East Java as the object of research. Based on the community's response and researchers' observations on the existence of Adna Studio, researchers consider Adna Studio to be a benchmark for art management and the sustainability of art galleries in East Java province. Art galleries are a place to accommodate activities for organizing presentations (exhibitions), entertainment, recreation and media facilities for appreciating the work of various local and international artists. The activities that take place in it include collecting collections, storage, management, preservation, observation, appreciation and communication (Carena, 2016).

Adna Studio Creative is a creative studio, where the owner aims to build a culture or contemporary art culture in Surabaya. Like date culture, Adna's mission is to make contemporary art in Surabaya not feel exclusive to one or two particular groups, but open to all, in other words, inclusive. In addition, the establishment of Adna Studio Creative also aims to provide a forum for fellow artists or any party who is interested and has the same tendency, namely in the form of an exhibition space. So that it is hoped that more people will know the artist and his art. According to visitor data from Adna Studio, this art gallery was successfully visited by quite a number of people, namely 3,000 visitors in the 1 month period of implementation.



In accordance with the observations of researchers in the field directly and through social media, Adna Studio which took place during November 2021 has been visited by many millennial, many of whom also upload photos on the Instagrammable Adna Studio spot.

The uniqueness of contemporary art in Adna Studio is of course very diverse, the first event was an art exhibition called Le Musée. The word Le Musée, adapted from French which means, art exhibition. Le Musée is the result of applying Adna Studio Creative's mission and vision in the form of an art exhibition by prioritizing safety, comfort, and aesthetics, but not abandoning the rules of contemporary art. Le Musée has the theme “a journey of self-discovery for teenagers”. Each room will describe the steps of self-discovery. When entering this place, the visitors will be guided by the committee who also explains the meaning of each room in this event.

Based on a survey conducted by researchers in February 2021 on 30 respondents who visited Lé Musee Adna Studio Creative, they expressed an assessment of the factors that drive the destination of the Adna Studio Creative art gallery as follows: Based on a survey conducted by researchers in February 2021 on 30 respondents who visited Lé Musee Adna Studio Creative, they expressed an assessment of the factors that drive the destination of the Adna Studio Creative art gallery as follows:

Table 1.3
Factors Driving Destinations Lé Musee Adna Studio Creative . Art Gallery

No.	Factor	Numbers of Answer
1.	The uniqueness and beauty of the place	7
2.	Like and interested in art	7
3.	What's in Surabaya	5
4.	Recommended by friends	4
5.	Curious about Adna Studio Creative	3
6	Presented theme	2
7	Strategic location	1
8	Want to take pictures to follow the trend on Tiktok	1

Source: pre survey February 2022

From table 1.3, it can be explained that there are several factors that encourage visitors to come to the Adna Studio Creative art gallery. Where visitors prefer to come to the Adna Studio Creative art gallery because of the uniqueness and beauty of the place and like and have an interest in art, each as many as 7 people. Then visit because the Adna Studio Creative art gallery is a new thing in the city of Surabaya as many as 5 people. In addition, 4 visitors said they visited because it was recommended by friends. Besides that, what encourages consumers to visit is because of their curiosity about Adna Studio Creative as many as 3 people. After that, 2 of them visited because of the theme presented. There was 1 person each saying that they visited because of the strategic location and wanted to take pictures to follow the trend on Tiktok.

According to Utami (2017) in Priadi & Samboro (2020) the uniqueness and beauty of a place is an indicator of the Atmosphere variable. Atmosphere is a combination of the physical characteristics of a store and how the atmosphere is inside. By looking at the nuances of the store, it makes consumers decide to make a purchase. According to Bulan et al., (2021) the second and third factors in table 1.3 include indicators of the intrinsic

motivation variable. Intrinsic motivation can be interpreted as motivation within oneself that influences a person to act. Then in the research of Vahdat et al., (2021) and Veronica & Rodhiah (2021) stated that the friend recommendation and curiosity factors are indicators of social influence variables. Social influence is the influence caused by the social sphere such as family and friends who are able to make consumers to make purchases. The sixth driving factor is the theme variable, according to Zulianto (2016) the theme is an intrinsic element of a work of art that can be assessed to what extent the theme is capable of connoisseurs of the work of art. The last variable that is the driving factor for Adna Studio Creative's destination is location, according to Elex Sarmigi (2021) location is the location of a business, strategic location is an important factor and can determine the success of a business. Apart from the many factors that encourage consumers to visit the Adna Studio Creative art gallery, not all factors can determine the consumer's decision to visit.

Therefore, the researcher wants to examine what factors influence the decision to visit Le Musée by Adna Studio Creative. With regard to the purpose of this study, namely to determine the factors that are considered as determining attributes. In the future, the results of this research can be used as a reference for further studies, as well as input for art gallery and museum managers in determining the right strategy to improve the performance and visits of Adna Studio Creative and other art companies.

2. Literature Review

2.1 Art Gallery

Gallery according to Nasution et al., (2019) is a place to accommodate visual art works that create communication between collectors and artists and the wider community through an exhibition activity. In the Dictionary of Architecture and Construction (2015) a gallery is also a room used to display works of art and is sometimes used for special purposes. Art galleries have a function for artists, namely as a space to exhibit their creations, while for gallery guests and collectors it is to enjoy and appreciate a work of art (Ngabito, 2020).

2.2 Atmosphere

According to Kotler (1973) in the research of C. Piancatelli et al., (2020) efforts to design a buying environment to produce certain emotional effects on buyers that increase the likelihood of the purchase. According to Utami (2017) in Priadi & Samboro (2020) the atmosphere is a combination of the physical characteristics of the store such as architecture, layout, lighting, displays, colors, temperature, music, aromas which as a whole will create aesthetics in the minds of consumers. The 4 atmosphere indicators according to Berman (2016) in Priadi & Samboro (2020) are as follows:

- 1) Exterior with signage items, entrance and large parking area
- 2) General interior with flooring, lighting, music and cleanliness items
- 3) Store Layout with store layout items and coffee machine placement
- 4) Interior Display with item laying and wall decoration

2.3 Intrinsic Motivation

In this study, the researcher wanted to test the intrinsic motivation variable. According to Bulan et al., (2021) intrinsic motivation is motivation that arises and grows and develops within the person, which then influences him to do something valuable and meaningful. There are 5 indicators of intrinsic motivation according to Nainggolan (2017) and Hartanto &

Harisanty (2019), namely:

1. Comfort, refers to a condition where we feel safe, happy and have no burden on our minds
2. Feeling happy
3. Get entertainment
4. Relax, a condition where you experience a relaxed atmosphere
5. Increase knowledge

2.4 Social Influence

The variable that the next researcher wants to test is social influence. According to Vahdat et al., (2021) Social Influence is a social influence that can have an impact on others who are able to change a person's behavior, while according to Kotler and Keller (2016) in the research of Vahdat et al., (2021) that Social Influence can be influenced by social factors: small groups, families, roles and social status of consumers. can exert influence, taking into account similarities such as social status, role in both a community and the environment. According to Vahdat et al., (2021) social influence indicators are as follows:

1. Visitor Quantity
2. Same Visitor Behavior.

According to Veronica & Rodhiah (2021) other indicators are:

3. Recommendations The surrounding environment is categorized into two, namely family and friends

2.5 Theme

Theme is one of the intrinsic elements forming the story in a work, because the theme is the basis for someone to develop a work (Zulianto, 2016). Zulianto (2016) argues that a theme is an idea that the creator of a work of art wants to communicate to the public, so that the aspect that can be criticized is the extent to which the theme of a work is able to touch the connoisseur of the work of art, both on certain values in everyday life or in other things. Things that can remind you of certain events. The theme indicators described in Hubbard's research (2013) in Natai's research (2017) are as follows:

1. Meaningful, i.e. contains important meaning
2. Interesting, to observe
3. Generating Self-Actualization, according to Maslow in R.Ramadhan's research (2017) the desire to obtain self-fulfillment (self-fulfillment), to realize all of his potential, to become what he can do, to be creative and free to reach the peak of his achievements. .
4. Generating Awareness, which triggers a wide variety of emotions, ideas, questions, and associations in visitors.

2.6 Location

According to Tjiptono (2001) in Elex Sarmigi (2021) location is the place where the company operates or where the company carries out activities to produce goods and services that are concerned with the economic aspect. The location indicator according to Tjiptono in Sarmigi (2021) is identical to the selection of a physical location that requires careful consideration, especially on the following factors:

1. Access, which is a location that is easily accessible by public transportation facilities.
2. Visibility, namely the location or place that can be seen clearly from a normal viewing

distance.

3. Traffic, involves two main considerations, namely
4. Expansion, which is the availability of a large enough space for business expansion in the future.
5. Environment, namely the surrounding area that supports the services offered.
6. Competition, namely the location of competitors. In determining the location of a business, it is necessary to consider whether on the road or area there are already many similar businesses or not.
7. Government Regulation, contains provisions to regulate the location of certain businesses, for example motor vehicle repair shops are prohibited from being located too close to places of worship.

2.7 Visit Decision

According to Hadi Saputra & Suryoko (2018), the decision to visit is a real action of a consumer and is the value of an action that includes stability in a product, providing recommendations to others, and making repeat purchases. Meanwhile, according to Elex Sarmigi (2021) it can be concluded that the decision to visit is the selection of two or more tourist attractions in meeting the needs and desires of consumers for tourist attractions that are able to achieve consumer satisfaction through the process of identifying problems, seeking information, evaluating available alternatives, making purchasing decisions and post-purchase/visit behavior. According to Kotler (2008) in Elex Sarmigi (2021), the indicators for visiting decisions are:

1. The influence of need
2. Information search
3. Evaluation of alternatives
4. Purchase decision
5. Post-purchase behavior

3. Research Method

The method used in this study is a quantitative research method with analysis factor using the SMARTPLS program. The population in this study was visitors of Art Gallery Adna Studio Surabaya vol. Le Musée. The sampling technique used in this study was the purposive sampling technique, and the number of samples used was 97 respondents. The data source in this study uses primary and secondary data sources. Secondary data in this study were obtained from literature studies through data collection and information from references and literature related to this research. Primary data collection in this study using a questionnaire method. The measurement scale used in this research is a Likert scale with very disagree (1), disagree (2), simply disagree (3), just agree (4) agree (5), very agree (6).

4. Results and Discussion

4.1 Result

Table 4.1 - Average Variance Extracted

Variabel	Average Variance Extracted (AVE)
Atmosphere (X1)	0.829
Intrinsic Motivation (X2)	0.705

Theme (X4)	0.666
Visit Decision(Y)	0.574

The score of AVE Variable atmosphere, intrinsic motivation, social influence, theme, and location have a greater value than the requirements used which is > 0.5 . These results explain that overall the variables in this study have good construct validity and meet the requirements.

Table 4.2 - Cronbach Alpha and Composite Reliability

Variabel	Average Variance Extracted (AVE)	Composite Reliability
Atmosphere (XI)	0.793	0.906
Intrinsic Motivation (X2)	0.894	0.923
Theme (X4)	0.916	0.933
Visit decision (Y)	0.943	0.950

Based on table 2 it appears that the value of composite reliability and cronbach's alpha all variables above 0.7. These results can indicate that the variables X1, X2, X4 and Y have fulfilled composite reliability and cronbach's alpha, it can be said to be reliable to measure the latent variable and will produce the same value if done repeatedly testing.

Table 4.3 - Cross Loading

	X.1 (Atmosphere)	X.2 (Motivasi Intrinsik)	X.4 (Tema)	Y (Keputusan Berkunjung)
X1.2	0.916	0.556	0.689	0.751
X1.3	0.905	0.571	0.603	0.710
X2.1	0.456	0.834	0.547	0.701
X2.2	0.524	0.891	0.657	0.794
X2.3	0.477	0.863	0.594	0.738
X2.4	0.568	0.749	0.572	0.750
X2.5	0.549	0.598	0.661	0.746
X4.1	0.589	0.619	0.865	0.803
X4.2	0.588	0.658	0.814	0.785
X4.3	0.599	0.821	0.809	0.799
X4.4	0.563	0.577	0.780	0.745
X4.5	0.595	0.578	0.824	0.775
X4.6	0.520	0.515	0.821	0.734
X4.8	0.604	0.586	0.797	0.765

Based on the results obtained in Table 3 Most of the indicators in this study have good discriminant validity. According to Hair et al (2017) the determination of cross loading validity where the recommended value for the analysis of confirmatory factors is above 0.70 and indicators of the relevant variable must have the highest value.

Table 4.4 - R Square

Variabel	Average Variance Extracted (AVE)
Atmosphere (XI)	0.645
Intrinsic Motivation (X2)	0.792
Theme (X4)	0.897

Based on Table 4 R Square above the highest ranking value is the theme variable (X4) with a value of R² 0.897 which means that the theme variable reflects the decision of the visit of the Surabaya Studio of 89.7%, then the second highest value is intrinsic motivation with the acquisition of 0.792 which means Intrinsic Motivation Variables reflect the decision of the visit of the Surabaya Studio by 79.2%, the last rank.

Atmosphere with the acquisition of a value of 0.645, which means the variable of atmosphere reflects the visit decision of 64.5%. The data in Table 4.11 shows that a good R Square (coefficient of determination) is where the variable produces a value that is almost close to number one, and can be seen from Table 4.11 The closest variable one is the theme variable and it can be said that the variable reflects for decided to visit ADNA Studio Surabaya.

Table 4.5 - Statistics, P Values

	T Statistics	P Values
Atmosphere	19,698	0,000
Intrinsic Motivation	31,814	0,000
Theme	75,209	0,000

The hypothesis test conducted on this research data is measured by the T-Statistics Path coefficient value where the recommended value is above 1.96 for each dimension or has less P- value equal to 0.05. In Table 4.12 it can be seen that all variables Atmosphere, intrinsic motivation and themes can reflect on visiting decisions

4.2 Discussion

Researchers have five variables, namely atmosphere, intrinsic motivation, social influence, themes and locations that are the influence of the decision to visit at ADNA Studio Surabaya. Of the five variables after the testing process using the Smart PLS there are two eliminated variables, namely the social influence variable and the location of the other three variables, namely atmosphere, intrinsic motivation and themes are factors that reflect the decisions of visiting decisions at ADNA Studio Surabaya.

The opening of the first art gallery has a theme called Le Musée, according to Hubard (2013) in NTAI, Georgia (2017) said that the theme can facilitate the relationship between artwork and a topic in the thematic - based museum so as to encourage visitors to focus on encouraging work. This is in accordance with the second indicator that becomes a measuring tool for the theme variables, namely the Le Musée art exhibition interesting to see. This indicator is an indicator that has the highest mean of 5.28. Respondents agreed that ADNA Studio Art Work raised an interest to be seen, the type of art that was in ADNA Studio was a contemporary artwork in the form of paintings and was equipped with a description of the story behind the painting. The characteristics of the paintings made by the artist have abstract elements such as artistic painting. The types of colors used are dominated by bright colors such as pink, yellow, orange, and light blue. In addition, the decorations contained therein also help in the meaning of artwork.

The second variable that reflects the visit decision is the intrinsic motivational variable. The motivation that exists in visitors is able to influence visitors' decisions to the ADNA Studio Art Gallery, this is in accordance with the third indicator that is a measure of intrinsic motivational variables, namely respondents feel that they get entertainment while visiting the art gallery Le Musée Adna Studio. The Art Museum is one type of entertainment for the community that was built to obtain a variety of feelings, emotions, and moods from its

visitors so that Adna Studio succeeded in making visitors feel entertained by the performance of art in it.

The third variable that reflects the visit decision is atmosphere. According to the observation of researchers the atmosphere at ADNA Studio is very calm, supported by music presented with vintage characteristics and color and wall color of light cream. Then the merchandise used is the spotlight on the artwork then the dominant lighting of the color of the color of warm white. The cleanliness of the room in the ADNA studio during the PPKM period has also been maximized, because in it there is an air purifier that is used to clean the dirty air in the room.

The reason why this location variable is eliminated is because the art museum is a place that rarely can be found easily so that with the nuances and artwork given by the art gallery, the location is not a problem of visitors and is able to increase the desires of visitors. The last eliminated variable is the social influence variable, this is evidenced by the loading factor value with a value below 0.7. Then the social influence variable does not reflect on the decision of visiting ADNA Studio. According to Veronica & Rodhiah (2021) social influence is a factor that refers to emotional through modeling, teachings and persuasion from the surrounding environment. However, the reason why this variable is eliminated is because the respondent with the age of 18-24 years is that generation Z is not recommended by the surrounding environment regarding a new place in the form of the Surabaya Adna Studio Museum. The majority of generation Z has visiting cafes, malls and recreation areas so that there are no similarities in respondents' behavior with the surrounding environment

5. Conclusion

The theme factor reflects the decision to visit Adna Studio Surabaya. However, there are several aspects that are less than optimal, seen from the eliminated indicators, where respondents do not feel that the artwork in it raises questions for the respondents. This can be a reference for artists to produce works of art that have an in depth narrative of the artwork they have created. Then the reference for the art manager is to collect and combine the human resources they have to be able to deliver the artwork at the time of implementation.

Atmosphere factors reflect the decision to visit Adna Studio. However, there are several aspects that are less than optimal as seen from the eliminated indicators, namely the respondents did not like the external design of Adna Studio which includes the signboard, entrance, parking area for art galleries and placement of works of art. This can be an impetus for Adna Studio management to improve the outside design of the art gallery, such as by using a design agency because art cannot be enjoyed without the complementary assistance of a unique and aesthetic design.

The location factor does not reflect the decision to visit Adna Studio. This can be a consideration for Adna Studio management to consider locating locations in the city of Surabaya, namely by placing locations in areas that have similar businesses, so that there will be many target consumers who can encourage consumers to visit.

Social influence factors do not affect the decision to visit. This can be a reference in the marketing aspect of Adna Studio so that it can use a strategy that can attract the majority of the target market to visit. In addition, this can be a reference for art managers in several similar art businesses to be able to increase socialization about museums and works of art that are held

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