

The Behavior of Online Museum Visitors on Facebook Fan Page of the Museum in Indonesia

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ABSTRACT

The objective of this research was to discover the behavior of museum visitors on Facebook fan page in Indonesia based on the user motivation, user expectation, online community involvement, and Facebook fan page of the museum. This research used a quantitative approach to descriptive analysis. The population was the Facebook users who had followed the Facebook fan page of the museum in Indonesia. The samples used were 270 respondents. The researchers distributed the questionnaire to a Facebook group managed by museums or communities. Based on the demographic profile of respondent, the researchers discover that the respondents are highly educated, work as employees or student, and allocate more than Rp500.000,00 per month for traveling expense. Based on social media behavior of the respondents, the respondents are active using Facebook and not aware of the presence of museum in social media. The respondents require museum information, social interaction, and entertainment on Facebook fan page of the museum. Therefore, museum managers must maintain the content quality and perceived usefulness in delivering the information through Facebook. The involvement of cultural community can help people to get honest information about museum through credible opinion from the respondents.

Keywords: Facebook fan page, online visitor behavior, Indonesia museum

INTRODUCTION

Cultural tourism destination to museums and cultural heritage sites is one of the new generations in creative tourism (UNESCO, 2008). World Tourism Organization (WTO) suspects that cultural factors are one of the motivations of tourists to visit travel destination (Mulyantari, 2016). The tourism sector in Indonesia became an international tourist receipt of \$9,1 Billion in 2013, and average international tourist spending was \$1.036 in 2013 (World Economic Forum, 2015). Based on World Economic Forum (2015), The Indonesian government realizes that Indonesia has an enormous potential of cultural resources compared to countries in Asia-Pacific. Thus, it can be concluded that the recreation has been the most critical need in

recent years and tourism is a sector that can touch all aspects of community such as business, culture, nature, and government services.

Based on Digitalbuzz (2016), social media sites currently have a total 2,3 billion of active users and are accessed by 1,9 billion users via mobile devices in the world. Moreover, Facebook is a social media that has the largest active users. The market share of media users in Indonesia is 30% or 79 million of the total population of social media users in the world. They access their social media for 2 hours per day. It can be concluded that social media including Facebook, Google+, Twitter, and others is crucial to corporate strategy, products, and services. A new marketing era has begun in the the emergence of social media as a medium that changes the way people manage products

and services. Social media puts customers as the center of the organization and provides new tools for marketers to listen and interact with customers.

The idea to utilize the cultural heritage as a cultural tourism destination product has been started since 1990, where the main objective is to provide satisfaction and experience for tourists to visit the cultural heritage (Utama, 2015). Strategies to develop the Fort Rotterdam museum and the museum in Makassar as cultural tourism are product development, market penetration, and market development (Hayati, 2014). According to Wahyuno (2015), conservation of museum collections, standardization of museum management competency for educating the collections to the community interactively, and integration of Museum Tani Jawa Indonesia with Candran tourist village in Bantul make a significant contribution to cultural tourism. Moreover, the management strategy of Sangiran Museum is by managing the tourism potential, developing tourism destination infrastructure, improving the quality of human resources, establishing a community of cultural fans, and designing interesting, educative, and informative tourism attractions (Mulyantari, 2016). The strategy of Indonesian cultural development as a tourist destination can contribute to the community and Indonesian economically.

Next, the growth of information technology and the promotion of commercial exploitation of cultural heritage needs to be followed by the preparation of regulations to avoid potential violations of cultural heritage (Sarjiyanto, 2016). Wirajaya (2015) also agreed about digitalization of ancient manuscripts in the Surakarta Residency area. The purpose of digitizing these ancient texts is to prevent the risk of extinction of cultural heritage. The process of digitizing the museum began in 1999. Now, the focus of museum managers in Finland is to develop a network where the museum can share the collection of the management system, display for visitors, and materials-based services through the digital media (Levä, 2013).

Moreover, the government has arranged institutional museums, human resources, museum management, museum security, museum development, museum utilization, guidance and supervision, funding, community participation, and compensation (Depkumham, 2010). The management of modern and visitor-focused museums with the adoption of social media technology is also a trend to create profiles, services, exhibitions, collections, and museum activities that can be widely accessed by the public through Internet to foster educational, scientific, cultural, social, and tourism (Harahap, 2014; Sulistyowati, 2011; Sundjaja & Ekawati, 2015; Sundjaja & Simamora, 2015).

In 2004, the idea of "The Engaging Museum" was initiated where the museum was suggested to create a learning environment for visitors to be actively involved (Black, 2015). With that method, the community will gain knowledge, develop new skills, and increase the pleasure. Hence, museum managers

need to understand and respond to museum experience by providing stimuli for visitor to visit museums like improving museum impressions, designing marketing and promotions, sharing experiences of visits, and developing informal learning.

It is necessary to have information technology support so that people can access it online and share it if the information is useful. For example, managers of National Palace Museum shift the operational focus from focusing on objects to visitors by managing artifacts and documents physically and digitally. In 2012, National Palace Museum got a certificate of excellence from Tripadvisor for receiving many recommendations from many travelers. The recommendation is given because of the diversity of Chinese artefacts and integration with the latest technology. Many tourists appreciate the current dissemination of information about the exhibition on its Facebook page. By digitizing artifacts and documents, museum managers want to inculcate life in ancient artifacts and texts by maintaining people's curiosity over Chinese history and culture and provoking their interest to visit museums (Tsaih, Lin, & Chang, 2014).

The presence of museums in the digital age is not only limited to use the website, but it can also use other digital media to disseminate information relating to the museum (Proctor, 2010). Most presences of the museum on Facebook in the United States still use one-way communication strategy. The use of Facebook and Twitter is limited to deliver news of upcoming activities and events (Fletcher & Lee, 2012). Social media provides new method of interaction between customers and business. It demonstrates the ability in facilitating access to the information, ease of communication, and efficiency among customer and organizations spread in various locations in Indonesia. The concept of digital marketing can be applied to the museum industry so that people are aware about the museum and understand the culture of Indonesia through the media.

Charitonos (2011) suggested that the interaction through social media could improve students' impression, participation, and enthusiasm in visiting museums. Similarly, Sexton (2013) agreed that to increase the interaction between visitors and museums, museum managers in London had a skim, swim, and dive approach. Skim was a content developed to attract visitors and encourage a sense of enthusiasm in visitor for the content. Swim is a more detail content that was developed for visitors who wanted to know more information. Dive was a highly developed and tailored content for visitors who had an interest in the field of culture. Moreover, online interactions can aid in the discussion and exchange of information between students and teachers as well as sharpen the experience when visiting museums collectively. With the growing popularity of social media adoption by the public, visitors will use social media to plan their visits. At the time of visiting the museum, visitors want to share the experience of their visit to the museum through the social media. This will attract the attention

of colleagues to interact with the experiences shared through social media.

Harahap (2014) also stated that there was a positive effect on the promotion and visitor satisfaction in the Ronggowarsito Museum. Hence, museum managers need to create a cultural exhibition event and share it through social media. Similarly, Jannah, Andriani, and Arief (2014) suggested that the managers of 11 November Museum in Surabaya felt the importance of forming a group on social media to connect consumers with culture and social environment. In addition, Pasya (2015) stated that advertising on social media influenced visiting interests at the Museum of the Asian-African Conference. Likewise, Sundjaja and Ekawati (2015) explained that the importance of connecting social media with website in Bank Mandiri Museum, so that museum managers could convey information related to the museum on the website and share it on social media.

This research aims to analyze the user demographic and behavior of using Facebook fan page of the Museum in Indonesia. For the user demographic, the researchers analyze the age, education, occupation, and travel fund allocation. Meanwhile, for the user behavior, Facebook usage frequency, Facebook usage time, the number of museum Facebook fan page followed by user, the museum Facebook usage frequency, the user expectation, user motivation, Facebook fan page usage experience, online community involvement, intention to use Facebook fan page, and intention to visit museum in Indonesia are used. The urgency of this research is the importance of experience using Facebook fan page of the museum to keep up with needs of the community in finding and accessing information about the museum through the Internet.

METHODS

This research uses a quantitative approach to descriptive analysis. The population in this research is Facebook users who have followed the Facebook fan page of the museum in Indonesia. The samples used are 270 respondents. It is because the minimum sample required in the research by using Structural Equation Model (SEM) is 200 or five times the number of indicators (Hair, Anderson, Tatham, & Black, 2009). Then, systematic sampling is also used as the sampling technique in this research. The researchers create an electronic questionnaire using Google Forms and distribute it through a Facebook group managed by museums or communities. The authors used Microsoft Excel 2013 as a software for analysing the questionnaire data.

There are six variables in this research. Those are user motivation, user expectations, Facebook fan page usage experience, online community involvement, the intention of using Facebook fan page, and the intention of visiting the museum. User motivation is the fundamental reason for acting,

understanding the decision-making process, and understanding the satisfaction of the experience. It is explained by searching information, seeking entertainment and social interaction (Chen, Yang, & Tang, 2013; Hsu, Tien, Lin, & Chang, 2015; Muka & Cinaj, 2015; Rohman, 2014). Next, user expectation is a variable that contains expectations for the experience of using museum Facebook fan page. This is shown by perceived usefulness, used Facebook features, perceived ease of use, and quality of content (Bilgihan, Barreda, Okumus, & Nusair, 2016; Chen *et al.*, 2013; Filieri & McLeay, 2014; Hsu, 2012; Sookhanaphibarn, Chatuporn, & Nakornphanom, 2015; Zheng, Zhao, & Stylianou, 2013). Facebook fan page usage experience is a variable that contains responses from activities performed by Facebook users on Facebook managed by the museum. Facebook fan page usage experience includes feel experience, think experience, and relate experience (Chen, Hsu, Chang, & Huang, 2012; Sookhanaphibarn *et al.*, 2015; Tang & Chenyu, 2015). Meanwhile, online community involvement is the interaction of a group of people with same interests that are facilitated by technology and limited by some protocols. This variable consists of a reliable contributor, review characteristics, and sense of community (Agag & El-Masry, 2016; Hsu & Liao, 2014; Kim & Lee, 2015; Racherla & Friske, 2012). Moreover, the intention of using Facebook fan page is a variable that contains the attitude of Facebook users after accessing the content presented by the museum manager via Facebook. The intention of using Facebook fan page explained is by revisiting the Facebook fan page, sharing experiences of visiting museums, considering other members' recommendations, and searching for information about museums. Similarly, the intention of visiting the museum is a variable including the attitude of Facebook users to visit the museum after accessing the content presented by the museum managers through Facebook (Chen *et al.*, 2012; Sookhanaphibarn *et al.*, 2015; Tang & Chenyu, 2015). It is explained by visiting the museum regularly after accessing information about the museum through Facebook, visiting the museum after learning of museum activities on Facebook, and reinforcing the decision to visit the museum after knowing the museum's activities on Facebook (Agag & El-Masry, 2016; Fletcher & Lee, 2012; Rohman, 2014; Sulistiyana, Hamid, & Azizah, 2015; Tang & Chenyu, 2015).

RESULTS AND DISCUSSIONS

The result provides an interpretation of demographic profile of respondents, social media behaviour of respondents, and descriptive analysis of conceptual variables. After the descriptive analysis, the theoretical construct is measured statistically. The descriptive information include the demographic profile of respondents, such as information about the group of ages, educational background, occupation,

traveling expenditure, Facebook usage frequency, Facebook usage time, the number of museum Facebook, and museum Facebook usage frequency.

Based on the group of ages, there are 262 respondents or 98% in the age group of 18 – 54 years old. Then, there are 7 respondents or 2% who are over 54 years old. Based on the educational background, there are 41 respondents or 15% having senior high school education, and 229 respondents or 85% have bachelor degree, diploma degree, doctoral degree or master degree. For the occupation, 195 respondents or 72% are employee or entrepreneur, 55 respondents or 20% are student, 18 respondents or 7% are housewife, and 2 respondents or 1% are pensioner. For the travelling expenditure, there are 190 respondents or 71% who allocate monthly traveling expenditure above Rp500.000,00, and 80 respondents or 29% have monthly traveling expenditure below Rp500.000,00. The researchers can imply that the respondents of this research are well educated and allocated reasonable fund for travelling purposes.

Moreover, for Facebook usage frequency, 96 respondents or 36% access Facebook less than five days per week. 174 respondents or 64% use Facebook more than five days per week. Based on the Facebook usage time, 156 respondents or 95% access Facebook less than seven hours per day, and 14 respondents or 5% access Facebook more than seven hours per day. Then, for the number of museum Facebook, 249 respondents or 92% only follow less than five Facebook fan page of the museums in Indonesia, while 21 respondents or 8% follow more than five Facebook fan page of the museums in Indonesia. Based on the Museum Facebook usage frequency, there are 218 respondents or 80% who access the museum Facebook fan page less than ten times in a month and there are 52 respondents or 20% access the museum Facebook fan page more than ten times in a month. It can be said that the respondents are active using Facebook and they don't aware the museum presence in social media.

Table 1 describes variables and their indicators are performed using mean statistic. The mean of user motivation variables is 3,95, it can be said that social media users in Indonesia have the motivation to seek entertainment and social interaction via Facebook fan page managed by museum managers in Indonesia. Then, the mean of user expectation variables is 3,82. It implies that social media users in Indonesia have high expectations of usability and ease of accessing quality content through the features provided by Facebook fan page. The mean of online community involvement variables is 3.83. It means that online communities have a large role of interaction among members in building strong feelings as members have and are bound to a cultural community. Meanwhile, the mean of Facebook fan page usage experience is 3,97. It implies that there is high experience in Facebook fan page of the museum after they access the content provided by the museum manager as a medium of entertainment, knowledge, and social interaction. For intention to use Facebook fan page,

the mean is 4,04, which means that the high intention of using the Facebook fan page of the museum to share the experiences, consider user recommendations, and find information about the museum. Next, The mean score of intention to visit museum is 3,94. It means that the high intention of social media users to visit the museum is after knowing the information and activities about the museum on Facebook fan page.

Table 1 Mean Statistic of Variables and the Indicators

Variable	Indicator	Mean
User motivation	Information	4,06
	Entertainment	3,77
	Social interaction	3,97
Mean of user motivation is 3,93		
User expectation	Perceived usefulness	3,73
	Perceived ease of use	3,85
	used Facebook features	3,76
	Quality of content	3,94
Mean of user expectation is 3,82		
Facebook fan page usage experience	Feel experience	3,97
	Think experience	4,08
	Relate experience	3,85
Mean of Facebook fan page usage experience is 3,97		
Online community involvement	Reliable contributor	3,75
	Characteristics	4,02
	Sense of community	3,71
Mean of online community involvement is 3,83		
Intention to use Facebook fan page	Revisit Facebook	3,95
	Share the experience in Facebook	4,08
	Review members' opinion	4,04
	Search an information	4,09
Mean of intention to use Facebook fan page is 4,04		
Intention to visit museum	Regular visit after using Facebook	3,76
	Visit museum after finding out museum event on Facebook	3,98
	Strengthen the decision to visit the museum after finding out museum event on Facebook	4,08
Mean of intention to visit museum is 3,94		

Implications for the museum management derived from the finding are the museum managers should be aware of the complexity of museum visitor behaviour in the digital age. There are several proposed suggestions for the museum managers for increasing the awareness of the Facebook user in Indonesia. First, museum managers need to develop marketing and educational communication strategies using Facebook fan page. Second, they also need to create the content to post on the Facebook fan page so that the followers of Facebook fan page can be entertained. Third, they need to create activities on Indonesian culture through Facebook fan page to encourage people to express

ideas. Fourth, they need to register activities held in the museum by using the Event feature on Facebook fan page and disseminate the information to the cultural community. Fifth, they should display the Message feature on Facebook fan page, so users can interact with the museum manager if they need information about the museum. Sixth, they need to complete the information about museum profiles, operating hours, admission prices, collection, activities, and museum services on Facebook fan page so the users can access the information easily and quickly. Seventh, they should monitor and respond to positive or negative reviews from museum visitors who share their experience through Facebook. Eighth, they need to highlight the uniqueness of museum architecture and share it through Facebook. Then, the users will have the desire to visit and perpetuate the uniqueness of museum architecture. Ninth, they should work together with cultural communities to organize activities on the history and culture in Indonesia and spread through Facebook fan page and Facebook group. This activity will provide financial benefits for museum managers for getting income from room rental and entrance tickets from participating the activities organized by the cultural community. Last, cultural communities and the managers can work together to create and disseminate content about Indonesian culture through Facebook fan page or Facebook group.

CONCLUSIONS

Today, the importance of needs by online visitor must be captured by museum managers. Based on the demographics of the respondents, the researchers discover that the respondents are highly educated, work as employees or student, and allocate more than Rp500.000,00 per month for traveling expense. Based on social media behavior of the respondents, the respondents are active on Facebook, just follow less than five Facebook fan page of the museums and rarely access or interact with Facebook fan page managed by museum managers in Indonesia. Moreover, for descriptive analysis of research variables, the respondents require a museum information, social interaction, and entertainment on Facebook fan page of the museum. Museum managers must maintain the content quality and perceived usefulness in delivering the information through Facebook. They also need to maximize the Facebook features for educating the people about museum profile, collection, event, and news. The respondents feel a high experience in Facebook fan page of the museum after they access the content provided by the museum manager as a medium of entertainment, knowledge, and social interaction. The involvement of cultural community can help people to get honest information about museum through credible opinion from the contributors. The respondent have high intention of using the Facebook fan page of the museum to share the experiences, consider user recommendations, and find information

about the museum. They have high intention of social media users to visit the museum is after knowing the information and activities about the museum on Facebook fan page. Museum managers, cultural community, and governments need to work together to implement marketing strategies and educating museums for people.

In this research, it only uses descriptive analysis for understanding the intention to visit the museum and the intention to use Facebook from the user motivation, user expectation, online community involvement, and Facebook fan page usage experience. Therefore, for future research, it can investigate the effect of motivation, online community involvement, user expectation, and Facebook fan page usage experience on the intention to use Facebook of the museum and visit the museum.

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