The Influence of The Relationship of Curiosity, Museum Attributes, Novelty and Knowledge Seeking as Motivation for Generation Z to Visit Museum

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Abstract

We conducted research to find out the relationship between variables to the motivation of generation Z to visit the istano basa pagaruyung museum in Tanah Datar Regency, West Sumatra Province. This study uses track analysis with the help of SmartPLS software version 3 with population used in this study is a tourist who has visited the museum istano basa pagaruyung with the sample used is 100 respondents by applying purposive sampling techniques so that the results of the study showed There are 4 hypotheses including 2 significant hypotheses including the relationship between curiosity to museum attributes (t = 7,572, p<0,000) and the relationship between curiosity to renewal and the search for knowledge (t = 12,348, p>0,000 While 2 hypotheses were found insignificant in the moderator variable, the relationship between museum attributes with novelty and knowledge search (t = 1,277, p<0.202) and the relationship between curiosity to renewal and the search for knowledge through museum attributes (t= 1,189,p<0.235

Keywords
Motivation Generation Z, Relationship of Curiosity, Museum Attributes, Novelty, Knowledge Seeking

1. Introduction
Indonesia has a diverse culture and historical relics from various tribes, cultures, religions, races. One of his relics is the museum. The museum has a very large cultural significance as part of a heritage that has a variety of cultures and historical relics from various tribes, cultures, religions, races, namely the Istano Basa Pagaruyung museum (Frey 1998). This museum is a form of traditional Minangkabau house that is an imitation of the original palace located on top of Batu Patah Hill, formerly burned by the Dutch during the riots in 1804. Istano basa Pagaruyung is actually the place where the Malay kingdom stood in the past. The residence of the past king became a symbol of the richness of Minangkabau culture so that people could visit istano basa pagarutyung. The building in the form of a traditional Minangkabau house is divided into several parts. The main room is located at the bottom with several cubicles or rooms on the side and back that the kings' married daughters use while for the unmarried king's daughters are located on the second floor. For the place of the king's throne is in the living room while to relax is on the top floor that was once used now used as a location to display the collection of weapons.

Thus, the purpose of the study to find out the relationship between variables to the motivation of generation z visited the istano basa pagaruyung museum. Here are the variables used that curiosity in novelty and knowledge seeking by means of mediation such as museum attributes.

2. Literature Review
According to Decrop (2006) Motivation comes from people's inner state, needs and desires and persuades them to perform or continue to perform certain behaviors. According to Priyono; et al. (2016) Motivation is a process of motive of giving that allows consumers to work efficiently and effectively with the goal of achieving factors that affect motivation including one's needs, goals and perceptions of individuals or groups and how to meet them. Basically every tourist traveling is motivated by several factors. McIntosh (1997) and Murphy (1985), Sharpley, (1994) explains that motivation-this can be divided into 4 parts, namely

1) Physical or physiological motivation or physiologically used for relaxation, health, comfort, sports activities, relaxing, etc.

2) Cultural motivation or cultural motivation, is a dream to get to know the culture, customs, traditions, and arts of a particular area, where in it includes an interest in various cultural objects (historical monuments) such as the istano basa pagaruyung museum.
3) Social motivation or interpersonal motivation such as visiting friends and family in the museum istano basa pagaruyung, meeting partners, doing things that bring prestige (prestige value), making pilgrimages, escaping from boring situations etc.
4) Fantasy motivation, explaining that the existence of fantasy in a certain area a person will be able to release a drab daily routine,

With the above explanation states that the motivation that supports someone before acting or deciding to visit a tourist attraction that is supported by different reasons, therefore there are 2 reasons including internal, namely the reasons that come from within the tourist and also external is the reason that comes from the tourist. The following generally comes from tourists who are variables used including:

2.1 Curiosity (X)

According to Berlyne (1966) Curiosity classifies into 4 parts

1) Epistemic curiosity is useful for information and knowledge.
2) perceptual curiosity driven by novel objects and stimuli
3) curiosity specific to a particular piece of knowledge such as the last piece of a puzzle or knowledge of a particular question.
4) a diverse curiosity that is a less directed curiosity and only a stimulus that seeks to escape boredom.

So the difference in classifying above seems intuitive set by Berlyne is not too easy because they are somewhat convergent (Litman & Spielberger, 2003). According to Sylvan Tomkins (1962) curiosity has benefits for thinking and memory so that absence will harm intellectual development making no human competence attainable without sustained interest" (p. When people feel curious so they devote more attention to an activity such as visiting the istano basa pagaruyung museum (Silvia, 2006).

Curiosity is therefore a driving aspect of human motivation (Berlyne, 1960, 1971; Izard, 1977). Curiosity is most commonly supported by 445 adults in Switzerland and 12,439 adults in the United States (Peterson, Ruch, Beermann, Park, &Seligman, 2007).

2.2 Museum attributes (Y)

According to Yogaswara (2021) Attributes are absolute requirements therefore attributes will be stored and didisplayed so they must have these criteria and limitations as benchmarks for the museum to still have quality. According to Edmonds, Muller and Connell (2006) There are three types of attributes that are related to visitors including

1) 'attractors', as attributes that attract visitors.
2) activator' because it involves visitors
3) relaters' because it encourages a long-term relationship with the museum

The attributes possessed by a museum istano basa pagaruyung must be exhibited to be informed to the public useful to attract more tourists to visit the museum as a cultural tourist attraction. Attributes that are not exhibited are stored in the storage room (storage). to prevent boredom against visitors need to be held a change of collection on display with which it is stored. Attributes located both in showrooms and in storage rooms must be very protected from fire, graffiti and natural disasters in anticipation of bad things happening so that it is necessary.Some museums have expanded their collections and added other attributes to complement the main collection, which has the potential to change the idealism, function, and role of the museum, Another challenge faced by museum managers is the development of other tourist attractions, such as the addition of tourism destination attributes in istna basa pagaruyung including museums must have museum facilities and infrastructure closely related to preservation activities, such as vitrin, facilities of maintenance of AC collections, dehumidifiers, etc., CCTV security, alarm systems, etc., lights, labels, and others.

2.3 Novelty and knowledge seeking(Z)

According to Jang and Feng (2007) In the context of tourism, the search for diversity is replaced with the search for novelty that has an important relationship with tourist destinations. Meanwhile, according to Assaker et al., (2011) The results obtained state that travelers who are looking for high-level novelty will rarely return to destinations that have been visited before, while those who seek high familiarity or low-level novelty are more likely to return to the same place. The search for novelty has a positive influence on the intention to return either directly or indirectly

(through satisfaction). The search for novelty is a motivating factor when planning holiday activities so that foreign destinations offer a form of novelty for consumers because it can provide an unusual experience that makes consumers choose locations that have specific geographical features, different cultural backgrounds, special shopping opportunities and unique recreational activities that can provide new experiences.

According to Alghamdi (2007) Knowledge is a desire to gain / increase knowledge and insight by visiting istano basa pagaruyung. In the context of the search for knowledge, Nebus (2004) uses hope theory to propose a relationship between the perceived value of the search for knowledge and the behavior of the search for knowledge where the perceived value of the search for knowledge depends on the expertise and credibility of the source while the perceived expectation of value is determined by the trust, obligation, and willingness of contributors to help.

3. Research Framework

The research framework describes the independent variables. Based on the theoretical study above, the framework of the researcher's logic flow can be described as follows (Figure 1):

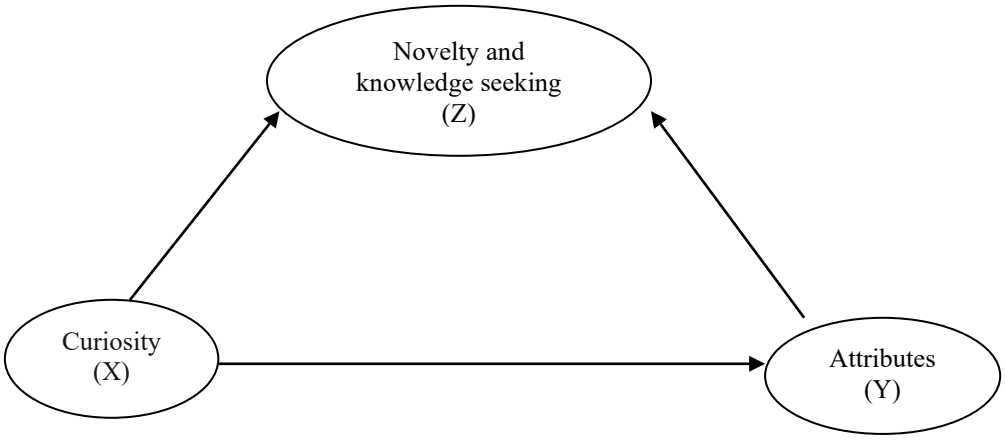

Figure 1. Research Model

3.1 Research Hypothesis

Based on the framework above, it can be concluded that the hypothesis used is as follows:
H1 = X to Y
H2 = X to Z
H3 = Y to Z
H4 = X to Z via Y

4. Methodology

This research uses quantitative method approaches used through questionnaires by applying purposive sampling techniques which are sampling techniques by determining based on certain criteria (Sugiyono 2008). Data was obtained from 100 respondents to fill out a survey questionnaire which is a tourist who has visited the istano basa pagaruyung museum. The hypothesis proposed is the motivation of tourists to visit the meseum istano basa pagaruyung by using curiosity factor with mediation that is attribut musem, as well as using the novelty factor and the search for knowledge. This study takes indicators of every variable from previous relevant research. And each indicator is measured using a likert scale, from 1 = strongly disagree to 5 = strongly agree For the purposes of this study, the target population is a visitor to the istano basa pagaruyung museum. Data collected through survey questionnaires was analyzed using Smart PLS software. Structural Equation Model (SEM) is used for analysis by complete information estimation method using Smart PLS software.. The type of research used in research on online shopping behavior uses the Structural Equation Model (SEM) using Smart PLS V2 software (Ringle, et al. 2005).

5. Result and Discussion

After conducting the questionnaire deployment, the researchers grouped the respondents into the following criteria (Table 1):

Tabel 1. Sociodemographic Data

Profiles	Amount	Percentage
Gender		
Female	69	69%
Male	31	31%
Total	100	100%
Work		
Student	71	71%
Entrepreneur	22	22%
Student	7	7 %
Total	100	100%
When was the last time you visited a museum		
More than 1 year	56	56%
In the last 3 months	23	23%
In the last 3-12 months	21	21%
Total	100	100%

Source : Author Data Result (2021)

Classification answers are grouped based on strongly disagreed criteria (STS), disagree (TS), simply agree (CS), agree (S), and strongly agree (SS) to be tested for validity and reliability. According to Imam Ghozali (2006) If it has a correlation value above 0.70 so that the individual indicator can be declared reliable but at the stage of scale development, loading 0.50 to 0.60 is still acceptable. And for the early stages of measurement of the outer loading scale of 0.5 to 0.6 is considered significant (Ghozali 2008). Based on Table 2, all indicators have loading above 0.50 and significant. Smart PLS output for loading factor in detail is presented in Table 2.

Tabel 2. Outer Loading

KODE	PERNYATAAN	X1 (C)	Y(AAT)	Z(KS)
C1	I visited the museum to awaken my curiosity.	0.874		
C2	I visited the museum to see the ancient relics	0.827		
C6	I visited the museum to look back on events from the past.	0.789		
AAT1	I think the museum is a safe place to go.		1000	
KS1	I visited the museum to learn something new.			0.768
KS2	I visited the museum to learn about history			0.874
KS3	I visited the museum to increase knowledge about istano basa pagaruyung			0.849

Source : Author Data Result (2021

In the Outer Loading test there is an indicator result below 0.7 so it can be said to be invalid therefore there are 3 indicators that are omitted including: can be known in loading

- C3 (I visit a museum to watch a particular event)
- C4 (I came to the museum because it was close to where I lived)
- C5 (Ivisit the museum to participate in certain events)

The next step of convergent validity is reliability. According to Hair (2016), the measurement used to test reliability is AVE. AVE values worth >0.5 on each indicator have a good convergent validity level (Table 3).

Tabel 3. AVE

Variable	AVE
C	0.690
AAT	1.000
KS	0.692

Source : Author Data Result (2021)

The AVE value in Table 3 obtains a number above 0.5 for all constructs. Hal this means that all constructs have a high discriminate validity. The next validity test conducted was a discrimination analysis that analyzed the Fornell-Larcker Criteria. Aika the root of AVE of each variable greater than the correlation between variables can be expressed as the measurement model has good discriminant validity (Hair et al., (2014). The results of the discrimination analysis have met the requirements and are presented in table 4 below.

Tabel 4. Fornell-Larcker

	X1 (C)	Y (AAT)	Z (KS)
X1 (C)	0.831	0.548	
Y (AAT)		1.000	
Z (KS)	0.724	0.311	0.832

Source : Author Data Result (2021)

In the validity of the discriminant there is also a calculation of the Cross Loading test based on the value of the cross loading indicator with construction. According to Sarstedt, (2019) if the correlation between construction and indicators is greater than the correlation with latent variables then the results of indicators can be said to be good can be said to be good. The test results of Cross Loading can be seen in the table 5 below.

Tabel 5. Cross Loading

KODE	X1 (C)	Y (AAT)	Z (KS)
C1	0.874	0.504	0.657
C2	0.827	0.450	0.587
C6	0.789	0.407	0.556
AAT1	0.548	1.000	0.311
KS1	0.402	0.163	0.768
KS2	0.592	0.197	0.874
KS3	0.735	0.369	0.849

Source : Author Data Result (2021)

Based on the table above shows that the results of the cross-loading value of each construction are higher than the payload of other indicators.

Next test the consistency of internal reliability by looking at the composite reliability value According to Ahlan (2015) If the results of composite reliability values equal to 0.7 or > 0.7 then it is said to be good and for research the alpha cranbach value that produces a value of 0.60 means that the variable is a reliable variable (Table 6).

Tabel 6. Reliability Test Result

Variabel	Composite reliability	Alpha Cronback
C	0.870	0.775
AAT	1.000	1.000
KS	0.870	0.785

Source : Author Data Result (2021)

From the table above shows the composite reliability of each construct has a composite reliability value above 0.7 so that it has good reliability. If the resulting variable is worth > 0.6 then it is said to be a reliable criterion. Assessing the inner model is evaluating the relationships between latent constructs using SmartPLS by looking at the R-Square results on each latent variable. Primary model assessment is done with a bootstrap strategy by looking at the R-square values of endogenous latent variables and looking at statistical values. Here are the data processing results for the R-square value (Table7).

Tabel 7. R-square values.

Variable	R-square
AAT	0.300
Sk	0.535

Source : Author Data Result (2021)

5.1 Hypothesis of test result

This study tests the analysis of other data first before proceeding to hypothesis testing, if inferring whether the hypothesis is accepted or rejected. The following is the result of an evaluation of the hypothesis test structural model that has been conducted using the PLS method obtained from Bootstrapping Report SmartPLS 3.0 (Table 8 and figure 2).

Tabel 8. Path coefficients

Hypothesis	Path diagram	T Statistic	P value	information
H1	C → AAT	7.572	0.000	Significant
H2	C → KS	12.348	0.000	Significant
H3	AAT → KS	1.277	0.202	Insignificant

Source : Author Data Result (2021)

The study used 100 bootstrap samples for bootstrapping.According to Hair Jr et al., (2011) Critical analysis for one-way T-tests is 1.65 (significance level = 5%) and 2.33 (significance level = 1%). Table 8 shows that the relationship between curiosity to museum attributes (t=7,572, p<0,000) was found to be significant, and the relationship between curiosity to renewal and the search for knowledge (t=12,348, p>0,000) was significant. For moderator variables, the relationship between museum attributes and novelty and knowledge searches (t=1.277, p<0.202) was found to be insignificant.

The results of Bootstrapping SmartPLS in specifict Indirect effects in the table 9 below state that the hypothesis stating the effect of C on KS through the AAT intervening variable results in an evaluation rejected. Since the Statistical T Value is worth 1,309 and the P value is 0.191, the value of this hypothesis is positive and insignificant. Because the cut off value that gives the hypothesis limit is accepted must be T statistics > 1.189 and P Value < 0.23(Table 9).

Tabel 9. inderect effect

	T Statistic	P value	Keterangan
C → AAT → KS	1,189	0,235	Insignificant

Source : Author Data Result (2021)

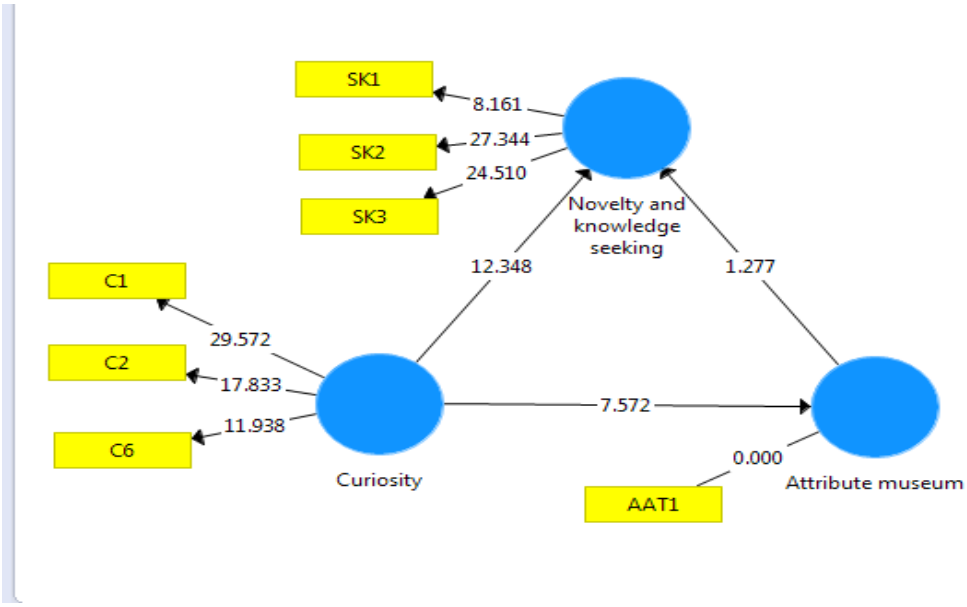

Figure 2. Path model

6. Conclusion

Based on the results of research and discussion of the relationship between variables to the motivation of generation Z to visit the istano basa pagaruyung museum in the flat land district area, west Sumatra province is stated as follows:

a. suggests that there are two significant hypotheses including the relationship between curiosity to museum attributes (t=7,572, p<0,000) and the relationship between curiosity toward renewal and the search for knowledge (t=12,348, p>0,000)

b. And 2 insignificant hypotheses For moderator variables are the relationship between museum attributes and novelty and knowledge search (t=1,277, p<0.202) and the relationship between curiosity to renewal and knowledge search through museum attributes (t= 1,189,p<0.235)

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