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Analysis Of The Influence Of Interactive Technology Based On The Technology Acceptance Model On The Visiting Experience Of Generation Z Tourists At The Jakarta Wayang Museum

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Abstract

This research is motivated by the increasing use of interactive technology in the development of museums as cultural tourism destinations, especially in attracting the interest of Generation Z who have digital native characteristics. The purpose of this study is to analyze the influence of interactive technology based on the Technology Acceptance Model on the visiting experience of Generation Z tourists at the Jakarta Wayang Museum. This study uses a quantitative approach with a descriptive method. The research population is Generation Z visitors who have visited the Wayang Museum after the renovation in 2025, with a sample of 100 respondents obtained through a quota sampling technique. The research instrument used a Likert scale questionnaire and the data were analyzed with SPSS through validity and reliability tests, simple linear regression, t-test, and coefficient of determination. The results of the study indicate that interactive technology based on the Technology Acceptance Model has a positive and significant effect on the visiting experience of Generation Z. This variable is able to explain 38.7 percent of the variation in visiting experience, while the rest is influenced by other factors outside the study. The conclusion of this study confirms that the application of interactive technology can improve the quality of the museum tourism experience for Generation Z.

Keywords:Digital Tourism, Experience Economy, Museum Experience, Technology Acceptance Model, Visitor Experience

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INTRODUCTION

Jakarta, as the capital of Indonesia, has growing tourism potential through the presence of cultural, historical, and educational destinations supported by adequate facilities and accessibility. The increasing number of tourists visiting Jakarta demonstrates that the city's tourist attractions remain popular with the public. According to Law Number 10 of 2009 concerning Tourism, tourism activities are inseparable from the existence of destinations with specific attractions. One crucial element in destination development is tourist attractions that can encourage tourists to travel. Cooper et al. (2018) explain that tourist attractions are a key component of a destination because they are the factors that motivate tourists to visit, while Basiya et al. in Lestari (2022) state that tourist attractions are a crucial element that differentiates one destination from another. As it develops, digital transformation is driving the tourism sector to provide more interactive, flexible, and personalized travel experiences through the use of modern technology (Ruan et al., 2025; Stylidis et al., 2022).

According to UNESCO, technology is the application of science for practical purposes to facilitate human activities, while the concept of interactive refers to the reciprocal relationship between users and digital systems (Subitmele, 2023). In the museum sector, the application of interactive technology is considered capable of creating a more engaging and participatory multisensory experience for visitors. Research by Berta et al. (2025) shows that interactive technology can enrich tourist experiences in museums through deeper visual and emotional engagement. Furthermore, research by Caber et al. (2023) confirms that digital technology-based tourism experiences have an impact on tourist satisfaction and engagement with cultural destinations. This condition indicates that technological innovation is an important part of the strategy for developing modern museums in the digital era.

The Jakarta Wayang Museum is one of the museums implementing interactive technology innovations to increase its appeal to cultural tourism among the younger generation. Following its renovation and reopening in 2025, the museum features various technology-based facilities, such as immersive spaces, super holograms, interactive screens, digital games, and artificial intelligence-based facilities. Visitors can also obtain collection information through barcode scanning technology and enjoy interactive visual experiences that involve direct participation. These innovations demonstrate that museums no longer function solely as repositories for cultural collections, but also as digital educational spaces that adapt to technological developments. Based on visitor data for the Wayang Museum from 2023–2025, there has been an increase in visits

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following the implementation of interactive technology following the museum's renovation. Schools, university students, and young visitors comprise the largest visitor category, demonstrating the young generation's strong interest in digital experience-based museum tourism. According to the Central Statistics Agency (BPS), Generation Z is the dominant group in Indonesia, having grown up in a digital environment and therefore tending to be more responsive to visual, practical, and interactive experiences (BPS, 2021; Ramadhani & Khoirunisa, 2025).

Although the implementation of interactive technology at the Wayang Museum has shown an increase in visitor numbers, this phenomenon does not fully explain the visiting experience experienced by Generation Z, a group of digital tourists. To date, most research on interactive technology in museums has focused on general aspects of the tourist experience without examining technology acceptance based on specific user characteristics. In fact, Generation Z has different travel behaviors and preferences than previous generations due to their closer connection to digital technology in their daily lives. Pine and Gilmore (2019) explain that the tourism experience consists of four main dimensions: entertainment, education, aesthetics, and escapism, which can be influenced by the quality of tourists' interactions with tourist attractions. On the other hand, research on the application of the Technology Acceptance Model (TAM) in the context of museums in Indonesia is still relatively limited, particularly in cultural museums such as the Wayang Museum in Jakarta. According to Davis (1989), technology acceptance is influenced by perceived usefulness and perceived ease of use, which determine how individuals accept and utilize technology. Recent research also shows that perceived ease and usefulness of technology influence user experience in digital tourism environments (Kurnia & Tandijaya, 2023; Huang & Backman, 2022).

Based on these conditions, this study aims to analyze the influence of interactive technology based on the Technology Acceptance Model on the visiting experience of Generation Z at the Jakarta Wayang Museum. This research is important because the development of experience-based tourism requires cultural destination managers to present innovations that are in line with the characteristics of today's digital tourists. In addition, this study has an urgency in providing input for museum managers regarding the effectiveness of implementing interactive technology in improving the quality of visitor experience. The novelty of this study lies in combining the Technology Acceptance Model approach with the visiting experience of Generation Z in the context of cultural museums in Indonesia, specifically the Jakarta Wayang Museum, which has rarely been studied in previous research. Thus, this study is expected to provide theoretical contributions in the

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development of digital tourism studies as well as practical contributions to the development of interactive technology-based museums.

METHOD

This study uses a quantitative approach with descriptive methods to analyze the influence of interactive technology based on the Technology Acceptance Model on Generation Z's visiting experience at the Wayang Museum. The quantitative approach was used because the study focuses on measuring the relationship between variables through statistically analyzed numerical data. According to Sugiyono (2023), quantitative research aims to objectively test the relationship between variables, while Creswell (2022) states that quantitative methods are used to explain the influence of one variable on another. The independent variable in this study is interactive technology based on the Technology Acceptance Model, while the dependent variable is the visiting experience of Generation Z tourists.

Data collection was conducted through questionnaires, observations, interviews, and documentation. The primary research instrument used a questionnaire with a five-point Likert scale to measure respondents' perceptions of interactive technology and visiting experiences. According to Sugiyono (2023), the Likert scale is used to measure individual attitudes and perceptions of social phenomena. Data were analyzed using SPSS 25 through validity tests, reliability tests, descriptive mean analysis, classical assumption tests, simple linear regression, coefficient of determination, and t-tests. Reliability testing used Cronbach's Alpha with a minimum value of 0.70 for the instrument to be considered reliable (Ghozali, 2021).

The population of this study was all Generation Z visitors who had visited the Wayang Museum after the museum's renovation in 2025. Because the exact population size was unknown, the study used a non-probability sampling technique with a quota sampling approach. This technique was chosen because respondents must meet certain criteria, namely Generation Z who had used interactive technology in the museum. The sample size was determined using the Lemeshow formula and obtained a minimum of 96 respondents, then rounded up to 100 respondents to make the research results more representative (Sugiyono, 2023; Emzir, 2022).

The research procedure began with problem identification and a literature review related to interactive technology, the Technology Acceptance Model, and visitor experiences. Next, the researchers developed a research instrument and conducted a pretest on 30 respondents to test the validity and reliability of the questionnaire. After the

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instrument was deemed feasible, data collection was conducted through questionnaire distribution, observation, and interviews. The collected data were then analyzed using statistical techniques to determine the effect of interactive technology on Generation Z's museum experience. The final stage of the research was drawing conclusions based on the data analysis (Sugiyono, 2023; Ghozali, 2021; Creswell, 2022).

RESULTS AND DISCUSSION

Respondent Characteristics

Based on the characteristics of the respondents, of the 100 samples of Generation Z visitors to the Wayang Museum, the majority were in the age range of 19–22 years (42%), followed by 23–26 years (26%), 16–18 years (24%), and 27–31 years (8%). Based on gender, respondents were dominated by women (62%) compared to men (38%). In terms of occupation, the majority of respondents were students (45%) and pupils (23%), while the rest consisted of employees (14%), entrepreneurs (8%), and other occupations with a relatively small percentage. Based on domicile, most respondents came from Jakarta (45%), followed by Tangerang (28%) and Depok (9%), thus indicating that visitors to the Wayang Museum were dominated by the Jabodetabek community. In addition, the characteristics of Generation Z respondents showed a high level of closeness to digital technology, which was reflected in the habit of using online applications or platforms to meet daily needs (49%), using collaboration-based digital services (43%), frequently accessing social media (41%), learning new things via the internet (41%), and feeling comfortable conducting digital transactions (39%).

Research Instrument Test Results

1. Validity and Reliability Test

Based on the validity test results for the Interactive Technology variables based on the Technology Acceptance Model (X) and Visiting Experience (Y), all statement items were declared valid because the calculated r value for each item was greater than the table r value of 0.195. In the Interactive Technology variable, the calculated r value ranged from 0.369–0.696, while in the Visiting Experience variable the calculated r value ranged from 0.290–0.600. Thus, all research instruments were able to measure the variables studied accurately and were suitable for use in research. In addition, based on the reliability test results, the Interactive Technology variable based on the Technology Acceptance Model obtained a Cronbach's Alpha value of 0.800 and the Visiting Experience variable obtained a Cronbach's Alpha value of 0.919. Both values are above

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the minimum limit of 0.70, so it can be concluded that all research instruments have a very strong and consistent level of reliability in measuring the research variables.

2. Descriptive Analysis of Mean

A. Descriptive Analysis of Mean of Interactive Technology Variables Based on Technology Acceptance Model

- Perceived Usefulness:mean 4.43 (Very High)
- Perceived Ease of Use:mean 4.43 (Very High)

B. Descriptive Analysis of Mean Visiting Experience Variables

C. Entertainment:mean 4.41 (Very High)
D. Educational:mean 4.44 (Very High)
E. Aesthetic:mean 4.41 (Very High)
F. Escapism:mean 4.40 (Very High)

3. Classical Assumption Test

A. **Normality Test**

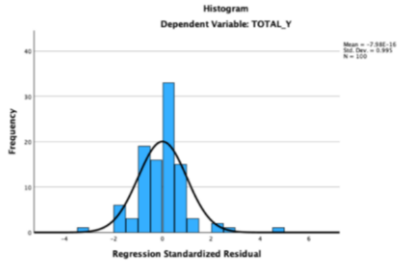


Figure 1. Histogram of Normality Test
Source: SPSS, 2026

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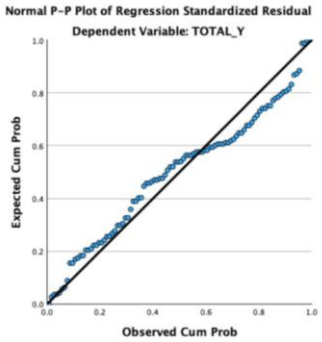


Figure 2. P plot of Normality Test
Source: SPSS, 2026

Based on the histogram results in the image, it can be concluded that the data used in this study is normally distributed. This is evident in the resulting pattern, which resembles a bell or hill. The P-Plot results in the image also prove that the data is normally distributed. This is because the points on the graph are not too far from the diagonal line. Therefore, both results meet the criteria for normally distributed data.

Heteroscedasticity Test

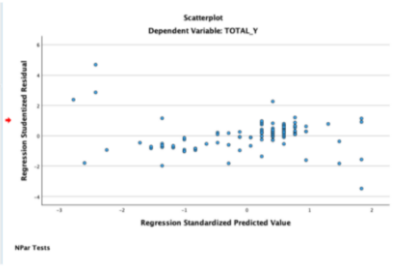


Figure 3. Heteroscedasticity Test
Source: SPSS, 2026

Based on the scatterplot output, it can be concluded that there is no heteroscedasticity. This is indicated by the distribution of points that do not form a specific pattern and are evenly distributed around the number 0. This condition indicates that the

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variance in this study is homogeneous or uniform.

Simple Linear Regression Test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	73.774	12.917		5.711	<.001
	TOTAL_X	1.290	.162	.627	7.975	<.001

a. Dependent Variable: TOTAL_Y

Figure 4. Simple Linear Regression Test
Source: SPSS, 2026

Based on the results of the simple linear regression test, the regression equation Y = 73.774 + 1.290X was obtained. The regression coefficient value of 1.290 indicates that every one unit increase in the Interactive Technology Based on the Technology Acceptance Model variable will increase the Visiting Experience by 1.290. In addition, the significance value <0.001 (<0.05) indicates that Interactive Technology Based on the Technology Acceptance Model has a positive and significant effect on the Visiting Experience.

Model Feasibility Test

Based on the results of the partial test (t-test), a significance value of 0.000 was obtained which is smaller than 0.05 and a calculated t value of 7.975 which is greater than the t table of 1.984. These results indicate that the interactive technology variable based on the Technology Acceptance Model has a positive and significant effect on the visiting experience of Generation Z tourists at the Wayang Museum, so that the research hypothesis can be accepted. In addition, based on the results of the determination coefficient test, an Adjusted R Square value of 0.387 was obtained, which indicates that the interactive technology variable is able to explain variations in visiting experiences by 38.7%, while the remaining 61.3% is influenced by other factors outside this research model. These findings indicate that interactive technology has a fairly important role in shaping the visiting experience of Generation Z tourists, although there are still other factors that influence the experience.

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Secondary Data
Website



Figure 5. Website about the new face of the Wayang Museum
(Source :https://bappeda.jakarta.go.id/news/Wajah-Baru-Museum-Wayang)



Figure 6. Website about the new face of the Wayang Museum
(Source :https://megapolitan.kompas.com/read/2025/01/24/11172341/wajah-baru-museum-wayang-usai-renovasi-ramah-disabilitas-hingga)



Figure 7. Website about the new face of the Wayang Museum
(Source :Jawa Pos Metropolitan)

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Social media
Instagram Wayang Museum

Commented [AF1]: Enter any posts or information that explains the new attraction

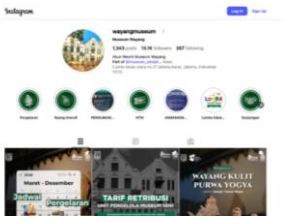


Figure 8. Instagram of the Wayang Museum
(Source: Instagram, 2026)

Instagram Art Museum

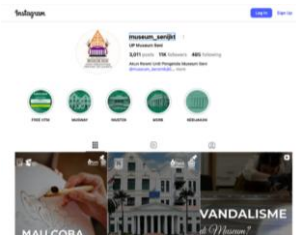


Figure 9. Art Museum Instagram
(Source: Instagram)

TikTok Puppet Museum

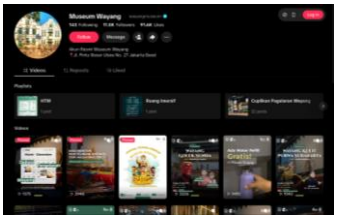


Figure 10. Tiktok Wayang Museum
(Source: TikTok)

DISCUSSION

The researcher discussed the research results by relating them to previous theories and research. Based on the results of the descriptive analysis of the mean, the

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Interactive Technology variable based on the Technology Acceptance Model obtained a very high category in the dimensions of Perceived Usefulness (4.43) and Perceived Ease of Use (4.43). These results indicate that interactive technology at the Wayang Museum is considered very useful and easy to use by Generation Z visitors. Meanwhile, the Visiting Experience variable also obtained a very high category in the dimensions of Educational (4.44), Entertainment (4.41), Aesthetic (4.41), and Escapism (4.40). These findings indicate that interactive technology is able to provide an interesting and entertaining learning experience, as well as create a positive visiting experience. These results are in line with the edutainment theory proposed by Asiarto et al. (2012), namely the combination of educational and entertainment elements in the learning process.

In terms of aesthetics and escapism, researchers found a difference in the condition of the Wayang Museum before and after the renovation. Having never visited the museum before, researchers used a virtual tour of the Wayang Museum for comparison.



Figure 11. 1st floor hallway area
(Source :https://indonesiavirtualtour.com/storage/destination/museum-wayang/src/index.htm)

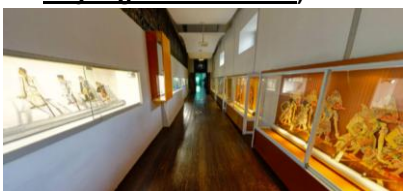


Figure 12. 2nd floor corridor area
(Source: https://indonesiavirtualtour.com/storage/destination/museum-wayang/src/index.htm)

Following the renovation, the puppet museum underwent significant changes in terms of both its layout and the arrangement of its collections. The following is a look at the post-renovation puppet museum.

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Figure 13. Collection area, 2nd floor
Source: Researcher, 2026

Following the renovation, the Wayang Museum underwent significant changes, particularly in terms of aesthetics, lighting, and spatial arrangement. The museum's collections now appear more organized, clean, and pleasing to the eye, while improved lighting creates a more lively and engaging atmosphere. Furthermore, several collection spaces have been converted into interactive play areas and immersive spaces, and are equipped with various interactive technologies that provide a more modern visiting experience. This finding is supported by the mean score for the indicator "Aesthetics at the Wayang Museum appear different and unique compared to other museums" of 4.49, categorized as very high, indicating that visitors consider the Wayang Museum to have strong visual appeal and uniqueness compared to other museums.

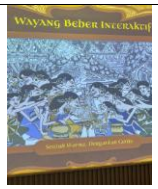
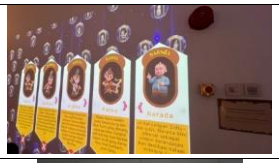
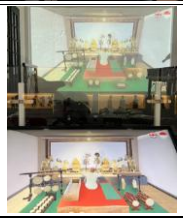
The following is an interactive technology discovered by researchers at the Wayang Museum.

Table 1. Interactive Technology of the Wayang Museum

Interactive Technology	Photo
Immersive Space	
Touchscreen Map of the Wayang Museum	

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Interactive Technology	Photo
Interactive Duck Puppet	
Artificial Intelligence	
Interactive Games	
Augmented Reality	
Touchscreen puppet information	
Technology-based musical instruments	

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Interactive Technology	Photo
QR Code	

Based on observations conducted three times over a two-month period, researchers found that the Artificial Intelligence technology at the Wayang Museum was unusable because it was still under maintenance with no information regarding the repair time. Meanwhile, interviews with Wayang Museum educators showed that the renovation and addition of interactive technology were carried out to increase visitor interest, especially among Generation Z, and to make it easier for visitors to understand the information about the wayang collection in a more interesting and interactive way. In addition, data from the Wayang Museum website and social media shows that the museum has introduced various technologies such as Augmented Reality (AR), Virtual Reality (VR), immersive spaces, and interactive digital games to enhance the visitor experience.

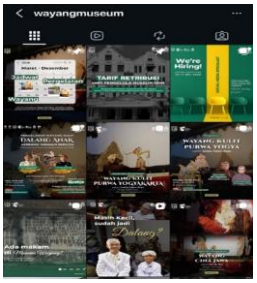


Figure 14. Instagram Wayang Museum
(Source: Instagram @wayangmuseum)

On the Art Museum's Instagram, the posts displayed are more or less the same as those on the Wayang Museum, as most of the content is collaborative. Furthermore, there are posts about other museums under the Art Museum's umbrella, such as the Ceramics Museum and the Textile Museum, so information about the Wayang Museum is not

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particularly prominent.

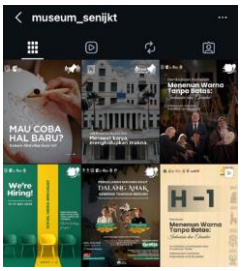


Figure 15. Instagram Art Museum
(Source: Instagram @museum_senijkt)

The Wayang Museum not only has Instagram, but also, keeping up with changing trends, has a TikTok platform featuring videos about everything the museum has to offer, from performances to collections to interactive technology. The Wayang Museum's TikTok account boasts a much more varied and engaging content than its Instagram account, offering a more diverse and less monotonous experience.



Figure 16. Tiktok Wayang Museum
(Source: TikTok @wayangmuseum)

According to Darren Busser (2026), TikTok is a platform widely used by Generation Z, with around 47% of its users coming from that generation. This is evident from the large number of Generation Z visitors who come to the Wayang Museum and then create content about their experiences while at the museum and upload it to TikTok. The uploaded content usually displays the museum's collections, the museum atmosphere, performances, and interactive technology at the Wayang Museum. These uploads indirectly help introduce the Wayang Museum to other TikTok users, especially

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Generation Z, as evidenced in this study by respondents who filled out the questionnaire having Generation Z characteristics, namely frequently checking social media with a percentage of 41% so it can be concluded that TikTok social media has a role in increasing the dissemination of information and Generation Z's interest in visiting the Wayang Museum.



(Source: TikTok with the keyword "Wayang Museum")

Based on the characteristics of the respondents, the majority of Generation Z Wayang Museum visitors are aged 19–22 years, are students, predominantly female, and come from the Greater Jakarta area. These results indicate that Generation Z is a group that is close to digital technology so it is easier to accept the use of interactive technology in museums. The results of the descriptive analysis show that the Interactive Technology variable based on the Technology Acceptance Model obtained a very high category in the dimensions of Perceived of Usefulness (mean 4.43) and Perceived Ease of Use (mean 4.43), which indicates that interactive technology is considered useful and easy to use. Meanwhile, the Visiting Experience variable also obtained a very high category in the dimensions of Educational (mean 4.44), Entertainment (mean 4.41), Aesthetic (mean 4.41), and Escapism (mean 4.40), which indicates that interactive technology is able to

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create a positive learning, entertainment, aesthetic, and engagement experience for visitors. The results of the regression test show a significance value <0.001 with a Beta value of 0.627, so that TAM-based interactive technology has a positive and significant effect on the visiting experience of generation Z. In addition, the Adjusted R Square value of 0.387 indicates that interactive technology explains 38.7% of the variation in visiting experience, while the rest is influenced by other factors outside the study. This finding is in line with the research of Berta et al. (2025) which states that interactive technology can increase involvement, quality of experience, and satisfaction of museum visitors.

CONCLUSION

The results of the study indicate that interactive technology based on the Technology Acceptance Model has a positive and significant influence on the visiting experience of Generation Z tourists at the Jakarta Wayang Museum. The dimensions of perceived usefulness and perceived ease of use are in the very high category, indicating that interactive technology is considered useful and easy to use by visitors. In addition, the visiting experience in the aspects of entertainment, education, aesthetics, and escapism are also in the very high category, indicating that interactive technology is able to create a more interesting, educational, and immersive tourist experience. This finding is supported by the results of the regression test which shows a contribution of 38.7 percent to the visiting experience, while the rest is influenced by other variables outside the study.

This study is limited by its sample size of 100 respondents and its focus on Generation Z at a single museum destination, making the results unable to be broadly generalized to all museum visitors in Indonesia. Furthermore, this study used only one independent variable, thus not fully describing all factors influencing the visitor experience. Therefore, further research is recommended to add other variables such as visitor satisfaction, destination image, or customer engagement, and expand the research location to obtain more comprehensive results. Practically, the results of this study provide implications for museum managers to continue developing more stable, innovative, and accessible interactive technology to improve the quality of the Generation Z tourist experience.

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