THE EFFECT OF DESTINATION IMAGE AND SOCIAL INFLUENCE ON VISITING INTENTIONS AND VISITING DECISIONS AT MUSEUM

Nengah Mekka Sucia Noviana[1], Gusti Noorlitaria Achmad[2], Sri Wahyuni[3]
[123] Faculty of Economics and Business, University of Mulawarman Samarinda, Indonesia
nengahmekkasn@gmail.com[1], gusti.noorlitaria.achmad@feb.unmul.ac.id[2], sri.wahyuni@feb.unmul.ac.id[3]

ABSTRACT

The purpose of this study was to analyze and prove the effect of destination image and social influence on visiting intentions and visiting decisions on visitors to the Mulawarman museum in Kutai Kartanegara Regency. This study used 120 respondents and this study used a survey method with a sample in Kutai Kartanegara Regency with the Accidental Sampling Method sampling technique. Respondents were only interviewed once when they met (cross section). Data from respondents (Primary Data) was then tabulated and tested using statistical methods. Data were collected using research tools (questionnaires). Based on the results of the analysis and discussion, it can be concluded that the image of the destination has a significant effect on the visiting intentions of visitors. So the better the image of the destination, the higher the intention to visit. Social has no significant effect on visitors' intention to visit. So the better the social level, the higher the intention to visit. The image of the destination has no significant effect on the decision to visit the visitors. So the high or low level of the image of the destination does not affect the decision to visit. Social influence has a significant effect on the decision to visit. So the better the social level, the higher the decision to visit. Intention to visit has a significant effect on the decision to visit. So the higher the intention to visit, the higher the decision to visit.

INTRODUCTION

The marketing of the tourism sector has long been believed to play an important role in supporting the economic sector in Indonesia and other developing countries and even in developed countries around the world. The tourism sector contributes to foreign exchange earnings, provides more jobs, opens up business opportunities for the community, and creates a foreign currency turnover to Indonesia (Adilang, Oroh, & Moniharapon, 2014).

Tourism is one of the strategic sectors and has an important role as a source of foreign exchange and encourages national economic growth. Since March 2020, the Covid-19 pandemic has begun to enter Indonesia, and the cumulative infection curve has not tilted and is still increasing exponentially to date. This phenomenon has resulted in a contraction or the

creation of the Indonesian economy with negative economic growth, as well as creating very bad conditions for the tourism sector (Ajzen, 1991).

This diversity of manifestations of tourist behavior, in various stages or phases, complicates the approach to observing it, but at the same time it also shows the importance of providers or destinations for monitoring tourism activities. Knowing tourist behavior is a key element in assessing the work of tourism planners and service providers so far, as well as in planning and implementing tourism services in the future (Ali, Ghufran, Nawaz, & Hussain, 2019).

The object of research is the Province of East Kalimantan, especially Kutai Kartanegara, where historical relics are still well preserved by the local government, one of which is the object of the researcher, namely the Mulawarman Museum. Which is where the tour has great potential in the field of tourism. Some of the variables raised in this study are Destination Image and Social Influence. Two factors that influence the Intention to Visit and forming the Visiting Decision (Baloglu & Brinberg, 1997).

The Mulawarman Museum is a museum in Tenggarong, East Kalimantan, Indonesia. Located near Mahakam River. This museum is a former palace built by the Dutch during the 1930s which was once the power base where 19 (nineteen) sultans ruled. The museum contains historical statues and antiques, ancient furniture, bedrooms decorated with hand-woven 'doyo' fabrics, and items from the Ming, Qing and Yuan dynasties. This museum contains a Balinese puppet theatre, donated by the Sultan of Yogyakarta (Bartels & Hoogendam, 2011).

This museum was built by adopting the traditional architecture of the Dayak tribe in Kutai. Discover the best tourist attractions in Kalimantan, Indonesia including the Mulawarman museum, Sambas Regional museum, Kapuas Raya museum, Alri monument division IV Kalimantan defense, Lambung Mangkurat Banjarbaru museum, Wasaka museum, Sadurengas Palace Museum, Dahor Heritage Balikpapan, Dara Juanti museum, Sendawar Ethnography Museum . This museum has one of the most complete collections in Indonesia (Crompton, 1979).

The following is the last updated visitor data carried out by BPS on the number of visitors to the Mulawarman Museum:

Table 1 Number of visitors

Month	Domestic		Overseas		Amount
	Domestic		*Foreign*		*Total*
	Mature	Children	Mature	Children	
	Adult	*Child*	*Adult*	*Child*	
-1	-2	-3	-4	-5	-6
January	2 662	9 697	21	-	12 380
February	3 058	3 543	47	-	6 648
March	7 500	2 874	33	-	10 407
April	4 702	2 061	42	-	6 805

May	5 241	2 711	27	-	7 979
June	5 509	2 946	49	-	8 504
July	1 101	355	12	-	1 468
August	12 157	5 540	48	-	17 745
September	4 317	1 937	61	-	6 315
October	6 443	2 582	20	-	9 045
November	5 603	2 619	33	-	8 255
December	8 918	2 875	42	-	11 835
2019	**67 211**	**39 740**	**435**	**-**	**107 386**
Total 2018	**61 508**	**27 010**	**346**	**3**	**88 867**
2017 *total*	90 189	30 764	307	6	121 266
2016	66 658	24 559	288	5	91 510
2015	71 702	31 525	200	5	103 432

Source: BPS processed by researchers

From the table above, it can be seen the increase and decrease in the number of visitors to the Mulawarman museum from 2015 to 2019. The targeted data obtained was in 2019 with a total of 67,211 visitors. In 2020 BPS has not updated the number of visitors to the Mulawarman museum, it could be due to conditions that occurred during the pandemic where the Mulawarman museum was not opened in an uncertain time until now (Gartner, 1994).

Tourist behavior is the most important indicator or predictor of tourist behavior in the future. By considering the social role of tourists, the behavior of individual tourists can also be an indicator of the behavior of others. With their behavior, tourists establish social norms of behavior in the tourism context. These norms are also followed by other consumers; who have not engaged in travel or tourist behavior, as well as those who do (Hania & Pangestuti, 2016).

Based on previous research conducted by Asiku et al. 2020 The Influence Of Image Destination On Revisit Intention And Word Of Mouth Trough Tourist Satisfaction (Study On Tourism Pulo Love Eco Resort, Boalemo District)" analyzes Destination image and visiting intention The structural equation modeling analyzes SEM – PLS Destination image variable has a significant effect on intention visited. Purnama & Wardi (2019) "The Influence of Destination Image, Tourists Satisfaction, and Tourists Experience toward Revisit Intention to The Most Beautiful Village in The World (Nagari Tuo Pariangan)" Destination image and visiting intention The structural equation modeling analyzes SEM – PLS. The destination image variable has a significant effect on the intention to visit (Jani & Han, 2011).

The results of research conducted by (Hania & Pangestuti, 2016) The Influence Of Electronic Word-Of-Mouth And Destination Image On Visit Decision Through Visit Intention As Intervening Variable "Destination image, WOM and visiting decision The structural equation modeling analyzes SEM – AMOS Image variable Destinations have a significant effect on the decision to visit (Al-Kwifi, 2015) entitled "The Impact Of Destination Images On Tourists' Decision Making A Technological Exploratory Study Using FMRI" Destination image, WOM and visiting decision The structural equation modeling

analyzes SEM Destination image variables have a significant effect on decisions visit (Khasanah, 2013).

The research on GAP results conducted by (Al-Kwifi, 2015) "The Influence of Privacy, Social Influence on Online Purchase Intention: Trust as a Mediation Variable" Social influence and purchase intention. The analytical tool used is SEM-PLS. There is a social influence variable that has a significant effect on the interest of Komalasari et al 2021 "Factors Influencing Purchase Intention in Affecting Purchase Decision: A Study of E-commerce Customer in Greater Jakarta" Social influence and decision The analysis tool used is SEM There is a social influence variable that has a significant effect on decisions. Research conducted by Rahmaningtyas et al 2017 "Factors Affecting Online Purchasing Of Local Food". Factors Affecting the Purchase of Regional Specialty Foods Online Social influence and purchase intention. The analytical tool used is SEM-PLS. There is a social influence variable that has a significant effect on the interest of (Hania & Pangestuti, 2016) "Intention to buy, interactive marketing, and online purchase decisions". Purchasing intention and purchase decision analysis used is SEM. Interest variables have a significant effect on decisions (Lyu & Lee, 2013).

From previous research, researchers want to prove whether the image of the destination and social influences affect the intention to visit and can influence the decision to visit the Mulawarman museum. Whether the variables that have similarities with previous researchers can find results that support previous research or do not support previous research, see researchers using different respondents, different objects, different regions and geographical conditions (MacInnis & Price, 1987).

According to behavioral theory, especially consumer behavior that a person or consumer will decide to buy, use or choose (decision) a product or service does not depend on how the consumer's own interest (intention) is.

In this study, the predictive variables or variables that shape or influence visiting decisions and visiting intentions are the image of the destination and social influences which are used as exogenous variables that either directly affect the endogenous variables of visiting decisions and affect visiting intentions. The two variables are considered to have an influence on the attitudes and behavioral interests of museum visitors. There is still a gap between marketing researchers regarding the relationship between destination image variables and social influences on visiting decisions (attitudes when choosing, buying attitudes, using attitudes or visiting attitudes) (McKenna & Bargh, 2000). The research results are still diverse, which encourages researchers to conduct research with different objects, namely the application of tourism, because research with the object of products, services, online shopping, electronic money, tourism, mobile banking has been widely studied. The next phenomenon is that researchers still find research results published in international journals about destination image variables and social influences on visiting intentions, which in conclusion the research results are still diverse. There are some whose research results have been shown to have a significant effect on intentions and there are also those whose research results are not significant and on the decision to visit (Moore, Rodger, & Taplin, 2017).

From the explanation above, to find out the influence of destination image, social influence, interest in visiting, and the decision to visit can be done through a study entitled The Effect of Destination Image and Social Influence on Visiting Intentions and Visiting

Decisions at the Mulawarman Museum, Kutai Kartanegara Regency during the Covid-19 Pandemic Period. 19.

METHOD RESEARCH

This study uses a quantitative research approach. The quantitative approach aims to test theories, build facts, show relationships between variables, provide statistical descriptions, estimate and predict the desired results. This study consists of 4 variables, namely the independent variable (X), namely Social Influence and Destination Image. the dependent variable (Y) is the intention to visit and the decision to visit the Mulawarman museum visitors. The population used in this study is people who have visited the Mulawarman museum in Kutai Kartanegara. The number of samples selected for this study was 120 respondents. In this study the authors used two sources of data, namely primary data and secondary data. The data collection technique that will be carried out in this study is to distribute a list of questions in the form of statements, or questionnaires in writing or online with closed answers. The data analysis technique in this study is in the form of descriptive analysis, which is a technique to express and explain the opinions of respondents based on answers from research instruments that have been proposed by researchers. From the data that has been collected, then a descriptive data analysis is carried out, namely by describing objectively and systematically the situation in the field.

RESULTS AND DISCUSSION

A. RESULT

1. Research Instruments Validity and Reliability Test Results

In this study there is a validity test and reliability test for the instrument on each item in this study which aims to test and find out whether the answers from respondents in this study are valid or the questions on the questionnaire can be understood by respondents, and reliable or respondents' answers can be said to be consistent. Items from research instruments according to Sugiyono (2012) can be declared valid if the Pearson Correlation value on each item has a value greater than or equal to 0.30. And also the instrument in a study can be declared reliable or has a consistent answer if the value of Cronbach's Alpha on each item is greater than or equal to 0.60. The results of testing the validity and reliability of the research instrument in this study used the SPSS (Statistical Package for the Social Sciences) software version 23. The following table contains a summary of the results of the validity and reliability test of the instrument on each item used in this study.

Table 2 Test of Validity and Reliability

Variable	Code	Correlation coefficient	Note.	Reliability
X 1 Destination image	X 1.1	0 .707	Valid	0.770 (*Reliable*) _
	X 1.2	0.697 _	Valid	
	X1.3	0.693	Valid	
X2 *Social Media*	X2 .1	0.815 _	Valid	0.801 (*Reliable*) _
	X2 .2	0.794 _	Valid	
	X2.3	0.624	Valid	

Y1 Vote Intention	Y1.1	0.841 _	Valid	0.832 (Reliable)
	Y1.2	0.825 _	Valid	
	Y1.3	0.780 _	Valid	
Y2 Voter's Behavior Decision	Y2.1	0.412 _	Valid	0.6 30 (Reliable)
	Y2.2	0.5 39	Valid	
	Y2.3	0.507 _	Valid	

Source: Created by Researchers 2022

Based on the table states that the destination image variable (X1) which has 3 indicators using SPSS statistical software shows that the results of each instrument item are declared valid because each item has a Pearson Correlation value of more than 0.30 and is declared reliable because the Croanbach Alpha value is more than 0.60.

The social influence variable (X2) which has 3 indicators using SPSS statistical software shows that the results of each instrument item are declared valid because each item has a Pearson Correlation value of more than 0.30 and is declared reliable because the Croanbach Alpha value is more than 0.60. . then this instrument can be used by

The visit intention variable (Y1) which has 3 indicators using SPSS statistical software shows that each instrument item is declared valid because each item has a Pearson correlation value of more than 0.30 and is declared reliable because the Cronbach alpha value is more than 0.60

Finally, the decision variable to visit (Y2) which has 3 indicators using SPSS statistical software shows that the results of each instrument item are declared valid because each item has a Pearson Correlation value of more than 0.30 and is declared reliable because the Croanbach Alpha value is more than 0.3 60.

2. Hypothesis Testing Results

This result aims to find out whether a hypothesis made in this study can be proven or not, then the data that has been collected in accordance with the number of samples that have been determined is then carried out a statistical test with the help of AMOS software version 23. The hypothesis is declared proven if the Probability value is more is less than 0.050 or the Critical Ratio value is greater than 1.96. The results of hypothesis testing can be seen in the following table:

After conducting data analysis and hypothesis testing using the SEM analysis tool with the help of AMOS software version 23.

Table 3 Hypothesis test results

Variable	Standardize Path Coefficient	CR (Critical Ratio)	Probability	Information
C D – NM	0.292 _	2,265	0.024	Significant
PS – NM	0.318 _	-0.883	0.377	Not Significant
C D – KM	0, 105	0.416	0.677	Not Significant

PS – KM	0.198 _	2.052	0.040	Significant
NM – KM	0.094 _	3,298	***	Significant

Source: Data in 2022 Researcher

3. Hypothesis Testing 1 (One)

Based on the results of the first hypothesis test which states that it is suspected that the destination image variable has a significant effect on the visiting intention variable which shows a Critical Ratio (CR) value of 2.265 with a probability number of 0.024. This value meets the requirements for the acceptance of the first hypothesis, it can be stated that the hypothesis is proven.

a. Hypothesis Testing 2 (two)

Based on the results of the second hypothesis test which states that it is suspected that the social influence variable has no significant effect on the visiting intention variable which shows the Critical Ratio (CR) value of -0.883 with a probability number of 0.377. This value does not meet the requirements for the acceptance of the second hypothesis, it can be stated that the hypothesis is not proven.

b. Hypothesis Testing 3 (Three)

Based on the results of the third hypothesis test which states that it is suspected that the destination image variable has no significant effect on the visiting decision variable which shows a Critical Ratio (CR) value of 0.416 with a probability number of 0.677. This value does not meet the requirements for the acceptance of the third hypothesis, it can be stated that the hypothesis is not proven.

c. Hypothesis Testing 4 (four)

Based on the results of the fourth hypothesis test which states that it is suspected that the social influence variable has a significant effect on the visiting decision variable which shows the Critical Ratio (CR) value of 2.052 with a probability number of 0.040. This value meets the requirements for the acceptance of the fourth hypothesis, it can be stated that the hypothesis is proven.

d. Hypothesis Testing 5 (five)

Based on the results of the fifth hypothesis test which states that it is suspected that the intention to visit variable has a significant effect on the visiting decision variable which shows a Critical Ratio (CR) value of 3,298 with a probability number of ***, this value meets the requirements for the acceptance of the fifth hypothesis, then the hypothesis can be stated it is proven.

4. Model Fit Test Results

In this stage, testing is carried out on the suitability of the model through a study of various goodness of fit criteria. Several conformity indices and their cut off values are used to test whether a model can be accepted or rejected.

Viewed from the table shows that the results of the goodness of fit index test that meet the cut of value are Chi-square, Significancy Probability, RMSEA, CMIN/DF, TLI, and CFI with the values listed in the table, the research model in this study can be stated fit and several tests produce results close to fit or marginal fit.

Table 4 Test Results of the Goodness of Fit Index Overall Model

Goodness of Fit index	Cut of Value	Model Results	Information
C hi-square	Small	50.595	Marginal Fit
Significancy Probability	0.05	0.3	Fit
RMR	0.10	0.037	Fit
RMSE A	0.08	0.021	Fit
GFI	0.90	0.93	Fit
AGFI	0.90	0.88	Marginal Fit
CMIN/ DF	1.00- 2.00	1.054	Fit
TLI	0.95	0.98	Fit
CFI	0.95	0.98	Fit

Source: Data has been processed by researchers, 2022

5. Loading Factor

The value or score of the loading factor is the weight of each indicator or item as a measure of each variable studied in this study. An indicator that has a loading factor with a large value is the strongest variable measuring indicator. The following is an explanation of the loading factor of each research variable:

a. Loading Factor Variable Destination image (X1)

The results of confirmatory factor analysis on indicators or items from the destination image variable (X1) which has 3 indicators The weight or value of the loading factor of each indicator can be seen in the following table:

Table 5 Loading Factor Destination image variable (X1)

Indicator	*Standardize Loading Factor*	Information
X1.1	0.411	
X1.2	0.622	Strongest
X1.3	0.466	

Source: Data has been processed by researchers, 2022

So it can be stated that of all the destination image indicators (X1) used in this study the most influential is the X1.2 indicator with a loading factor value or weight of 0.622.

b. Loading Factor Social influence variable (X2)

The results of the confirmatory factor analysis on indicators or items from the social influence variable (X2) which have 3 indicators

Table 6 Loading Factor Social influence variable (X2)

Indicator	*Standardize Loading Factor*	Information
X2.1	0.794	Strongest
X2.2	0.664	
X2.3	0.349	

Source: Data has been processed by researchers, 2022

So it can be stated that of all indicators of social influence (X2) used in this study the most influential is the indicator X2.1 with a value or weight of loading factor of 0.794.

c. Loading Factor Variable Intention to visit (Y1)

The results of the confirmatory factor analysis on indicators or items from the variable of intention to visit (Y1) which are 3 indicators

Table 7, Loading Factor Variable intention to visit (Y1)

Indicator	*Standardize Loading Factor*	Information
Y1.1	0.785	Highest
Y1.2	0.748	
Y1.3	0.615	

Source: Data has been processed by researchers, 2022

So it can be stated that of all the indicators of intention to visit (Y1) used in this study the most influential is the Y1.1 indicator with a value or weight of a loading factor of 0.785.

d. Loading Factor Visiting decision variable(Y2)

The results of the confirmatory factor analysis on indicators or items from the visiting decision variable (Y2) which are 3 indicators

Table 8 Loading Factors Visiting decision variables (Y2)

Indicator	*Standardize Loading Factor*	Information
Y2.1	0.405	Strongest
Y2.2	0.370	
Y2.3	0.373	

Source: Data has been processed by researchers, 2022

So it can be stated that of all the visiting decision indicators (Y2) used in this study the most influential is the Y2.1 indicator with a loading factor value or weight of 0.405.

6. The description of Confirmatory Equations and Structural Equations

Confirmatory equations and structural equations are translations of the model used in this study, confirmatory equations translate about the relationship of variables to the indicators used as a measuring tool for the variables used in this study, while the structural equation is a translation of the path or path of the relationship between the variables. variables used in this study. The following are the results of the equations obtained after performing the k statistical test with the help of AMOS software.

B. DISCUSSION

1. Influence of destination image on visit intention

The results of the first hypothesis test which stated that it was suspected that the destination image variable had a significant effect on the visiting intention variable which showed a Critical Ratio (CR) value of 2.265 with a probability number of 0.024. This

value meets the requirements for the acceptance of the first hypothesis, it can be stated that the hypothesis is proven.

This proven hypothesis is in line with the statement from (King et al., 2015) Destination image has become one of the most popular research topics in tourism. Assaker (2014) defines image as a set of ideas, expectations, and emotional thoughts that tourists retain from a destination or represent associations and pieces of information connected to the destination.

(Chen and Tsai, 2017). Destination image plays an important role in destination selection, decision-making processes and selection of activities at destinations such as accommodation, attractions to be visited, activities to participate in tourism activities, behavior, including experience at the destination, evaluation and loyalty to certain destinations.

This can be interpreted that the image owned by the Mulawarman museum has a role in increasing one's interest in his mind. The image of the destination has met the expectations in the minds of the visitors so that it can increase their interest in visiting the Mulawarman museum. Affective as the strongest loading factor means that visitors subjectively like the image of the Mulawarman museum, from its image as the largest historical relic in Kutai Kernanegara Regency which is even currently still active in its management, causing a positive impact on the hearts of visitors.

2.   Social influence on intention to visit

The results of the second hypothesis test which stated that it was suspected that the social influence variable had no significant effect on the variable of intention to visit which showed a Critical Ratio (CR) value of -0.883 with a probability number of 0.377. This value does not meet the requirements for the acceptance of the second hypothesis, it can be stated that the hypothesis is not proven.

Based on the results of the analysis of this hypothesis is not in line with the statement of Venkatesh et al. (2013) defines social influence as showing the extent to which an individual's perception of something that other people believe in the use of the new system.

This result is also not in line with Wang and Chou (2014), social influence refers to how other people influence one's behavioral decisions. Social influence is related to external pressure (from important people in one's life, such as family, friends, and supervisors at work).

The results of the analysis show that the strongest indicator of the influence of social experience has not been able to increase interest in visiting because according to visitors their experience only raises excessive expectations of the object, they feel that their own experience is trusted and increases interest in visiting the Mulawarman museum. This means that no matter how good or bad the social or environmental experience they have, they don't want to believe it before they visit the Mulawarman museum themselves.

3.   Influence of destination image on visiting decision

the results of the third hypothesis test which stated that it was suspected that the destination image variable had no significant effect on the visiting decision variable which showed a Critical Ratio (CR) value of 0.416 with a probability number of 0.677. This value does not meet the requirements for the acceptance of the third hypothesis, it can be stated that the hypothesis is not proven the third hypothesis is not in line with the

results proposed, The affective image component represents the emotional response of tourists or destination assessments. Stated that tourist destination brands can be achieved by managing the image of the destination, especially by producing a unique image that can strengthen the overall perception of potential tourists from the destination and can differentiate the destination from other destinations.

This means that even though in the minds of visitors the expectations have been fulfilled, visitors still think again to visit the Mulawarman museum, this is because even though their expectations are fulfilled they still feel that they still find some information about the bad image of the Mulawarman museum, thus lowering their decision to visit the Mulawarman museum.

4. Social influence on the decision to visit

The results of the fourth hypothesis test which stated that it was suspected that the social influence variable had a significant effect on the visiting decision variable which showed a Critical Ratio (CR) value of 2.052 with a probability number of 0.040. This value meets the requirements for the acceptance of the fourth hypothesis, then it can be stated that the hypothesis is proven

This result is in line with the thoughts of (Al-Kwifi, 2015) which means that which includes groups (reference groups, aspiration groups and member groups), family, roles and status. Outside influence from other people on purchasing decisions either directly or indirectly. Social factors include factors that significantly influence consumer behavior.

The results of this hypothesis support the statement of Ali et al., 2019 which states in their research that social influence is influenced by Experience (usually someone can have the desire to use, buy, or visit only because of a good experience that has been done by others). Knowledge (information received by someone about a place can increase a person's desire to visit). Perception (other people's experiences can change and bring up good perceptions in one's mind)

Internal social influences such as family and friends can be reasons that can affect the emotional end of visiting the Mulawarman museum such as visitors being invited to year-end family holidays, school holidays, and holidays. External influences can also be a demand for visitors to visit the Mulawarman museum such as office events, research visits, etc. This is because the information possessed by the social environment indirectly moves someone to visit the Mulawarman museum

5. The effect of visiting intentions on visiting decisions

The result of the fifth hypothesis test which states that it is suspected that the visiting intention variable has a significant effect on the visiting decision variable which shows a Critical Ratio (CR) value of 3,298 with a probability number of ***, this value meets the requirements for the acceptance of the fifth hypothesis, then the hypothesis can be stated. proven.

The results of the last hypothesis are in line with Kotler, P. and Keller, KL (2016) in theory suggesting instruments that might influence visitors, namely as follows: Namely action (that visitors already know what to do when visiting tourist attractions), Context (written rules) or spoken that has been determined by tourist attractions), and Time (timeliness when visiting can also affect when the desire to visit increases).

This means that when visitors already have the highest interest and the end has enough information so they already know what to do when visitors are at the

Mulawarman museum they will realize it in the form of visiting the Mulawarman museum.

CONCLUSION

Based on the results of the analysis and discussion, it can be concluded that the image of the destination has a significant effect on the visiting intentions of visitors to the Mulawarman 2022 museum. So the better the image of the destination, the higher the intention to visit. Social has no significant effect on visitors' intention to visit the Mulawarman 2022 museum. So the better the social level, the higher the intention to visit. The image of the destination has no significant effect on the decision to visit the visitors of the Mulawarman 2022 museum. So the high or low level of the image of the destination does not affect the decision to visit. Social influence has a significant effect on the decision to visit Mulawarman museum visitors in 2022. So the better the social level, the higher the decision to visit. Intention to visit has a significant effect on the decision to visit Mulawarman museum visitors in 2022. So the higher the intention to visit, the higher the decision to visit.

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