

Integrated marketing communication and brand heritage: A strategic approach to increasing museum visit intention in Indonesia

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Abstract: *This study tests the integrated marketing communication (IMC) strategy on visit intention in Indonesia. This study also aims to test the effect of IMC on brand heritage and the mediation effect of brand heritage on IMC and interest in visiting museums. The sample in this study was 240 respondents. Data was collected by distributing questionnaires online via Google Forms and processed using the SEM model with AMOS software. The results of the study showed that IMC had a positive effect on the intention to visit museums. Effective IMC (including advertising, direct promotion, direct marketing, public relations, WOM, events and experiences, and interactive marketing) can increase the intention to visit museums in Indonesia. In addition, the study's results prove the positive effect of IMC on brand heritage and the effect of brand heritage on interest in visiting museums. This study also found that brand heritage can mediate IMC and interest in visiting museums. The results of this study are expected to help museum owners and managers have the right and effective IMC strategy to increase tourist interest in visiting museums. The right IMC strategy will also increase brand heritage and interest in visiting museums.*

Keywords: *IMC; museum; visit intention*

Komunikasi pemasaran terpadu dan warisan merek: Pendekatan strategis untuk meningkatkan minat kunjungan museum di Indonesia

Abstrak: *Penelitian ini bertujuan untuk menguji strategi integrated marketing communication (IMC) terhadap minat berkunjung di Indonesia. Penelitian ini juga bertujuan untuk menguji pengaruh IMC terhadap brand heritage dan pengaruh mediasi brand heritage terhadap IMC dan minat berkunjung*

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museum. Sampel dalam penelitian ini sebanyak 240 orang responden. Pengumpulan data dilakukan dengan menyebarkan kuesioner secara daring melalui Google Forms dan diolah menggunakan model SEM dengan software AMOS. Hasil penelitian menunjukkan bahwa IMC berpengaruh positif terhadap minat berkunjung museum. IMC yang efektif (meliputi periklanan, promosi langsung, pemasaran langsung, hubungan masyarakat, WOM, acara dan pengalaman, serta pemasaran interaktif) dapat meningkatkan minat berkunjung museum di Indonesia. Selain itu, hasil penelitian membuktikan adanya pengaruh positif IMC terhadap brand heritage dan pengaruh brand heritage terhadap minat berkunjung museum. Penelitian ini juga menemukan bahwa brand heritage dapat berperan sebagai mediator antara IMC dengan minat berkunjung museum. Hasil penelitian ini diharapkan dapat membantu pemilik dan pengelola museum memiliki strategi IMC yang tepat dan efektif untuk meningkatkan minat wisatawan berkunjung museum. Strategi IMC yang tepat juga akan meningkatkan warisan merek dan akan meningkatkan minat mengunjungi museum.

Kata Kunci: *IMC; minat berkunjung; museum*

INTRODUCTION

Indonesia is a country that has a wealth of history and culture such as museums and cultural heritage, which have great potential in attracting tourists both domestically and abroad. Museums are a means to increase understanding and instill the noble values of culture (Romys, 2023). Based on data from the Ministry of Education, Culture, Research, and Technology in 2023, the total number of museums in Indonesia is 450 (Sambodo & Rizky, 2023). The existing phenomenon shows that although the number of museums in Indonesia is quite large, the number of visitors to museums in Indonesia has decreased. BPS Jakarta data shows that in 2021, visits to museums in DKI Jakarta were only 119,657, in 2020 there were 2,056,897, and in 2019 there were 11,092,256 (Romys, 2023). This shows a profound decline in the intention to visit museums. The downward trend is because museums are currently only considered places to store ancient items for Generation Y, let alone Generation Z. An integrated marketing communication strategy is needed to increase intention to visit museums.

Interest in visiting a museum is an individual's desire or intention to visit a museum based on perception, motivation, and previous experience (Facrura & Amalia, 2021). This interest not only includes the intention to visit physically but also involves recommendations to others and the possibility of repeat visits. Interest in visiting a museum is influenced by various factors, one of which is marketing communication activities.

Marketing communication activities are important to developing tourism (Lestari, 2023). Marketing communication is a tool companies use to provide information to convince consumers about the products and brands offered directly and indirectly (Abidin & Sinduwiatmo, 2023). Marketing communication strategies are needed for promotional activities related to information about tourist attractions and tourism activities to be more effective (Lestari, 2023).

Integrated Marketing Communication (IMC) has become standard in effective marketing practices. IMC involves the integration of various marketing channels and elements to create a consistent and coherent message to the target audience. Although not a new paradigm, IMC is still relevant and important in the ever-changing business environment (Wantara & Prasetyo, 2023). However, only a few studies discuss IMC and its application in tourism, especially in museums. Therefore, the concept of IMC in museums needs to be studied further.

The company or management needs to know the IMC strategy that influences the intention to visit museums to maintain and increase the number of visits and services to visitors. IMC is a strategy implemented with integrated media through messages so that they can be delivered consistently, efficiently, and effectively (Foster et al., 2020; Soraya et al., 2022; Suriantari et al., 2023). The American Marketing Association states that IMC is a marketing communication plan concept that evaluates the strategic role of various communication tools, such as advertising, public relations, personal selling, and sales promotion, in a comprehensive program (Wantara & Prasetyo, 2023).

Oluwafemi & Adebisi (2018) found a significant relationship between advertising, direct marketing, publicity, and sales promotion on customer satisfaction. Customer satisfaction is essential when evaluating the final results of IMC implementation in a company (Reid, 2005). Therefore,

consistent and coherent communication delivered through various channels will benefit customer satisfaction (Porcu et al., 2019). Wantara & Prasetyo (2023) shows that integrated marketing communications can influence customer satisfaction and loyalty. Suriantari et al. (2023) also found that eight main aspects of IMC, namely advertising, sales promotion, personal selling, public relations, direct marketing, events and experiences, social media marketing, and interactive marketing, impact increasing tourist visits. Faujiah et al. (2024) found that not all dimensions of IMC affect domestic tourist visit interest in Lebak Regency. Word of mouth marketing, experiences and events, and online marketing affect domestic tourist visits. In contrast, advertising, sales promotion, public relations, and interactive marketing do not affect domestic tourist visits to tourist locations in Lebak Regency. Fikri & Sahdandi (2021) also shows an influence of online marketing strategies on consumer purchasing interest. Soraya et al. (2022) also, personal selling, public relations, and direct selling strategies increase patient visits to Royal Prima Hospital. Based on this, the following research hypothesis was developed:

H₁: IMC positively influences interest in visiting museums in Indonesia.

Museums are unique assets when compared to other recreational destinations. Brand heritage is a valuable concept developed to show a trademark identity (Salim & Sustaningrum, 2019). Brand heritage related to museums includes historical, cultural, and emotional values attached to their collections and stories. Several elements of brand heritage, namely longevity, the background root of the trademark, core values, historical concepts introduced by an organization (Nursal, 2022). This advantage can be an added value if supported by effective marketing communications (Nursal, 2022). IMC also plays an important role in strengthening public perception of a brand's historical and cultural value and influencing consumers' intention to visit cultural institutions such as museums (Foster et al., 2020). Porcu et al. (2019) also showed that IMC not only improves business performance but also strengthens brand heritage as a strategic asset. IMC strengthens brand heritage by creating emotional and inspiring experiences for visitors (Wantara & Prasetyo, 2023). Based on this, the following research hypothesis was developed:

H₂: IMC has a positive effect on brand heritage.

Brand heritage builds emotional connections with museum visitors, thereby attracting their attention. Integrating heritage brands into IMC strategies will make museums feel more meaningful experiences and encourage visitors to visit (Elfrida et al., 2024). Facrureza & Amalia (2021) found that heritage brands play an important role in increasing interest in visits, even during the pandemic, the Wayang Museum managed to attract visitors through strong historical narratives and interactive virtual experiences. Lestari (2023) also found that tourist destinations that have strong historical and cultural values are more in demand by visitors than modern destinations without heritage values. Salim & Sustaningrum (2019) also found that heritage brands play an important role in building a positive image value for a tourist destination. A strong heritage brand will increase tourist interest in visits. Based on this, the hypothesis developed is:

H₃: Brand heritage positively influence interest in visiting museums in Indonesia.

Nurjanah & Muhartini (2021) found that heritage brands act as mediators in the relationship between IMC and brand loyalty. Heritage brands can strengthen the influence of IMC on visiting interest by creating an emotional connection between visitors and the museum. Elfrida et al. (2024) also showed that heritage brands can be used as a tool to mediate the influence of IMC on museum visiting interest by creating meaningful experiences for visitors. Suriantari et al. (2023) found that IMC helps introduce heritage brands more attractive through interactive events, social media, and digital marketing campaigns. Heritage brands can be used to mediate the influence of IMC on post-pandemic museum visiting interest. Based on this, the hypothesis developed is:

H₄: Brand heritage mediates the positive influence of IMC on museum visit interest in Indonesia.

Based on literature review and results from previous research, this research has a model that can be seen in Figure 1.

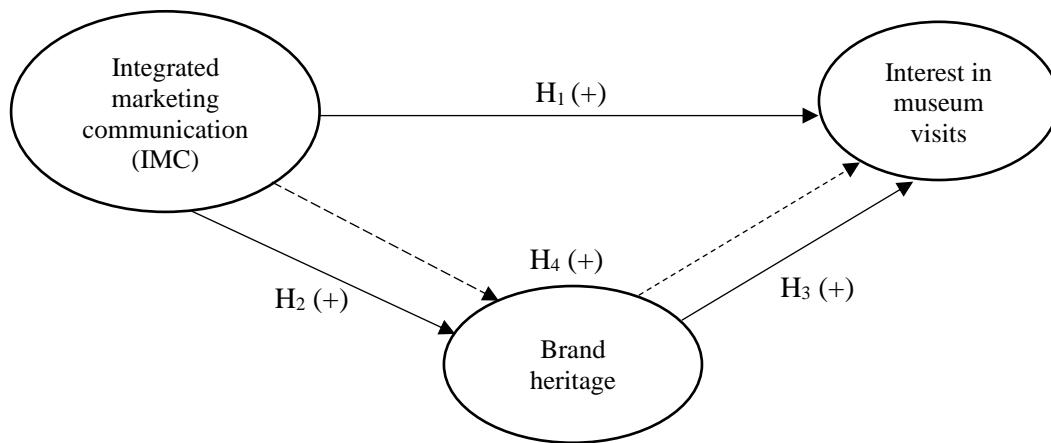


Figure 1. Research model
Source: Researcher analysis results (2024)

METHOD

This study is basic research with a quantitative approach to test IMC on interest in visiting museums. Eight dimensions of IMC, namely advertising, direct promotion, direct marketing, public relations, direct selling, WOM, event & experience, and interactive marketing are also seen for their influence on interest in visiting museums. The study uses primary data in questionnaires distributed to 240 respondents (Hair et al., 2010). Distribution via Google Forms during October-November 2024. The study used a non-probability sampling method with a purposive sampling technique through the criteria (1) domiciled in Surabaya; (2) have visited museums in Indonesia at least twice in the last 2 years; and (3) being a Gen Z. The questionnaire used a 5-point Likert measurement scale where 1 is strongly disagree and 5 is strongly agree. Data analysis used the second order SEM model with AMOS software.

The endogenous variables in this study are museum visit interest, while the exogenous variables are IMC and brand heritage. The museum visit interest variable has 3 indicators. In comparison, IMC has 8 indicators, consisting of 4 of advertising, 4 of direct promotion, 4 of public relations, 4 of direct selling, 3 of WOM, 8 of event & experience, and 12 indicators of interactive marketing. While brand heritage has 5 indicators, longevity 3 indicators, historical concept 3 indicators, core value 3 indicators, symbol 3 indicators, and track record 3 indicators. The results of validity and reliability are measured from the value *standardized loading*, AVE, and CR. Each variable is declared valid if it has a loading factor value ≥ 0.5 and AVE ≥ 0.5 , while reliable if it has a CR value > 0.7 .

Table 1. Operationalization of research variables

Variable		Indicator
<i>Integrated marketing communication</i> (IMC), it is the act of carefully integrating and coordinating the many corporate communications channels to provide clear, consistent, and compelling messages about	Advertisement (I.1)	<ul style="list-style-type: none"> • The media used for advertising by museums in Indonesia are diverse, such as television, radio, newspapers, IG, TikTok, etc. • Advertisements displayed by museums in Indonesia in various media provide complete and accurate information. • Museum advertisements in Indonesia presented in various media are very interesting. • After seeing the advertisement, I was interested to know more about museums in Indonesia.
	Sales promotion (I.2)	<ul style="list-style-type: none"> • Prize draws, coupons, or sponsorships from museums in Indonesia are very interesting to me. • Museums in Indonesia provide complete and accurate information on promotional media such as prize draws, coupons, or event sponsorships.

the organization
and the
company's
products (Porcu
et al., 2019)

Direct marketing
(I.3)

- Museums in Indonesia often hold prize draws, give away gift coupons, or sponsor events.
- Special offers from museums in Indonesia make me more interested in visiting.
- Museums in Indonesia conduct direct marketing via online websites, IG, TikTok, YouTube, telephone, and interactive TV.
- The promotion, provided by museums in Indonesia through online websites, IG, TikTok, YouTube, telephone, and interactive TV, is very interesting for me.
- Direct marketing, provided by museums in Indonesia such as online websites, IG, TikTok, YouTube, telephone, and interactive TV, make it easy for me to visit.
- I feel that museums in Indonesia provide useful information through direct communication.

Public relations
(I.4)

- Museums in Indonesia often hold activities that involve the public, such as birthday parties, competitions, seminars, and so on.
- Museums in Indonesia strongly commit to introducing culture and history in Indonesia.
- The communication of museums in Indonesia carried out made me appreciate the importance of preserving culture.
- Museums in Indonesia have succeeded in building a good reputation through various events or activities.

Direct sales
(I.5)

- Museums staff provide clear and helpful information about museums exhibits and services.
- My interactions with museums staff made me more interested in visiting.
- Museums staff could answer my questions well and provide relevant information.
- I am satisfied with the service provided by museums staff in explaining the existing collections or programs.

Word of mouth
(WoM)
(I.6)

- Intention to recommend:*
- I would recommend museums in Indonesia to friends and family.
 - I feel confident in recommending others to visit museums in Indonesia.
 - Museums in Indonesia are one of the places I would recommend for people interested in history and culture.

Positive talk:

- I often speak positively about museums in Indonesia to others.
- I feel happy to tell good things about museums in Indonesia.
- I am proud to recommend museums in Indonesia because of its collections and programs.
- My experience at museums in Indonesia is worth sharing as an inspiration to others.

Information sharing:

- I feel enthusiastic about sharing my experiences at museums in Indonesia on social media.
- I often share information about museums in Indonesia with people around me.

Events & experiences (I.7)		<ul style="list-style-type: none"> • I want to help museums in Indonesia become more widely known by sharing my experiences. • I spread information about museums events or exhibitions in Indonesia to my friends. • I feel involved while participating in museums activities or events in Indonesia • I enjoy participating in events organized by museums in Indonesia. • Museums in Indonesia provide events that allow visitors to interact directly. • The activities held by museums made me feel like I was part of a cultural community. • I am satisfied with the experience from museums event in Indonesia. • My experience at museums event in Indonesia was very memorable for me. • Museums in Indonesia meet my expectations regarding the quality of events or exhibitions. • I feel that the experience at museums in Indonesia increased my interest in history and culture.
	Interactive marketing (I.8)	<ul style="list-style-type: none"> • I find it easy to interact with museums in Indonesia through websites or apps. • Museums in Indonesia have online features that make it easier for me to search for information. • I can find the information I need about museums in Indonesia quickly on its digital platform. • The online system of museums in Indonesia is very helpful and convenient to use. • I feel that the digital content or services of museums in Indonesia suit my interests. • My experience with museums apps or social media in Indonesia feels personal and relevant. • Museums in Indonesia provide content tailored to my interests in history or culture. • I feel that museums in Indonesia provide different experiences according to my preferences through digital interactions. • I often follow the content provided by museums in Indonesia via social media. • Museums in Indonesia provide interesting information and interactions through their digital platforms. • I am interested in continuing to follow the development of museums in Indonesia through digital platforms. • The digital content provided by museums makes me more interested in visiting museums in Indonesia in person.
Interest in visiting museums (M); interest in visiting can be interpreted as a feeling of	Willing purchase (M.1)	<ul style="list-style-type: none"> • I have a strong interest in visiting museums in Indonesia in person. • I am willing and able to visit museums in Indonesia in person. • I feel that visiting museums in Indonesia will be a valuable experience. • I first consider the distance to museums to visit museums in Indonesia directly.

interest or desire for someone to visit a place. (Facrureza & Amalia, 2021)	Purchase recommendation (M.2)	<ul style="list-style-type: none"> • I first consider the cost or fees to visit museums in Indonesia directly. • I want to know more information before visiting museums in Indonesia directly. • I am willing to recommend or suggest others to visit museums in Indonesia directly.
	Recommendation purchase (M.3)	<ul style="list-style-type: none"> • I am willing to invite others to visit museums in Indonesia directly. • I feel that museums in Indonesia are worth visiting and recommending to other tourists.
Brand heritage, it is a concept that is developed and how a history becomes a trademark identity and is valuable, where the elements of brand heritage are longevity, the background root of the trademark, main values, and historical concepts introduced by an organization. (Nursal, 2022)	Longevity (BH.1)	<ul style="list-style-type: none"> • Museums in Indonesia have a long history and have been operating for a long time. • I feel that the sustainability of museums in Indonesia strengthens their value and reputation.
	Historical concept (BH.2)	<ul style="list-style-type: none"> • Museums in Indonesia show consistency in providing educational experiences for visitors over time. • Museums in Indonesia have strong and interesting historical elements. • I feel that museums in Indonesia value and maintain their history and cultural heritage well.
	Core values (BH.3)	<ul style="list-style-type: none"> • The concept and historical story of museums in Indonesia strengthens its identity as a cultural preserver. • I believe that museums in Indonesia have a clear primary value as preserving history and culture. • The values upheld by museums in Indonesia are easily recognizable and relevant to today's visitors.
	Symbol (BH.4)	<ul style="list-style-type: none"> • Museums in Indonesia demonstrate a strong commitment to preserving and educating the public about Indonesia's historical and cultural values. • Museums in Indonesia have symbols or logos that are easily recognized and have special meanings. • The symbol of museums in Indonesia represents its history and uniqueness
	Track record (BH.5)	<ul style="list-style-type: none"> • I feel that the symbol of museums in Indonesia strengthens the image and identity of museums as a preserver of Indonesian culture. • Museums in Indonesia have a good track record in preserving and promoting Indonesian history and culture. • The past performance of museums in Indonesia gives me confidence in the quality of their collections and services. • Museums in Indonesia have demonstrated impressive achievements in cultural preservation and history education.

Source: Literature review by researchers (2024)

RESULTS AND DISCUSSION

Results

Based on the results of data processing, it shows that the respondent profile is as follows: gender is dominated by women as much as 70%, the largest age is dominated by 17-20 years old as much as 97%, current education is dominated by bachelor degree as much as 88% and not working as much as 73%, while monthly income is dominated by below IDR one million as much as 62%, the second place is income of IDR one up to five millions as much as 57%. Visits to museums in Indonesia are dominated

by one time as much as 32%, two times as much as 22%, three times as much as 18%, and five times as much as 11%.

The standardized loading value is a criterion for validity and reliability testing. Each statement item is declared valid with a standardized loading value ≥ 0.5 . Values that do not reach this number are declared invalid. Table 2 shows the results of valid standardized loading in the measurement model.

Table 2. Validity and reliability results

Variables	Indicator	Loading factors		(Loading factors) ²	1-Loading factors ²	CR	AVE
IMC	I.1	0.77	valid	0.60	0.40	0.92	0.58
	I.2	0.69	valid	0.48	0.52		
	I.3	0.83	valid	0.68	0.32		
	I.4	0.76	valid	0.58	0.42		
	I.5	0.71	valid	0.50	0.50		
	I.6	0.79	valid	0.62	0.38		
	I.7	0.73	valid	0.53	0.47		
	I.8	0.82	valid	0.67	0.33		
	Total	6.09		4.65	3.35		
	Total ²	37.06					
M	M.1	0.73	valid	0.53	0.72	0.72	0.47
	M.2	0.62	valid	0.39	0.85		
	M.3	0.89	valid	0.79	0.38		
	Total	2.23		1.51	2.21		
	Total ²	4.99					
BH	BH.1	0.89	valid	0.78	0.38	0.92	0.60
	BH.2	0.82	valid	0.67	0.55		
	BH.3	0.84	valid	0.70	0.51		
	BH.4	0.79	valid	0.63	0.60		
	BH.5	0.87	valid	0.76	0.42		
	Total	4.21		2.16	1.44		
	Total ²	17.74					

Source: AMOS data processing results (2024)

Based on Table 2, it can be seen from the AVE (average variance extracted) and CR (construct reliability) on each existing variable indicator. Indicators can be used if they have a standardized loading value ≥ 0.5 , an AVE value > 0.5 , and a CR value > 0.7 . Indicators can be considered valid and reliable. It can be seen in Table 2 that all variables meet the requirements for standardized loadings and CR. Meanwhile, a variable does not meet the requirements for AVE > 0.5 , namely, M. However, AVE with a value of 0.3 to 0.5 is still acceptable if the standardized loadings value > 0.5 and the CR value > 0.7 (Verhoef et al., 2002). So that two variables that do not meet the AVE requirements can still be accepted because they still meet the requirements (Verhoef et al., 2002).

The largest loading factors for IMC are I.3 and I.8, related to direct marketing and interactive marketing. This shows that the correlation between direct marketing and interactive marketing to IMC is high. The use and convenience of social media and digital platforms are important parts of IMC. While the lowest IMC loading factor is I.2, related to direct promotion. This shows that the correlation between direct promotion and IMC is low. Gifts, coupons, or event sponsorship, as direct promotions, are not very important parts of the IMC. Meanwhile, for visiting interest (M), the largest loading factor is M.3, namely recommendation purchase and the lowest is M.2, namely considering purchase. This shows that recommendation purchase has a high correlation with visiting interest while considering purchase has a low correlation. Recommendations are considerations made when visiting a museum are important in the interest in visiting a museum. While considerations of distance, cost, and finding information are not very important in the interest in visiting a museum. Finally, related to brand heritage, the largest loading factor is BH.1, namely longevity and the lowest is BH.4, namely symbol. This also shows that longevity has a high correlation with brand heritage, while symbols have a low correlation.

After all variables are valid and reliable, structural testing is continued with SEM in Amos. The following are the results of structural testing.

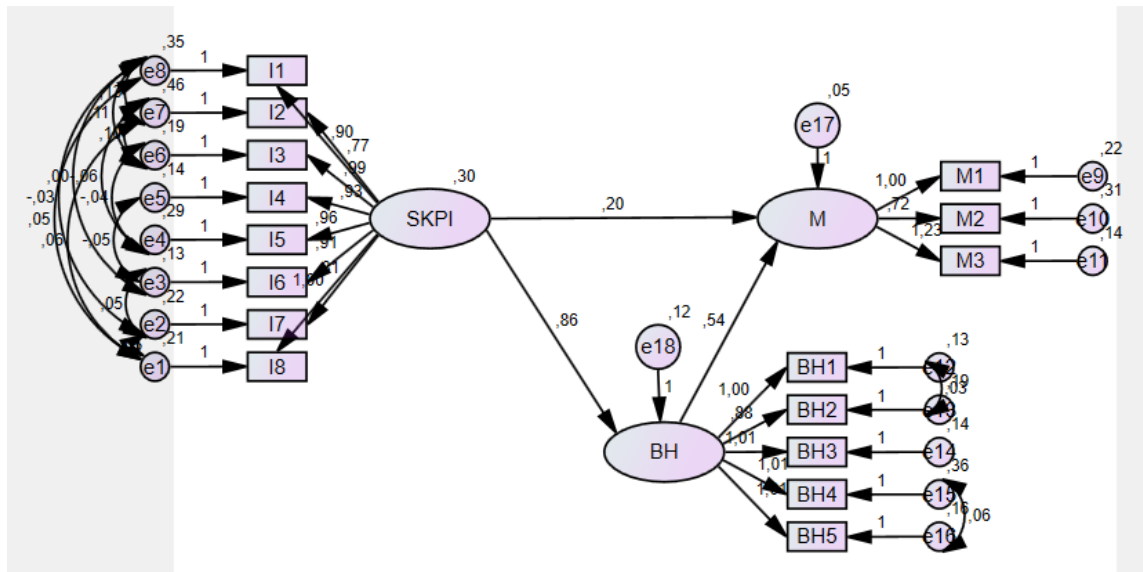


Figure 2. Results of SEM structural testing
Source: AMOS data processing results (2024)

Analysis of the influence of determination in SEM analysis is used to determine the extent of the contribution of exogenous variables to endogenous variables, which can be seen from the adjusted R-square. The determination coefficient (R^2) essentially measures how far the model's ability to explain endogenous variations (Darya, 2023). Adjusted R^2 has been adjusted to the degrees of freedom of each square included in the adjusted R^2 calculation. The coefficient of determination in SEM can be seen in the results of squared multiple correlations.

Table 3 shows the SEM output results related to square multiple correlation.

Table 3. Results of square multiple correlations

		Estimate
IMC (Integrated marketing communication)	I.1 (Advertisement)	40.9%
	I.2 (Direct promotion)	28.4%
	I.3 (Direct marketing)	66.6%
	I.4 (Public relations)	65.3%
	I.5 (Direct selling)	49.8%
	I.6 (Word of mouth)	66.6%
	I.7 (Events & experiences)	48.0%
	I.8 (Interactive marketing)	58.7%
M (Interest)	M.1 (Willing purchase)	49.2%
	M.2 (Considering purchase)	28.4%
	M.3 (Recommended purchase)	70.6%
	M	77.7%
BH (Brand heritage)	BH.1	73.3%
	BH.2	59.0%
	BH.3	72.3%
	BH.4	49.5%
	BH.5	68.4%
	BH	64.7%

Source: AMOS data processing results (2024)

The results show that advertising can explain IMC by 40.9%, direct promotion by 28.4%, direct

marketing by 61.6%, public relations by 65.3%, direct selling by 49.8%, WOM by 66.6%, event & experience by 48%, and interactive marketing by 58.7%. While interest can be explained by willing purchase by 49.2%, considering purchase by 28.4%, and recommendation purchase by 49.2%. Overall, the IMC variable explains interest in visiting the museum by 77.7%. Brand heritage can be explained by longevity by 73.3%, historical concept by 59%, core value by 72.3%, symbol by 49.5%, and track record by 68.4%. Overall, BH can be explained by the IMC variable by 64.7%.

This goodness of fit test is used to identify the model's suitability in this study. There are several parameters used to identify, namely chi-square, probability, CMIN/DF, GFI, TLI, CFI, IFI, NFI, and RMSEA. Table 4 shows the results of several parameters for the model feasibility test.

Table 4. Goodness of fit results

Goodness of fit index	Cut-off value	Results	Model evaluation
Chi-square	Small $\leq 1386,813$	175,413	Good fit
CMIN/DF	≤ 2	2,000	Good fit
GFI	≥ 0.90	0.872	Marginal fit
TLI	≥ 0.90	0.916	Good fit
CFI	≥ 0.90	0.939	Good fit
IFI	≥ 0.90	0.940	Good fit
NFI	≥ 0.90	0.888	Good fit
RMSEA	≤ 0.08	0.080	Good fit

Source: AMOS data processing results (2024)

The goodness of fit results show that almost all parameters are good fit, meaning that the model fit is very high. The next step is hypothesis testing. Table 5 shows the results of hypothesis testing.

Table 5. Hypothesis test results

Influence	Estimate	SE	Critical ratio (CR)	P value	Hypothesis	Results	Conclusion
IMC→M	0.201	0.112	1.804	0.071*	(+)	(+)	Accepted
IMC→BH	0.858	0.100	8.624	***	(+)	(+)	Accepted
BH→M	0.537	0.116	4.611	***	(+)	(+)	Accepted
IMC→BH→M				***	(+)	(+)	Accepted (Partial mediation)

Note: *** sig $\alpha = 1\%$, ** sig $\alpha = 5\%$, * sig $\alpha = 10\%$; IMC: Integrated marketing communication; M: Interest; BH: Brand heritage.

Source: AMOS data processing results (2024)

The results of the hypothesis testing show that IMC has a significant positive effect on interest in visiting museums. H_1 is accepted, meaning that the better the integrated marketing communication, the higher the interest in visiting museums. These results support the research (Barahima et al., 2023; Suriantari et al., 2023; Wantara & Prasetyo, 2023) which states that IMC can increase the attraction and interest of tourists in visiting tourist attractions. Likewise, the results of H_2 and H_3 are accepted. IMC has a significant positive effect on brand heritage, and brand heritage has a significant positive effect on interest in visiting museums. These results are by researches (Elfrida et al., 2024; Salim & Sustaningrum, 2019; Faujiah et al., 2024). The results of the mediation test using the Sobel test calculator and the results of the Sobel test statistic are 4.074 with a one-tailed probability of 0.000023. This shows that brand heritage mediates the positive influence of IMC on visiting interest. The mediation that occurs is partial, meaning that IMC can directly affect visiting interest or through brand heritage mediation. These results indicate that H_4 is accepted. This is in line with researches (Nurjanah & Muhartini, 2021; Salim & Sustaningrum, 2019; Elfrida et al., 2024).

Discussion

The results of the study indicate that IMC strategies can influence tourist interest in visiting museums in Indonesia. In line with the research of Faujiah et al. (2024) that IMC strategy, through advertising, direct promotion, direct marketing, public relations, direct selling, word of mouth (WOM), event & experience, and interactive marketing, has been proven to help increase tourist visits, especially to museums in Indonesia. IMC also helps revolutionize how tourists view museums. IMC helps museums become interesting and relevant spaces in the modern era. In addition, IMC also becomes a bridge that connects museums with audiences through events and experiences by creating experiences that are not only informative but also emotional and inspiring so that visiting museums feels entertaining. Effective IMC will help change the view of museums not just as collections of historical objects but into dynamic spaces, full of life, and relevant to the current era (Soraya et al., 2022). Based on the loading factor, direct marketing (0.83) and interactive marketing (0.82) have the highest correlation with IMC and its influence on interest in visiting museums. The use and convenience of social media (IG, TikTok, YouTube, websites) and digital platforms are an important part of IMC and can influence the increase in demand for visits to museums. Communication strategies that involve direct interaction between museums and tourists such as via e-mail, WhatsApp, and others will strengthen emotional relationships and build loyalty. The same thing also applies through IG, TikTok, YouTube, and websites with interesting visual content will increase tourists' interest in visiting. It is also important to remember that the targeted tourists are Gen Z, so direct marketing and interactive marketing will increase interest in visiting museums. Gen Z is a digital native generation that is very connected to technology and is very interested in interactive, authentic, and visual-based experiences. Through their digital native, Gen Z indirectly recommends the museum as an interesting place to visit (M3 loading factor of 0.89).

The results of the H₂ test are also accepted. The right IMC strategy also affects the heritage brand. IMC can create an integrated and consistent message through communication channels, thereby helping to strengthen the public's perception of the museum's heritage brand. Through IMC, the museum communicates historical heritage to be more interesting and relevant to visitors. Faujiah et al. (2024) shows that message consistency increases positive perceptions of an institution's unique value by up to 65%. Lestari (2023) also shows that events and experiences in IMC strengthen visitors' perceptions of the museum's heritage brand and create deeper emotional connections. IMC influences heritage brands because IMC helps convey historical values more engaging and relevantly, thereby strengthening visitors' perceptions and deepening visitors' emotions with cultural institutions. Longevity has the highest factor loading value (0.89) indicating that the museum's age reflects consistency, trust, and rich history which can be effectively integrated into direct and interactive marketing strategies to create a heritage brand. Meanwhile, the symbol has a low loading factor (0.79), indicating that although symbols are important for visual identity, they are not enough to convey the depth of history and brand values, strengthening brand heritage in the minds of consumers.

The results of the H₃ test are also accepted. Brand heritage has an important role in building loyalty and interest in visiting when communicated effectively to visitors (Nurjanah & Muhartini, 2021). Museums have a wealth of brand heritage, ranging from historical collections to cultural stories. IMC is needed to manage brand heritage to attract public interest in visits. Emotional connectivity through the stories behind museum collections attracts interest in visiting museums. In line with research Lestari (2023) which shows an interesting historical narrative increases visitor interest by 60%, especially among the younger generation. The unique identity and authenticity of the museum makes a difference with other tourist destinations and can create its appeal, thus encouraging interest in visiting (Faujiah et al., 2024). In addition, exploring brand heritage encourages meaningful experiences that make them recommend the museum to others or return to visit. This is in accordance with the highest loading factor (0.89) in brand heritage, namely recommendation purchase.

The results of the H₄ test were also accepted. Based on the significant H₂ and H₃, H₄ further shows that heritage brands function as mediators that connect IMC to museum visit interest. Planned and relevant IMC will strengthen heritage brands and increase the number of visitors. The mediator role of heritage brands is partial so that IMC can influence museum visit interest with or without heritage brands.

CONCLUSION AND SUGGESTIONS

The conclusion obtained from this study is that integrated marketing communication has a significant positive effect on interest in visiting museums in Indonesia. Museums are windows to the past, but with integrated marketing communication, museums become places that will always be remembered, visited, and loved by every generation. In addition, brand heritage also plays a role in creating emotional connections with visitors to encourage interest in visiting. Brand heritage describes a brand or institution's historical, cultural, and emotional values. Brand heritage reflects past values and its relevance in a modern context. The role of IMC is very important in creating integrated and consistent communication channels to strengthen the public's perception of brand heritage and ultimately increase interest in visiting.

Managerial implications show that Gen Z's enthusiasm for visiting museums in Indonesia requires an integrated marketing communication strategy, especially direct marketing and interactive marketing. This is certainly in accordance with Gen Z, which is a digital and technological generation. An integrated marketing communication strategy supports the increase in brand heritage. Museums in Indonesia that are old are an added value in building brand heritage and with an integrated marketing communication strategy, it will increase interest in visiting museums and even recommending museums. Advertising can explain the IMC by 40.9%, direct promotion by 28.4%, direct marketing by 61.6%, public relations by 65.3%, direct selling by 49.8%, WOM by 66.6%, event & experience by 48%, and interactive marketing by 58.7%; while interest can be explained with willing purchase by 49.2%, considering purchase by 28.4%, and recommendation purchase by 49.2%. Overall, the IMC variable explains interest in visiting the museum by 77.7%. Brand heritage can be explained by longevity by 73.3%, historical concept by 59%, core value by 72.3%, symbol by 49.5%, and track record by 68.4%. Overall, BH can be explained by the IMC variable by 64.7%.

For further research, it is suggested to add other variables, such as brand awareness and brand loyalty, in addition to the IMC which are associated with interest in visiting museums. Based on the results of the square multiple correlation, it shows that the IMC variable can explain the interest in visiting museums by 77.7%, there is still 22.3% outside of the IMC that can explain the interest in visiting museums such as psychological, social, economic, and environmental factors. In addition, it can also explore in more detail the dimensions in the IMC when associated with interest in visiting museums. Researchers suggest implementing effective and appropriate IMC for museum owners and managers to increase interest in visiting museums.

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