ANALYSIS OF VISITOR SATISFACTION AT OURCHETYPE INTERACTIVE EXHIBITION

Ahyaita Nurulloh[1], Chandra Budhi Septyandi[2*], Dinarsiah Chendraningrum[3]

[1, 2*, 3] Prodi Usaha Perjalanan Wisata, Jurusan Administrasi Niaga, Politeknik Negeri Bandung
Jl. Gegerkalong Hilir, Ciwaruga, Kab. Bandung Barat 40559

e-mail:[1]ahyaita.nurulloh.upw21@polban.ac.id, [2*]chandra.budhi@polban.ac.id,
[3]dinarsiah.chendraningrum@polban.ac.id

Abstract

Visitor satisfaction is a key measure in evaluating the quality of interactive exhibitions. This study examines visitor satisfaction with technology at the Ourchetype Interactive Exhibition using a quantitative approach with descriptive statistical analysis. A total of 109 respondents were selected through purposive sampling, and data were analyzed using scoring and spider web analysis. The findings reveal that overall visitor satisfaction with technology is not optimal. Specifically, the Adaptability dimension was the only aspect where visitor expectations were met, indicating that the exhibition successfully provided adaptive and responsive technological features. However, other dimensions Technology-enabled, Human-like Interaction, Systematic Efficiency, and Technological Integration fell short of expectations, suggesting that improvements are needed in usability, interaction quality, system efficiency, and technology integration to enhance the visitor experience. These results highlight the importance of refining technological features to align with visitor expectations, ensuring a more engaging and satisfying exhibition experience.

Keywords: visitor satisfaction, interactive exhibition, technology

1. INTRODUCTION

The MICE (Meeting, Incentive, Conference, Exhibition) industry is one of the critical drivers for the growth and development of the tourism sector in Indonesia. According to an article published on the official website of the Ministry of Tourism and Creative Economy (2023), the MICE industry in Indonesia contributes approximately 30 percent of the overall tourism sector. This is because the MICE industry conducts business trips and has tourism activities in it (Ningsih, 2023). In addition, MICE visitors tend to spend more than the average leisure tourist (Purwowidhu, 2023). By hosting cultural events and exhibitions as part of MICE, the industry can promote the country's cultural heritage and support the creative industry (MR & Firmansyah, 2023). Overall, the MICE industry in Indonesia has

significant potential to drive economic growth, create employment opportunities, facilitate cultural exchange, and support creative industries.

Exhibitions, a part of the MICE industry in Indonesia, have recovered faster after the pandemic. Approximately 164 exhibitions were held across Indonesia throughout 2022, indicating the enthusiastic response from visitors. In the current era of digitalization, many aspects of life have undergone adjustment. To remain relevant and competitive, Indonesian tourism needs to adapt and be innovative. In the context of exhibitions, integrating digital technology has been an essential aspect of exhibition production (Liu & Guo, 2024). Using technology to enhance visitor experience has become a trend in tourism as it can provide personalized and customized experiences, making visits more informative and flexible (Lin & Lin, 2017). Interactivity in exhibition development is essential in how exhibitions communicate ideas to visitors. Interactivity in this context refers to the engagement and interaction between visitors and the exhibition (Wasserman et al., 2015). Therefore, interactive exhibition is a concept that allows visitors to actively engage and connect with the exhibition's collection in order to provide them with a more meaningful experience (Andanwerti et al., 2020).

Ourchetype is an interactive exhibition organized by PT. Tujusemesta Creative Space has become a highly demanded exhibition, particularly among Generation Z visitors, who are the leading target group of this interactive exhibition. According to exhibition organizer Arum Kartika, Ourchetype is an art exhibition that illustrates the concept of individuation from Carl Jung's theory. Through this exhibition, visitors can explore various aspects of their self-concept to enhance self-understanding and self-acceptance. The exhibition presents interactive installation spaces designed to directly engage visitors in exploring these concepts. In order to extend the reach and involvement of visitors, this exhibition adopts a mobile guide approach, using the official website, so that visitors can explore the exhibition independently.

According to the research conducted by Liu & Guo (2024), there are five dimensions used to evaluate interactive museums or exhibitions in terms of technology: 1) Technology-enabled, the utilization of technology in museums, enabling the automation of museum operation and enhancing the overall intellectual capabilities and competitiveness, 2) Human-like Interaction, the ability of a museum device or exhibit to communicates and interacts with users naturally and humanly, 3) Adaptability, the ability to be adapted to users' required functions, or to enhance performance, 4) Systematic Efficiency, the capability of a device to operate efficiently according to the system, 5) Technological Integration, the incorporation and utilization of various digital devices to deliver and manage information, redefining teaching, learning, and task accomplishment in innovative ways. The findings from this research suggest that exhibitions or museums that comprehensively integrate these five dimensions can significantly enhance the experience and engagement of visitors.

However, in evaluating the success of an exhibition, it is essential to understand how satisfied visitors are with the experience they gained from this interactive exhibition. Visitor satisfaction can help assess this interactive exhibition's quality. According to Kotler et al. (2017), satisfaction is a person's evaluation of a product or service based on their expectations. This is further supported by Lee et al. (2016), who states that satisfaction is congruence or incongruence between a person's expectation and the reality of the product or service they receive. In addition, it is generally understood that service quality and perceived value are the most important determinants of satisfaction (Huang et al., 2015). Therefore, the level of satisfaction or dissatisfaction from the previous visit experience is crucial in efforts to improve

marketing performance, as it is a key factor in post-visit behaviour, such as revisit intention and word-of-mouth (Irawan et al., 2023; Lee et al., 2016; Pestana et al., 2020).

Based on the previous discussion, this research was conducted to collect data on visitor satisfaction at Ourchetype Interactive Exhibition, to describe the visitor satisfaction level at this exhibition. It is expected that this information will contribute to the understanding and improving visitor satisfaction at this interactive exhibition, and it can be used as a reference for the evaluation and development of future exhibition.

2. RESEARCH METHODS

This research uses a quantitative approach using primary data. The population of this research is the visitors of Ourchetype Interactive Exhibition held at The Hallway Space, Bandung City, from 15 December 2023 to 31 January 2023, which amounted to 6,675 people. The sampling technique used is purposive sampling (Sekaran & Bougie, 2016), where the sample size is determined using the Slovin formula with an error rate of 10% (Sugiyono, 2019), which results in a minimum sample size of 100 people. Data collection was carried out over two weeks, and 109 respondents were obtained.

The data collection instrument used in this study is an online questionnaire consisting of 1 filtering question, 3 questions about the respondent's profile, and 32 closed statements about the visitors' satisfaction based on expectation and reality. The questionnaire was developed based on the research conducted by Liu & Guo (2024), which consists of technology-enabled, human-like interaction, adaptability, systematic efficiency, and technological integration.

The analysis technique used is descriptive statistics by scoring, the results of which are visualized using a spiderweb diagram. A scoring technique is used to assess responses based on the statements' answers, interpreted by a range of high and low values. The next step is to measure visitor satisfaction by calculating the mean score of expectation and reality from the respondents' response data. The results of this measurement are presented in the form of a spider web or radar chart. According to Kotler et al. (2017), visitors are satisfied if the level of reality in the visitor experience is in line with or exceeds their expectations. This research used the Statistical Packages for Social Sciences (SPSS) software.

3. RESULTS AND DISCUSSION

3.1 Data Description or Result

This research has three aspects of the respondents' profile: gender, domicile, and generation. Table 1 presents the frequency and percentage of respondents based on their profiles.

Table 1: Respondent Profile
[Source: Processed data, 2024]

Variable	N	%
Gender		
Female	76	70
Male	33	30
Domicile		
Bandung	88	81
Regional	13	12
National	8	7
Generation		

Gen Z	100	92
Millennials	9	8

As shown in Table 1 above, the composition of respondents in this study is dominated by females compared to males. In addition, the results of this survey more accurately reflect the characteristics and preferences of the local people living in the West Java region, particularly in the Bandung area. Furthermore, given that the primary target market of this interactive exhibition is Generation Z, the result of this research represents the voice and perspective of the consumer group that is focused on.

Based on Liu & Guo (2024) research, this research used 5 dimensions, 15 indicators, and 32 item statements to measure visitor satisfaction in terms of technology. The details of the dimensions, indicators, and item statements can be seen in the following Table 2:

Table 2: Dimensions, indicators, item statements
[Source: Processed data, 2024]

Dimensions	Indicators	Item Statements
1. Technology-enabled (6 Items)	1. Usability	1. Before visiting the exhibition, I expected that using advanced technology in the exhibition would enhance my experience as a visitor.
		2. After visiting the exhibition, I was satisfied with the use of technology, which enhanced my experience as a visitor.
	2. Privacy	3. Before visiting the exhibition, I expected that the exhibition would protect visitors' personal information.
		4. After visiting the exhibition, I am satisfied that the exhibition protects visitors' personal information.
	3. Maintain-ability	5. Before visiting the exhibition, I expected the exhibition to regularly upgrade its facilities to provide a better experience to visitors.
		6. After visiting the exhibition, I am satisfied that the exhibition is regularly upgrading its facilities to provide a better experience to visitors.
2. Human-like Interaction (8 Items)	4. Input	7. Before interacting at the exhibition, I expected that the instructions provided by the website would be easy to understand.
		8. After interacting at the exhibition, I found the instructions provided by the website easy to understand.
		9. I expected the website to be simple and concise before interacting at the exhibition.
		10. After interacting at the exhibition, I found the website simple and concise.
	5. Coopera-tivity	11. Before interacting with the exhibition, I expected the installations in each room to cooperate appropriately.
		12. After interacting with the exhibition, I was satisfied that the installations in each room cooperated properly.

Dimensions	Indicators	Item Statements
3. Adaptability (6 Items)	6. Output	13. Before interacting with the exhibition, I expected the interaction process to feel as natural as communicating with humans.
		14. After interacting at the exhibition, I felt that the interaction process felt as natural as communicating with a human being.
	7. Real-time Feedback	15. Before visiting the exhibition, I expected the exhibition system to respond quickly.
		16. I was satisfied that the exhibition system responded quickly after visiting the exhibition.
	8. Upgrade-ability	17. Before visiting the exhibition, I expected updates to the website and installations to be made regularly.
		18. After visiting the exhibition, I was satisfied that the website and installation were updated regularly.
	9. Customiz-ability	19. Before visiting the exhibition, I expected the website and installation to adapt to the visitors' interactivity needs.
		20. After visiting the exhibition, I was satisfied that the website and installations could adapt to the visitors' interactivity needs.
4. Systematic Efficienxy (6 Items)	10. Autono-my	21. Before interacting, I expected to master the website I had to use quickly.
		22. After the interaction, I was happy to master the website quickly.
	11. Learn-ability	23. I expected the website to be easy to understand before interacting.
		24. After interacting, I felt the website was easy to understand.
	12. Intuitive-ness	25. Before interacting, I expected to be able to learn the interactive system on the website without any explanation from the guide.
		26. After interacting, I felt happy because I could use the website's interactive system even without the guide's explanation.
5. Technological Integration (6 Items)	13. Compati-bility	27. Before interacting, I expected the website to be usable on various devices.
		28. I feel the website cannot be used on various devices after interacting.
	14. Constru-ctiveness	29. Before interacting, I expected to gain new knowledge by using the technology at the exhibition.
		30. After interacting, I felt happy because I gained new knowledge by using the technology at the exhibition.
	15. Goal-Orientation	31. Before interacting, I expected the final result to match my personality.

Dimensions	Indicators	Item Statements
		32. After interacting, I was satisfied that the final result aligned with my personality.

3.1.1 Visitor Satisfaction Based on Technology-enabled Dimension

Table 3 presents the frequency of the results of respondents' responses on the dimension of Technology-enabled.

Table 3: Frequency of Technology-enabled Dimension
[Source: Processed data, 2024]

Item	1		2		3		4		5		Total Score
	F	%	F	%	F	%	F	%	F	%	
TE 1	1	0,9	3	2,8	14	12,8	45	41,3	46	42,2	459
TE 2	0	0	0	0	6	5,5	52	47,7	51	46,8	481
TE 3	0	0	1	0,9	11	10,1	27	24,8	70	64,2	493
TE 4	0	0	0	0	10	9,2	39	35,8	60	55	486
TE 5	0	0	0	0	10	9,2	36	33	63	57,8	489
TE 6	0	0	1	0,9	17	15,6	46	42,2	45	41,3	462
Total Score											2870

Based on Table 3, the following calculations were used to determine the quality of the exhibition:

Maximum index value: 5 x 6 x 109 = 3270
Minimum index value: 1 x 6 x 109 = 654
Variable level: 3270 - 654 = 2616
Interval distance : 2616 ÷ 5 = 523
Percentage Score : [2870 ÷ 3270] x 100% = 88%

Thus, it is known that the percentage score of the Technology-enabled dimension is 88%. This phenomenon can be explained in the continuum line below:

Very Bad	Bad	Average	Good	Excellent

654   1177   1700   2223   2746 ↓ 3270
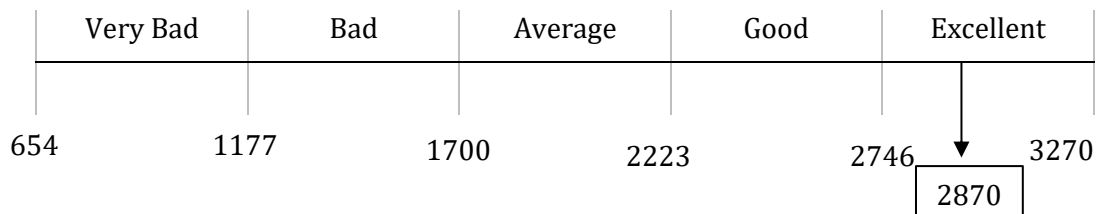
2870

The continuum line above shows that the Technology-enabled dimension falls into the excellent category with a score of 2870. These results illustrate that respondents rated the quality of the Ourchetype interactive exhibition as very good.

However, considering the perspective of Kotler et al. (2017), which evaluates satisfaction based on visitor expectations, it is necessary to calculate the average of each indicator to compare the visitor's expectations before visiting this exhibition with the experience. Therefore, a spider web diagram is presented to illustrate the results of the visitor satisfaction analysis based on the technological dimension.
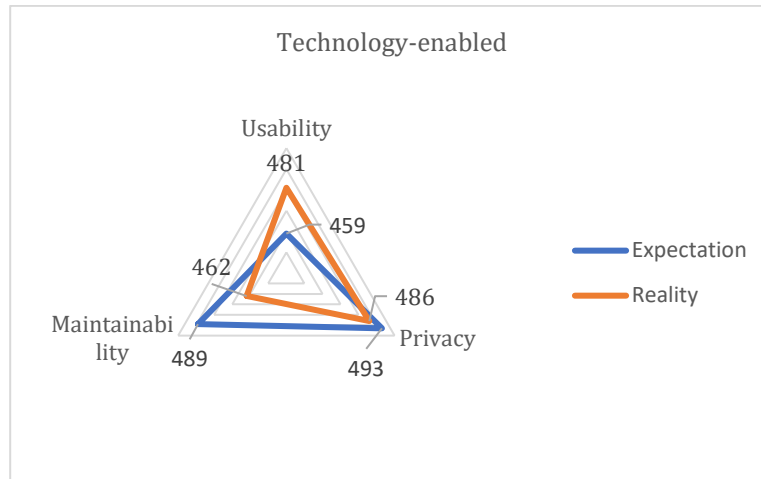
Figure 1. Spider Web Diagram of Technology-enabled Dimension
[Source: Processed data, 2024]

Although the performance in the Technology-enabled dimension is very good, the overall mean expectation for this dimension is 480,3, and the mean reality is 476,3, which means that visitors are not satisfied with this dimension. This indicates that although the technology was used in this exhibition, visitors did not yet feel it could provide them optimal satisfaction.

3.1.2 Visitor Satisfaction Based on Human-like Interaction Dimension

Table 4 presents the frequency of the results of respondents' responses on the dimension of Technology-enabled.

Table 4: Frequency of Human-like Interaction Dimension
[Source: Processed data, 2024]

Item	1		2		3		4		5		Total Score
	F	%	F	%	F	%	F	%	F	%	
HI 1	0	0	0	0	5	4,6	45	41,3	59	54,1	490
HI 2	0	0	1	0,9	11	10,1	44	40,4	53	48,6	476
HI 3	0	0	0	0	14	12,8	41	37,6	54	49,5	476
HI 4	0	0	1	0,9	6	5,5	50	45,9	52	47,7	480
HI 5	0	0	1	0,9	12	11	44	40,4	52	47,7	474
HI 6	0	0	3	2,8	15	13,8	48	44	43	39,4	458
HI 7	0	0	3	2,8	20	18,3	40	36,7	46	42,2	456
HI 8	0	0	5	4,6	10	9,2	50	45,9	44	40,4	460
Total Score											2626

Based on Table 4, the following calculations were used to determine the quality of the exhibition:

Maximum index value: 5 x 8 x 109 = 4360
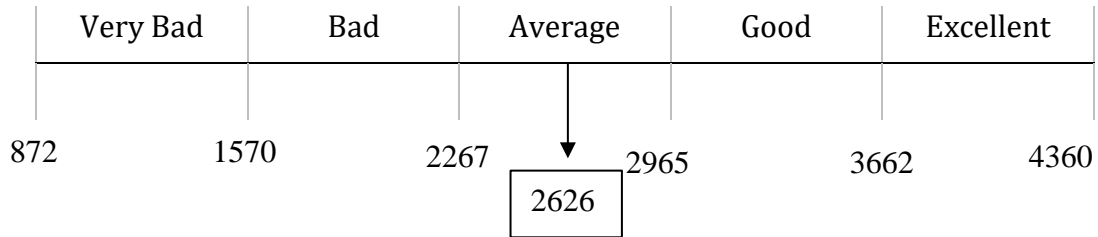Minimum index value: 1 x 8 x 109 = 872
Variable level: 4360 - 872 = 3488

Interval distance : 3488 ÷ 5 = 698
Percentage Score : [2626 ÷ 4360] x 100% = 60%

Thus, it is known that the percentage score of the Human-like Interaction dimension is 60%. This phenomenon can be explained in the continuum line below:

Very Bad	Bad	Average	Good	Excellent

872   1570   2267   2965   3662   4360

2626

The continuum line above shows that the Human-like Interaction dimension falls into the average category with a score of 2626. These results illustrate that respondents rated the quality of the Ourchetype interactive exhibition as good enough.

However, considering the perspective of Kotler et al. (2017), which evaluates satisfaction based on visitor expectations, it is necessary to calculate the average of each indicator to compare the visitor's expectations before visiting this exhibition with the experience. Therefore, a spider web diagram is presented to illustrate the results of the visitor satisfaction analysis based on the technological dimension.
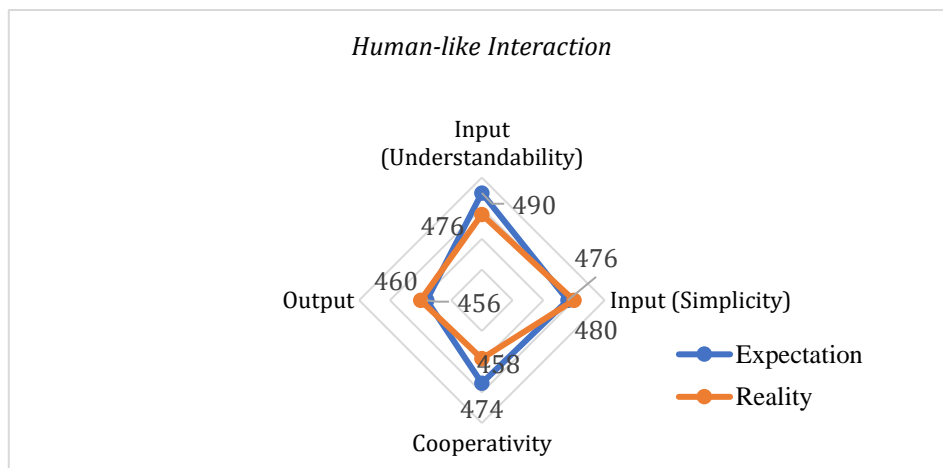

Figure 1. Spider Web Diagram of Human-like Interaction Dimension
[Source: Processed data, 2024]

Although the performance in the Human-like Interaction dimension is average, the overall mean expectation for this dimension is 474 and the mean reality is 468,5, which means that visitors are not satisfied with this dimension. This indicates that although the technology was used in this exhibition, visitors did not yet feel it could provide them optimal satisfaction.

3.1.3 Visitor Satisfaction Based on Adaptability Dimension

Table 5 presents the frequency of the results of respondents' response on the dimension of Technology-enabled.

Table 5: Frequency of Adaptability Dimension
[Source: Processed data, 2024]

Item	1		2		3		4		5		Total Score
	F	%	F	%	F	%	F	%	F	%	

Indicator	F	%	F	%	F	%	F	%	F	%	Score
AD 1	0	0	2	1,8	10	9,2	49	4,5	48	44	470
AD 2	0	0	1	0,9	17	15,6	43	39,4	48	44	465
AD 3	0	0	2	1,8	18	16,5	51	46,8	38	34,9	452
AD 4	0	0	2	1,8	18	16,5	51	46,8	38	34,9	452
AD 5	0	0	0	0	12	11	49	45	48	44	472
AD 6	0	0	0	0	10	9,2	47	43,1	52	47,7	478
Total Score											2780

Based on Table 5, the following calculations were used to determine the quality of the exhibition:

Maximum index value: 5 x 6 x 109 = 3270
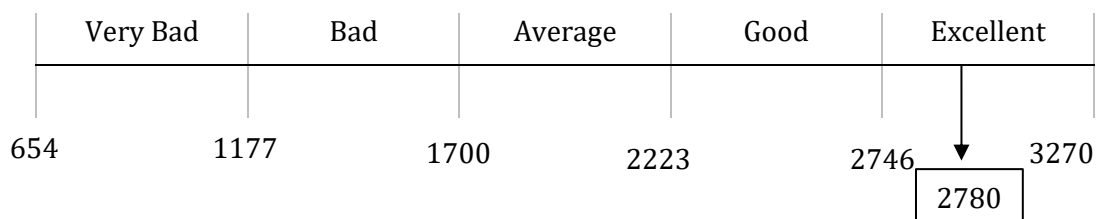Minimum index value: 1 x 6 x 109 = 654
Variable level: 3270 - 654 = 2616
Interval distance : 2616 ÷ 5 = 523
Percentage Score : [2780 ÷ 3270] x 100% = 85%

Thus, it is known that the percentage score of the Adaptability dimension is 85%. This phenomenon can be explained in the continuum line below:

Very Bad	Bad	Average	Good	Excellent

654   1177   1700   2223   2746   3270

2780

The continuum line above shows that the Adaptability dimension falls into the excellent category with a score of 2780. These results illustrate that respondents rated the quality of the Ourchetype interactive exhibition as very good.

However, considering the perspective of Kotler et al. (2017), which evaluates satisfaction based on visitor expectations, it is necessary to calculate the average of each indicator to compare the visitor's expectations before visiting this exhibition with the experience. Therefore, a spider web diagram is presented to illustrate the results of the visitor satisfaction analysis based on the technological dimension.
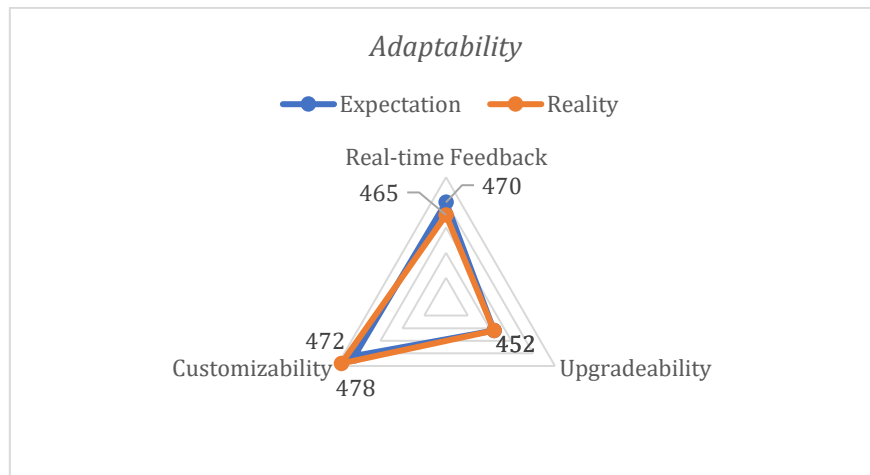
Figure 1. Spider Web Diagram of Adaptability Dimension
[Source: Processed data, 2024]

Overall, the Adaptability dimension has an average expectation value of 464,7 and an average reality value of 465, meaning that visitors are satisfied with this dimension. This indicates that the visitors' expectations have been well met. This shows that the efforts to make the technology adaptive and able to adjust to the visitors' needs have been successful.

3.1.4 Visitor Satisfaction Based on Systematic Efficiency Dimension

Table 6 presents the frequency of the results of respondents' response on the dimension of Systematic Efficiency.

Table 6: Frequency of Systematic Efficiency Dimension
[Source: Processed data, 2024]

Item	1		2		3		4		5		Total Score
	F	%	F	%	F	%	F	%	F	%	
TE 1	2	1,8	6	5,5	15	13,8	40	36,7	46	42,2	449
TE 2	0	0	2	1,8	8	7,3	51	46,8	48	44	472
TE 3	0	0	1	0,9	11	10,1	43	38,5	55	50,5	478
TE 4	2	1,8	11	10,1	8	7,3	39	35,8	49	45	449
TE 5	1	0,9	4	3,7	18	16,5	34	31,2	52	47,7	459
TE 6	1	0,9	4	3,7	12	11	44	40,4	48	44	461
Total Score											2768

Based on Table 6, the following calculations were used to determine the quality of the exhibition:

Maximum index value: 5 x 6 x 109 = 3270
Minimum index value: 1 x 6 x 109 = 654
Variable level: 3270 - 654 = 2616
Interval distance : 2616 ÷ 5 = 523
Percentage Score : [2768 ÷ 3270] x 100% = 85%

Thus, it is known that the percentage score of the Systematic Efficiency dimension is 85%. This phenomenon can be explained in the continuum line below:

Very Bad	Bad	Average	Good	Excellent

654   1177   1700   2223   2746   3270
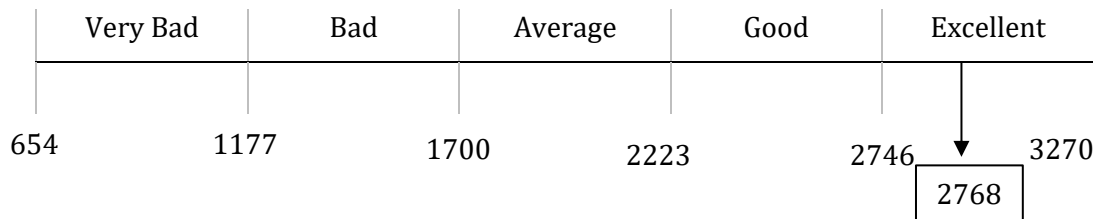
2768

The continuum line above shows that the Systematic Efficiency dimension falls into the excellent category with a score of 2768. These results illustrate that respondents rated the quality of the Ourchetype interactive exhibition as very good.

However, considering the perspective of Kotler et al. (2017), which evaluates satisfaction based on visitor expectations, it is necessary to calculate the average of each indicator to compare the visitor's expectations before visiting this exhibition with the experience. Therefore, a spider web diagram is presented to illustrate the results of the visitor satisfaction analysis based on the technological dimension.
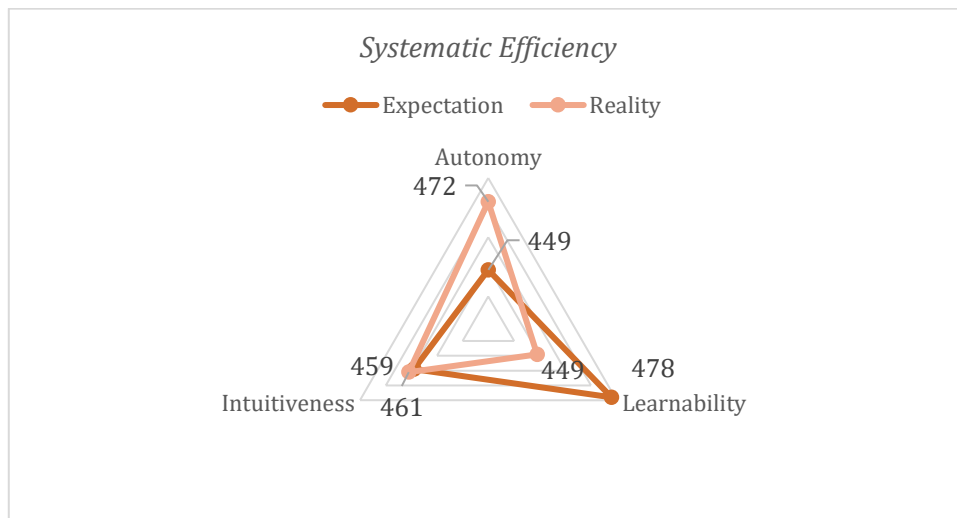

Figure 1. Spider Web Diagram of Systematic Efficiency Dimension
[Source: Processed data, 2024]

Although the performance in the Systematic Efficiency dimension is very good, the overall mean expectation for this dimension is 474 and the mean reality is 468,5, which means that visitors are not satisfied with this dimension. This indicates that although the technology was used in this exhibition, visitors did not yet feel it could provide them optimal satisfaction.

3.1.5 Visitor Satisfaction Based on Technological Integration Dimension

Table 7 presents the frequency of the results of respondents' responses on the dimension of Technological Integration.

Table 7: Frequency of Technological Integration Dimension
[Source: Processed data, 2024]

Item	1		2		3		4		5		Total Score
	F	%	F	%	F	%	F	%	F	%	
TI 1	3	2,8	0	0	10	9,2	46	42,2	50	45,9	467

										Score
TI 2	20	18,3	16	14,7	17	15,6	29	26,6	27	24,8	354
TI 3	0	0	3	2,8	16	14,7	36	33	54	49,5	468
TI 4	0	0	2	1,8	11	10,1	39	35,8	57	52,3	478
TI 5	0	0	1	0,9	11	10,1	36	33	61	56	484
TI 6	0	0	1	0,9	9	8,3	42	38,5	57	52,3	482
Total Score										2733

Based on Table 7, the following calculations were used to determine the quality of the exhibition:

Maximum index value: 5 x 6 x 109 = 3270
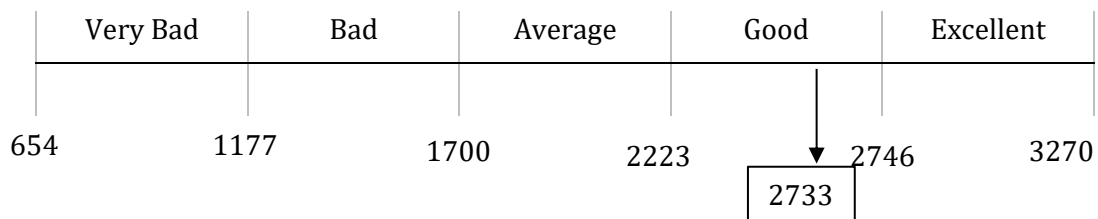Minimum index value: 1 x 6 x 109 = 654
Variable level: 3270 - 654 = 2616
Interval distance : 2616 ÷ 5 = 523
Percentage Score : [2733 ÷ 3270] x 100% = 84%

Thus, it is known that the percentage score of the Technological Integration dimension is 84%. This phenomenon can be explained in the continuum line below:

Very Bad	Bad	Average	Good	Excellent

654   1177   1700   2223   2746   3270

2733

The continuum line above shows that the Technological Integration dimension falls into the good category with a score of 2733. These results illustrate that respondents rated the quality of the Ourchetype interactive exhibition as good.

However, considering the perspective of Kotler et al. (2017), which evaluates satisfaction based on visitor expectations, it is necessary to calculate the average of each indicator to compare the visitor's expectations before visiting this exhibition with the experience. Therefore, a spider web diagram is presented to illustrate the results of the visitor satisfaction analysis based on the technological dimension.
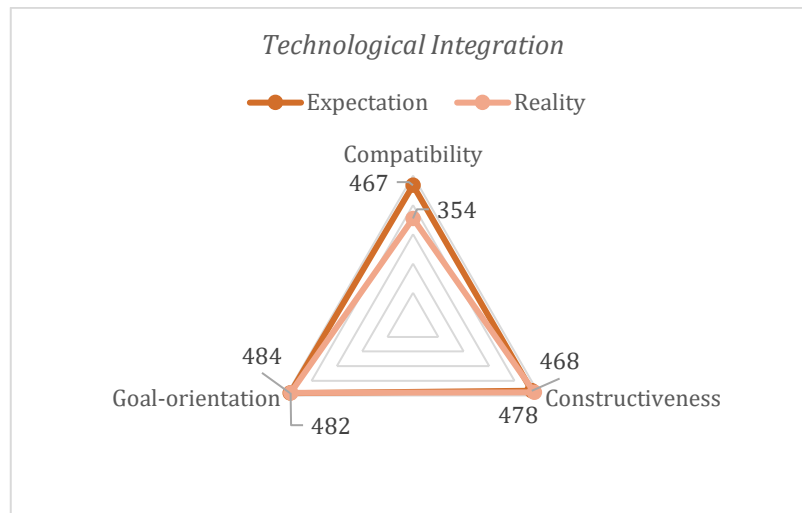
Figure 1. Spider Web Diagram of Technological Integration Dimension
[Source: Processed data, 2024]

Although the performance in the Technology-enabled dimension is very good, the overall mean expectation for this dimension is 464,7 and the mean reality is 465, which means that visitors are not satisfied with this dimension. This indicates that although the technology was used in this exhibition, visitors did not yet feel it could provide them optimal satisfaction.

3.1.5 Overall Visitor Satisfaction

Table 8 is a summary table of the results of the analysis of visitor satisfaction at the Ourchetype Interactive Exhibition in the technology aspect:

Table 8: Summary Table of Visitor Satisfaction
[Source: Processed data, 2024]

Dimension	Expectation	Reality	Description
Technology-enabled	480,3	476,3	Not Satisfied
Usability	459	481	Satisfied
Privacy	493	486	Not Satisfied
Maintainability	489	462	Not Satisfied
Human-like Interaction	474	468,5	Not Satisfied
Input (Understandability)	490	476	Not Satisfied
Input (Simplicity)	476	480	Satisfied
Cooperativity	474	458	Not Satisfied
Output	456	460	Satisfied
Adaptability	464,7	465	Satisfied
Real-time Feedback	470	465	Not Satisfied
Upgradeability	452	452	Satisfied
Customizability	472	478	Satisfied
Systematic Efficiency	462	460,7	Not Satisfied
Autonomy	449	472	Satisfied
Learnability	478	449	Not Satisfied
Intuitiveness	459	461	Satisfied

Technological Integration	473	438	Not Satisfied
Compatibility	467	354	Not Satisfied
Constructiveness	468	478	Satisfied
Goal-orientation	484	482	Not Satisfied
Overall	470	461,7	Not Satisfied

3.2 Discussion

The research findings indicate that overall, the Ourchetype interactive exhibition is of good quality, but visitors are still not fully satisfied with the provided technology. Of the five dimensions used to measure visitor satisfaction with the technology, only one dimension met their expectations.

In the Technology-enabled dimension, visitors were dissatisfied (mean expectation=480.3, mean reality=476.3). This aligns with the findings of Ibrahim and Zainin (2021)that while the use of technology can increase visitor engagement, it does not necessarily result in a positive impression and increased satisfaction, and maintaining the quality of interactive technology requires high costs.

Similarly, in the Human-like Interaction dimension, visitors were also dissatisfied (mean expectation=474, mean reality=468.5). This is inconsistent with the assertions of Hijazi and Baharin (2022) that personalization of experience, emotional engagement, and ease of use are essential factors in enhancing the visitor experience.

The only dimension where visitors felt satisfied is Adaptability (mean expectation=464,7, mean reality=465). This suggests that efforts to make the technology adaptive and responsive to visitor needs have been successful, in line with Liu and Guo's (2024) finding that technology designed to meet visitor needs significantly impacts satisfaction.

Meanwhile, in the Systematic Efficiency dimension, visitors were slightly dissatisfied with the inefficient performance of the interaction system (mean expectation=462, mean reality=460,7). This indicates room for improvement, given that the ease and speed of service access can enhance the visiting experience (Dou et al., 2021).

In the Technological Integration dimension, visitors were also dissatisfied with technology integration while exploring the exhibition (mean expectation=473, mean reality=438). Improvements in this dimension should be a priority, as technological integration is one of the essential factors in enhancing the visitor experience (Dou et al., 2021).

Overall, these findings suggest that while technology can increase engagement, maintaining the quality of interactive technology and adapting it to visitors' needs remains a challenge in improving exhibition visitor satisfaction.

4. CONCLUSION

This research provides a comprehensive measure of visitor satisfaction at Ourchetype interactive exhibition regarding technology, focusing on five dimensions: Technology-enabled, Human-like Interaction, Adaptability, Systematic Efficiency, and Technological Integration. By examining the gap between visitors' expectation and their actual experience, the analysis provides valuable insight for exhibition organizers. The result shows that the quality of this interactive exhibition was good enough for the visitor. This was measured by a scoring calculation that assessed visitors' responses. However, visitors are still unsatisfied with the overall technology provided when looking at the gap between the higher mean expectation and the mean reality they experienced.

The Adaptability dimension is the only one that achieved satisfaction, while the other four dimensions still do not meet the expectations or visitors are not satisfied yet. To enhance visitor satisfaction further, the exhibition organizer should focus on improving the technological aspects of the exhibition with visitor needs and preferences.

STATEMENT OF APPRECIATION (Can be omitted)

REFERENCES
Andanwerti, N., Susan, & Ferdinand. (2020). *Applying Interactive Exhibition in Museum of Insects , Taman Mini Indonesia Indah Jakarta*. *478*(Ticash), 284–289.

Dou, X., Fan, A., & Cai, L. (2021). Mobile contextual marketing in a museum setting. *Journal of Services Marketing*, *35*(5), 559–571. https://doi.org/10.1108/JSM-02-2020-0049

Hijazi, A. N., & Baharin, H. (2022). The Effectiveness of Digital Technologies Used for the Visitor's Experience in Digital Museums. A Systematic Literature Review from the Last Two Decades. *International Journal of Interactive Mobile Technologies*, *16*(16), 142–159. https://doi.org/10.3991/ijim.v16i16.31811

Huang, S. (Sam), Weiler, B., & Assaker, G. (2015). Effects of Interpretive Guiding Outcomes on Tourist Satisfaction and Behavioral Intention. *Journal of Travel Research*, *54*(3), 344–358. https://doi.org/10.1177/0047287513517426

Ibrahim, F., & Zainin, N. M. (2021). Exploring the Technological Impacts. *International Journal of Tourism and Hospitality Management in the Digital Age*, *5*(1), 1–18. https://doi.org/10.4018/IJTHMDA.2021010101

Irawan, A., Lusianti, D., & Faidah, F. (2023). Customer Satisfaction in the Era of Competition 5.0. *Journal of Applied Business and Technology 4*, *4*(2), 144–154.

KEMENPAREKRAF. (2023). *Platform MICE Indonesia: Meningkatkan Potensi Pariwisata dan Industri MICE di Indonesia*. https://mice.kemenparekraf.go.id/news/a46e88a0-dc7b-4583-b45a-1d327ec30ed3

Kotler, P., Keller, K. L., Ang, S. H., Tan, C. T., & Leong, S. M. (2017). *Marketing Management: An Asian Perspective*. Pearson, 2017.

Lee, S., Phau, I., Hughes, M., Li, Y. F., & Quintal, V. (2016). Heritage Tourism in Singapore Chinatown: A Perceived Value Approach to Authenticity and Satisfaction. *Journal of Travel and Tourism Marketing*, *33*(7), 981–998. https://doi.org/10.1080/10548408.2015.1075459

Lin, F. T., & Lin, Y. C. (2017). An ontology-based expert system for representing cultural meanings: An example of an Art Museum. *Proceedings of the 2017 Pacific Neighborhood Consortium Annual Conference and Joint Meetings: Data Informed Society, PNC 2017*, *2017-Decem*, 116–121. https://doi.org/10.23919/PNC.2017.8203531

Liu, S., & Guo, J. (2024). Smart museum and visitor satisfaction. *Journal of Autonomous Intelligence*, *7*(3). https://doi.org/10.32629/jai.v7i3.1242

MR, S. P., & Firmansyah, A. (2023). Penerapan Konsep Keberlanjutan Pada Pelaku Industri MICE (Meeting, Incentives, Conference, & Exhibition) Di Indonesia. *Jurnalku*, *3*(4), 375–389. https://doi.org/10.54957/jurnalku.v3i4.550

Ningsih, B. (2023). *Langkah Strategis Kemenparekraf Untuk Mengembangkan Pasar MICE di Indonesia*. VenueMagz. https://venuemagz.com/news/langkah-strategis-kemenparekraf-untuk-mengembangkan-pasar-mice-di-indonesia/

Pestana, M. H., Parreira, A., & Moutinho, L. (2020). Motivations, emotions and satisfaction: The keys to a tourism destination choice. *Journal of Destination*

Marketing and Management, *16*(December), 1–9. https://doi.org/10.1016/j.jdmm.2018.12.006

Purwowidhu, C. (2023). *Kian Melesat di 2023, Pariwisata Indonesia Bersiap Menuju Level Prapandemi*. https://mediakeuangan.kemenkeu.go.id/article/show/kian-melesat-di-2023-pariwisata-indonesia-bersiap-menuju-level-prapandemi

Sekaran, U., & Bougie, R. (2016). Research Methods for Business: A Skill-Building Approach. In *Wiley* (Issue 7). https://doi.org/10.1108/lodj-06-2013-0079

Sugiyono, P. D. (2019). *Metode Penelitian Kuantitatif dan Kualitatif & RnD*.

Wasserman, D. L., Hayde, D., & Heimlich, J. E. (2015). Recognizing the Relationships between Interactivity, Story, and Message: Lessons Learned from the Summative Evaluation of the Human Plus Exhibition. *Curator*, *58*(4), 382–400. https://doi.org/10.1111/cura.12136