ABSTRACT

Tourism is a very large industry and influences the people's economy, this industry has many fields such as religious tourism, nature tourism, to historical tourism. Museums are one example of historical tourism that is spread throughout Indonesia. In its development the museum presents various innovations including the adoption of digital technology, one example of technology adoption is at the Gedung Sate Museum which has implemented Augmented Reality technology in one of its collections. In this study will analyze how acceptance of the use of technology can influence tourists' interest in visiting museums. This research will use a modification of Technology Acceptance Model by testing variables Perceived Usefulness, Facilitating Conditions, Perceived Enjoyment, Technology Anxiety, Perceived Ease of use, Social Influence, and Sensation Seeking on Behavior Intention to Use AR at the Gedung Sate Museum. The data collection technique used was non-probability sampling and obtained by distributing questionnaires, the method used was SEM-PLS and descriptive analysis. The results is all variables have a positive effect and seven variables have a significant effect on Intention to Use AR.

Keywords: Modified Technology Acceptance Model; Augmented Reality; Tourism Industry; Museum