



## Marketing Communication and Use Intention in Cultural Facilities: Evidence from Jakarta Arts Building

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**ABSTRACT:** This study examines the effect of marketing communication on use intention in cultural facilities, focusing on the Jakarta Arts Building as a case study. The research is based on the assumption that marketing communication in cultural facilities functions not only to disseminate information but also to build positive perceptions, strengthen institutional appeal, and encourage audience engagement. A quantitative approach with an explanatory survey design was employed. Data were collected through structured questionnaires distributed to 119 respondents who had previously used or rented the Jakarta Arts Building, and were analyzed using simple linear regression. The results show that marketing communication has a positive and significant effect on use intention, with a significance value of 0.000 and a regression coefficient of 0.349. The R Square value of 0.489 indicates that 48.9% of the variation in use intention can be explained by marketing communication, while the remaining 51.1% is influenced by other factors outside the model. These findings confirm that marketing communication is a strategic factor in increasing the intention to use cultural facilities, particularly through clear promotional information, attractive messages, intensive digital communication, social media use, and the development of a positive institutional image.

**KEYWORDS:** cultural facilities, digital communication, marketing communication, use intention, user engagement

### INTRODUCTION

In recent years, marketing communications studies have shown a shift from a one-way promotional approach to a more integrated, cross-channel, and audience-experience-oriented message orchestration. Within the framework of integrated marketing communications (IMC), communication effectiveness is no longer measured solely by message reach, but by an organization's ability to integrate messages, channels, and customer touchpoints into a consistent experience. This synergy between channels is considered crucial because the public now interacts with institutions through a combination of social media, official websites, visual content, online reviews, and offline experiences. Therefore, modern marketing communications is increasingly understood as a process of building relationships, rather than simply disseminating promotional information (Kerr et al., 2024; Palazón et al., 2022; Sharma et al., 2024).

In this context, marketing communications serve a dual function: introducing facilities while interpreting cultural meanings to make them relevant to contemporary audiences. Meanwhile, social media interactions demonstrate that content quality, source credibility, and social homogeneity can significantly influence audience behavioral intentions. In the cultural tourism sector, social media engagement has even been shown to be linked to purchase intention, as audiences form expectations before the actual visit. This means that in cultural facilities, user interest can begin to form long before a person is physically present at the location, namely from the stage of digital information consumption (Onofrei et al., 2022; Chung & Jeong, 2024).

Specifically in the museum and cultural heritage sector, digital media has become a crucial arena for building institutional attention, engagement, and relevance in the public eye. Visual platforms now serve not only to publicize agendas but also to build engagement through visual narratives, institutional identity, and symbolic proximity with audiences. Furthermore, social media is increasingly understood as a participatory space that enables more democratic meaning-making between institutions and the public. Thus, marketing communications for cultural facilities cannot be separated from the logic of participation, interactivity, and co-creation of meaning, especially as younger audiences are accustomed to judging a place by its digital footprint (Rodríguez-Vera et al., 2024; Wilkin et al., 2025).

At the same time, technology has transformed the way the public engages with cultural spaces. A systematic review by Lu et al. (2023) demonstrates the evolution of museum research from an initial focus on information functions to an emphasis on intention, behavior, enjoyment, satisfaction, and virtual presence. This suggests that the success of cultural facilities today is increasingly



determined by how institutions manage the user experience across the pre-, during-, and post-visit phases. Marketing communications in cultural facilities do not stand alone but work in conjunction with experience design to generate use intention (Lu et al., 2023; Liu & Sutunarak, 2024).

For cultural facilities, use intention is shaped not only by promotional information but also by the perception that the place offers an authentic, meaningful experience, and is worthy of repetition or recommendation. Cultural authenticity and the uniqueness of attractions are important triggers for psychological engagement and tourist behavior. Meanwhile, cultural heritage sites have varying relationships with revisit intention, but remain important predictors of return intention (Baldi et al., 2025). From this, it can be understood that user interest in cultural facilities results from a combination of communication, experience, and perceptions of the symbolic value of the place (Kheiri, 2023; Baldi et al., 2025; Li et al., 2025). Therefore, effective marketing communications for cultural facilities are not merely informative; they must also elicit emotional resonance to drive interest, visits, and recommendations (Li et al., 2025; Economou et al., 2025).

In studies of technology-based cultural services, engagement and satisfaction have also been shown to be closely related to continued use. Digital services such as mobile audio guides and museum robot guides can enhance visitor immersion and satisfaction (Rhee et al., 2025). Meanwhile, interaction quality, media richness, and information quality influence satisfaction and perceived playfulness, which, in turn, increase continuance intention in digital museums (Zhang et al., 2024). This confirms that communication quality and experience quality work simultaneously to build more sustainable usage intentions, rather than simply fleeting interest.

Based on the background description, the research problem formulation in this study is how marketing communications influence the use intention for cultural facilities, specifically the Jakarta Arts Building, in the context of changing audience behavior increasingly influenced by digital media, symbolic experiences, and the need for institutional relevance. Therefore, this study is directed to explain the influence of marketing communications on the use intention of users of the Jakarta Arts Building as one of the historic cultural facilities in Jakarta.

## LITERATURE REVIEW

Marketing communication is essentially a strategic process for conveying value, building perceptions, and influencing audience responses to a product, service, or institution. In recent developments, marketing communication is no longer understood solely as a promotional activity, but rather as a series of touchpoints that shape the overall audience experience. In a digital context, the quality of communication is influenced by how messages are presented through visuals, text, platforms, and interactivity, so that marketing messages operate not only informatively but also affectively (Filieri et al., 2021).

In cultural facilities, marketing communication is more complex than in the traditional commercial sector. Cultural facilities offer not only functional utility but also symbolic, aesthetic, and educational experiences. Therefore, marketing communication in cultural institutions must translate intangible values into messages that are perceived as relevant by the public. The digital transformation has changed the way museums and cultural institutions communicate with their audiences, from mere information providers to active cultural actors building connections through digital media, digital archives, and online experiences. These changes demonstrate that marketing communications for cultural institutions are increasingly linked to the organization's ability to build visibility, accessibility, and symbolic connection with audiences (Giannini & Bowen, 2022).

Digitalization in the cultural sector is not simply about technology adoption, but rather an institutional strategy to enhance visitor appeal and experience, thereby strengthening the competitiveness of cultural institutions (Raimo et al., 2022). In other words, digital technology in marketing communications does not stand alone, but rather works as a means to expand reach, improve the quality of interactions, and strengthen the perceived value of the cultural institution itself. Thus, marketing communications can be understood as a variable that not only disseminates information about the Jakarta Arts Building but also builds initial perceptions of the cultural facility's value and relevance.

In cultural facilities, websites, social media, and other digital platforms are often the first point of entry before an actual visit, as websites serve as both a representation of the institution and a tool for reducing uncertainty prior to the visit (Mason et al., 2022). Meanwhile, accessibility, usability, search engine optimization, and site speed are critical elements in museum website performance (Drivas & Vraimaki, 2025). Therefore, the quality of marketing communications at cultural facilities is inextricably linked to the

quality of their communications infrastructure. A good message will be less effective if the digital channels used are not user-friendly.

In addition to channels, content, and experience design, business model innovation is crucial in delivering digital interpretive experiences at cultural heritage attractions (Gatelier et al., 2022). These interpretive experiences are crucial because cultural facility audiences require context, stories, and meaning, not just operational information. At this point, marketing communications intersect with cultural interpretation: the message conveyed must explain why the place is important, what value it offers, and why the public should engage with it. Therefore, marketing at cultural facilities tends to be effective when it not only advertises but also interprets and connects user experiences with the meaning of the place.

From an audience behavioral perspective, usage interest or visit intention is shaped by a combination of digital exposure, prior experience, and perceptions of the institution's attractiveness. Innovation in service offerings and the use of social networks help museums and cultural institutions maintain meaningful connections with audiences and enhance their organizational appeal (Palumbo, 2023). Younger generations, particularly Gen Z, are experiencing shifting cultural consumption patterns that are increasingly influenced by digital experiences (Bonel et al., 2023). This means that use intentions for cultural facilities are increasingly shaped during the pre-visit phase, when audiences evaluate the institution through its digital footprint, reputation, and the quality of its online presentation.

More broadly, the attractiveness of cultural facilities is also influenced by the extent to which the institution provides visitor-friendly services and supports contemporary experiences. Digitalization and visitor-friendliness are important dimensions of museum performance. This suggests that use intentions arise not only from promotions but also from the belief that the venue is easily accessible, comfortable to understand, and aligned with the expectations of today's visitors (Dalle Nogare et al., 2024). The combination of visual and textual cues in visitor-generated content can shape social media users' cognitive and affective responses. In the context of cultural facilities, these findings confirm that marketing communications originate not only from the institution but also from the content ecosystem surrounding it, including posts, photos, reviews, and public narratives (Fu et al., 2024).

## FRAMEWORK

This research is based on the assumption that marketing communications are a crucial factor in shaping use intention at cultural facilities. In the context of the Jakarta Arts Building, marketing communications serve not only to convey information but also to build positive perceptions, increase the institution's appeal, and encourage audience engagement. Marketing communications variables are measured by the clarity of promotional information, message appeal, intensity of digital communications, social media usage, and the institution's positive image. Meanwhile, the use intention is measured through interest in use, desire to try, intention to reuse, and willingness to recommend. Based on this conceptual relationship, this study positions marketing communications as an independent variable that is suspected to have a positive effect on use intention, the dependent variable.

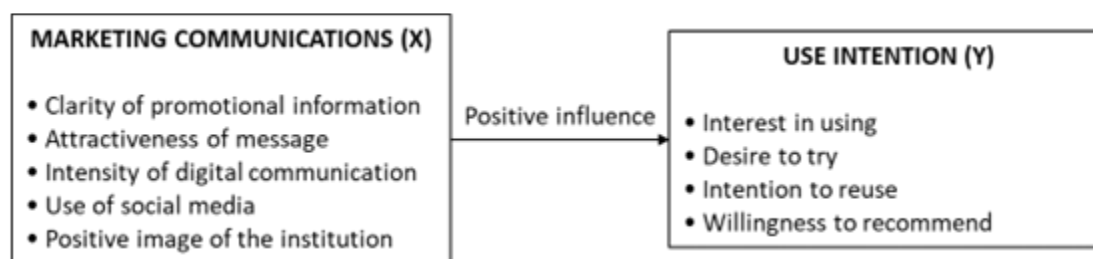


Figure 1. Research Thinking Framework

Based on this framework, the research hypotheses are formulated as follows:

1. H0: Marketing communication has no significant effect on use intention at the Jakarta Arts Building.
2. H1: Marketing communication has a significant effect on use intention at the Jakarta Arts Building.
3. H1a: Marketing communication has a positive effect on use intention at the Jakarta Arts Building.



## RESEARCH METHODS

This study uses a quantitative, explanatory survey design to examine the influence of marketing communications on use intention at the Jakarta Arts Building. The quantitative approach was chosen because the study aims to examine relationships among variables measured numerically, while the explanatory design was used because the primary focus is to explain the causal relationship between the independent and dependent variables based on the formulated hypotheses (Ranganathan & Aggarwal, 2023).

The object of this study is the Jakarta Arts Building, one of Jakarta's historic cultural facilities. The unit of analysis is individuals who have used or rented the facility. The study focused on actual users because they have direct experience with the institution's marketing communications activities and can assess the extent to which these communications influence use intention.

The study population includes all individuals who have used the facilities of the Jakarta Arts Building. The study sample consisted of respondents who met the following criteria: having used or rented the Jakarta Arts Building facilities, being aware of or having received promotional information about the facility, and being willing to complete the research questionnaire. Based on the summary of data processing results, the number of respondents collected was 119, and this figure is used as the basis for the analysis in this article. Sampling was conducted using purposive sampling, a sampling technique based on the suitability of respondent characteristics to the research objectives.

The research data consisted of primary and secondary data. Primary data were obtained through questionnaires distributed to respondents, both in person and online. Secondary data were used to strengthen the research conceptual framework, particularly those related to marketing communications, cultural facilities, and use intention, through a review of current academic literature. The primary focus of this article's analysis remains on primary data because the research variables were measured directly from the perceptions of Jakarta Arts Building users.

The research instrument was a structured questionnaire with a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. This scale was intended to capture respondents' level of agreement with each statement consistently and easily analyzed statistically. Marketing communication variables were operationalized into several indicators: clarity of promotional information, message appeal, intensity of digital communication, social media usage, and positive institutional image. Meanwhile, use intention variables were measured through indicators of interest in using, desire to try, intention to reuse, and willingness to recommend to others.

Before the main analysis, the instrument was tested for validity and reliability. Validity tests were used to ensure that each statement item accurately measures the intended construct, while reliability tests were used to ensure the instrument's internal consistency. In quantitative research, reliability is generally evaluated using coefficients such as Cronbach's alpha, while data quality is assessed through screening steps before inferential analysis. The data analysis techniques used were descriptive analysis and simple linear regression. Descriptive analysis was used to describe the characteristics of respondents and the tendencies of their responses to each variable indicator. Furthermore, simple linear regression was used to test the effect of marketing communication on use intention (Roustaei et al., 2024). The equation model used in this study is:

$$Y=a+bX+e$$

Where Y is use intention, a is a constant, b is the marketing communication regression coefficient, X is marketing communication, and e is the error. Hypothesis testing is conducted using a t-test to assess the significance of the independent variables' influence on the dependent variable, with a significance level of 0.05. In addition, the coefficient of determination ( $R^2$ ) is used to determine how much of the variation in use intention can be explained by marketing communication.

## RESULTS

### Respondent Characteristics

Respondent characteristics are important to demonstrate the profile of Jakarta Arts Building users, which serves as the basis for this research analysis. Based on the data obtained, 119 respondents were included, with distributions by gender, age, and occupation shown in Table 1.

Table 1. Respondent Characteristics

Characteristics	Category	N	%
Gender	Male	61	51,3
	Female	58	48,7
Age	21–30 years	65	54,6
	31–40 years	38	31,9
	> 40 years	16	13,4
Occupation	Artist/Arts Community	74	62,2
	Private Employees	22	18,5
	Students/Students	12	10,1
	Entrepreneurs and Others	11	9,2

Source: Processed research data.

Based on Table 1, the gender composition of respondents is relatively balanced, though men are slightly more dominant than women. In terms of age, the majority of respondents are in the 21–30-year-old group, indicating that Jakarta Arts Building users are predominantly young and productive. In terms of occupation, artists or art communities occupy the largest proportion. These findings indicate that Jakarta Arts Building has a primary user base from creative circles, so effective marketing communications need to be directed at audiences familiar with digital media, visuals, and community networks.

### Simple Linear Regression Analysis Results

To answer the research hypothesis, a simple linear regression analysis was conducted with marketing communication as the independent variable and use intention as the dependent variable. The model summary results are shown in Table 2.

Table 2. Model Summary

Model	R	R Square	Adjusted R-Square
1	0,699	0,489	0,485

Source: Processed research data

Based on Table 2, the R value of 0.699 indicates that the relationship between marketing communication and use intention is in the fairly strong, positive category. The R Square value = 0.489 indicates that 48.9% of the variation in use intention can be explained by marketing communication. Meanwhile, the remaining 51.1% is explained by other factors outside this research model. The Adjusted R-Square value = 0.485 indicates that after adjusting for the number of variables in the model, the model's explanatory power remains relatively stable. Thus, marketing communication has been shown to have a significant contribution in explaining the intention to use the Jakarta Arts Building.

### Regression Coefficient Test Results

In addition to examining the robustness of the model, this study also tested the direction and significance of marketing communication's influence on use intention. The regression coefficient results are shown in Table 3.

Table 3. Simple Linear Regression Coefficients

Variable	Unstandardized B	Std. Error	t	Sig.
Constant	6,856	1,421	4,825	0,000
Marketing Communication	0,349	0,033	10,592	0,000

Source: Processed research data.

Table 3 shows that the model constant is 6.856, while the marketing communication regression coefficient is 0.349. This positive coefficient indicates that every one-unit increase in marketing communication will be followed by an increase in use intention of





0.349 points. The calculated t-value is 10.592 with Sig. = 0.000 indicates that the effect is statistically significant at the 5% significance level. Thus, the better the marketing communication by the Jakarta Arts Building, the greater the audience's interest in using the facility.

### Regression Equation

Based on the results of the regression coefficient analysis, the simple linear regression equation model in this study is as follows:

$$Y=6,856+0,349XY$$

In this equation, Y is the use intention, and X is the marketing communication. The constant of 6.856 indicates that even without any improvement in marketing communication, the baseline level of use intention remains unchanged. The regression coefficient of 0.349 confirms that marketing communication positively influences use intention. This means that improvements in the quality of marketing communication will be followed by increased interest in using the Jakarta Arts Building.

### Hypothesis Testing Results

To confirm whether the hypothesis is accepted or rejected, the t-test results are summarized in Table 4. The basis for decision-making is a significance value below 0.05.

**Table 4. Summary of Hypothesis Testing**

Hypothesis	Statement	Decision
H0	Marketing communication has no significant effect on use intention at the Jakarta Arts Building.	Rejected
H1	Marketing communication has a significant influence on use intention at the Jakarta Arts Building.	Accepted
H1a	Marketing communication has a positive impact on user intention at the Jakarta Arts Building.	Accepted

**Source:** Processed research data.

Based on Table 4, the significance value of 0.000, which is less than 0.05, indicates that H0 is rejected and H1 is accepted. Furthermore, because the regression coefficient is positive, H1a is also accepted. These results confirm that marketing communication not only has a significant but also a positive effect on use intention at the Jakarta Arts Building. In other words, increasing the effectiveness of marketing communication will be followed by an increase in interest, desire to try, intention to reuse, and willingness to recommend the cultural facility.

Overall, this study's results indicate that marketing communication has a significant influence on the use intention of Jakarta Arts Building users. This result is evident from the model's explanatory contribution of 48.9%, a positive regression coefficient of 0.349, and a very strong level of significance. The data analysis summary also confirms that the marketing communication elements in this study include advertising, promotions, social media, digital content, and a positive image of the Jakarta Arts Building. Use intention encompasses interest in reuse, plans for future use, and willingness to recommend to others. Thus, marketing communication can be positioned as a strategic factor in increasing intention to use the Jakarta Arts Building.

### CONCLUSION

This study shows that marketing communication has a positive and significant influence on use intention at the Jakarta Arts Building. The simple linear regression results showed a significance value of 0.000, indicating that the influence of marketing communication variables on use intention is statistically significant. The regression coefficient of 0.349 also confirms that any increase in the quality of marketing communication will be followed by an increase in use intention. Thus, the research hypothesis stating that marketing communication has a significant and positive influence on use intention is accepted.

These findings reinforce the view that, in the context of cultural facilities, marketing communication functions not only as a means of disseminating information but also as a strategic instrument for building positive perceptions, strengthening the institution's appeal, and encouraging audience behavioral responses. The R-square value of 0.489 indicates that marketing communication explains 48.9% of the variation in use intention, thus confirming that marketing communication is a significant determinant in shaping use intention at the Jakarta Arts Building. The predominance of respondents from the 21–30 age group and from artists or the arts community also indicates that the effectiveness of marketing communication becomes even more important when the primary audience is a group familiar with digital media, visual content, and creative community networks.



In practice, the results of this study confirm that the management of the Jakarta Arts Building needs to continue strengthening its marketing communication strategy, particularly by improving the clarity of promotional information, using more attractive messages, increasing the intensity of digital communication, leveraging social media, and building a positive image of the institution. These efforts are important to increase audience interest, encourage reuse, and expand recommendations from users to other potential users. However, because there is still 51.1% of the variation in use intention explained by factors outside the model, further research needs to include other variables such as rental price, location, quality of technical facilities, or direct user experience to be able to provide a more comprehensive explanation of the factors that influence the intention to use cultural facilities.

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