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Museum experience and satisfaction: moderating role of visiting frequency in national museum of Ghana

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Abstract: This research aims to investigate how tourist experience elicits satisfaction and contributes to loyalty and willingness to pay more for a museum destination. More specifically, this study also investigates the significant moderating role of visiting frequency on the relationship between satisfaction and willingness to pay more. Museums offer unique collections for tourists' education and recreation while providing a better understanding of the cross-cultural diversity of societies. The research was conducted with 285 tourists visiting the National Museum in Ghana, with questions relating to experience, satisfaction, loyalty and willingness to pay more. Structural equation modelling was used to test the effects of the museum experience, satisfaction and loyalty on willingness to pay more. Responses emanating from the questionnaire on the National Museum of Ghana was analysed and the study findings suggest the significant effects of tourist experience on satisfaction as well as the significant effects of satisfaction on loyalty and willingness to pay more. In addition, the significant moderating effect of visiting frequency was reported on the relationship between satisfaction and tourist willingness to pay more. In this regard managers should develop marketing strategies that promote museum tourism in the travelling experience and that guarantee greater satisgfaction on site.

Keywords: Museum; Experience; Satisfaction; Loyalty; Tourism; Ghana.

Experiencia y satisfacción en el museo: papel moderador de la frecuencia de visitas en el museo nacional de Ghana

Resumen: Esta investigación tiene como objetivo investigar cómo la experiencia del turista suscita satisfacción y contribuye a la lealtad y a la disposición a pagar más por un destino museístico. Más concretamente, también investiga el papel moderador significativo de la frecuencia de las visitas en la relación entre la satisfacción y la disposición a pagar más. Los museos ofrecen colecciones únicas para la educación y el ocio de los turistas, al tiempo que proporcionan una mejor comprensión de la diversidad transcultural de las sociedades. La investigación se llevó a cabo con 285 turistas que visitaron el Museo Nacional de Ghana, con preguntas relacionadas con la experiencia, la satisfacción, la fidelidad y la disposición a pagar más. Se utilizó un modelo de ecuaciones estructurales para comprobar los efectos de la experiencia en el museo, la satisfacción y la fidelidad en la disposición a pagar más. Se analizaron las respuestas del cuestionario sobre el Museo Nacional de Ghana y los resultados del estudio sugieren los efectos significativos de la experiencia turística sobre la satisfacción, así como los efectos significativos de la satisfacción sobre la lealtad y la disposición a pagar más. Además, se informó del efecto moderador significativo de la frecuencia de las visitas en la relación entre la satisfacción y la disposición del turista a pagar más. En este sentido, los gestores deberían desarrollar estrategias de marketing que promuevan el turismo de museos en la experiencia de viaje y que garanticen una mayor satisfacción en el lugar.

Palabras Clave: Museo; Experiencia; Satisfacción; Fidelidad; Turismo; Ghana.

1. Introduction

Museum tourism creates value for the society by promoting education, recreation and cross-cultural understanding among people (Brida, et al., 2016; Calinao & Lin, 2017; International Council of Museums,

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2010; Pennings, 2015). Trinh, Ryan and Cave (2016) cited a number of reasons why cultural heritage tourism sites, such as museums, are important components of tourism. Museum tourism attract large numbers of visitors, they are associated with the protection of heritage sites by various international bodies, since there is human curiosity about the nature of societies. Finally, the popularity of museums requires protection from tourism managers and other stakeholders. These reasons are in line with Confer and Kerstetter's (2000) findings which revealed that visitors travelled to museums and historic sites for various reasons, such as interests in history, quality of exhibits, and special events or programmes. The main purpose of this study is to investigate the significant influence of visitor experience on the generation of satisfaction, loyalty and how it impacts willingness to pay more (WPM).

The motivation for this study is two-fold: first, not much is known about museum tourist experience and how satisfaction may influence both tourist loyalty and WPM, as well as the moderating effect of frequency of visits within context. Second, this research purposefully concentrates on the selected variables in an effort to contribute to the growing body of theoretical and empirical knowledge on the importance of the on-going discourse on museum tourism (Chan, 2009; Hombury, Koschate, & Hoyer, 2005; Trinh & Ryan, 2013), among others. The specific objectives of this study are as follows. First, the study explores the significant effects of tourist experience, satisfaction, loyalty on WPM. Second, the study also examines how frequency (first time and frequent tourists) of visits significantly moderate the relationship between satisfaction and WPM. Based on these specific objectives, the following hypotheses were developed for the study:

H_1: Tourists experience has a positive effect on satisfaction,
H_2: Tourist satisfaction has a positive effect on loyalty,
H_3: Loyalty has a positive effect on WPM,
H_4: Tourist satisfaction has a positive effect on WPM,
H_5: Frequency of visit significantly moderates the relationship between tourist satisfaction and WPM.

The focus of this research would provide results that have implications for governments, businesses, investors and allied institutions. Strategically, this study would help in identifying and developing museum destinations that would pull both domestic and international tourist traffic to achieve the needed socio-economic benefits. This paper is organised as follows: the first section presents a literature review on museum tourism, second, the methodologies used are provided, followed by data analysis section. The next section presents the findings and discussion, conclusion and implications. Finally, the study ends with the limitations and direction for future studies.

2. Literature Review

2.1. Theory Grounding the Study

This study is underpinned by the experience economy theory (EET) of Pine and Gilmore (1999). Proponents of this theory argue that experience economy is built on four experiential domains or realms: entertainment (desire to enjoy), education (desire to learn), escapist (desire to go and do something) and esthetic (desire to be in a certain place). Theoretically, the theory explains that experience is a good starting point and an important factor that aids in understanding customer perception of a product or attraction. Remarkably, the EET has been validated in several tourism studies (Hosany & Witham, 2010; Hwang & Lyu, 2015; Mahdzar, et al., 2017; Mehmetoglu & Engen, 2011; Oh, et al., 2007; Radder & Han, 2015). These research have operationalised the experience types and developed different scales which examined the relationships among visitor perception, cruiser experience, golf tourist entertainment, satisfaction, intention to recommend, WPM, and others. For example, a recent study of Mahdzar, et al. (2017) on museum tourists experience, proved that the four experiential dimensions developed museum tourist satisfaction, which significantly predicted future behaviours. According to Pine and Gilmore (1999), it is important for customers to encounter unique experience in order to maximise their satisfaction. As such, for museum tourists within context to be satisfied, they need to connect their experience with the artifacts and paintings in the museum.

The four suggested experiential realms of Pine and Gilmore (1999) are relevant for this study, since the researchers presume that the experience types will give tourists the experience that may influence satisfaction, loyalty and WPM. Thus, the fundamental aim of utilising the EET within context was to ascertain whether experience influenced tourist satisfaction, and to examine how satisfaction significantly predicted loyalty (Kim, Chiang, & Tang, 2017; Kim & Thapa, 2018). Further, the study examines how loyalty significantly explains WPM (Lin, 2017; Mgxekwa, et al, 2019), and finally, investigates the extent

to which frequency of visit significantly moderates the relationship between satisfaction and WPM (Chan, 2009; Su, Wall, & Jin, 2016). The researchers' argument is that museum managers purposefully collect historical treasures, exhibit culture, and offer a wide range of services that draw tourists' attention in a friendly manner. Such museums also tend to increase visitor experience, which significantly improve tourist satisfaction. Based on these arguments, this research explores the experiences of tourists using the EET, from their visit to the National Museum of Ghana. The focus is on experience, the satisfaction of the museum visitors and interrelated constructs (loyalty, WPM and frequency of visit).

2.2. Museum tourism and Context of the Study

One of the most accessible and best-known definitions of a museum is one proposed by the International Council of Museums (ICOM). According to ICOM (2007), museums are non-profit- making permanent institutions meant to provide unique cultural services, and for the development of society, and are open to the public. They are for purposes of education and enjoyment, and for people to experience their cultural environment (ICOM, 2007). Pekarik (2003) indicated that the key role of museum was to protect cultural heritage and to attract tourists. Thus, the primary purpose of museums is to take custody of the history and culture of regions and countries, through the protection and restoration of cultural goods (Cho, 2013). This implies that museums exist for purposes of education and enjoyment. Johanson and Olsen (2010) suggested that generally, museum visitation would be considered as part of heritage and cultural tourism. Importantly, this form of tourism has socio-economic benefits to all interested parties. Invariably, museum tourism increases sales revenue, enhances standard of living, promotes customer advocacy, and enhances sustainable competitive advantage within the hospitality industry (Shaw & Ivens, 2002; Tynan & McKechnie, 2009). Museums also provide customers with memorable experiences that stimulate their emotional, physical, intellectual and spiritual well-being (Pine & Gilmore, 1998). In spite of the significant roles of museum tourism, previous studies (Gheorghilaş, Dumbrăveanu, Tudoricu, & Crăciun, 2017; Lang & Reeve, 2016) have argued about the effects of global socio-cultural changes, and availability of in-depth information and ideas to museum tourists, and the diversity in tourists expectations. Given the effects of these development on tourist expectations, the researchers concur that the traditional methods of museum operations are outmoded and ineffective in contemporary times. Whilst museums operators sought to maintain scholarly and professional standards, they are also required to provide an entertaining atmosphere to meet the expectations of their audience. In addition, they have to deal with the complex relationships with the individuals who play diverse roles in contributing to the service delivery.

Ghana is located in West Africa, on the shores of the Gulf of Guinea. The country has an area land mass of 238,540 square km north of the equator, with a population of approximately 28 million (The Worldbank, 2017). The World Travel and Tourism Council (WTTC) estimated that the total contribution of tourism to Ghana's Gross Domestic Product (GDP) amounted to GHC 12, 573.3 million (USD 1, 335.5m), 6.2 percent of Ghana's GDP in 2017, and it is expected to increase by 4.2 percent to GHC 19, 852.8m (USD 4, 522.3m), 5.7 percent of GDP in 2028 (WTTC, 2017). This research is of interest to Ghana because tourism is one of the main socio-economic drivers that generates foreign income, creates jobs and also stimulates the growth of other industries within the economy. Tourism is the fourth highest income earner for Ghana after gold, cocoa, and oil (myjoyonline, 2018; Mensah-Ansah, Martin, & Egan, 2011). Cable News Network's (CNN) travel report showed that Ghana has been rated fourth out of nineteen most interesting tourism destinations of the world (CNN Travel, 2019). A total 1.3 million international tourists visited the country in 2017 and expected to increase by 8.4% in 2021 (Oxford Business Group, 2018).

Historically, Ghana has several museums which include the National Museum, and Museum of Science and Technology in Accra, Volta Regional Museum, Cape Coast Castle Museum, Upper East Regional Museum in Bolgatanga, St. George's Castle (Elmina Castle) Museum, Fort Apollonia Museum of Nzema Culture and History. The Ghana museums and monument board (GMMB) is responsible for managing these museums in Ghana, and undertakes the function of equipping and managing the material and cultural heritage of the nation (Ashie, 2012).

The museums have three primary collection: archaeology, ethnography, and art, and these are used to tell stories about Ghana's rich cultural heritage. The National Monuments Instrument (Executive Instrument 42 of 1972) lists 33 forts and castles scattered all over the country, and are considered as national monuments. These edifices exhibit the types of trade that took place between indigenous African people and the European trading partners from Portugal, the Netherlands, Denmark, England, France, Sweden, and Brandenburg of German Prussia. The nature of Ghana governance structure, in

terms of administration, judiciary, religion, health care and even building architecture, could largely be traced to the legacies from the ancient trade partners (Ephson, 2012).

Interestingly, this study is relevant to Ghana, for a number of reasons. One, Ghana is regarded as the leading heritage tourism destinations for the African-Americans who sought to trace their roots and reconnect with their kinsmen (Bernhadt & Eroglu, 2004; Schramm, 2004; Teye & Timothy, 2004). In August 2019, Ghana hosted the 'Year of Return, Ghana 2019' event that welcomed Africans in the diaspora to participate in events associated with Ghana's rich heritage (Agyeman, 2018; Ghana Tourism Authority, 2020). This event marked 400 years of the first enslaved Africans arriving in Jamestown Virginia, and provided an opportunity for Ghana to reaffirm its prominence as the preferred market destination for heritage tourism.

2.3. Museum Experience and Satisfaction

Invariably, a museum is perceived to offer both tangible (quantity and quality of services delivered) and intangible experiences (tourist feelings and motivation) to visitors. Tourism marketing scholars have argued that museum is also considered as an experiential consumption site for relaxation, cultural education and learning, experience and social interaction (Chan, 2009; Rowley, 1999). According to Chan (2009), the overall experience is referred to as "a product" presented by museum managers to visitors. Vu, Luo, Ye, Li, and Law's (2018) study investigated tourist behaviour within the museum setting of Hong-Kong and found that museum visitor behaviour and experience were important in improving visitor satisfaction. They pointed to probable linkages between tourists experience and satisfaction with the cultural elements that are associated with the services provided. Indeed, when the behaviour of museum visitors and their experiences are understood, attracting more tourists to specific tourism destinations will be enhanced (Vu, et al., 2018). Previous literature indicates that many museums customers consider satisfaction as a critical factor in the discussion on museum experience (Brida, et al., 2016; Harrison & Shaw, 2004). In this circumstance, several important elements of museum experience include collections, displays, and interpretations, which influence visitor satisfaction (Danaher & Mattsson, 1994). Based on these literature review, this research forestalls that museum visitor experience can significantly influence tourist loyalty.

2.4. Museum Satisfaction and Loyalty

To preserve and sustain long standing growth of museums, it is essential to offer quality experience that will enhance visitor satisfaction. According to Oliver (1981) satisfaction is an emotional reaction which follows confirmation experience. In the museum context, satisfaction might be continuously assessed through the entire service consumption process, rather than the post-consumption process (Gabbott & Hogg, 1998; Kang, Jang, & Jeong, 2017). Importantly, the level of consumer satisfaction is a major factor for consumer decision-making, and is associated with loyalty to a product or a service (Halilovic & Cicic, 2013: Le Gall-Ely, 2009). Within the tourism literature, studies of Laroche et al. (2004), and Dagger and Sweeney (2007) argue that high-quality tourism services tend to promote loyalty, and have a direct impact on profitability. In addition, empirical research has shown that museums are perceived as cultural experience goods, hence, tourist's satisfaction and loyalty are important factors that need to be understood by museum management to align and offer attractive tour to visitors (Kim, Chiang, & Tang, 2017; Kim & Thapa, 2018). Based on this revelation, this research anticipates that tourist satisfaction can significantly influence tourist loyalty.

2.5. Tourist Satisfaction and WPM

Tohmah (2017) confirmed a relationship between cultural service and a positive attitude towards culture and a high WPM for cultural services. WPM is the maximum price a buyer accepts to pay for a given quantity of goods or services (Kalish & Nelson, 1991). Thus, this study considers WPM as the maximum price a museum tourist accepts to pay for a unique service experience at museum sites. Heritage tourists determine the WPM for non-market goods based on the value of the tourist experience (Lin, 2017), which invariably creates satisfaction for the tourists (Shahrabani & Regev, 2019). Furthermore, Morrison and Dowell (2015) established that 'sense of place' (i.e. place identity) significantly influenced museum tourists' WPM. Sense of place is the strong identity that is deeply felt by inhabitants and visitors, and likely to lead to tourist loyalty to the destination. For instance, in a study on a heritage site in South Africa, Mgxekwa et al. (2019) found that a comprehensive memorable heritage site experience contributed to visitor WPM for such experiences. In addition, a survey by López, et al. (2019) on visitors to the Pyramids of the Sun and the Moon (Peru) established that perceived

value of the service experience had the strongest impact on visitors' loyalty. In this regard, the study suggests that tourist satisfaction can significantly influence tourist WPM.

2.6. Moderating effect of frequency of visit

Previous studies on the moderating role of frequency of visit (first time and repeat visitors) within tourism literature have indicated the significant contribution in explaining tourist behaviour (Franklin, 2003; Li, et al., 2008; Liang & Zhang, 2011). In this research, frequency of visitation is the "the number of times" a tourist visits the museum. Earlier, researchers have contended that first time visitors were driven more by novelty (Anwar & Sohail, 2004), while repeat visitors enjoyed familiarity with the tour sites (Li, Cheng, Kim, & Petrick, 2008; Liang & Zhang, 2011). For example, the behaviour of first timers might be different in terms of their responses, perceptions, perceived values, travel motives and are active planners (Li, Cheng, Kim, & Petrick, 2008). However, repeat visitors were seen to be more antagonistic when faced with unsatisfactory service, and were more likely to complain (Namkung & Jang, 2009). Evidently, a large number of research in the tourism literature have indicated that repeat visitors were more likely to revisit the tourism sites (Petrick , Morais, & Norman, 2001; Petrick & Backman, 2002b; Sonmez, 1998). Mckercher and Wong's (2004) study found that repeat visitors might have lower degree of satisfaction due to their high expectation in some circumstances. This implies that satisfaction may not directly influence tourist revisit intention. Indeed, Chan (2009), and Su, Wall and Jin (2016) revealed that tourists gained both emotional and cognitive stimuli and service experience through frequency of visit, which motivated tourists to pay more for the same tour.

In conclusion, using frequency of visit as a moderator variable is relevant, in that the travel motives of tourists are basically guided by novelty as well as familiarity with a destination. However, first-time and frequent visitors will react in different ways based on their understanding and perceptions about a destination. This research anticipates that from EET perspective, frequency of visit might moderate the relationships between satisfaction and WPM within context. Again, guided by the significant moderating role of frequency of visit of previous studies (e.g Anwar & Sohail, 2004; Li, et al., 2008; Liang & Zhang, 2011), there was an additional opportunity for this study to test whether frequency of visit would significantly moderate the relationships in a different research context. This direction of study will provide a more holistic understanding of museum tourism in this environment. In this regard, it is suggested that frequency of visit could moderate the relationship between satisfaction and WPM.

3. Methodology

3.1. Data Collection and Sampling

The National Museum of Ghana consists of majority of Ghanaian artistry paintings, ethnography galleries such as the chief's regalia, local Ghanaian musical instruments, Ghanaian traditional textile and beads, gold-weights, as well as archaeological objects that span the stone age era to present historical past. In addition, this museum also displays collections from other African countries through exchange programmes. For instance, Zulu wooden figures and bread-ware from Southern Africa, senfu masks from Cote D'Ivoire, ancient Ife bronze heads from Nigeria and Bushongo carvings from the Congo (GMMB, 2017). The National Museum of Ghana is also the largest and oldest museum in Ghana, built in 1975 (GMMB, 2017). The museum, which is situated in Accra, the capital city of Ghana, was considered for this study because it hosts the creative art exhibition that attract a large number of tourists, besides the location and the unique characteristics of the museum. The selected museum managers were contacted and the objective of the research was explained to them, in order to facilitate the data collection for the survey. The targeted population considered for this research were adult tourists of both domestic and foreign tourists, who visited the National Museum in Accra during the data collection period. A convenience sampling method was used to administer a total of 430 questionnaires and 285 valid responses were considered, which represented 64.6 percent response rate. This method was used due to easy accessibility of participants, their willingness and readiness to complete the self-administered questionnaire (Creswell, 2014; Etika, Musa, & Alkassim, 2016). Quantitative data were collected from visitors who completed their tour, this was to ensure that the tourists had a very recent experience. The questionnaires were administered with the help of 6 experienced enumerators who were recruited and trained by the researchers. In addition, the participants were assured of anonymity and confidentiality (Wiles, Crow, Healt, & Charles, 2007). The questionnaire was designed to be completed within 10-15 minutes. Data was gathered for this study during the months of June and July, 2019 since Ghana's high

tourist season occurs from June through August each year, when most European and North American visitors made their way to the country (traveltips to Ghana, 2018).

The sample size for the study was determined based on the expected data analysis technique employed (Malhotra, 2007). Structural equation modelling (SEM) was considered as the preferred data analysis technique for this study, and required a minimum of 100 participants (Tabachnik & Fidell, 2007; Hair, Black, Babin, & Anderson, 2010). Drawing on these suggestions, this study considered a usable sample size of 285 respondents for this study.

Earlier, the questionnaire was piloted utilising a sample of 30 visitors based on the recommendation of Preneger, Courvoisier, Hudelson, and Gayet-Ageron (2014). These authors suggested that pre-testing of the questionnaire with 30 participants was likely to provide a high power of 80 percent, and the ability to detect any problem within the population. The results of the 30 participants showed that the respondents for this study understood the questions, as they were written in simple English language.

3.2. Instrumentations

The questionnaire had 27 items to measure all the constructs provided in the conceptual model, which was structured in five sections. The first section comprises of sixteen (16) adapted items on museum experience by Caldwell (2002), and Rowley (1999) designed to measure service experiences. Museum experience was contextualised as a standard of customer care rendered to the tourists during their tour. This includes presentation of exhibits arts, paintings, musical instruments, stone age, senfu masks, ancient Ife bronze heads, signposting in the museum, provision of different languages for interpretation, dedicated guide, access to curatorial expertise, cafés and souvenir shops. The second section has two (2) items adapted to determine tourist WPM (Zeithaml et al., 1996). In context, WPM was regarded as tourists' readiness to continue to patronise services of this museum and willing to pay a higher price for the benefits they gained regardless of competitors' charges. The third section focuses on tourist satisfaction with five (5) items adapted from Oliver (1997). Tourist satisfaction was operationalised as the overall satisfaction, made up of the following: satisfied with what this museum tour experience offered, tourists feeling good about their destination experience, satisfied with their decision to visit this museum and having positive mindset to participate in the same tour in future. The fourth section measures the participants' loyalty by four (4) items (Zeithaml et al., 1996). The four items that contextualised tourist's loyalty were the following: tourists would encourage friends and relatives to visit this museum, say positive things about this museum experience to others, recommend this museum to someone who seeks my advice and willing to revisit this museum. The participants were asked to indicate on a five-point scale, ranging from 1 = "strongly disagree" to 5 = "strongly agree". The final section of the survey captures four questions on the profiles of the tourists. The sample size entails 285 participants, with 44% Male and 56% Female. Fifty-two (52%) were international tourists, while domestic tourists recorded 48%. Number of first-time tourists were 47% and repeat tourists were 53%. Age distribution was as follows: 18–24 years (22%); 25–34 years (11%); 35–44 years (30%); 45–54 years (20%); 55–64 years (11%); 65 years and older (6%). Thirty-six-point three percent (36.3%) of the tourists were Ghanaians, 32.6% and 18.5% were from the US and the UK respectively, whilst visitors from Canada constituted 5.7%, Australians 4.8%, and 2.1% for others. Majority of the tourists were self-employed (42.8%), government employees (36.4%), retired (12.5%), students (5.2%) and house wife (3.1%). In addition, the descriptive results of the studied variables were presented (see Table I). Museum experience recorded a composite average value of 4.46, and WPM (4.14), Satisfaction (4.28), and Loyalty (3.76). These findings revealed that tourists agreed that they were influenced by these behavioural factors to tour the museum. Besides, in the study model (fig. 1), an addition of a moderator, (i.e. frequency of visit) was introduced to explain the effect on the relationship between satisfaction and WPM (Lin, 2017: Shahrabani & Regev, 2019). Prior studies have shown that when a moderating variable is introduced between two other variables it is much easier to understand the nature of the relationship (Aguinis, Edwards, & Bradley, 2016). In determining the moderation effect, the study multiplied the explanatory variables of satisfaction with the moderator: frequency of visit (1=repeat and 0=first-time) (frequency of visit *Satisfaction), as recommended by (Chin, Marcolin, & Newsted, 2003).

3.3. Data Analysis

The research model was tested using SEM with the support of STATA 14 to estimate the model fitness and to test the proposed hypotheses. It has been indicated that SEM is effective for testing models that are path analytic with moderating or mediating variables (Bryne, 2009). The advantage of using SEM lies in its strength as a multivariate technique. Thus, SEM combines aspects of factor analysis and

multiple regression for analysing multiple hypothesised relationships among observed and unobserved (latent) variables in determining whether the interrelationships are consistent with the data sample (Bollen, 1989; Jöreskog & Sörbom, 1993). Invariably, the focus of this study was to analyse the multiple hypothesised links among observed and unobserved (latent) variables, and simultaneously test the moderating effect of the research model. To verify possible issues of normality of the data distribution, common method bias and multicollinearity, this study followed the suggested methods within literature. First, this research explored whether the distribution of data deviated from normality and found that all items of the constructs were above 0.05, indicating no deviation from normality (Brown, 2006). This study is a cross sectional study, where data was collected from the same participants at the same time or using the same technique for predictor and outcome variables (Heppner, Wampold, & Kilvlighan Jr, 2008). Hence to measure for common method bias, Harman's single factor was conducted to determine the extent of bias in this study. The simultaneous loading of all the items in a principal component factor analysis produced a total variance of 27.2% (<50%), an acceptable maximum threshold of total variance (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003). This implied that there was no possibility of common method bias. Finally, the correlation coefficient showed in (Table I) are not above 0.80, revealing that multicollinearity was not an issue (Hair, Black, Babin , Anderson, & Tatham, 2010).

4. Results

4.1. Factor Analysis

The principal axis factorial approach with equamax rotation method was employed which parsimoniously simplifies the number of items, as well as examines the underlying factor structure of the studied constructs (Hair, Black, Babin , Anderson, & Tatham, 2010). The 16 museum experience items construct, Kaiser-Meyer--Olkin (0.653) and Bartlett's test of sphericity χ^2=2,093.73 were all adequate in performing a factor analysis. The findings showed three factors that accounted for 77.68% of total variance explained. Factor one was identified as "education", which explained 32.30% of the total variance with a composite reliability value of (0.95). Factor two of museum experience was labelled as "entertainment", which explained 28.14% of the total variance with a composite reliability value of 0.93. Factor three was recognised as "escape", which explained 12.10% of the total variance explained with a composite reliability value of 0.76. Factor four was identified as "esthetic", which explained 5.14% of the total variance explained with a composite reliability value of 0.76. Added to this, a total of 11 items, of which 2 items was for WPM, 5 items for "satisfaction", and 4 items for "loyalty" were factor analysed. Results of the factor analysis revealed Kaiser-Meyer-Olkin value of 0.892 and Bartlett's test of sphericity (χ^2=5,236.54). In all, three factors were extracted, namely "satisfaction", "loyalty", and "WPM", which recorded 65.30% of the total variation in the scale data. "Satisfaction" accounted for 31.3% with a composite reliability coefficient of 0.94; "loyalty" (21.4%) with a composite reliability coefficient of 0.93; and WPM had 12.6% with a composite reliability coefficient of 0.80. The factor scores were computed for each of the constructs utilising the regression factor score method due to its maximisation of validity of the items used (Distefano, Zhu, & Mindrila, 2009). The Anderson-Rubin method was employed to estimate factor score coefficients, and used in the subsequent SEM analysis. The resulting scores are uncorrelated, have a mean equal to zero and standard deviation equal to one (Hatcher, 1994).

Table 1: Mean, SD, Reliability Measures and Inter-correlation for constructs

Construct	AVE	CR	1	2	3	4
Museum experience	0.83	0.95	**0.91**			
Satisfaction	0.77	0.93	0.32	**0.87**		
Loyalty	0.83	0.94	0.26*	0.27**	**0.91**	
WPM	0.74	0.80	0.28**	0.44**	0.34**	**0.86**
Mean	-	-	4.46	4.28	3.76	4.14
SD	-	-	0.23	0.71	0.21	0.42

Notes: SD=Standard Deviation, AVE=Average Variance Explained and CR=Composite Reliability. All inter--correlation coefficients are significant at *p<0.05 and **p<0.01. Bolded Diagonal figures represent the square root of the AVE; sub-diagonal figures are the latent construct for inter-correlations.

4.2. Measurement and Structural Model

The analysis of measurement model requires four stages: the individual reliability of items, the composite reliability of the constructs, the convergent and discriminant validity. First, the Cronbach alpha of the individual items obtained exceeded the threshold of 0.70 (Nunnally & Bernstein, 1994), meaning that the questions were reliable for the current study. Second, the findings of the calculated composite reliability values also showed an acceptable level, ≥0.70 (Chin, 2010; Hair, et al., 2010), which revealed internal consistency of the items and confirmed the reliability of the survey instrument. Third, the existence of convergent validity was confirmed by utilising the average extracted variance values that exceeded 0.5 (Fornell & Larcker, 1981). Finally, to satisfy the requirement of discriminant validity, the square root of the construct's AVE was greater than the inter-constructs correlation (Fornell & Larcker, 1981). As shown in Table I, all the relationships among the variables obtained were less than 0.50 and the square roots of the AVEs were more than inter-correlation values. This shows that the constructs are distinct from one another. Thus, there is an evidence of discriminant validity. The statistics for the measurement model without the moderating variable were (χ^2=276.542,*df*=187,*p*=0.002), root mean squared error of approximation (RMSEA) = 0.09, comparative fit index (CFI) = 0.87, Tucker-Lewis index (TLI) = 0.88 and standardised root mean squared residual (SRMR) = 0.09. The results demonstrated poor fit. After measurement model analysis, the model was refined through the modification indices to achieve good fit. An examination of the modification indices suggested that an improvement in the overall goodness- of-fit of the model could be achieved by allowing "experience" to correlate with "loyalty". The result of the structural model is shown as follows: (χ^2=279.042,*df*=189,*p*=0.001) RMSEA=0.04, CFI=0.96, TLI=0.96 and SRMR= 0.03, providing evidence of good fit. In the model, experience accounted for 22.3% variance in satisfaction, satisfaction accounted for 13.0% of the variance in loyalty and loyalty recorded 7.02% variance in WPM. This accounted for 32.32% of the variations in WTP without the moderating variable.

4.3. Hypothesis testing

Table 2: Hypothesis testing

Hypothesis	Beta coefficients	Proposed effect	Results
Museum experience→ Satisfaction (H_1)	0.293***	+	Supported
Satisfaction →Loyalty (H_2)	0.199**	+	Supported
Loyalty → WPM (H_3)	0.329*	+	Supported
Satisfaction → WPM (H_4)	0.493**	+	Supported
Frequency of visit *Satisfaction → WPM (H_5)	0.079*	+	Supported
Overall Coefficient of determination (R^2)	**0.446**		

Note: ***p≤ .001, ** p≤ .01, * p≤ .05

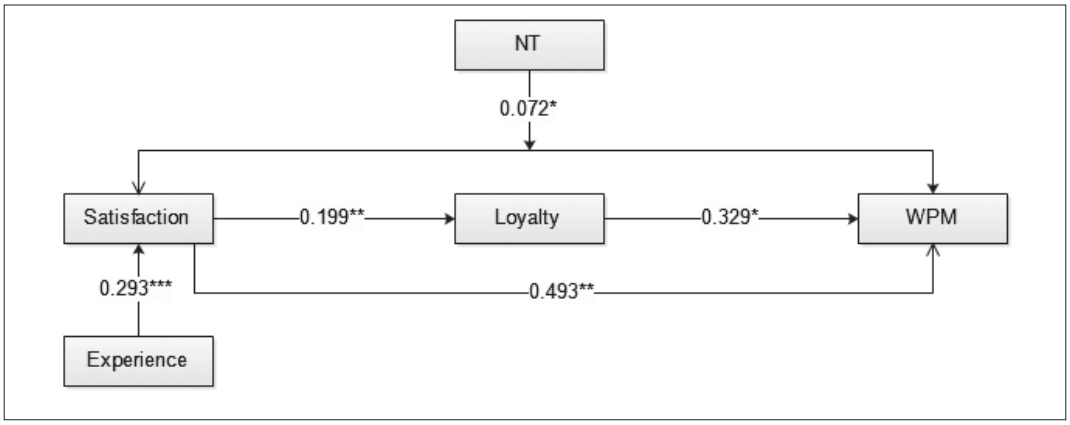
Table 2 shows the results of the SEM used in testing the hypotheses for the study. The results of the SEM provided support for H1 to H5. It was revealed that museum experience has a positive effect on tourist satisfaction (β=0.293,p<0.001) and supported H1; tourist satisfaction has a positive effect on loyalty (β=0.199,p<0.01) and supported H2; loyalty has a positive effect on WPM (β=0.329,p<0.05) and supported H3; tourist satisfaction has a positive effect on WPM (β=0.493,p<0.01) and supported H4.

4.4. Test of Moderation effect

To test the interaction effect, the study applied a two-stage approach recommended by previous studies (Chin, Marcolin, & Newsted, 2003; Sarkar, Echambadi, & Harrison, 2001; Walter, Auer, & Ritter, 2006). In stage 1, the structural model analysis was performed without the moderating variable and the results presented above. In stage 2, the result of the measurement model statistics, including the moderating variable was (χ^2=264.421,*df*=187,*p*=0.002), RMSEA=0.07, CFI=0.87,

TLI=0.89 and SRMR= 0.06 providing a poor fit. However, the result of the modified structural model with the moderation demonstrated (χ^2=267.002,*df*=188,*p*=0.002) RMSEA=0.04, CFI=0.95, TLI=0.96 and SRMR= 0.03, providing evidence of good fit. This study was guided by previous studies (Chin, et al., 2003; Moretti, 2015) in reporting the measurement and structural statistics of the interaction model. In this study, the coefficient resulting from the interaction effects on the relationships between satisfaction and WPM, (*frequency of visit* **satisfaction*→WPM) is statistically significant (β=0.072,*p*<0.05), supporting H5. However, the result of the explained variance, that is, the R-squared in stage 1 show 32.32% while the result in stage 2 record 44.6%. Comparing the results in stage 2 to stage 1 show that the R-squared was increased to 12.2%, providing evidence of a better explained variance. The increased R-squared was attributed to the moderating effects. The effect size was also determined to measure the strength of the theoretical relationship, including the moderating effects (Chin, Marcolin, & Newsted, 2003). The recommended method of testing effect size was applied (see: Cohen, 1988). The effect size threshold values of 0.02, 0.15 and 0.35 are regarded small, moderate and large effects (Cohen, 1988). The significance of the effect size was also confirmed using a p-value (≤0.05) as recommended (Tabachnick & Fidell, 2007). The calculated effect size of this study is 0.122, with corresponding significant value (0.04) demonstrating that frequency of visit is statistically significant to moderate the relationship and has more than moderate effect (0.18>0.15) on tourist satisfaction. In all the coefficient of determination reported for the tested research model accounted for 44.6% variations in WPM. The analysis model with moderation effect is presented in figure 1.

Figure 1: Tested Research Model



Note: frequency of visit = Number of times of visit (NT)

5. Findings and Discussion

The main research problem addressed in this study was the need to consider museum cultural experience in determining tourist satisfaction and WPM for the service experience. Service experiences are integral drivers of consumer satisfaction and are likely to contribute to loyalty of museum visitors. Museum experience has moved away from just a service experience to heritage experience thereby affecting visitors' emotional and cognitive stimuli (Chan, 2009; in Ruiz-Alba et al. 2019). This study investigates the effect of tourist experience on museum visitors' satisfaction. First, the finding confirms that visitors experience has a positive effect on tourist satisfaction. It could be said that visitor expectations were likely to have been met regarding the cultural values and the associated service quality of the providers. This finding resonates with those of Yang (2012), and Ung and Vong (2010), both in Chinese contexts, which focused on culture, heritage and tradition. Considering that museum experience creates emotional attachments, these findings underscore the importance of preserving cultural heritage at museum destinations.

This study also investigates the effect of satisfaction on loyalty and finds a positive effect of satisfaction on loyalty. Meeting client satisfaction has been an important antecedent to consumer association with service patronage, with satisfaction being the main antecedent to loyalty. This finding supports the significance of loyalty drivers in heritage tourism destination research (Lopez, Virto, Manzano, & Garcia-Madariaga, 2019; Shen, Guo, & Wu, 2014). In most instances, satisfaction establishes loyalty (Carmen et al., 2017), and this occurs because consumers develop a taste for the services, and experience less mental discomfort (i.e. low cognitive dissonance) when taking a decision on the museum services. Although empirical study is emerging within context, majority of the research on museum tourist experience, satisfaction, loyalty and WPM are strongly rooted in Western cultures (Ruiz-Alba, Nazarian, Rodriguez-Molina, & Andreu, 2019; Shahrabani & Regev, 2019). This present study makes a significant contribution to museum tourism literature in a non-Western context. Thus, the present study addresses the call to investigate tourist experience in different environment (Ruiz-Alba, et al., 2019). Ghana provides a unique cultural context in which to study the effects of experience, as there are creative art exhibitions, and cultural artefacts that attract a large number of tourists to the museums. Whereas this study's environment differs from those of earlier studies, the findings are similar because Ghanaian museums are adopting international standards to preserve and protect cultural heritage that would attract tourists from all over the world, and to keep Ghana in the competition. Evidently, the findings of the main result of Ruiz-Alba, et al., (2019) revealed the importance of co-creation of museum tourism services, while this current study established the significant moderation effect of frequency of visit, during which visitors encountered the service offerings. All these findings are equally important to the development of museum tourism on the globe.

Furthermore, this study explores the effect of loyalty on visitor WPM. Statistically, the analysis confirmed that visitor loyalty has a positive effect on WPM for the overall service experience. Carmen et al. (2017) finds that loyalty is driven by satisfaction and repeated visits to tourism destinations, and likely to culminate in a cultural experience at the heritage sites. In a study on Nelson Mandela Heritage site in South Africa, Mgxekwa, et al (2019) confirmed that when visitors encountered a unique experience, they were willing to pay higher amounts. Therefore, offering a unique cultural experience for tourists could become a strategic tool that museum operators could give the due attention.

Another finding of this study is that tourist satisfaction has a direct positive effect on WPM. This finding is consistent with that of Morrison and Dowell (2015), which established that the perceived value of cultural resources offered to tourists would affect their willingness to pay. These findings support the position held by consumer behaviour researchers that the cognitive and emotional aspects of consumer experience and consumption compliment to provide insights into tourist satisfaction and actions at a museum (Chiappa, et al., 2014; De Rajas & Camarero, 2008). When tourists are satisfied with the service encounter, they are likely to remain loyal, and likely to repeat visit because of the value derived from the experiences.

Finally, this study also investigates the moderating effects of frequency of visit on the relationship between satisfaction and WPM, and finds that frequency of visit has a positive moderating effect on the said relationship. This finding confirms propositions by Chiappa et al. (2014), and Kozak, Huan, and Beaman, (2002) that some variables are potential moderators on the relationship between satisfaction and perceived behaviour. Further, the finding resonates with Su, et al., (2016) in a Chinese ethnic community setting where ethnic encounters were a motivation to return to museum sites as a result of their satisfaction. When tourists visit repeatedly, they are likely to encounter different personalities, learn the cultural values of the ethnic groups and build lasting relationships. These interactions give tourists a unique cultural experience which are likely to motivate re-patronage of the museum facilities and readiness to pay more for the valued service. Similarly, Breda et al. (2014) established that repeating a visit, without changing place created convenience, and so tourists are likely to pay higher prices so as to benefit from the said convenience. The study therefore provides an evidence that tourist experience might influence satisfaction of both domestic and international tourists visiting the National Museum of Ghana in future. This position, as regards possible increased positive tourist satisfaction and its influence on loyalty and WPM, have practical implications for the future development of museum tourism within context.

6. Conclusion

In summary, investigation into tourist experience, satisfaction, WPM, loyalty and the moderating effect of frequency of visit are among the neglected fields in tourism marketing literature in Ghana. Using the confirmatory factor analysis, the study identified that museum experience, satisfaction, WPM

are significant factors that have an impact on loyalty of tourists of the National Museum. A conceptual model was also developed based on the results of this study to guide future research of museum tourism in developing countries.

This study has theoretical, policy and practical implications. From a theoretical point of view, this study supports the experiential realms of the experience economy of Pine and Gilmore (1999). This means that tourists experience plays a fundamental role in explaining tourists' satisfaction, loyalty and WPM. Importantly, the results have advanced the understanding of applying the EET in museum tourism settings. In addition, the proposed and tested hypotheses were grounded on the EET, with introduction of frequency of visit as a moderator. The introduction of frequency of visit to the theory is regarded as a contribution of this investigation, which has not been studied before in this context. This opens opportunities for similar future studies in other geographical contexts.

Given these findings, it is also relevant to align the identified factors that influence WPM with the current museum activities and policies of the National Museum. For development of the National Museum among the most attractive museum destinations on the globe, government, non-governmental agencies and other stakeholders must consider employing current strategies that are compatible with tourist experience, satisfaction and willing to pay more for museum services. These are attainable through policy formulation and implementation, partnerships and capacity building of the stakeholders in the sector.

Again, the results in this work have significant practical marketing implications. This study affords business opportunities within the sector, to forecast and possibly solve the problems of satisfaction of tourist experience, and thereby increase museum loyalty behaviour among tourists. It is also essential for managers of museums to note that experience might not certainly translate into high tourist satisfaction, unless attractive "cultural bienes" like artifacts, objects, and artist paintings, among others, are exhibited at museum destinations. Again, owners of tour businesses should endeavour to enhance satisfaction levels of the museum tourists in accordance with their cultural experience, WPM, and the level of loyalty that would build positive intention to re-visit and to recommend a museum. Importantly, tourism practitioners may use the current findings as a tool, to deliver improved services to satisfy tourists who are on vacation. Finally, the implications of the above are that tourism businesses, as well as the tourism authorities of developing countries, need to invest time and effort in developing appropriate and important ways of promoting and sustaining museum tourism.

7. Limitations and areas for future study

This research has contributed to the effort to advance the understanding of the importance of frequency of visit as well as the significant effect of satisfaction on WPM and loyalty among tourists which have been neglected in earlier research within context, though there are some limitations. The study has applied convenience sampling method and the data came from a single source-self report which are possible to constrain the generalisation of the findings. Added to this, the study did not test first time and frequent tourists separately. Thus, no generalisation can be made beyond this context. Further studies need to utilise a bigger sample size, and also for moderation effect of multi-groups (first time and frequent tourists) in similar geographical context, which might aid the comparison of the studied variables with specific countries. Again, this study focused on experience and satisfaction as significant predictors of WPM and loyalty. Yet, there are other factors such as tourist perceived values, which are destination attributes needed to advance museum tourism worldwide. Besides, the introduction of the moderating effects of frequency of visit to other tourism consumption theories are welcomed.

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