

# THE INFLUENCE OF MUSEUM EXPERIENCE AND AMBIANCE ON WORD-OF-MOUTH AND THE MEDIATING ROLE OF VISITOR SATISFACTION

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## ABSTRACT

In this age of digital innovation, cultural institutions such as museums exert significant efforts to assert their importance and impact on the community and society. Grounded on the stimulus-organism-response model, this chapter aims to investigate how museum experience and ambiance affect word-of-mouth through the indirect influence of visitor satisfaction. The respondents were visitors of the National Museum of the Philippines, and they were identified using the intercept method approach. Using partial least squares (PLS) path modeling, the results revealed that museum experience and ambiance have significant and positive influence on visitor satisfaction and word-of-mouth. Moreover, visitor satisfaction and word-of-mouth were found to be significant and positively related. Visitor satisfaction was also found to mediate the link between ambiance and word-of-mouth.

**Keywords:** Museum, Museum Experience, Ambiance, Visitor Satisfaction

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