**INFLUENCE OF VISITOR'S PERCEPTIONS OF MUSEUM'S WEBSITE DESIGN ON BEHAVIOURAL INTENTIONS**

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**Abstract**

The purpose of this paper is to examine the impact of museum website design on visitors’ intentions. Three hypotheses were set which assume that the design of the museums’ websites positive influences on the intention of visitors to return to the websites, to personally visit the museums, and with the intention of visitors to recommend the website to their friends and relatives. To achieve the purpose of the research, empirical research was carried out. The respondents evaluated the websites of 145 Croatian museums and responded to questions which indicate their intention of revisiting the website, personally visiting the museums and recommending the website to other people. The hypotheses are tested and confirmed using the partial least squares structural equation modelling (PLS-SEM). This research confirmed the perception of the website design to be a significant predictor of visitors’ intentions regarding website revisits and of visiting the museums personally. Research results have also confirmed a significant and positive impact of visitors’ assessment of the museum website and their intentions to recommend the website to others. The results of this research contribute to the theory and practice. Interpretation and generalization of the findings should be taken with caution because this study used a convenient sample of university students, which does not represent the entire population of museums’ websites users. The research model represents a novelty in the current research studies, since it contains a new dimension “Overall impression” which has the most effect on the positive evaluation of the website.

**Key words**: museum marketing, web marketing, website, PLS

**Sažetak:**

Ovim radom nastoji se istražiti utjecaj dizajna web stranica muzeja na posjetiteljeve namjere. Postavljene su tri hipoteze koje pretpostavljaju da dizajn web stranica muzeja utječe na namjere ponovnog posjeta web stranica, s namjerom osobnog posjeta muzeja, te s namjerom preporuke web stranica prijateljima i rodbini. U cilju dokazivanja postavljenih hipoteza provedeno je empirijsko istraživanje. Ispitanici su ocjenjivali web stranice 145 muzeja u Hrvatskoj i odgovorili na pitanja koja ukazuju na njihovu namjeru ponovnog posjeta web stranica, osobnog posjeta muzeja, te preporuke web stranica drugima. Hipoteze su testirane i potvrđene primjenom strukturalnog modeliranja pomoću parcijalne regresije metodom najmanjih kvadrata (PLS-SEM). Potvrđeno je da je percepcija dizajna web stranica značajan prediktor posjetiteljevih namjera ponovnog posjeta web stranica te osobnog posjeta muzeju. Rezultati istraživanja također su potvrdili značajan i pozitivan utjecaj procjene web stranica na namjeru preporuke web stranice drugima**.** Interpretacija i generalizacija rezultata treba biti uzeta u obzir s oprezom jer je istraživanje provedeno na prigodnom uzorku sveučilišnih studenata koji ne predstavljaju cjelokupnu populaciju korisnika web stranica muzeja. Istraživački model predstavlja novost u dosadašnjim istraživačkim studijama, budući da sadrži novu dimenziju "Opći dojam" koja ima najveći utjecaj na pozitivnu evaluaciju web stranice.

**Ključne riječi**: marketing muzeja, web marketing, web stranice, PLS

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**Dina Lončarić, PhD,** isan Assistant Professor of marketing at Faculty of Tourism and Hospitality Management in Opatija, University of Rijeka. She graduated from the Faculty of Economics in Rijeka, University of Rijeka. At the same Faculty she completed a Masters degree in 2003 and a PhD degree in 2008. Her research interests include marketing with a focus on social responsibility and ethics, quality of life research and the contemporary issues related to consumer behaviour and tourism marketing. She is a member of the Croatian Marketing Association (CROMAR), Marketing Association Rijeka and the Macromarketing Society.

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