

ABSTRACT

The Istano Basa Pagaruyung Museum is a form of Minangkabau traditional house which is an imitation of the original palace located on Bukit Batu Patah which has natural wealth, attractive beauty and also has historical heritage buildings. The purpose of this study was to determine the relationship between variables in the motivation of Generation Z to visit the istano basa tamanuyung museum, West Sumatra province. and the results were analyzed using path analysis with the help of SmartPLS version 3 software.

Based on research in the first journal using 7 hypotheses so that the output of smart pls on the path coefficient of the indirect effect is found. If family fun has a positive and significant effect on museum attributes, then curiosity has a positive and significant effect on museum attributes, lastly, curiosity has a positive and significant effect on novelty and knowledge seekig through museum attributes. And there are 4 other hypotheses which were found to have no positive and insignificant effect. And for the second journal, the results show that there are 4 hypotheses, which are significant, including the relationship between curiosity about museums ($t=7,572$, $p<0.000$) and the relationship between curiosity and knowledge seeking ($t=12,348$, $p>0.000$). The 2 hypotheses were not significant, including the moderator variable, found between museum attributes with novelty and knowledge seeking ($t=1,277$, $p<0,202$) and the relationship between curiosity toward searching and searching through museum attributes ($t=1.189$, $p<0.235$).

Keywords: Fun and family, Curiosity, attribute museum, novelty and knowledge seeking