

# Evaluating Museum Service Experience Through Mobile Ethnography in The Perception of Generation Z

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## **Abstract**

Museum management success factors have changed from previous display of conservation and historical information (Goulding, 1999) towards the integration of positive customer feedback and their perceived experiences of the entire visit. The museums run by Indonesian government have relatively low number of visitor throughout the year. Generation Z is known as digital natives as they are the first generation incapable of remembering the world without the internet (Fairview Capital, 2017). Like every generation, Gen Z stands for unique consumers and producers of culture. This paper suggests a mobile ethnography as a methodological basis for analyzing Gen Z visitor experiences. This research is applied in four museums run by the Indonesian government in Jakarta with Gen Z visitors as the active investigators. The result will help museum management in attracting younger generation.

**Keywords:** *Gen Z; Mobile ethnography; Museum experience*

**Track:** Tourism Marketing