

## ABSTRACT

*Museums have transformed substantially from traditional knowledge repositories to active contributors in the cultural tourism industry, acting as vital centers for education, recreation, and community engagement. This evolution underscores the dual role of museums as both heritage custodians and modern attractions that enrich the tourist experience and stimulate economic growth. Achieving high levels of visitor satisfaction is essential for encouraging repeat visits and garnering positive testimonials, which are crucial for the sustainability and expansion of museums. Research shows that understanding consumer behavior requires considering both cognitive factors, such as image congruence, and affective factors, such as emotional responses and satisfaction. Although self-congruity encompasses a broader concept than image congruence, there is a notable gap in the literature linking self-congruity with the museum context, especially in historical museums. Therefore, this study investigates how self-congruity and perceived quality influences historical museum visitors' satisfaction, with affective experience serving as the mediator.*

*This research was aimed at the Historical Museums in Semarang City, then sampling was carried out using purposive sampling and had several criteria. The sample in this study consisted of 240 people aged over 18 years and have visited Museum Kota Lama, Museum Ranggawarsita, or Museum Mandala Bhakti during March, April, and May 2024. The analytical tool used in this research is a structural equation model (SEM) operated using AMOS.*

*The results of this research show that all hypotheses are accepted. In other words, self-congruity has a positive effect on perceived quality and affective experience, perceived quality positively influences affective experience and satisfaction, and both self-congruity and affective experience positively impact satisfaction. The finding that self-congruity influences satisfaction indicates that visitor satisfaction is significantly affected by how well the museum's brand image aligns with their self-identity. To capitalize on this, museums should develop exhibits and interactive experiences that foster personal connections, train staff to share relatable historical knowledge, and maintain a strong digital presence to engage visitors with content that resonates with their ideal self-concepts.*

***Keywords: Self-Congruity, Perceived Quality, Satisfaction, Affective Experience, Historical Museums, Semarang City.***