Questionnaire and Variables

Latent variables	Observation Variables	Variable Valuations
Sample Characteristics (SC)	SC1: Gender	Male = 1; Female = 2
	SC2: Age	(18, 25)=1; (26, 33)=2; (34, 41)=3; (42, 49)=4; (50, 60)=5
	SC3: Educational Level	Elementary school and below = 1; Junior high school= 2; High /Technical secondary school= 3; Bachelor's degree = 4; Master's degree and above= 5
	SC4: Occupation	Technology / Digital Media Industry= 1; Culture / Tourism / Museum Sector= 2; Government / Public Institutions / Education= 3; Enterprise / Business Sector = 4; Self-employed / Freelancer= 5
AI-Driven Modeling (AIM)	AIM1: AI-generated models improve detail accuracy	Strongly Disagree= 1; Disagree= 2; Neutral / Neither Agree nor Disagree = 3; Agree = 4; Strongly Agree = 5
	AIM2: AI reduces manual workload	Strongly Disagree= 1; Disagree= 2; Neutral / Neither Agree nor Disagree = 3; Agree = 4; Strongly Agree = 5
	AIM3: AI enhances modeling efficiency	Strongly Disagree= 1; Disagree= 2; Neutral / Neither Agree nor Disagree = 3; Agree = 4; Strongly Agree = 5
	AIM4: AI captures complex structures	Strongly Disagree= 1; Disagree= 2; Neutral / Neither Agree nor Disagree = 3; Agree = 4; Strongly Agree = 5

Interactive Functionality (IF)	IF1:Real-time Interaction	Strongly Disagree= 1; Disagree= 2; Neutral / Neither Agree nor Disagree = 3; Agree = 4; Strongly Agree = 5
	IF2:Multi-sensory Feedback	Strongly Disagree= 1; Disagree= 2; Neutral / Neither Agree nor Disagree = 3; Agree = 4; Strongly Agree = 5
	IF3:Immersion Enhancement	Strongly Disagree= 1; Disagree= 2; Neutral / Neither Agree nor Disagree = 3; Agree = 4; Strongly Agree = 5
	IF4:System Responsiveness	Strongly Disagree= 1; Disagree= 2; Neutral / Neither Agree nor Disagree = 3; Agree = 4; Strongly Agree = 5
Blockchain/NFT Authentication(BC-NFT)	BC-NFT1: Ownership of digital heritage is traceable	Strongly Disagree= 1; Disagree= 2; Neutral / Neither Agree nor Disagree = 3; Agree = 4; Strongly Agree = 5
	BC-NFT2: Blockchain ensures data integrity	Strongly Disagree= 1; Disagree= 2; Neutral / Neither Agree nor Disagree = 3; Agree = 4; Strongly Agree = 5
	BC-NFT3: NFTs validate authenticity	Strongly Disagree= 1; Disagree= 2; Neutral / Neither Agree nor Disagree = 3; Agree = 4; Strongly Agree = 5
	BC-NFT4: Blockchain prevents tampering	Strongly Disagree= 1; Disagree= 2; Neutral / Neither Agree nor Disagree = 3; Agree = 4; Strongly Agree = 5
User Immersive Experience (UIE)	UIE1: The experience feels highly immersive	Strongly Disagree= 1; Disagree= 2; Neutral / Neither Agree nor Disagree = 3; Agree = 4; Strongly Agree = 5
	UIE2: I feel a sense of presence	Strongly Disagree= 1; Disagree= 2; Neutral / Neither Agree nor Disagree = 3; Agree = 4; Strongly Agree = 5
	UIE3: The system engages me fully	Strongly Disagree= 1; Disagree= 2; Neutral / Neither Agree nor Disagree = 3; Agree = 4; Strongly Agree = 5

	UIE4: The flow experience is strong	Strongly Disagree= 1; Disagree= 2; Neutral / Neither Agree nor Disagree = 3; Agree = 4; Strongly Agree = 5
Digital Authenticity (DAU)	DAU1: Digital content feels authentic	Strongly Disagree= 1; Disagree= 2; Neutral / Neither Agree nor Disagree = 3; Agree = 4; Strongly Agree = 5
	DAU2: I trust the accuracy of the digital heritage	Strongly Disagree= 1; Disagree= 2; Neutral / Neither Agree nor Disagree = 3; Agree = 4; Strongly Agree = 5
	DAU3: System provides reliable authenticity signals	Strongly Disagree= 1; Disagree= 2; Neutral / Neither Agree nor Disagree = 3; Agree = 4; Strongly Agree = 5
	DAU4: Blockchain increases my trust	Strongly Disagree= 1; Disagree= 2; Neutral / Neither Agree nor Disagree = 3; Agree = 4; Strongly Agree = 5
Heritage Conservation Effectiveness (HCE)	HCE1: System supports preservation goals	Strongly Disagree= 1; Disagree= 2; Neutral / Neither Agree nor Disagree = 3; Agree = 4; Strongly Agree = 5
	HCE2: Enhances accessibility to heritage	Strongly Disagree= 1; Disagree= 2; Neutral / Neither Agree nor Disagree = 3; Agree = 4; Strongly Agree = 5
	HCE3: Increases long-term conservation value	Strongly Disagree= 1; Disagree= 2; Neutral / Neither Agree nor Disagree = 3; Agree = 4; Strongly Agree = 5
	HCE4: Strengthens user awareness of heritage	Strongly Disagree= 1; Disagree= 2; Neutral / Neither Agree nor Disagree = 3; Agree = 4; Strongly Agree = 5
	HCE5: Digital Preservation Impact	Strongly Disagree= 1; Disagree= 2; Neutral / Neither Agree nor Disagree = 3; Agree = 4; Strongly Agree = 5