



The Influence of Tourist Motivation on Tourist Visit Decision During Visit Keraton Cliffs Bandung

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Abstract: Tebing Keraton as a new and well-known tourist destination seeks to increase tourist visit decisions by increasing their tourist motivation. The main purpose of this study is to prove the influence of tourist motivation on visit decisions at Tebing Keraton. The data collection method was carried out using an online questionnaire. The sample of respondents obtained was 50 respondents with a purposive sampling technique. Data analysis using simple linear regression. This study shows that tourist motivation has a significant influence on visit decisions. It is felt that the components of the push and pull factors of tourists need to be maintained and improved in order to attract tourists to visit the Keraton Cliff.

Keywords: Motivation, Visit Decision During

INTRODUCTION

Visit decisions have similarities with consumer purchasing decisions or can also be called an adaptation of purchasing decisions (Joo et al., 2014). The visit decision process determines consumer needs, evaluates alternatives, gathers information, and makes decisions for visiting tourists (Xia et al., 2006). Visit decision of tourists is considered a determining factor in the vitality and competitiveness cycle; tourist decision-making process activities are influenced by internal characteristics and the external environment (Plog, 2014; Yoo et al., 2018). The decision of tourists when deciding on a tourist destination to go to is based on a tourist's assessment of the tourist destination itself (Yoo et al., 2018). Tourists will make a visit decision with many choices for the information they already have; therefore, tourists need information that is easy to obtain to reach the right decision (Sallam, 2014; Tang et al., 2017). The quality of product information is very necessary for consumers when evaluating a product before deciding to influence product purchasing decisions (Lin et al., 2019). Overall, the visit decision process, the choice of a tourist destination, is the initial decision made by tourists (Thai & Yuksel, 2017).

The growth of tourists to the Keraton Cliff in 2018-2020 has fluctuated. Beginning in 2018, tourists visiting the Keraton Cliff totaled 45,779. In 2019 the number of visits increased by 2,989 tourists, totaling 48,768. However, in 2020 it decreased by 36,137, totaling 12,631

tourists. The number of tourists who have yet to reach the target will, of course, be a big problem and will impact the economy of the people around the Keraton Cliffs. Based on this, the efforts made by local managers are increasing the motivation of tourists to visit Keraton Cliff. Tourists travel for various reasons to satisfy their needs and desires (Bozic et al., 2017). In other words, understanding tourist motivation is a prerequisite for a destination to understand all travel experiences (Chou et al., 2008).

When consumers make a purchase decision that is not following their consumers' tastes with the information obtained, they will only use the product or service with an intermediary who convinces them (Su et al., 2003). Companies are required to provide the right information. Empirical research shows a positive influence on the information consumers receive in purchasing decisions (Cai et al., 2003). The decision to come to a tourist destination will be realized when there is a problem or need (Gabler et al., 2017). The many choices of tourist destinations make tourists feel pressured and compelled to make the best visiting decisions (Tang et al., 2017). Visit decisions will not end with a visit; the effect will continue to be an experience for visitors when they visit their chosen destination (Kukanja, Omerzel, & Kodrič, 2016). The pull factor has become an important thing in attracting new tourists and tourists who want to make repeat visits to certain destinations (Botezatu, 2014). Especially in this era where there are rivals who are better than their competitors. Various internal and external constraints can limit destinations in reaching tourists wisatawan (Yiamjanya & Wongleedee, 2014). From the problems presented above, it is necessary to research "The Influence of Tourist Motivation on Visit Decisions (Survey of Indonesian Tourists During a Visit to the Keraton Cliffs)".

LITERATURE REVIEW

Tourist Motivation

Motivation is the starting point of the tourism decision process and is an important factor in understanding tourist behavior (Caber & Albayrak, 2016). The three categories of tourist motivation include exploratory characteristics and a focus on personal motivation related to demography, motivation is used for market segmentation purposes, and motivation directs individuals towards specific actions that are likely to bring satisfaction. (Devesa et al., 2010; Kim et al., 2003; Moutinho, 1987). Understanding tourist motivation is done by examining "why someone travels" and "what are the cognitive and emotional motives of tourists" (Kong & Chang, 2016). Identifying tourist motivation can help segment tourists by activities that tourists want and are beneficial to them and allow marketers and managers to target tourists with better efforts (Kong & Chang, 2016). Tourist motivation refers to a set of needs that influence a person to participate in tourism activities influenced by push and pull factors. The push factor influences tourists to travel, while the pull factor attracts tourists to destinations (Mutanga et al., 2017). Caber & Albayrak, (2016) have defined tourist motivation as a set of needs that affect a person in tourism activities. This study uses the dimensions of tourist motivation according to Yoo et al., (2018) in a journal entitled "Tourist motivation: an integral approach to destination choices" among other scenery and exotic experience, relaxation, self-actualization, physical refreshment, and pleasure-seeking/fantasy.

Visit Decision

Understanding customer behavior is important, so business managers can interpret and predict it. Consumer behavior is when a potential customer chooses to purchase by using products, services, ideas/experiences to satisfy their wants and needs. (Solomon, 2015). The decision is the selection of a particular action on two or more and has an alternative to that choice (Schiffman et al., 2012). If the consumer is going to make a decision, then the consumer must have a choice. Visit decisions in a destination will be influenced by the

destination's image, promotion, and dissemination of information from the destination and local managers (Um et al., 2006). Destination appearance and tourist perceptions of a destination will influence tourists, which will cause visit decisions (Rachmawati et al., 2019; Wu, 2014). Visit decision is an adaptation of the purchase decision model; visit decision is the behavior of the level of attention possessed by tourists in deciding to visit a destination with an integration process and knowledge to evaluate two or more of these tourist destinations (Yeung et al., 2016). According to Kotler & Keller, (2016) tourists make five decisions: product choice, brand choice, dealer choice, purchase timing, and purchase amount.

RESEARCH METHODS

This study used a quantitative approach, five indicators of tourist motivation and five indicators of visit decision were developed. The samples obtained were 50 respondents, using an accidental sampling technique. This type of research is descriptive; therefore, the method used is an explanatory survey. The data obtained comes from data sources, primary and secondary data, techniques, and data collection using online questionnaires. The distribution was carried out offline; this study's respondents were domestic tourists visiting the Keraton Cliff. The analysis technique uses simple regression.

FINDINGS AND DISCUSSION

By using SPSS 26.0 for the Windows program, the results of the regression coefficients are obtained in Table 1.

Table 1. Regression Coefficient Coefficients^a

Model	Un. Std Coef		Std. Coef	T	Sig.
	B	Std. Error			
1 (Constant)	2,811	1,497		1,87	0,067
Torist Mt	0,434	0,036	0,865	11,94	0,000

a. Dependent Variabel: Visit Decision

Based on the output above, constant values and regression coefficients are found, so that several simple regression equations can be interpreted as follows, a constant of 2.811 states that when the tourist motivation variable is 0 then visit decision of 2.811 units. The regression coefficient for the tourist motivation variable is 0.434, meaning that when the tourist motivation variable increases by one unit, the visit decision increases by 0.434 units.

Table 2. Coefficient of Determination and Correlation

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.865 ^a	0,748	0,743	1,50235

Predictors: (Constant): Tourist Motivation

Based on Table 2. The results of the correlation test and the coefficient of determination can be seen that the correlation value (R) of tourist motivation on visit decisions at Tebing Keraton is 0.856, which means that the strength of the correlation between tourist motivation and visit decisions is simultaneously included in the very high category because it is between 0.800 -1,000 as has been suggested by (Sugiyono, 2017).Furthermore, it can also be seen that the coefficient of determination (R Square) is 0.748 indicating that each dimension of tourist motivation (X) contributes 74.8% to the visit decision variable. Meanwhile, the remaining 46.1% is contributed by other factors not examined in this study.

Table 3. F test

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	322.141	1	322.141	142.752	.000 ^b
1 Residual	108.339	48	2.257		
Total	430.480	49	322.141		

a. Dependent Variable: Visit Decision
 b. Predictors: (Constant), Tourist Motivation

Table 3 shows that in model 1 the Fcount value is 142.752, which means that it is greater than Ftable which has a value of 4.04 (142.752 > 4.04), and model 1 has a significance value of 0.000 which is less than 0.05. it can be concluded that if Fcount > Ftable then H0 is rejected and Ha is accepted, which means there is a significant influence between tourist motivation on visit decisions.

Table 4. T test

Coefficients ^a					
Model		Un. Std Coef		T	Sig.
		B	Std. Error		
1	(Constant)	2,811	1,497	1,87	0,067
	MTE	0,434	0,036	0,865	11,94

a. Dependent Variabel: Visit Decision

Table 4 shows that in model 1 there is a partial influence between tourist motivation on visit decisions. To find out the ttable is done by looking at the t table at the degree of freedom (df) 50 (the amount of data is 50 minus the number of 2 variables) and $\alpha = 5\%$. Then the results obtained ttable1,677, by comparing the value of tcount with ttable and significance. From the results of a simple linear regression analysis, the value is obtained tcount11,947 > ttable1.667 and a significance value of 0.000. From these results it can be said that there is a significant influence between tourist motivation on visit decisions.

This proves the theory Yoo et al., (2018) that in the tourist decision-making process influenced by internal factors (push and pull). Statement Kotler & Keller, (2016) that trust in a product or brand based on the attributes of each tourist will decide to buy the preferred and desired service, thus good tourist motivation can influence the visit decision to make a visit. Based on the research findings, the authors strengthen the concept (Liu et al., 2018; Yoo et al., 2018) states that tourist motivation influences the selection of tourist destinations that will be carried out by tourists individually or in groups and tourists have more motivation to get new experiences from certain destinations.

CONCLUSION

Based on the research results that have been carried out using online questionnaires to domestic tourists in place Cliff to know the effect of tourist motivation on visit decisions, it can be concluded that there is an influence between tourist motivation on visit decisions. This means that the higher the ability of a tourist destination to create tourist motivation to travel, the visit decision of tourists will increase.

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