MOTIVATION OF DOMESTIC TOURISTS AND ITS INFLUENCE ON VISITING DECISIONS TO THE PANDAWA BEACH TOURIST ATTRACTION

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ABSTRACT

Tourist motivation is a factor that influences tourists in determining the decision to visit a tourist attraction. Therefore, understanding what motivates tourists is very important in improving the tourism industry to become quality and superior tourism. This research was conducted at Pandawa Beach which aims to find out what tourist motivations underlie tourists to visit, and to find out the effect of partial and simultaneous tourist motivation on the decision for visiting Pandawa Beach Tourist Attraction. This research uses a quantitative approach with multiple linear regression analysis methods through the SPSS 24 software program. This survey used 100 domestic tourist respondents. The result of this study is that the dominant tourist motivation underlying tourists visiting Pandawa Beach is social motivation with a score of 4.57. Meanwhile, from the partial effect of tourist motivation on visiting decisions, namely all dimensions of tourist motivation have a positive effect on visiting decisions. Overall or simultaneously tourist motivation affects visiting decisions, the value of Fcount is 113.213. The conclusion is that 82.7% of the visiting decision variable is affected by the tourist motivation variable, while 17.3% is influenced by the other variables outside of this research.

Keywords:
Tourist Motivation, Effect, Visiting Decisions

INTRODUCTION

Beach tourism destinations have become popular tourism among tourists. Despite the natural beauty and abundant tourism potential, beach tourism is still a favorite tour by tourists (Kemenparekraf.go.id, 2024). This tourist visit is certainly inseparable from tourist motivation, which is the basis that arises from the mind of tourists to carry out tourism activities (Kompas, 2022). According to Setyawan

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(2019), tourist motivation is one of the factors that can influence tourists in making decisions regarding the tourist destination they will visit. The higher the motivation of tourists for a destination to be visited, the higher the level of tourist visits.

Bali Island is included in the 10 must-visit tourist destinations in Indonesia, with tourism recommendations, namely beach tourism, especially in the southern part of Bali which is very famous for its beautiful beaches (Pesona Indonesia 2023). This is supported According to the Head on the Bali Province Department of Tourism "tourist visits to Bali in 2023 were recorded at 5,232,751 foreign tourist visits while domestic tourists reached 9,459,259 visits (BPS Bali, 2023). The high level of domestic tourist visits to Bali is certainly based on tourist motivation towards beach tourist destinations.

Pandawa Beach is one of the tourist attractions located in Kutuh Village. Based on information from the management, Pandawa Beach in 2018 won the 2018 Indonesia Sustainable Tourism Award (ISTA), for its success in building environmentally sustainable tourism. In 2021, Pandawa Beach has won an award certificate for participating in the Indonesian Tourism Village Award (ADWI) from the Indonesian Ministry of Creative Tourism (Kemenparekraf), consisting of 9 tourist villages and 2 tourist attractions in Badung Regency. Of course, as a popular tourist attraction, tourist visits both domestic and foreign to Pandawa Beach continue to increase.

The manager of Pandawa Beach stated that "The majority of tourist visits to Pandawa Beach are domestic tourists, this is because Pandawa Beach has collaborated with various travel agents, especially in the archipelago" (Posbali.net, 2023). Based on the following information, it is also reinforced by The number of domestic tourists visiting Pandawa Beach that can be viewed based on the data obtained in Table 1.1 is :

Tabel 1.1
Number of Domestic Tourist Visits to Pandawa Beach

No	Tahun	Jumlah
1	2019	822.310
2	2020	537.216
3	2021	362.158
4	2022	908.830
5	2023	1.321.901

Source:BUMDA Kutuh, 2023

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Based on Table 1.1 that domestic tourist visits continue to increase. This is certainly influenced by the motivation of the tourists themselves. The scope of understanding tourist motivation is related to what drives individuals to travel, why choose certain tourist attractions, and what tourists expect from the travel experience. Travelers are generally driven to take a vacation for four reasons: seeking relaxation and physical pleasure, wanting to get to know a new culture, needing quality time with others, or wanting to experience an unforgettable adventure (Pitana & Gayatri (2005).

Therefore, understanding what influences the motivation of each tourist is very important in improving the tourism industry and becomes a basis for tourists to make their decisions to visiting tourist destinations. Visiting decisions are adapted from the theory of purchase decisions in the context of tourism, because the decision to buy a tourism product is the same as making a visit to a tourist destination.

According to Kotler & Armstrong (2012), The five main steps a person goes through before deciding to take a vacation are: realizing a need, seeking information, comparing options, deciding on a destination, and then traveling. The decision to visit a place is strongly influenced by the behavior of the tourists themselves which is interrelated. So that tourist attraction managers need to pay attention to the motivation that becomes The performance of a tourist destination can be measured by the number of visitors and the duration of the visit. The decision of tourists to visit a place is a variable that greatly influences the success of the destination.

From this description, this research is important to find out what motivations underlie tourists in deciding to visit the Pandawa Beach tourist attraction, so that this research is expected to make it easier for managers to identify the motivation of tourists, especially domestic tourists, and make it easier for managers to develop tourism products in the future, so as to To increase the number of visits by domestic tourists in accordance with domestic tourist motivation, which is the market of Pandawa Beach. This study will examine more deeply the motivations of domestic tourists visiting Pandawa Beach and the influence of these motivations on visiting decisions. Therefore, this research will raise the title "Motivation of Domestic Tourists and the Influence on Visiting Decisions To The Pandawa Beach Tourist Attraction".

METHODS

This method of research is a quantitative. The data used in this study comes from two main sources. First, data collected directly from respondents through an online survey using Google Form. Second, data obtained from various reading sources such as articles, journals, and books. The number of samples determined in this study using the Hair et al (2019) technique. The total sample in this study was 100 respondents with sampling using purposive sampling. The sample criteria in

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this study are tourists visiting DTW Pandawa Beach, tourists aged 17-55 years, tourists who come from outside Bali and are not domiciled in Bali, and tourists with visits in the last 1-2 years. The questionnaire was distributed offline and online. To analyze the data, this study used two approaches: multiple linear regression to see the relationship between variables and descriptive analysis with Likert scale to describe the characteristics of the data.

RESULT AND DISCUSSION

Respondents Profile

Based on results of tabulating data on respondent frequency obtained in this study based on domicile, the majority came from East Java Province as many as 26 people/26%, and came from Central Java and West Java Provinces as many as 14 people/14%, it can be seen that the majority of visits to Pandawa Beach are tourists who come from Java Island, especially tourists who come mostly are tourists who come in groups, be it families, schools, or gatherings. Regarding the respondents' age, it is dominated by tourists who visit in the 17-23 years age range, as many as 47 persons/ 47% and 24-30 years old as many as 39 persons/ 39%, tourists who are classified as young people such as students and private employees with a total of around 39 people / 39%. Then, According to the latest education, most of them are high school / vocational high school as many as 46 people / 46%, then S1 with 37 people / 37%. The majority of respondents in this study had a frequency of who visited 2 times with a total of 56 people / 56% and not a few respondents who have visited> 3 times, as many as 14 people / 14%. The majority of respondents visited in the last 1 year with 51 people / 51% and not a few respondents who are currently visiting Pandawa Beach, which are 35 people / 35%.

Instrument Test

Validity Test

With 30 respondents, the instrument is said to be valid if it has a Pearson Product Moment (R) correlation coefficient> 0.361 with an alpha of 0.5. The following are the results of the validity test after the questionnaire has been distributed to 30 respondents. Each indicator in the tourist motivation variable and tourist visiting decisions obtained a result value, the value of Rhitung> Rtabel, which is above 0.361. So the variables of tourist motivation and visiting decisions are considered valid and can be tested further.

Reliability Test

The reliability test using Cronbach's Alpha shows that the tourist motivation and visiting decision variables have a high level of internal consistency. Both Cronbach's Alpha values are above the 0.60 threshold, indicating that the items in each variable are closely related and measure the same concept.

Classical Assumption Test

Normality Test

Normality analysis was carried out using the P-Plot graph and the Kolmogorov-Smirnov test. The P-Plot graph shows a data distribution pattern that is in accordance with the normal distribution, namely the data points follow the diagonal line. In addition, the Kolmogorov-Smirnov test produces a significance value of 0.087, which is greater than 0.05. These results indicate that there is insufficient evidence to reject the hypothesis that the data is normally distributed.

Multicollinearity Test

Based on the tolerance and VIF values obtained, it can be concluded that there is no multicollinearity problem in the regression model used. This means that the independent variables (physical, cultural, social, and fantasy motivation) are statistically independent of each other and there is no strong correlation between them

Heteroscedasticity Test

The heteroscedasticity test results by using the Glejzer Test by testing the tourist motivation sub variables including physical motivation, cultural motivation, social motivation, and fantasy motivation with the results obtained from each sub variable> 0.05, which means that each sub variable tested does not occur heteroscedasticity. From the three classical assumption tests that have been conducted and have met the criteria, this research can proceed to the multiple linear regression stage.

Hypothesis Test

Multiple Linear Regression Test

Table 5.9
Results of Multiple Linear Regression Test

		Coefficients[a]				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.192	2.229		.535	.594
	Physical Motivation	.680	.254	.189	2.675	.009
	Cultural Motivation	.509	.217	.134	2.341	.021

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Social Motivation	.763	.377	.150	2.422	.016
Fantasy Motivation	1.738	.290	.529	5.998	.000
a. Dependent Variable: Visiting Decision					

Table 5.9 displays the results of testing the regression model which aims to measure how strong the influence of tourists' motivation is on their decision to visit Pandawa Beach. This regression model allows us to identify which motivation variables are most significant in influencing the decision to visit.

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

$$Y = 1.192 + 0.680 + 0.509 + 0.763 + 1.738 + e$$

The interpretation of the equation is:

1) The constant value of 1.192 indicates that if physical motivation, cultural motivation, social motivation and fantasy motivation are 0, the visiting decision is constant at 1.192.

2) The coefficient of regression of the physical motivation variable (X1) has a value of 0.680 and shows a positive influence with a unidirectional direction, if there is an increase in the physical motivation sub variable (X1) by 1, the visiting decision variable (Y) can increase by 0.680 assuming the other independent variables are constant.

3) The variable regression coefficient of cultural motivation (X2) has a value of 0.509 and shows a positive influence with a unidirectional direction, if there is an increase in the cultural motivation sub variable (X2) by 1, the visiting decision variable (Y) there will be an increase of 0.509 assuming that the values of the other independent variables are constant.

4) Regression coefficient of social motivation variable (X3) has a value of 0.763 and shows a positive influence with a unidirectional direction, if there is an increase in the social motivation sub variable (X3) by 1, the visiting decision variable (Y) has an increase of 0.763 assuming the value the other independent variables are constant.

5) The regression coefficient of the fantasy motivation variable (X4) has a value of 1.738 and shows a positive influence with unidirectional flow, if there is an increase in the fantasy motivation sub variable (X4) by 1, the visiting decision variable (Y) will increase by 1.738 assuming the value of the other independent variables remains.

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F Test

The results showed that tourists' motivations (physical, cultural, social, and fantasy) together have a very strong influence on their decision to visit Pandawa Beach. This means that the higher a person's motivation, the more likely they will visit the beach. This finding is in line with previous research, namely Puspawigati's research (2019) which states that simultaneously tourist motivation affects visiting decisions.

T Test

1) The Effect of Physical Motivation on Visiting Decisions

Results of the analysis in table 5.11, It is recognized that the regression coefficient value of the physical motivation variable of 0.680 is in the positive direction and the Thitung value of 2.675 < Ttable 2.277, with a significance value of 0.009 < 0.05 so it is known that physical motivation has a positive effect on the decision to visit the Pandawa Beach Tourism Attraction.

Physical motivation in this study consists of several indicators including the desire to relax, do outbound activities, and do marine tourism activities. The beach with towering cliff sculptures and white sand is very beautiful as a place to relax. Many tourists who visit relax by sunbathing or just enjoying the beach atmosphere. In addition, tourists who visit also do physical activities offered such as cycling, swimming, trekking, canoeing, snorkeling, fungames, planting coral reefs and seaweed.

These things are certainly the impetus of physical motivation, namely the desire of a person to travel to fulfill physical and health needs. So that tourists who really like physical activity will choose a tourist attraction that offers physical activities, one of which is Pandawa Beach, which has offered various facilities and programs specifically They are designed to provide for the physical needs of visitors, thereby attracting tourists to visit Pandawa Beach.

The results of this study are in line with research conducted by Puspawigati & Sari (2023) which states that physical motivation affects Visiting Decisions at Menganti Beach, Kebumen Regency.

2) The Effect of Cultural Motivation on Visiting Decisions

Based on the analysis results in table 5.11, found that the regression coefficient value of the cultural motivation variable of 0.509 is in the positive direction and the Thitung value of 2.341 < Ttable 2.277, with a significance value of 0.021 < 0.05 so it is known that cultural motivation has a positive impact on visiting decisions to Pandawa Beach Tourism Attractions.

Cultural motivation in this study consists of several indicators including the desire to watch kecak dance and interact with local people. Not only in Uluwatu, but Pandawa Beach also offers cultural attractions, one of which is kecak dance, this kecak dance is very popular with tourists who are very interested in Balinese art and culture. Kecak dance performances are usually held in the afternoon on Saturdays and Sundays, the location is held near the shoreline so that you can watch the beauty of the beach and sunset. In addition, many stalls are available along the beach which are local people, so tourists can interact directly with local people. Pandawa Beach also often holds annual events at the end of the year that carry art and culture, by displaying various regional dances, so that when this festival is held the number of visits is quite high from the usual days.

Of course, this is one of the impulses of cultural motivation, which encourages individuals to travel or travel to explore, understand, and experience various cultural aspects of a tourist attraction they visit. Of course, tourists who are interested in arts and culture will choose a destination that offers a culture that is quite impressive. So that not a few tourists who visit Pandawa Beach because they want to enjoy the culture offered in order to feel the beauty of nature with a blend of culture certainly provides an authentic experience.

Results are in line with research conducted by Lingga, S., & Kemala, Z. (2022) which states that cultural motivation affects visiting decisions in the Lumajang tourist village.

3) The Effect of Social Motivation on Visiting Decisions

The results of the analysis in table 5.11 show that coefficient of regression of social motivation variable of 0.763 is in the positive direction and the Thitung value of 2.422 < Ttable 2.277, with a significance value of 0.016 < 0.05 so it is known that social motivation has a positive effect on the decision to visit the Pandawa Beach Tourism Attraction.

Social motivation in this study consists of several indicators including the The the will to spend quality time with family and the desire to spend time with friends/relatives. The main tourists who visit tourists are travelers in groups such are families, school children and companies or agencies. Human need to fulfill social and interpersonal needs certainly encourages tourists to take a trip to visit a tourist attraction, one of which is Pandawa Beach. A beach that offers impressive natural beauty with an interesting blend of nature and culture. In addition, this beach also offers outbound activities which are very suitable for group tourism activities. In addition, many tourist activities can be done on this beach to enjoy togetherness with family, friends / relatives will certainly provide an interesting experience for tourists who really like social interaction. The popularity of Pandawa Beach on social media and recommendations from relatives or friends who have visited have also increased.

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4) The Effect of Fantasy Motivation on Visiting Decisions

The results of the analysis in table 5.11 show that the regression coefficient value of the fantasy motivation variable of 1.738 is in the positive direction and the Thitung value of 5.998 < Ttable 2.277, with a significance value of 0.000 < 0.05 so that it is known that fantasy motivation has a positive effect on visiting decisions to Pandawa Beach Tourism Attraction.

Fantasy Motivation in this study consists of several indicators including the desire to visit to release daily routines, the desire to improve social status, and the desire to visit because it is a popular tourist attraction. Pandawa Beach offers spectacular beauty. The beach with sculptures of towering cliffs with the statue of the five pandavas provides a plus for Pandawa Beach, which cannot be found on other beaches or tourist attractions, so this beach makes many tourists very interested in visiting.

This resulted in line with research conducted by Puspawigati & Sari (2023) which states that fantasy motivation affects Visiting Decisions at Menganti Beach, Kebumen Regency and Tan & Ardiansyah (2023) which states that fantasy motivation affects Visiting Decisions in the National Monument Area (MONAS).

Determination Coefficient Test

The test results of the coefficient of determination obtained an Adjusted R Square value of 0.827. These results indicate that the independent variable X (tourist motivation) jointly affects the dependent variable (visiting decision) Y by 0.827 or 82.7%. The value of 82.7 is in the interval 80% - 100% which shows the effect of the independent variables together on the dependent variable with a very strong level of influence. While 17.3% is influenced by other variables outside of this study.

Quantitative Descriptive Analysis

The data collected and received from the distribution of questionnaires were tabulated as a tool to map the results of respondents' answers. The data is processed using SPSS software and analyzes the descriptive statistics of the research variables as follows. The results obtained from quantitative descriptive analysis on the motivation of tourists visiting Pandawa Beach can be seen in the following table:

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Table 5.13
Motivation of Domestic Tourists to Visit DTW Pandawa Beach

Sub Variable	Indicator	Total Score	Mean Skor	Scoring Category
Physical Motivation	X1.1	457	4.57	Totally Agree
	X1.2	448	4.48	Totally Agree
	X1.3	455	4.55	Totally Agree
	Total	1360	4.53	Totally Agree
Cultural Motivation	X2.1	394	3.94	Agree
	X2.2	420	4.20	Totally Agree
	Total	814	4.07	Agree
Social Motivation	X3.1	459	4.59	Totally Agree
	X3.2	455	4.55	Totally Agree
	Total	914	4.57	Totally Agree
Fantasy Motivation	X4.1	460	4.60	Totally Agree
	X4.2	433	4.33	Totally Agree
	X4.3	458	4.58	Totally Agree
	Total	1351	4.50	Totally Agree

Source: *Olahan Data Penulis, 2024*

By table 5.13 above, it is known that the average results of the four independent sub-variables, namely tourist motivation, are mostly based on social motivation with an average score of 4.57. With the indicators studied, namely the desire to spend time with family and the desire to spend time with friends / relatives. Tourists who visit usually just enjoy the beauty of the beach or do tourist activities. The majority of tourists who visit are group tourists such as school children who do darma wisata / study tour, every year or gatherings from companies or agencies. Group tourists who come often do outbound tourism

activities, including planting coral reefs, planting seaweed, fungames, and snorkeling.

This outbound activity certainly encourages tourists to be able to establish a more harmonious relationship between friends and coworkers, improve good cooperation, develop social skills, and eliminate daily boredom when studying at school or in the work environment. In addition, tourists who visit because of work matters such as tourists from an agency carry out many bunding studies at Pandawa Beach. Of course, these things encourage social motivation from the minds of individuals to gain social value, get awards or recognition from their environment. Social motivation can also enhance an interesting tourism experience between tourists and a destination they visit.

CONCLUSION AND LIMITATIONS

1) The motivation of tourists visiting Pandawa Beach Tourism Attraction is mostly dominated by social motivation with an average score of 4.57, namely tourists who visit to spend time with family get the highest score with an average score of 4.59 while the desire to visit to spend time with friends/relatives gets an average score of 4.55. Tourists who are motivated by this motivation tend to travel to obtain social value, recognition and appreciation from their environment.

2) The motivation of domestic tourists through the dimensions of physical motivation, cultural motivation, social motivation and fantasy motivation partially has a positive and significant effect on the decision to visit Pandawa Beach Tourism Attraction. Fantasy motivation is the motivation with the strongest influence on visiting decisions with a Thitung value obtained of 5.998 < Ttable 2.277 with a significance value of 0.000 < 0.05. This motivation encourages tourists to travel to get something new, which is different from the daily routine, which can provide a unique experience.

3) The motivation of domestic tourists simultaneously has a significant effect on the decision to visit the Pandawa Beach Tourism Attraction, with the Ftabel value obtained of 113,213> Ftabel 2,467 and a significance value of 0.000 <0.05. The results in this study are in accordance with the hypotheses proposed.

Realizing the limitations of this study, it is therefore hoped that this research can be further research in the future such as updating new variables and target respondents in this study who only focus on domestic tourists, can be focused more broadly with a larger sample size.

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