**POLITEKNIK PARIWISATA BALI**

# Push and Pull Factors Influencing Tourist Visits to Kertalangu Cultural Village, Denpasar, Bali

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## ABSTRACT

*Push factors and pull factors are very important variables that motivate tourists to visit a tourist attraction. This study aims to identify the characteristics of tourists visiting the Kertalangu Cultural Village tourist attraction and examine the push factors and the pull factors that affect their visits. Data were collected by using questionnaire distributed to 180 international and domestic tourists who already visited the tourist attraction of Kertalangu Cultural Village. The collected data were then analyzed using descriptive statistical techniques and factor analysis which were processed using the SPSS 23.0 for windows program. The results showed that based on the characteristics of the respondents were mostly male, had a bachelor's education background, worked as employees, and use airplane transportation to go to Bali. The results of factor analysis identified physical factors in the recreation indicator with a loading factor value of 0.926 which is a variable that represents the push factor, which means that the factor is very strong in explaining the formed factors and the most dominant pull factor components. Factors influencing tourists were planting rice, picking vegetables, fishing, and catching ducks, in which the loading factor value was 0.932.*

**Keywords:** *tourist motivation, push factor, pull factor, cultural village*

## 1. INTRODUCTION

Tourism in Bali has affected the local economy. This was confirmed by a review by a group of experts. The Administrative and Extensive Effort of Bali Travel Industry Development Plan (Erawan, 1993:12) concluded that the travel industry has been the generator of Bali's economy for the past twenty years. Moreover, it is said that the travel industry area will remain the main area in the financial progress of the Bali regency in the future. Although tourist visits to Bali oscillate due to various factors, the condition continues to grow. Therefore, the Bali Provincial Government through the Tourism Office and other related organizations continues to work on improving and sorting out existing tourist facilities and attractions as well as fostering towns that have travel industry potential. One of them is Kertalangu Village, Denpasar City in which this village has a cultural village.

Kertalangu cultural village is characterized as a village and area that develop socio-cultural power and local concerns to attract tourists. The motivation behind cultural villages

is to maintain and foster the traditions, expressions, artworks, engineering, and spatial arrangements to develop their character, compose a picture of the village as one of the constituents to achieve the vision

Every year, the number of domestic and foreign tourist visits to the Kertalangu Cultural Village tourist attraction fluctuates greatly. Based on data from the Bali Provincial Tourism Office in 2020, there are a number of tourist attractions in Denpasar city with the most crowded visitors as measured by the number of visits in the last six years where the number of tourist visits to the Kertalangu Cultural Village tourist attraction fluctuates compared to other tourist attractions in Denpasar City. Namely in 2017, the number of tourists visiting the Kertalangu Cultural Village tourist attraction experienced a very drastic increase of 223,572 people. Increased to almost three times compared to previous years. Then in 2018 experienced a very drastic decline of 66,270 people. And in 2019 it again experienced an increase of 69,395 people. So that with the increase and decrease in tourist visits, it is very interesting for the author to carry out research on the factors that influence tourist visits to the Kertalangu Cultural Village tourist attraction.

Tourists play a very large role in increasing the travel industry area. According to Suryadana (2013), a person can be said to be a tourist, if the person goes with the ultimate goal of vacation, treatment, business, sports, or studying by visiting certain places. In traveling as described above, tourists depend on a psychological thing called motivation. As per Uysal and Hagan (1993) in Yoon and Uysal (2005), motivation is psychological or biological needs and desires, including fundamental drives that stimulate, direct, and join a person's behavior. In addition, Dann (1981) cited by Yoon and Uysal (2005) explains that travel motivation is grouped into two forces, which indicate that individuals travel because of push factors and pull factors.

Push factors or what is called intrinsic motivation are identified with the desires of tourists, while pull factors, or what is often called extrinsic motivation are more coordinated attributes of the selected tourist attraction. Yoon and Uysal (2005) illustrate that push factors can be devided into a desire to escape the routine, rest and relaxation, self-esteem (prestige), health and fitness, adventure and social interaction, togetherness with family, excitement. In contrast, Jang and Wu (2006) proposed that pull factors are devided into cleanliness and safety, facilities and cost, and finally the natural scenery and historical value of a tourist attraction.

Motivation is the reason that drives a person to achieve a certain goal, where the encouragement comes from within or outside the person. As stated in several studies: "Motivation .... as an inner state that energizes channels, sustains human behavior to achieve goals" (Pizam, Neumann & Reichel, 1979 in Norman et al., 2001: 116). The main motivations for a person to travel are driven by: physical, cultural, people-to-people, status-building and personal motivations (McIntoch and Goeldner, 1986: 124-125; Swarbrooke and Horner, 2004: 53-54).

In addition there are three main requirements for the occurrence of a trip, including the existence of money, the existence of free time, and also the desire or interest to travel. According to Sihite (2000: 90), after each of the three is fulfilled and ready to travel, there are more different variables that must be met, namely (1) the destination to be achieved, (2) the type of transportation to be used, (3) the type of accommodation to be occupied, (4) the route to be taken, (5) the activities to be carried out at the destination, (6) the itinerary either exclusively or in meetings, (7) the size of the costs that must be prepared, (8) the selection of travel agents, and (9) when to start leaving and when to arrive.

The methodology usually used to study travel motives is the concept of Push & Pull Factors (Chon, 1989; Yuan and McDonald, 1990 in Norman et al, 2001:117). This idea was proposed by Dann, 1977 (in Sharpley, 1994: 100-101) that there are two factors in the decision to travel. The two factors are: Push factors are factors that make us want to travel and pull factors are factors that influence where we will go.

Pendit (2003: 69) states that a tourist destination is a place or area that because of its attractions, its situation in traffic relations and tourism facilities makes the place or area an object of tourist needs. In addition, Darmadjati (2001: 126) states that a tourist destination is a nation or part or region of a country that because of its allure and various kinds of basic and supporting tourist facilities has turned into a location for visits by foreign and local tourists who are not just passing through, but staying more than 24 hours.

According to Suwantoro (2004: 19) tourist attraction which is also called tourist attraction is the potential that encourages the presence of tourists to tourist sites. The exploitation of objects and tourist attractions are grouped into (1) the exploitation of objects and attractions of natural tourism, (2) the exploitation of objects and attractions of cultural tourism, (3) the exploitation of objects and attractions of special interest tourism.

According to Baud-Bovy in Yoeti (2005: 126), tourism products are a number of facilities and services provided and intended for tourists consisting of components, each of which is a resource in a tourist destination, facilities in a tourist destination and transportation that takes tourists from their place of origin to a particular tourist destination.

Therefore, based on some previous studies which have different results, research need to be conducted on different context, and this study aimed at examining the push and pull factors in the Kertalangu Cultural Village tourist attraction in relation to increasing visitor loyalty.

## 2. METHOD

This research is a quantitative research by conducting a survey where data collection is done by using questionnaire distributed to respondents in the Kertalangu Cultural Village tourist attraction area to obtain facts related to tourist characteristics, push factors and pull factors that influence tourist visits to the Kertalangu Cultural Village tourist attraction. The population at the time of the study cannot be determined because the movement of tourists is very dynamic. Therefore, the sample percentage comparison between foreign tourists and domestic tourists is determined by comparing the average number of tourist visits to Kertalangu Cultural Village for the last six years (2013-2018). Where the 2019 data shows the average population is 96,669 with 5,642 (6%) foreign tourists and 91,027 (94%) domestic tourists.

Given the large population size, the sampling technique used does not refer to the population size but uses the number of variables. According to Supranto (2004: 99) that to get good results, the number of respondents taken to answer the questionnaire is 5 or 10 times the variables contained in the questionnaire. So in this study the number of samples was determined based on the number of variables x (multiplied) 5, with a ratio of the number of foreign respondents of 6% and domestic tourists of 94% with details of factor analysis, namely 36 variables with 180 respondents consisting of 11 people from foreign tourists and 169 Nusantara tourists.

This study used two types of analysis, namely descriptive statistics and factor analysis. Descriptive statistics are statistics used to describe the characteristics of respondents using the scores of each research variable which include mean, median, and extreme values. Factor analysis is one of the multivariate statistical methods used to analyze the push factors and pull factors of tourists in choosing tourist destinations (Martono: 2010).

## 3. RESULT AND DISCUSSION

In this study obtained data that the respondents who mostly visited the tourist attraction of Kertalangu Cultural Village were male, namely 99 people (55%), had a Bachelor's educational background, namely 91 people (51%), worked as employees /

employees, namely 119 people (66%), and used airplane transportation to get to Bali, namely 102 people (57%). This shows that tourists who are male, work as employees, and have a Bachelor's education background are more driven by intrinsic motivation (push factor) to visit the Kertalangu Cultural Village.

The results of respondents' assessment of the driving factors shows that the driving factor which has an eigen value of 7.772 and has a variance of 64.764 percent is the first factor that determines the driving factor for visiting the Kertalangu Cultural Village. This can be seen in table 4.5 where it is known that recreation (X3) has the highest factor loading (0.926) in the driving factor.

The results of respondents' assessment of the pull factor show that planting rice, picking vegetables, fishing and catching ducks, have the highest factor loading in the pull factor, which is 0.932 (X22). Whereas the main icon of the Kertalangu Cultural Village tourist attraction is the world peace gong monument. This is a challenge for the manager of the Kertalangu Cultural Village tourist attraction which must reintroduce what is the main icon of the Kertalangu Cultural Village tourist attraction. So that the image of the Kertalangu Cultural Village tourist attraction does not change and is lost from the beginning of the establishment of the Kertalangu Cultural Village tourist attraction until the next.

## 4. CONCLUSIONS

From the results of research on the characteristics of tourists visiting the Kertalangu Cultural Village tourist attraction can be identified based on gender, education, occupation and means of transportation.

Based on the factors that determine tourist visits to Kertalangu Cultural Village, it can be concluded that the physical factor in the recreation indicator (X3) with a loading factor value of 0.926 is the dominant variable representing the driving factor, which means that this factor is very strong in explaining the factors formed. Based on the results of factor analysis of pull factors, there are dominant factors that influence tourists in visiting the Kertalangu Cultural Village tourist attraction. This dominant factor is seen from the eigenvalue, where the greater the eigenvalue, the greater the influence for tourists visiting the Kertalangu Cultural Village tourist attraction. The most dominant pull factor component in influencing tourists is the factor of planting rice, picking vegetables, fishing, and catching ducks (X22). Where it has an eigen value of 12.930, has a variance of 53.875 percent and a factor loading value of 0.932.

Future researchers are expected to expand the scope of research by increasing the number of samples and can take other variables that certainly influence visiting decisions by tourists. Such as service quality, psychological factors and promotions on visiting decisions.

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