DESTINATION DEVELOPMENT MODELS IN A TOURIST MOTIVATION PERSPECTIVE

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Abstract

The purpose of this study is to find a destination development model in the perspective of motivation to travel in Bali. Hypothesis testing using Structural Equation Modeling (SEM). This study uses 414 respondents for domestic and foreign tourists. The results showed: 1) Push factor (X1) has a positive and significant effect on the destination image (Y1), 2) Pull factor (X2) has a positive and significant effect on the destination image (Y1), 3) Destination image (Y1) has a positive and significant effect on tourist satisfaction (Y2), 4) Push factor (X1) has a positive and significant effect on tourist satisfaction (Y2), 5) Pull factor (X2) does not significantly influence the destination image (Y1), 6) Tourist satisfaction (Y1) has a positive and significant effect on tourist loyalty (Y2).

Keywords: Destination Development, Tourist Motivation, Destination Image, Tourist Satisfaction

1 Introduction

Many people apply theories and concepts of product marketing in tourism marketing, even though the characteristics of tourism products are very different. This study seeks to find and present a fundamental difference between product marketing in general and tourism products, especially in Indonesia, which is currently promoting this creative sector as a mainstay of development. This research is also expected to provide a different color about marketing theory and at the same time be a marketing theory that is useful for all people who want to understand tourism marketing such as tourism students, tourism business managers, and other general public who are interested in developing the tourism sector.

This study uses the theory of consumer loyalty as the basis for formulating hypotheses, confirming theories, and interpreting and discussing research findings. The purchase decision making model is also used as a basic model for developing tourism destination selection models for individual and collective consumers by Yoo and Chon (2008). Decision making on the selection of tourism destinations is influenced by various elements that simultaneously shape the attributes of a destination product. A tourism destination is a product that cannot stand on its own but is a combination of various attributes such as attractions, accessibility, amenities, and ensemble that are used by tourists for decision-making to visit or re-visit. The decision making process of tourists to travel to a tourist destination can be influenced by tourist motivation, destination imaging, and tourist satisfaction.

The geographic location of the tourism destination is to be addressed by tourists, a combination of components in the form of goods (tangible) and components that are not tangible (Utama, 2017). In the context of tourism, what is important to study are destination images, push factors, and pull factors which attract destination. The image of a destination is a perception formed from various information received by tourists. Each tourism destination has a certain image that contains the beliefs, impressions, and perceptions of tourists about a destination. The image formed is a combination of various factors that exist at the destination such as weather, natural scenery, security, health and sanitation, hospitality, and others.

The hypothesis of this study is 1) There is an influence of the push factor on the destination image in Bali, 2) There is an influence of pull factors on the image of destinations in Bali, 3) There is an influence of destination image on tourist satisfaction in Bali, 4) There is an influence of push factor on the satisfaction of tourists in Bali, 5) There is an influence of pull factors on tourist satisfaction in Bali, 6) There is an influence of tourist satisfaction on tourist loyalty in Bali

2 Riset Methodology

Hypothesis testing using Structural Equation Modeling (SEM). Brannick (1995) in Kelloway (1995) suggested that covariance structure models can be used to test various complex models. Various tourist loyalty research models also use SEM as a model test tool, as in the research of Yoon and Uysal (2003), Chi (2005). SEM is a statistical model that explains the relationships among a number of variables, by examining the structure of the relationships among the variables that exist in the model.

The number of respondents was determined based on the ideal sample size of the SEM-AMOS structural model analysis tool, amounting to 414 respondents for the category of domestic and foreign tourists at each stage of the study.

3 Result & Discussion

Table 1 Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	234	56.5	56.5	56.5
	Woman	180	43.5	43.5	100.0
	Total	414	100.0	100.0	

Table 1 shows that the majority of respondents in this study were the majority of men totaling 234 people (56.5%) and women totaling 180 people (43.5%).

Table 2 Type of Traveler

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Domestic Tourist	201	48.6	48.6	48.6
	Foreign Tourist	213	51.4	51.4	100.0
	Total	414	100.0	100.0	

Table 2 shows that the majority of respondents in this study were the majority of foreign tourists totaling 213 people (51.4%) and domestic tourists totaling 201 people (48.6%)

Table 3 Age Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Age 50 years or more	111	26.8	26.8	26.8
	Age less than 50 years	303	73.2	73.2	100.0
	Total	414	100.0	100.0	

Table 3 shows that the majority of respondents in this study were the majority of tourists who were respondents less than 50 years old as many as 303 people (73.2%) and the remaining 111 people (26.8%) respondents were aged 50 years or more.

Tabel 4 Country of Origin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Argentina	1	.2	.2	.2
	Australia	12	2.9	2.9	3.1
	Austria	1	.2	.2	3.4
	Belanda	40	9.7	9.7	13.0
	Belarusia	1	.2	.2	13.3
	Belgia	7	1.7	1.7	15.0
	Brazil	2	.5	.5	15.5
	Denmark	2	.5	.5	15.9
	Domestik	201	48.6	48.6	64.5
	Finlandia	3	.7	.7	65.2
	Hongkong	1	.2	.2	65.5
	Irlandia	3	.7	.7	66.2
	Italia	15	3.6	3.6	69.8
	Jerman	27	6.5	6.5	76.3

Kanada	6	1.4	1.4	77.8
Luxengbourg	1	.2	.2	78.0
Norwegia	2	.5	.5	78.5
Perancis	17	4.1	4.1	82.6
Portugal	1	.2	.2	82.9
Rusia	9	2.2	2.2	85.0
Selandia Baru	4	1.0	1.0	86.0
Slovakia	1	.2	.2	86.2
Slovenia	1	.2	.2	86.5
Spanyol	5	1.2	1.2	87.7
Swedia	8	1.9	1.9	89.6
Swiss	13	3.1	3.1	92.8
UK	8	1.9	1.9	94.7
Ukraina	1	.2	.2	94.9
USA	21	5.1	5.1	100.0
Total	414	100.0	100.0	

In Table 4 shows that the respondents consisted of 29 countries, most of the respondents in this study came from Indonesia as many as 201 respondents (48.6%), while some of the countries with the smallest number of respondents were only 1 respondent (1.9%) namely Ukraine, Slovakia, Slovenia, Portugal, Luxengbourg, Hong Kong, Belarus, Austria, Argentina.

Tabel 5 Frequency of Tourist Visits

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Coming the 2nd time	67	16.2	16.2	16.2
	Come more than 2 times	264	63.8	63.8	80.0
	Come first time	83	20.0	20.0	100.0
	Total	414	100.0	100.0	

In Table 5 shows that the majority of respondents in this study were the majority of tourists who came more than 2 times to Bali as many as 264 respondents (63.8%), while tourists who first

came were 83 respondents (20%) and tourists who came 2 times as many as 67 respondents (16.2%).

3.1.1. Validity test

To test the validity with the C.F.A test or construct validity test is used to see whether the indicator is feasible to sustain latent variables. Indicators are said to be valid if the criteria ratio (CR)> 1.96 with a probability value (P) <0.05 using the help of AMOS software. The results of the validity test can be seen in Table 6 as follows:

Table 6 Validity Test

			Estimate	S.E.	C.R.	P	Label
X1.7	<---	X1	1,000				
X1.6	<---	X1	1,010	,151	6,669	***	
X1.5	<---	X1	1,068	,151	7,082	***	
X1.4	<---	X1	,997	,138	7,208	***	
X1.3	<---	X1	1,165	,150	7,763	***	
X1.2	<---	X1	1,110	,152	7,310	***	
X1.1	<---	X1	,890	,127	7,022	***	
X2.15	<---	X2	1,000				
X2.14	<---	X2	,962	,072	13,344	***	
X2.13	<---	X2	1,018	,078	13,084	***	
X2.12	<---	X2	1,037	,081	12,786	***	
X2.11	<---	X2	,979	,073	13,410	***	
X2.10	<---	X2	,829	,065	12,742	***	
X2.9	<---	X2	,667	,062	10,825	***	
X2.8	<---	X2	,922	,070	13,191	***	
X2.7	<---	X2	,901	,072	12,586	***	
X2.6	<---	X2	,518	,053	9,818	***	
X2.5	<---	X2	,587	,062	9,492	***	
X2.4	<---	X2	,710	,068	10,424	***	
X2.3	<---	X2	,473	,055	8,574	***	
X2.2	<---	X2	,430	,051	8,425	***	
X2.1	<---	X2	,446	,055	8,139	***	
Y1.1	<---	Y1	1,000				
Y1.2	<---	Y1	1,303	,199	6,552	***	
Y1.3	<---	Y1	1,145	,158	7,251	***	
Y1.4	<---	Y1	1,530	,199	7,708	***	
Y1.5	<---	Y1	1,609	,207	7,791	***	
Y1.6	<---	Y1	1,198	,187	6,416	***	
Y1.7	<---	Y1	1,521	,201	7,555	***	
Y2.1	<---	Y2	1,000				
Y2.2	<---	Y2	1,048	,065	16,018	***	
Y2.3	<---	Y2	1,075	,067	15,980	***	
Y2.4	<---	Y2	1,095	,067	16,403	***	
Y3.1	<---	Y3	1,000				
Y3.2	<---	Y3	1,126	,088	12,776	***	

In Table 6 it is found that all CR values> 1.96. Thus it can be concluded that all instruments namely Push factor (X1), Attractor Motivation (X2), Destination Image (Y1), Tourist Satisfaction (Y2), Tourist Loyalty (Y3) validity is fulfilled.

3.1.2. Reliability Test

Reliability test with the reliability construct test is used to see the consistency of the data. This means that if the value of the reliability construct> 0.6 then it is categorized that the indicators in the study are good. Following are the results of the reliability test in Table 7.

Table 7 Reliability Test

Indicator	Reliability Construct
Push Factor (X1)	0,775
Pull Factor (X2)	0,892
Destination Image (Y1)	0,787
Tourist Satisfaction (Y2)	0,876
Tourist Loyalty (Y3)	0,812

Based on Table 7, the reliability construct value> 0.6 indicates that all indicators in the study are good and can be used in research.
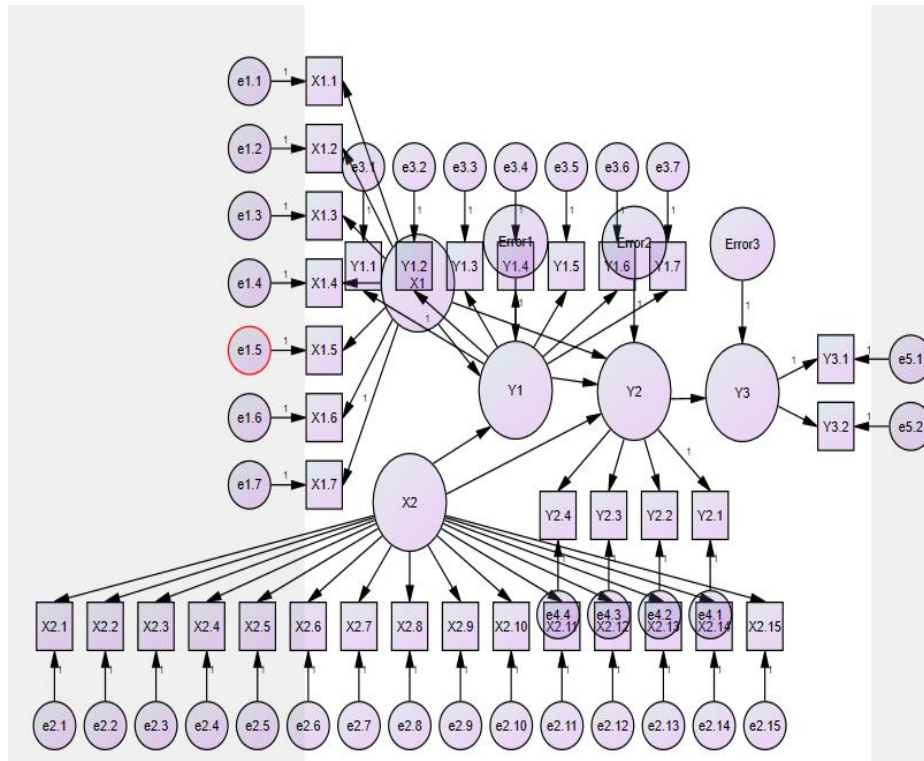
Testing the goodness of fit model is carried out in seven stages, namely χ2 (df), goodness-of-fit index (GFI), adjusted goodness-fit index (AGFI), Incremental Fit Index (IFI), Tucker Lewis Index (TLI), normalized fit index (NFI), comparative fit index (CFI), and root mean square error of approximation (RMSEA) with predetermined measurement value criteria.

Tabel 8 Goodness of Fit

Index	Criteria	Result	Model
chi square	$\leq$, Chi square dari df is 555 with sig level 5% = 0.000	2553,968	Good
GFI	> 0, 05	0,713	Good
AGFI	> 0, 90	0,673	Good
IFI	> 0, 90	0,703	Not Good
TLI	> 0, 90	0,679	Not Good
CFI	> 0, 90	0,702	Not Good
NFI	> 0, 90	0,650	Not Good
RMSEA	< 0, 07	0,093	Not Good

Based on Table 8, it is found that some of the tests in the model feasibility test have met the specified criteria value. Obtained values on GFI, AGFI is greater than 0.90, while IFI, TLI, CFI, and NFI are less than 0.90 as shown in the table while the RMSEA value is still above 0.07.

Hypothesis testing is based on the results of structural model tests (inner models) which include parameter coefficients and t-statistics as follows:

1) Testing the Inner Model

The statistical hypothesis for the inner model is the exogenous latent variable to endogenous. This can be seen in the following table:

Table 9. Inner Weight Results on SPSS Output

F.Exogen/ F.Endogen	Direct Effect					
	Destination Image (Y1)		Tourist Satisfaction (Y2)		Tourist Loyalty (Y3)	
	Coef.	P.Value	Coef.	P.Value	Coef.	P.Value
Push Factor (X1)	0,210	0,000	0,002	0,033		
Pull Factor (X2)	0,260	0,000	-0,035	0,411		
Destination Image (Y1)			1,215	0,000		
Tourist Satisfaction (Y2)					0,678	0,000

Based on Table 9 obtained:

1) Push factor (X1) has a positive and significant effect on the destination image (Y1), this is known from the p-value <α, ie the p-value of 0,000 while α of 0.05. This shows that H1 was accepted.
2) Pull factor (X2) has a positive and significant effect on the destination image (Y1), this is known from the p-value <α, ie the p-value of 0,000 while α of 0.05. This shows that H2 was received.

3) Destination image (Y1) has a positive and significant effect on tourist satisfaction (Y2), this is known from the p-value $<\alpha$, ie the p-value of 0,000 while α of 0.05. This shows that H3 was accepted.

4) Push factor (X1) has a positive and significant effect on tourist satisfaction (Y2), this is known from the p-value $<\alpha$, which is a p-value of 0.033 while α of 0.05. This shows that H4 was accepted.

5) Pull Factor (X2) does not significantly influence the destination image (Y1), this is known from the p-value $<\alpha$, the p-value of 0.411 while α of 0.05. This shows that H5 was accepted.

6) Tourist satisfaction (Y1) has a positive and significant effect on tourist loyalty (Y2), this is known from the p-value $<\alpha$, that is, the p-value of 0.411 while α of 0.05. This shows that H6 was accepted.

3.2.1. Push factor (X1) has a positive and significant effect on destination image (Y1).

The results of the study showed that push factor had a positive and significant effect on the image of the tourism destination of the Province of Bali, meaning that the more tourists were motivated to travel to the Province of Bali, the image of the destination of the Province of Bali as a tourist area would continue to increase. The image of the tourist destination of the Province of Bali is very dependent on this motivational motivation, so it is necessary to try to encourage the population of Indonesia and the population of the world to come to the Province of Bali. One of the efforts that must be made is to make a more interesting promotion by the Ministry of Tourism and Creative Economy by collaborating with tourism stakeholders in the Province of Bali to continue to foster motivational motivations in the Indonesian and world population to take a vacation to the Province of Bali as often as possible with longer stays. The results of this study are the same as the results of a study conducted by Dagustani, et.al (2018) found that Push factor had a positive and significant effect on destination images in the eco-tourism area of the South coast of West Java, and Haarhoff (2018) found push factor having a positive and significant effect on image of the destination at Kimberley Resort.

3.2.2. Pull factor (X2) has a positive and significant effect on destination image (Y1)

The results showed that pull factor had a positive and significant effect on the image of the tourism destinations of the Province of Bali, meaning that pull factor would have an impact on the increasing image of the tourism destinations of Bali Province. Tourism objects and attractions play an important role in raising the image of tourism destinations because tourists will look for something different from one tourist place to another so that it becomes a beautiful memory that is difficult to forget. The results of this study are in line with the results of research conducted by Haarhoff (2018) to find pull factor to have a positive and significant effect on destination images at Kimberley Resort.

3.2.3. Destination image (Y1) has a positive and significant effect on tourist satisfaction (Y2)

The results showed that the destination image has a positive and significant effect on tourist satisfaction in the Province of Bali, meaning that the increasing image of the tourism destination of the Province of Bali will have an impact on increasing tourist satisfaction in the Province of Bali. Tourists feel satisfaction due to a good destination image so that this can trigger word of the

mouth. The results of this study are in line with the results of research from Bediova & Ryglova (2015) finding destination images have a positive and significant effect on tourist satisfaction at Ski Resorts Customers, Hanif, et.al (2016) finding destination images having a positive and significant effect on satisfaction of tourists visiting Kota Batu.dan Ermawati & Prihandono (2018) found the destination image had a positive and significant effect on tourist satisfaction in Dieng Plateau, Wonosobo regency.

3.2.4. Push factor (X1) has a positive and significant effect on tourist satisfaction (Y2)

Push factor has a positive and significant effect on tourist satisfaction in the Province of Bali, meaning that the more tourists are motivated to make tourist visits, the more the satisfaction of tourists in a vacation in the Province of Bali. The motivation of tourists is an important concern for tourism stakeholders which not only affects the image of the destination but also affects tourist satisfaction. The strategy of encouraging world tourists to go on holiday to Bali is a must to be considered and implemented through integrated government policies. The results of this study are in line with the results of a study conducted by Kuong & Ha (2014) finding Push factor to have a positive and significant effect on tourist satisfaction in Ho Chi Minh City, Vietnam. Ermawati & Prihandono (2018) found push factor to have a positive and significant effect on tourist satisfaction in Dieng Plateau, Wonosobo regency

3.2.5. Pull factor (X2) does not significantly influence the destination image (Y1)

Pull factor does not significantly influence the image of tourism destinations in the Province of Bali, meaning that pull factor does not affect the image of the destination. The results of this study require stakeholders to improve the quality of tourist attraction so that it becomes even better in the Province of Bali. The results of this study are different from the results of research from Kuong & Ha (2014) found that pull factor had a positive and significant effect on tourist satisfaction in Ho Chi Minh City, Vietnam, Ermawati & Prihandono (2018) found that pull factor had a positive and significant effect on tourist satisfaction in Dieng Plateau, Wonosobo regency

3.2.6. Tourist satisfaction (Y1) has a positive and significant effect on tourist loyalty (Y2)

Tourist satisfaction has a positive and significant effect on tourist loyalty in the Province of Bali, meaning that more tourists are satisfied in visiting tourist areas in the Province of Bali, tourists will remain loyal to visit the Province of Bali. The visit will continue to occur due to the satisfaction of these tourists. The results of this study are in line with the results of research conducted by Hanif, et.al (2016) finding that tourist satisfaction has a positive and significant effect on the loyalty of tourists visiting Kota Batu, Kuong & Ha (2014) finding that tourist satisfaction has a positive and significant effect on return intention/desire to return to Ho Chi Minh City in Vietnam, Rajesh (2013) found that tourist satisfaction had a positive and significant effect on tourist loyalty

4 Conclusion & Suggestion

4.1 Conclusions

The results of the Destination Development Model research in the Traveling Motivation Perspective can be summarized as follows.

1) Push factor (X1) has a positive and significant effect on the destination image (Y1), this is known from the p-value $<\alpha$, ie the p-value of 0,000 while α of 0.05. This shows that H1 was accepted.

2) Pull factor (X2) has a positive and significant effect on the destination image (Y1), this is known from the p-value $<\alpha$, ie the p-value of 0,000 while α of 0.05. This shows that H2 was received.

3) Destination image (Y1) has a positive and significant effect on tourist satisfaction (Y2), this is known from the p-value $<\alpha$, ie the p-value of 0,000 while α of 0.05. This shows that H3 was accepted.

4) Push factor (X1) has a positive and significant effect on tourist satisfaction (Y2), this is known from the p-value $<\alpha$, which is a p-value of 0.033 while α of 0.05. This shows that H4 was accepted.

5) Pull factor (X2) does not significantly influence the destination image (Y1), this is known from the p-value $<\alpha$, the p-value of 0.411 while α of 0.05. This shows that H5 was accepted.

6) Tourist satisfaction (Y1) has a positive and significant effect on tourist loyalty (Y2), this is known from the p-value $<\alpha$, that is, the p-value of 0.411 while α of 0.05. This shows that H6 was accepted.

4.2 Suggestions
The suggestions from the results of the Research in Destination Development Model in the Traveling Motivation Perspective are as follows.

1) Stakeholders in the tourism industry must continually improve tourism promotion to be able to attract Indonesian tourists and world tourists to holiday in Bali

2) Stakeholders in the tourism industry must continually improve objects and attractions to be able to improve the image of tourism destinations in the Province of Bali

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