An Examination of Push and Pull Motivation of tourist Visit Tourist Attraction in Lembang

Silvie Adriani Merdekawati[1]
Lusianus Kusdibyo[2]

[12]*Jurusan Administrasi Niaga, Politeknik Negeri Bandung, Bandung 40012*
Email: silvieadriani88@gmail.com

ABSTRACT

This study aims to identify the travel motivation of tourists visiting tourist attractions in Lembang. Motivation is a basic of tourists travel that is influenced by the push and pull motivation. The push motivation is a factor that comes from within the tourists, while the pull motivation comes from the characteristics of the destination. The method used is non-probability sampling. Used also accidental sampling. The questionnaires were distributed to tourists who are visiting tourism attraction in Lembang. A total of 333 respondents were used for further analysis. An exploratory factor analysis was carried out to identify new factors of push and pull motivation. The results show that there are four new factors of push motivation and three new factors of pull motivation of tourists visited Lembang. This result suggests that local tourism authority should consider the motivation factors to attract more tourists visit to Lembang.

Keywords
Push motivation, pull motivation, tourist visit, Lembang, tourist attraction, factor analysis

1. INTRODUCTION

Tourism is currently one of the sectors that have an important role as a source of foreign exchange and the development of country. World Travel and Tourism notes that travel & tourism generates 3.1% revenue from the world economy in 2016 and is predicted to increase by 3.8% in 2017 [1]. The tourism industry predicted to hold over 380 million jobs in 2027. This shows that the tourism industry has a contribution to the global economy that affects many countries in the world including Indonesia.

Indonesia's tourism industry is one of the sectors that influence Indonesia's GDP. From 2010 to 2014 Tourism industry is ranked 4th as a source of foreign exchange [2]. Tourism has proved that this sector is resisting the downturn over the past five years compared to other sectors such as natural gas, coal and palm oil. The increase of tourism contribution can be seen in figure 1.

Figure 1 shows that GDP generated from national tourism has increased significantly every year. In 2012, tourism generated GDP of 296.97 trillion rupiah and increased in 2013 to 326.24 trillion rupiah, in 2014 amounted to 419.08 trillion rupiah, and in 2015 the value of GDP generated to reach 476.48 trillion rupiah. Furthermore, in 2016, the GDP generated from the tourism sector reaches 500.19 trillion rupiah.
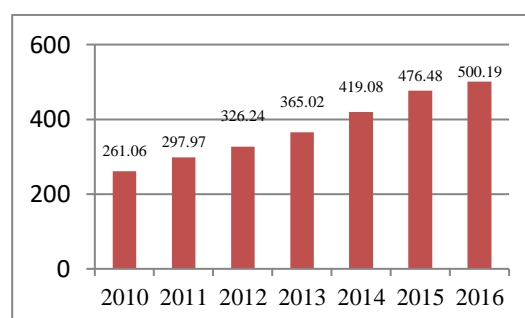

Figure 1. Contribution of Tourism Sector to Indonesian GDP
Source: Kemenpar, 2016

The increasing GDP of this tourism sector occurs due to the success of tourism marketing so as to increase the arrival and travel of tourists in Indonesia. The number of tourists who travel greatly affects the income of the State and the welfare where the destination is located. Tourists who travel in 2016 reach 263.68 million trips or 1.53 increase compared to 2015 [3]. More details, the table below shows the development of the number of trips made by domestic tourists for 3 years.

9th Industrial Research Workshop
and National Seminar
IRWNS
Peran Penelitian dan Inovasi di Era Industri 4.0 Dalam Mewujudkan
Pembangunan Berkelanjutan Menuju Kemandirian Bangsa
POLBAN

Table 1. The Growth of Domestic Tourists

Year	Number of traveller (in million)	+/-
2014	251,20	0,4%
2015	255,05	1,53%
2016	263,68	3,38%

Source: Kemenpar, 2016

Table 1 shows that from 2014 until 2016 The number of domestic tourists travel always increased. The lowest increase was in 2014 at 0.46%, while the highest increase in 2016 was 3.38%. The increase in the number of trips could be due to the Indonesian government program as well as good marketing in promoting Indonesian tourism. The potential number of tourist travels makes the Ministry of Tourism target 265 million domestic tourist arrivals by 2019 [2]. To achieve these targets, government or service provider should improve their tourism attraction.

Indonesia has a lot of tourism potential in various provinces. One of the largest tourism potentials in Indonesia is West Java. Lembang, Bandung is one of the tourist areas in West Java, which has various types of tourism, such as, nature, mountains, craters, caves, beaches, rivers, lakes, shopping, culinary, and etc. Tourists from many regions in Indonesia make Lembang, Bandung as a tourist destination. Table 2 shows the increasing of tourist visit Bandung in 3 years.

Table 2. The Number of Tourist visit in Bandung

Year	Foreign	Domestic	Total
2014	180,143	5,627,421	5,807,564
2015	183,932	5,877,162	6,061,094
2016	173,036	4,827,589	5,000,625

Source: BPS Bandung, 2018

Based on table 3 above shows that the number of foreign and domestic tourists has increased from 2014 to 2015 [4]. However, tourist arrivals in 2016 both foreign and domestic decreased. This indicates that tourist destination in Bandung is less attractive, lack of promotion, security problems, poor infrastructure and other problems that prevent tourists from visiting. Therefore, it is necessary to identify the motivation of tourists in advance to make the right promotion.

The government and service provider needs to know the psychological factors of tourists, one of which is the motivation for being the impetus of tourists to decide where they are going to go [5]. Motivation is important to analyze because it is fundamental in tourism studies. Tourism attraction also needs to be developed to attract people attention, so that it can increase tourist visit. The importance of knowing tourists motivation is to improve the quality of attractiveness and meet their needs. Not much research related to tourists, especially related to things that encourage and attract tourists come to Lembang. Related research conducted by [6] which examines the factors that affect tourists visiting the Floating Market Lembang. The results show there are 21 factors that encourage tourists to visit Floating Market Lembang. However, this study only examines the motivation of the general way, as well as research done on one object. In fact, Lembang has many interesting attractions, especially man-made tourism. Research This is about the motivation of tourists consisting of push and pull factors. This research is expected to overcome the decreasing of touist visit to Bandung, especially Lembang.

Based on the background that has been described above, researchers will examine more about the factors driving and pulling tourists. The purpose of this research is 1) To identify the factors of push and pull motivation tourists to visit man-made tourist attractions.

2. LITERATURE REVIEW
2.1 Travel Motivation
Motivation is an action performed by someone that is influenced by internal and external factors [7]. In the process of travel, motivation is a driver in making decisions, so this is the basis in the tourism study [8]. Motives show an impulse arising from a person that causes to do something. While motivation is the driver of a conscious effort to influence a person's behavior to act and do something to achieve a certain goal. So, it can be concluded that motivation is one important factor for a tourist in travel because the decisions and actions are influenced by the impulses within them. Travel Motivation is also viewed as part of the need side and psychological and biological desires which include an inseparable part between which encourages and attracts a person to do or do tourism activities. The motivation behind the tourists is influenced by the tourists push factors of motivation and pull factors [6]. These factors are internal and external factors that motivate tourists to make decisions to visit a tourist destination.

2.1.1 Push motivation
According to [9] holiday motivation is a driving factor from within a person to travel. Intrinsically, motivation is formed because of the needs or desires of the man himself, in accordance with the theory of Abraham Maslow or often referred as a

hierarchy consisting of basic needs, security needs, social needs, self-esteem and self-actualization. The push factor is the need that asks someone to travel to a destination or in other words, this factor is a social-psychological drive [10]. The elements in the factors that drive people to travel are intangible. This socio-psychological motive is associated with the desire of Escape from a perceived, Exploration and Evaluation of Self, Relaxation, Prestige, Regression, Enhancement of kinship relationship, and Facilitation of social interaction [11]. In addition, according to Richardson and Fluker in expressing people traveling wanted strengthening family bonds [8]. Thus, it encourages factors that can make one want to travel in order to meet one's needs.

2.1.2 Pull motivation

Pull factors are tangible resources and the perception of tourists and expectations of the features, attractions or attributes of a particular destination, therefore, the choice of tourist destinations plays an important role in the decision to travel [12]. Pull factor is called the extrinsic factor a person travels that is influenced by the promotion that appears to illustrate the attraction of the destination [13]. Referring to the pull factor, Novelty (desire for something new) and Education (desire to learn something) is the reason they travel. In explaining the push and pull factors, many studies have been conducted regarding the motivation. The result of the research shows that pull factor is formed by 10 factors consisting of Modern atmosphere & activities, Wide space & activities, Small size & reliable weather, Natural scenery, factor 5, Different culture, Cleanness & shopping, Nightlife & local cuisine, Interesting town & village, Water activities [14]. Tourism products that describe the tourist destination is a pull factor characteristic

3. RESEARCH METHOD

Population is an area consisting of subjects and objects that have characteristics in accordance with the research will be studied to be put into conclusions. In this study the subject is domestic tourists who visit the man-made tourist attractions in Lembang, namely: Farmhouse, De'Ranch, and Kota Mini Lembang.

Sample is a part of the population to be studied. Based on the sampling approach proposed by [16] the minimum sample size is 200 respondents. Since, the number of population is not known certainty, nonprobability sampling is used in this study. The sample was chosen based on the accidental sampling, which is one of the non-probability sampling techniques. Accidental sampling is the technique of determining the sample by chance, is anyone who accidentally meets the researcher when the research is done if the person who happens to be found suitable as a source of data with the main criteria is a tourist of Farmhouse, De'Ranch, and Kota Mini Lembang [15].

In this study, the sources of data are primary data because the data in the form of respondents' answers. The questionnaire collected to obtain empirical data about the characteristics of tourists, and the motivation of push and pull. Motivational variables of push and pull each have 17 items. The items are assessed using a Likert scale starting from scale 1 (strongly disagree), 2 (Disagree), 3 (Neutral), 4 (Agree), and 5 (strongly agree). Around 333 questionnaires were distributed to domestic tourists at three places of man-made tourist attraction in Lembang.

Exploratory factor analysis is used to reduce the number of variables in push motivation and pull motivation. Factor analysis in this research use varimax rotation, which is maximizing method of loading variant of each maximum factor, so the correlation of variables in a factor is also maximized, whereas correlation with other factors approaching zero. Determination of the number of factors using eigenvalues 1.0, and the determination of 0.5 factor loading as a benchmark to classify variables so easy to interpret. The factor analysis procedure was performed using SPSS 18 application.

4. RESULT AND DISCUSSION
4.1 Respondent Characteristics
The profile of the respondents of this study is presented in Table 3.

Table 3. Respondent Profile

Variables		Freq	%	Total
Origin	Bandung	118	35.4%'	333
	Jawa Barat	118	35.4%	
	Other province	97	29%	
Gender	Male	120	36%	333
	Female	213	64%	
Age	18 – 25 years	198	59.5%	333
	26 – 30 years	59	17.7%	
	31 – 35 years	32	9.6%	
	36 – 40 years	25	7.5%	
	> 40 years	19	5.7%	
Education	<SMA/K	120	36.0%	333
	S1/Diploma	199	59.8%	
	S2/S3	14	4.2%	

9th Industrial Research Workshop
and National Seminar
IRWNS

Peran Penelitian dan Inovasi di Era Industri 4.0 Dalam Mewujudkan
Pembangunan Berkelanjutan Menuju Kemandirian Bangsa

POLBAN

Table 3 shows that from 333 respondents who visited man-made tourist attractions in Lembang were mostly from Bandung and West Java (35.4%), female tourists (64%), with age range 18-25 years (59.5%). Then, most of them have S1 / Diploma education level (59,8%).

4.2 Factor Analysis of Push and Pull Motivation
Prior to further analysis, researchers conducted an exploratory factor analysis to reduce the number of indicators that are very useful in the variable to be able to form a new factor. In addition, factor analysis is used to test the validity to examine the variables suitable for the study. The accuracy of the use of factor analysis seen in the value of KMO, Barlett's and MSA (Measure of Sampling Adequacy) obtained > 0.5 [16]. Based on the results of the analysis factor, the variables present in the model can be said to be valid if the MSA value is more than the cut-off value (0.5). Because 17 motivational push indicators and 17 pull motivation indicators have MSA value> 0.5 then the variable is feasible to be used in the analysis.

Table 4. The Result of Exploratory Factor Analysis of Push Motivation

Push motivation factor	Factor loading	Eigenvalues	Variance explained	Mean Composite
Faktor 1 Experience and Knowledge				
Knowing different cultures and lifestyles	0,817			
Want to add insight	0,789			
Interact with people	0,630	5.247	30.867	3,79
Feel proud	0,606			
Knowing new places	0,593			
Stimulating the enthusiasm	0,502			
Faktor 2 Family Time				
Strengthening family relationships	0,896			
Have memories with family	0,896	1.855	10.912	4,08
Enjoying time with family	0,809			
Faktor 3 Rest & Relaxation				
Relieving stress	0,730			
Feeling happy	0,713	1.460	8.590	4,31
Out of the daily routine	0,672			
Vacation in outdoor places	0,532			
Faktor 4 New Activites				
Recreation	0,821	1.261	7.416	3,69
Free time	0,774			
Total variance explained			57.784	

Kaiser-Mayer-Okin measure of sampling adequacy = 0,846, Bartlett's Test of Sphericity= 0,000

Table 4 above shows the exploratory results of factor analysis of push motivation. After the rotation, of 17 items push motivation formed 4 factors. However 2 indicators are deleted because the loading factor less than 0,5. Since the value of Eigenvalues is set 1, then the variance can be explained by factor 1 is 37,776. factor 2 equal to 22,768. While factor 3 of 15,018. Thus, the total cumulative diversity of Push motivation variables that can be explained by the four factors mentioned above is 57.78%.

Factor 1 is named "Experience and Knowledge" factor because the variables representing this factor indicate the characteristics taken based on the result of the rotated factor. This factor has an eigenvalue of 5.247. Among the various items supporting, knowing different cultures and lifestyles have the highest loading factor of 0.817. This shows that tourists have a desire to know something new that they do not know yet. Since, Farmhouse,

De'Ranch, and Kota Mini Lembang is man-made tourism that adapts foreign culture, hence tourist wishes can be said fulfilled. According to [8] tourism is a ritual inversion or get things they can not find in the area of origin.

Factor 2 is named "Family Time" with eigenvalue of 1.855. This factor is described by supportive indicators such as strengthening family relationships, having memories with family, and enjoying time with family. The three indicators that make up this factor have the same high factor loading. This indicates that this indicator has a similar role to do with family vacations. In other words, the majority of tourists came to Farmhouse, De'Ranch, and Kota Mini aim to enjoy their quality time with the family. According to [11] family relationships can be further strengthened through pleasure vacation. Therefore, tourism activities that may involve family members must be considered by managers.

Factor 3 is named "Rest and Relaxation" factor with an eigenvalue of 1.460. Based on the supporting variables such as relieving stress, feeling happy, getting out of the daily routine, and vacations in outdoor places can motivate the respondents to visit. Item relieve stress has the highest loading factor (0.730). This shows the desire of tourists to remove the burden they have from their daily routine. Therefore, fun activities can meet the desires of tourists. The Farmhouse, De'Ranch, and the Kota Mini not only offer the uniqueness of the place, but also provide the exciting rides and attractions. So that tourists who come can enjoy their vacation time with pleasure.

Factor 4 is named the "New activities" factor. This factor has a supporting indicator Looking for busy with recreation, and free time. The two indicators that make up this factor have an equally high factor value. It shows tourists want to do an activity that is done when recreation.

The results of mean composite indicators, it is known that Experience & Knowledge (M = 3.79), Family time (M = 4.08), Rest & Relaxation (M = 4.31), and New activities (M = 3.69). This suggests that each of these factors is important in the motivation of the push.

Table 5. The Result of Exploratory Factor Analysis of Pull Motivation

Pull motivation factor	Factor loading	Eigenvalues	Variance explained	Mean Composite
Faktor 1 Novelty				
Can learn something new	0,836			
Can add new knowledge	0,797			
Can learn culture, and new art	0,737	5.950	35.002	3,71
Something I have never seen	0,665			
The locals are friendly	0,564			
Faktor 2 Facilities Availability				
Food facilities vary	0,816			
The facilities are safe and comfortable	0,664			
Complete shopping facilities	0,661	1.697	9.985	4,08
easily accessible	0,616			
Faktor 3 Tourism Attraction				
Unique architecture	0,791			
The natural scenery	0,710			
Unique place	0,641	1.456	8.566	4,31
Interesting for photography activities	0,603			
Total variance explained			53.553	

Kaiser-Mayer-Okin measure of sampling adequacy= 0,878, Bartlett's Test of Sphericity= 0,000

Table 5 above is the result of factor analysis for pull motivation after rotation. From the 17 indicators, there are 4 indicators issued because it does not meet the requirements of the loading factor is > 0.5. The factor analysis test formed 3 factors with a total cumulative variance of 53.553%. The first factor explains the diversity of data with the largest proportion, which is 35.002%. Then, the second factor explains the diversity data with the proportion of 9.985%, while for the third factor explain 8.553%.

Factor 1 is named the "Novelty" factor because the variables representing this factor indicate the characteristics taken based on the rotated factor results. This cultural factor is the most dominant factor because it has the highest value of eigenvalue which is 5,590. Among the various supporting items, can learn something new has the

highest loading factor value of 0.836. Novelty plays a big part in travel decisions as people who are interested in something new and different, traveling to new places or doing something different as part of their desire to meet their socio-psychological needs [17]. Referring to the novelty, Farmhouse, De'Ranch, and Kota Mini Lembang can be regarded as a new tourist attraction for domestic tourists. This is because the concept used comes from foreign cultures, such as Europe (Farmhouse, Kota Mini Lembang), and South America (De'Ranch). This concept is favored by tourists because they can see and know the characteristics of other countries without having to go to the country of origin.

Factor 2 with eigenvalue value of 1,697 is called "Tourism facilities" factor. This factor consists of food facilities vary, the facilities are safe and

comfortable, complete shopping facilities, and easily accessible. The highest loading factor is food facilities vary (0.816). Facilities are important for tourists in determining the places for tours. The composite mean value of this factor is quite high [4.08]. This indicates that tourists feel the facilities provided have been quite good.

Factor 3 named "Tourism attraction" with eigenvalue of 1.456. This factor has the highest composite mean value of 4.31. This shows that this factor is most important in forming pull motivation. Then, Unique architecture has the highest loading value (0.791). This result indicates that this item is the biggest role in forming a tourism attraction. This means that the characteristics of the tours offered by Farmhouse, De'Ranch, and Kota Mini Lembang are quite impressive for tourists. In addition, these findings can be a reference for other service providers to create a tourist destination that accentuates its uniqueness.

The average value of the composite indicator for Novelty pull motivation (M = 3.71), Facility availability (M = 3.53), and Tourism attraction (M = 4.02). These three new pull factors also show that these factors are important, but the factor of Tourism Attraction is the most important factor to motivate tourists to the attractions in Lembang, followed by Novelty and), Facility availability.
The largest mean composite is factor 3 tourism attraction (4.31), it shows that tourists consider the uniqueness of a tourist destination is very important to motivate them to visit.

5. CONCLUSION
Based on the problem formulation, the analysis results that has been done in the previous chapter, then the research conducted can be concluded as follows:
1) The dominant factor of push motivation of tourists visiting man-made tourist attraction in Lembang is Experience and Knowledge (30.867%) with mean answers from respondents of 3.71 or average respondents answered agree. The biggest factor loading for push factors is cultural and life difference (0.817).
2) The dominant factor of tourist motivation based on attraction factor to come to artificial tourism object in Lembang is Novelty (30,867%) with mean answer from respondent equal to 3,71 or average respondent answer agree. Then, the biggest factor loading on the pull factor is learning new things (0.836).

Tourists motivation to visit Lembang especially the man-made tourist attractions cannot be separated from the superior products that exist in Lembang. From the research results, it can be seen that tourists hope to get something new from the destination. In addition, tourist attraction becomes an important factor of a destination to gain more tourists to visit. Therefore, the role of government and service provider in the tourism sector should be focused on the promotion. Promotion can be done through digital marketing. This method is considered effective because the internet is a medium of rapid information in this digital era. The promotional media that can be used is Instagram. Instagram is one of the most used platforms. The government can create an Instagram account that focuses on tourism in Lembang. This account will provide information related to tourist attractions in Lembang. So that Lembang tourism site will be more exposed. Not only can motivate tourists to visit but also can build awareness of Lembang as a tourist destination.

REFERENCES

[1] WWTC. (2017). *Travel & Tourism Economic Impact 2017 World.* United Kingdom: World Travel & Tourism Council.

[2] BPS. (2017). Badan Pusat Statistik Indonesia: https://www.bps.go.id/

[3] Kemenpar. (2017). *Laporan Akuntabiitas Kinerja Kementrian Pariwisata Tahun 2016.* Kementrian Pariwisata.

[4] BPS Kota Bandung. (2018). Badan Pusat Statistika Kota Bandung: https://bandungkota.bps.go.id/statictable/2017/08/29/120/jumlah-wisatawan-mancanegara-dan-domestik-di-kota-bandung-2016.html

[5] Schiffman, Leon G dan Leslie Lazar Kanuk. (2008). *Perilaku Konsumen*, Edisi 7, Jakarta: Indeks.

[6] Silvanti, Mega. (2017). FAKTOR YANG MEMPENGARUHI MOTIVASI BERKUNJUNG WISATAWAN KE DAYA TARIK WISATA FLOATING MARKET LEMBANG KABUPATEN BANDUNG. In Jurnal Manajemen dan Leisure.

[7] Winardi.(2002). *Motivasi dan Pemotivasian dalam Manajemen*. Jakarta: Raja Grafindo Persada

[8] Pitana, I Gde dan Putu G. Gayatri. (2005). Sosiologi Pariwisata, Yogyakarta: Penerbit Andi.

[9] Fandeli, Chafid. 2001. *Basics of Tourism Management of Natural (Dasar-dasar*

Managemen Kepariwisataan Alam). Yogyakarta:Liberty.

[10] March, R. G., & Woodside, A. G., (2005). Tourism Behavior: Travelers' Decisions and Actions. Cambridge: CABI Publishing.

[11] Crompton, J. L. (1979). Motivations for Pleasure Vacations. *Annals of Tourism Research*.

[12] Khuong, Mai Ngoc dan Ha, Huynh Thi Thu. (2014). *The Influences of Push and Pull Factors on the International Leisure Tourists Return Intention to Ho Chi Minh City, Vietnam- A Mediation Analysis of Destination Satisfaction*. In *International Journal of Trade, Economics and Finance, Vol. 5, No. 6*, December 2014, hal. 490-496.

[13] Kassean, H., & Gassita, R., (2013). Exploring Tourists Push and Pull Motivations to Visit Mauritius as a Tourist Destination. African Journal of Hospitality, Tourism and Leisure.

[14] Yoon, Y., & Uysal, M. (2003). an examination of the effects of motivation and satisfaction on destination loyalty A structural model. *Tourism Management (in press)*, 45-46.Departement of Tourism Management, Pai Chi University, 439-6 Doma-2 Dong, Seo-Gu, Daejeon 302-735, South Korea.Department of Hospitality & Tourism Management, Virginia Polytechnic Institute and State University, 362 Wallace Hall, Blacksburg, VA 2406.

[15] Sugiyono. (2008). *Metode Penelitian Bisnis*. Bandung: Alfabeta.

[16] Malhotra, Naresh K. (2006). *Riset Pemasaran Edisi Empat*, Jilid 2. Jakarta. PT. Indeks Kelompok Gramedia.

[17] Yuan, Sue and Mcdonald, Carry. (1990). Motivational Determinates Of International Pleasure Time. Sage Journals.