Motivation to Visit a Destination: Tourists' Perspective on Museum Manusia Purba Sangiran Indonesia

¹Luqman Khakim, ²Mustika Widowati, ¹Iwan Hermawan, ²Eka Murtiasri and ¹Winarto
¹Department of Business Administration, Politeknik Negeri Semarang, Indonesia
²Department of Accounting and Finance, Politeknik Negeri Semarang, Indonesia

Abstract: Sangiran is famous with its historic relics of ancient civilizations. In 2010, Sangiran improved its infrastructure including theater, mini tours and ecotourism products surrounding communities. Tourists motives thrive in visiting this attraction. Direction of this research is to find out the motives of tourists visiting the ancient travel in Sangiran. Observations made reference to the perspective of 100 respondents who are domestic and foreign tourists. Factor analysis as a quantitative approach in this study enabled to map the motivation of tourists visiting archaeological tour in Sangiran. The empirical results found that there are two factors of motivation in the form of tourists visiting Sangiran to get edutainment and motivation to enjoy the countryside.

Key words: Tourists motives, tourist perspective, factor analysis, foreign, products

INTRODUCTION

Today, tourism is a major industry. Tourism in Indonesia is an important economic sector in Indonesia. In 2009, tourism ranks third in terms of foreign exchange earnings after commodity of oil and gas and palm oil. Based on data from 2014, the number of foreign tourists coming to Indonesia was 9.4 million, or grew by 7.05% over the previous year. In 2013, the number of domestic tourists increased 1.1% over the previous year and the tourists spend their money reaches Rp. 176 trillion. At the same time, the tourism industry employs more than three million workers. The tourism sector's contribution to GDP in 2013 amounted to 9% (Ministry of Tourism of Indonesia, 2015). This sector generates foreign exchange of USD 10,054,000,000 making it the largest foreign exchange earner No. 9 at the level of Asian countries.

Museum Manusia Purba Sangiran is an important museum for the world. It is because in this museum stored best fossil finds of Sangiran, both of fauna and humans and the results of human culture in Sangiran. In Sangiran site itself, found several fossils of ancient hominid (around 50 individuals), that led UNESCO set Sangiran as one of the World Cultural Heritage "World Heritage List" Number: C593 under the name The Sangiran Early Man Site.

In term of institution, Museum Manusia Purba Sangiran is managed by the Balai Pelestarian Situs Manusia Purba Sangiran under the Directorate General of Culture Indonesia. This institution has the tasks of protection, development and utilization of early human sites. In carrying out its duties and functions Balai Pelestarian Situs Manusia Purba Sangiran held: rescue and security, zoning, care and preservation of the site and fossils, carry out the development of the site, implement the utilization of the site of ancient human, conduct documentation and publication of ancient human sites.

Tourism promotion on Museum Manusia Purba Sangiran performed by Sragen government in collaboration with the Provincial Government of Central Java. It comprise of technical form of exhibitions (local, national and international, distribution of brochures, books, installation of billboards and directions boards setting). As a result, the number of visitors this museum in October 2015 as many as 454.442 per traveler rose around 50% from 2014 which amounted to only 294 470.

Despite the fact that the government must provide efforts to create a tourism excellence in Sangiran, many questions arise for government planners and commercial tour operators. These questions are to uncover the motivation profile of the tourists when they visit what their expectations, how they behave and what additional facilities need to be provided. To reveal the ancient tourist area development issues it is necessary to conduct a research about the motives of tourists to visit an ancient tourism destination, in this case, Museum Manusia Purba Sangiran.

Literature review: Motive is a factor that drives our activities. It means that for every action there is a goal to

Corresponding Author: Luqman Khakim, Department of Business Administration, Politeknik Negeri Semarang, Indonesia

be achieved it is called a motive. Motives simply can be differentiated into two elements: discover enjoyment and escape from unpleasant things. Tourist decision to visit a tourist destination is certainly not an impulsive behavior. This is an action that is pushed by certain reasons.

It is vital to understand tourists motives. First it helps destination manager to compose attraction that match with the visitors motives (Crompton and McKay, 1997). Tourists assumed have certain expectations when they visit a destination. Thus it would be the manager's obligation to recognize tourists expectation and develop programs to satisfy visitors varied needs. Second, identifying tourists motives would help the manager to understand their customers' decision process (Crompton and McKay, 1997). Thus it eases destination managers to construct their attractions to appeal the target visitors. Therefore, a more efficient marketing program may be designed accurately. Finally, appreciation of tourists motives possibly formulate significant steps to achieve visitors satisfactions (Crompton and McKay, 1997). Satisfaction happened when experience fulfill with motives. Consider the importance of understanding tourists motives, thus it is very important to conduct empirical research of visitors motivation to help identify the attributes that will be offered to suit the tourist motivation (Kozak, 2001).

The Model of Push-Pull Crompton (Hsu and Huang, 2008) may explain tourist motivation. Tourist motivation comprise of two parts. The first part is pushing tourists away from home. It is a general desire to go somewhere (on vacation) without specifying a certain place. The second part is attracting tourists to come to a particular travel destination. Typically, ads that are directed at potential tourists utilize both "push" and "pull" (Bansal and Eiselt, 2004). For example: tourism promotion featuring a panoramic view of the beautiful mountains produce "push" motivation for potential tourists to leave their homes, at the same time they promote a specific location such as Himalaya or Kilimanjaro. Wu and Pearce (2014) found that push and pull factors work together: travel blogs and personal travel experiences, recommendations from friends and relatives, airline ticket promotions are forces that unite the push and the pull factors.

Tourists motivations cannot be predicted easely. It is vary from one to another and from a decision making to another decision. In addition, they are inherently dynamic, for example, socio demographic situation influence the decision-making process (Jang and Wu, 2006). It causes problems in expressing and measuring customer satisfaction.

Theory of motivation to travel has grown impressively in the last 30 years. Starting with the theory allocentric-psychocentric (Plog, 1974). Followed by Optimal arousal theory (Ahola, 1982). The appearance of recreational motivational approach also emerged (Beard and Ragheb, 1983). Travel career ladder model provides a different opinion. It shows that the development of a tourist capacity will create a tourist motifs changed as a hierarchy along with the increasing travel experience conducted (Pearce, 1988).

In 2005 Pearce and Lee has developed a leading Travel Career Patterns (TCP) Model, which is an adaptation and expansion of the TCL approach in understanding the motivation of the trip. Model TCP emphasize hierarchy focus of the TCL approach and emphasize the dynamic nature of the trip motivation. However, the theory Push and Pull theory (Crompton and Mckay, 1997; Hsu and Huang, 2008; Kao *et al.*, 2008; Kim *et al.*, 2003) has abundant researcher that perceived that the theory is relevant in many contexts.

MATERIALS AND METHODS

Survey: Data collected utilizing questionnaire and double checked with direct interview with 100 respondents that are willing to fulfill the questionnaire and interviewed. To avoid bias in the way the question was asked. if respondents are still unsure as to the question of survey, a person in charge will outline the question more clearly. Based on data findings, it is obtained respondents' profile as follows: age rating, as the data obtained in Table 1 found that the majority of visitors are those aged 21-25 years. Description of the study also revealed 78% of respondents visited travel perubakala sangiran get references of information from friends or family.

Other aspects of the questionnaire are related to motivation excursions. Consider that the situation of tourism destinations of Sangiran is still modest, the researchers modified rating motives in nine categories i.e., The motives are fun and eliminate boredom, enjoy nature, enjoy the atmosphere of a rural character, exercising, shopping, culinary tourism, religious tourism, educational tourism and camping (Table 1).

Table 1: Age

Age	%
<20	21
21-25	41
26-30	10
31-40	17
41-50	5
>50	7

RESULTS ANA DISCUSSION

Analysis: In simple terms the purpose of factor analysis is to determine several factors such that multivariate data with quite a lot of components can be explained or studied using data based on selected several factors (Hair, 1995). The model of factor analysis is:

$$X_{ik} = \lambda_{i1} f_{1k} + \lambda_{i2} f_{2k} + ... + \lambda_{i2} f_{2k} + e_{ik}$$

Where:

X_{ik} = The value of the variable i for observation (k)

λ_{j1} = Relation to variable-i by a factor j, where there are m factors and variables p (m<p)

f_{1k} = The value of factor j for observation k

Practically, analysis of the factors utilized to extract many variables that were developed to be a few variables only. Therefore it is more easily observed and simpler. In addition, from this analysis also produced the order of importance of all the variables that were formed, thus, helped find the model group traveled motive variables that must be considered first for the development of tourism.

From the data obtained, the validity test by using bivariate Pearson at a significance level of 5% and n = 100. The result of all variables declared invalid because the value is above r table (0.195). The next process is the whole variable tested reliability by calculating Cronbach alpha coefficient, in order to obtain the value of Cronbach alpha 0.701. Thus, the data of nine variables are declared valid and reliable. Thus, it can be analyzed in the next process.

Furthermore, factor analysis where the results of testing the variables motivation tourist arrivals showed variable revel eliminate the tedium and variable enjoy the natural attractions worthy not be analyzed because the correlation is expressed in diagonal anti image correlations of >0.5. Treatment were conducted by omitted both variables from the analysis. The result left the correlation values of the variables stated in diagonal anti image correlations <0.5.

The next test is the test of the adequacy of the sample. This test is conducted by looking at the value of Kaiser Meyer Olkin measure of sampling adequacy (KMO) as follows (Table 2).

KMO value of 0.648 is < 0.5. This means that samples taken quite feasible to factor analysis. Figures Bartlett's Test of Sphericity df = 15 and sig. = 0.000 indicates that the correlation matrix is not an identity matrix, making it feasible for the treatment of factor analysis.

The results of the factor analysis of the variables that feasible is described as follows: in Table 3 are shown eigenvalues = 1,037 (row 2) is the cut-off value to

Table 2: KMO of samples

Variablas	Values
Keiser Mayer Oklin	0.750
Bartllett's test	126.710
Sphericity	21.000
Significancy	0.000

Table 3: Component matrix of tourists motives

	Component	
Tourists motives	1	2
Enjoy the countryside	0.307	0.725
Exercise	0.633	0.457
Shopping	0.758	0.125
Culinary motives	0.662	0.127
Religious motives	0.637	0.415
Educational motives	0.597	0.425
Camping	0.661	0.133

determine the number of factors formed. Factors formed from the results of the factor analysis of six variables are the two factors. Column cumulative % on a second component pointed to 54.928 means figures show that the factors that formed was able to explain the whole multivariate (seven variables observed) amounted to 54,928% (Table 2 and 3).

Factor one consisted of five variables include shopping with a loading factor of 0.758 Culinary motives with loading factor of 0.662 camping with a loading factor of 0.661. The religious motives with a loading factor of 0.637 exercise with a loading factor of 0.633 and educational motives with the loading factor of 0.597. Considering the variables of its members, the factor called edutainment factor. Factor two is composed of variable enjoy the countryside with a loading factor of 0.725.

CONCLUSION

It can be concluded that factors that motivate tourists to visit could be divided into two factors. The first factor is the edutainment motives that consist of shopping, culinary travel, camping, religious, exercise and education motives. The second factor is enjoying the countryside motives.

ACKNOWLEDGEMENTS

REFERENCES

Ahola, S.E.I., 1982. Toward a social psychological theory of tourism motivation: A rejoinder. Ann. Tourism Res., 9: 256-262.

Bansal, H. and H.A. Eiselt, 2004. Exploratory research of tourist motivations and planning. Tourism Manage., 25: 387-396.

Beard, J.G. and M.G. Ragheb, 1983. Measuring leisure motivation. J. leisure Res., 15: 219-228.

Crompton, J.L. and S.L. McKay, 1997. Motives of visitors attending festival events. Ann. Tourism Res., 24: 425-439.

Hsu, C.H.C. and S.S. Huang, 2008. Travel Motivation: A Critical Review of the Concept's Development. In: Tourismmanagement: Analysis, Behaviour and Strategy, Woodside, A.G. and D. Martin (Eds.). CAB International, Oxford, pp: 14-27.

Jang, S.S. and C.M.E. Wu, 2006. Seniors travel motivation and the influential factors: An examination of Taiwanese seniors. Tourism Manage., 27: 306-316.

Kao, M.C., I. Patterson, N. Scott and C.K. Li, 2008. Motivations and satisfactions of Taiwanese tourists who visit Australia: An exploratory study. J. Travel Tourism Marketing, 24: 17-33.

Kim, S.S., C.K. Lee and D.B. Klenosky, 2003. The influence of push and pull factors at Korean national parks. Tourism Manage., 24: 169-180.

Kozak, M., 2001. Repeaters behavior at two distinct destinations. Ann. Tourism Res., 28: 784-807.

Pearce, P.L., 1988. The Ulysses Factor: Evaluating Visitors in Tourist Settings. Springer, New York, USA.,.

Plog, S.C., 1974. Why destination areas rise and fall in popularity. Cornell HRA Quarterly, 14: 55-58.

Wu, M.Y. and P.L. Pearce, 2014. Chinese recreational vehicle users in Australia: A netnographic study of tourist motivation. Tourism Manage., 43: 22-35.