Factors that Affect Tourist to Visit Kalibiru Tourist Village

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Abstract—**The purpose of the study is to investigate the important factors that affect the decision of the tourist to visit the touristic area i.e. "Kalibiru Tourist Village" which is located in Yogyakarta Province – Indonesia. It is important because number of visitors of that area is declining from time to time. Three independent variables were selected these are Travel Motivation, Electronic Word-of-Mouth (E-WoM), Destination Image. Two hundred and five respondents involved on this study, all the respondents have already had an experience in visiting the area. The structural Equation Modeling (SEM) is used to analyze the data by using statistics application LISREL. The study revealed that all variables are significant affect the tourist decision to visit the area.**

Keywords: Travel Motivation, E-WoM, Destination Image, visit intention, visit decision

I. INTRODUCTION

The Special Region of Yogyakarta (D. I. Yogyakarta) is one of the provinces in Indonesia which has diverse tourist destinations and also has an interesting cultural history. The development of tourism in D. I. Yogyakarta increased significant from 2013 – 2017 [1]. Kulon Progo is one of the districts in the D. I. Yogyakarta. Kulon Progo is known for the batik clothing industry, while Kulon Progo also has a variety of beautiful natural attractions, one of which is the Kalibiru Tourist Village. Kalibiru Tourist Village is one of the forest areas managed by local communities and then made a natural tourist attraction. The tourist forest is located in the Menoreh hills, in Hagrowilis Village, Kokap District, Kulon Progo. Kalibiru Tourist Village is a leading tourist destination in Kulon Progo district. The researchers conducted a preliminary survey related to the intention of tourists to visit the Kalibiru Tourist Village. The results obtained from the preliminary survey conducted on 30 respondents, the results of respondents who already knew about the Kalibiru Tourist Village were 19 respondents and respondents who did not know about the Kalibiru Tourist Village as many as 11 respondents. Meanwhile, respondents who had the intention to visit Kalibiru Tourist Village were 24 respondents and respondents who did not have the intention to visit Kalibiru Tourist Village as many as 6 respondents. However, when referring to the preliminary survey that has been carried out on tourist intentions the number of tourists visiting the Kalibiru Tourist Village has decreased even though from the results of a preliminary survey that has been done by the intention of tourists to visit the

Kalibiru Tourist Village has a percentage of 80%. There were three variables that were most chosen by respondents, namely 27 respondents choose Travel Motivation, 25 respondents choose the Destination Image variable and 22 respondents choose the E-WoM variable.

II. LITERATURE REVIEW

The conceptual framework (Figure 1) in this study was obtained from the results of the preliminary survey and theories related to travel intention as intervening variables from travel decisions.

A. Travel Motivation

Tourist motivation is a reason for someone to decide to visit a particular tourist attraction, and to understand someone's motivation can be done by identifying the reasons for tourists traveling [2]. Motivation can encourage the intention of tourists to visit foreign countries based on different needs [3]. Pull motivation factors are related to external and cognitive aspects of a goal, such as beaches, cultural attractions, shopping, and natural scenery. whereas factors that encourage motivation are related to internal aspects, emotions of travel, such as the desire for rest and relaxation, escape from routine, adventure, excitement, and kinship [4]. The decision of tourists to travel is influenced by push and pull motivations. Bello and Etzel defines that Pull Motivation is an external force of objective attributes that is estimated to take into account the choice of the actual destination. Meanwhile, Push Motivation is an internal power from within that explains their desire for vacation [5].

B. Electronic Word of Mouth

The intention of tourist visits can be influenced by Electronic Word of Mouth through the central route of quality argument while the behavior of tourist recommendations is influenced by peripheral routes from source credibility [6]. Electronic word of mouth has a positive and significant influence on tourist visitation intentions [7-9]. Visiting decisions are also influenced by electronic word of mouth [9,10]. The E-WoM concept studied was related to the perception of usability and attitudes towards the use of social networks as an effective communication medium for choosing tourist destinations [11]. E-WoM is divide into four dimensions namely intensity, positive valence, negative valence, WoM content [12].

C. Destination Image

Destination image is defined as the overall perception of an individual or impression of a place [13]. Ecthner and Ritchie devided four components of destination image, namely attributes of functional characteristics, holistic functional characteristics, physical attributes, psychological-holistic characteristics [14]. Destination image has an influence on tourists visiting intentions [15]. The destination image also has a major influence on the travel decision making process [16,17]. However, research conducted by Astini and Indah, suggested that the destination image had no significant effect on tourist satisfaction [18].

D. Travel Intention

Visit intention can be defined as an impulse in someone to visit a place or destination. According to Kim, visit intentions influence tourist behavior to visit somewhere. According to Ferdinand, visit intentions can be identified by four indicators namely transactional, referential, preferential, explorative [19]. Suwarduki et al. stated that tourist visit decisions can also be influenced by the intention of visit tourists [9].

E. Travel Decision

Decisions are the selection of two or more alternative choices [20]. Kotler and Keller explained that the process of making decisions consists of five stages which include problem recognition, information seeking, alternative assessment, buying decisions and post-purchase behavior [21]. A visiting decision is a process whereby tourists conduct an assessment process of various alternative choices, then choose one or several alternatives needed based on certain considerations [22].

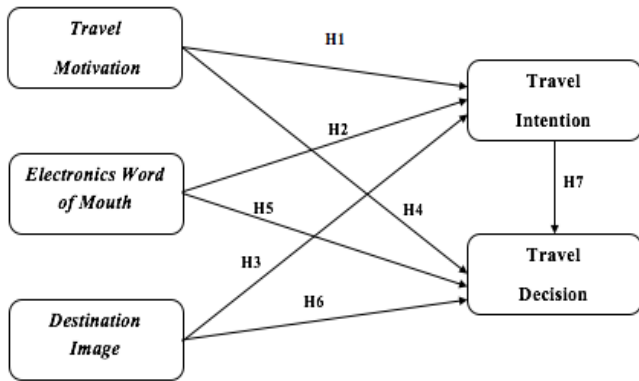Based on literature review, the research framework in this study can be seen as follows in Figure 1.

Fig. 1. Conceptual framework.

III. METHOD

The paradigm of this research is quantitative. Creswell explained that quantitative research attempts to quantify, collect and analyze numerical data, and focus on the links among a smaller number of attributes across many cases. The design that will be used in this research is a conclusive research design with a type of causal study Creswell [23]. According to Maholtra, conclusive research is a research designed to test hypotheses and test relationships, where the information needed is clearly defined [24]. Maholtra added that causal research is one type of conclusive research that has the main purpose of obtaining evidence of causation (causal relationship) [24]. Data collection techniques in this study used a questionnaire. The sample in this study was that respondents had experience in visiting the Kalibiru tourist village. According to Hair et al., determining the number of representative samples depends on the number of indicators multiplied by 5 -10 [25], the number of samples in this study is the number of indicators as much as 41 x 5 = 205 respondents. The Structural Equation Modeling (SEM) is used to analyze the data by using statistics application Lisrel 8.8.

IV. FINDING AND DISCUSSION

The data analysis was conducted used SEM with Lisrel 8.8. The analysis began by verifying the validity of the data used the standardized loading factor (SLF). The statement will be considered valid if it has a SLF value > 0.3. Based on the tested of all the valid variables, all of the known data is reliable used in this research. Next, based on table 1, it shows that the construct used to form a research model, on the overall measurement of the variables, and all of the variables has met the predetermined goodness of fit criteria.

TABLE I.   MEASUREMENT MODEL TEST

No	GOF Criteria	Cut-off Value	Results	Evaluation of the Model
1	Root Mean Square Error of Appoximation (RMSEA) P (close Fit)	RMSEA ≤ 0,08 ≥ 0,50	0,79	Good Fit
2	Normed Fit Index(NFI)	NFI ≥ 0,90	0,85	Marginal Fit
3	Non-Noormed Fit Index (NNFI)	NNFI ≥ 0,90	0,89	Good Fit
4	Comparative Fit Index (CFI)	CFI ≥ 0,90	0,90	Good Fit
5	Incremental Fit Index (IFI)	IFI ≥ 0,90	0,90	Good Fit
6	Relative Fit Index (RFI)	RFI ≥ 0,90	0,82	Marginal Fit
7	Goodnees of Fit Index (GFI)	GFI ≥ 0,90	0,76	Marginal Fit
8	Adjusted Goodness of Fit Index (AGFI)	AGFI ≥ 0,90	0,70	Marginal Fit

Source: Data is Processed with Lisrel 8.8

The next analysis was, verification of the structural overall research variables model that aim to explain prediction of the relationship between the variables. The results are closely related to hypotheses testing. The model conformity test results illustrated as follows on Table 2.

TABLE II.   T-VALUE TEST RESULTS

Hypothesis	Structural Path	T-Values	Explanation	Conclusion
H1	Travel Motivation → Travel Intention	0.37	Data does not supports the hypothesis	*Travel Motivation* does not affect significant on Travel Intention
H2	E-WOM → Travel Intention	-1.26	Data does not supports the hypothesis	Electronic Word of Mouth does not affect significant on Travel Intention
H3	*Destination Image* → Travel Intention	2.98	Data supports the hypothesis	*Destination Image* affect positive and significant on Travel Intention
H4	Travel Motivation → Travel Decision	2.35	Data supports the hypothesis	Travel Motivation affect positive and significant on Travel Decision
H5	E-WOM → Travel Decision	2.43	Data supports the hypothesis	Electronic Word of Mouth affect positive and significant on Travel Decision
H6	Destination Image → Travel Decision	-2.54	Data supports the hypothesis	*Destination Image* affect negative and significant on Travel Decision
H7	Travel Intention → Travel Decision	3.55	Data supports the hypothesis	Travel Intention affect positive and significant on Travel Decision

Source: Data is Processed with Lisrel 8.8

Based on table 2, the results of the T test indicate that Travel Motivation has no significant effect on tourist visiting intention, this is indicated by the T test value of 0.37 <1.96. The results of this study are not in line with previous studies conducted by Khan et al. which states that motivation encourages the tourists visit intention [26]. Electronic Word of Mouth also has no significant effect on tourist visit intention. This is indicated by the T test value of -1.26 <1.96. The results of this study are not in line with previous studies conducted by Jalilvand et al. [7], Suwarduki et al. [9], Abubakar [27], Krishnapillai and Ying [8] and Mulyati et al. [10], which states that electronic word of mouth has a significant positive influence on tourists visit intention. Meanwhile, destination Image has a positive and significant effect on tourist visit intention, this is indicated by the T test value of 2.98> 1.96, the results of this study are in line with previous studies conducted by Toudert and Rabago [15], Tan and Wu [16], Jalilvand et al. [7] which stated that the destination image affects the tourists visit intention. Furthermore, the results of this study indicate that Travel Motivation has a positive and significant effect on the Tourist Visit Decision, this is indicated by the T test value of 2.35> 1.96, this is in line with the research conducted by Deventer which states that travel motivation has a significant effect on tourists visit decisions and Electronic Word of Mouth have a positive and significant effect on tourist visit decisions, this is indicated by the T test value of 2.43> 1.96, the results of this study are in accordance with previous studies conducted by Suwarduki et al. [9], and Mulyati et al. [10], which states that tourit visit decisions are influenced by electronics word of mouth. However, Destination Image has a negative and significant effect on tourist visit decisions, this is indicated by the t-values of -2.54 <1.96, the results of this study are incompatible with previous studies conducted by Suwarduki et al. [9], and Mulyati et al. [10], which shows that destination image has a positive and significant effect on tourist visit decisions, and tourists visit intention has a positive and significant influence on tourist visit decisions. This is indicated by the T test value of 3.55> 1.96, the results of this study are in accordance with previous research conducted by Suwarduki et al. [9], and Mulyati et al. [10], Sari and Pangestuti [28] who stated that tourist visit decisions are influenced by tourists visit intentions. In this study, travel motivation and E-WoM did not affect tourists visit intentions to the Kalibiru Tourism Village

but travel motivation and E-WoM influenced the tourists visit decision to the Kalibiru Tourism Village, while the Destination Image influenced the intention of visiting tourists to visit the Kalibiru Tourism Village, but in this study the destination image has a negative effect on the decisions of tourists in visiting the Kalibiru Tourism Village.

V. CONCLUSION

This study aims to examine and analyze the factors that influence the intention and decision of visiting tourists to the Kalibiru Tourism Village. The results of this study indicate that the intention of visiting tourists is not influenced by travel motivation and E-WoM, but the intention of visiting tourists is influenced by destination image factors. Meanwhile, the factors of travel motivation and E-WoM influence the decision of tourists in visiting the Kalibiru Tourism Village, but different from the results of previous study, the results in this study indicated that the image of the destination negatively influences the decision of tourists to visit the Kalibiru Tourism Village, and the intention to visit decision of tourists in visiting Kalibiru Tourism Village. In this study there are still has limitations, i.e. the intervening variables have not been tested in this study. In the future research expected to examine variables that have not been tested related to the intention and tourists visit decisions and are expected to test the intervening variables related to factors that influence the intention and tourists visit decisions.

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