

THE EFFECT OF MOTIVATION AND PERCEPTION OF ATTRACTIVENESS ON VISITING DECISIONS MEDIATED BY VISITING INTEREST

(Case Study in Taman Wisata Bukit Asri Desa Windujaya)

Ria Anjela^{1*}, Monica Rosiana², Ekaningtyas Widiastuti³, Werdha Candhratilaksana⁴

¹*Universitas Jenderal Soedirman, ria.anjela@mhs.unsoed.ac.id, Indonesia

²Universitas Jenderal Soedirman, monica.rosiana@unsoed.ac.id, Indonesia

³Universitas Jenderal Soedirman, ekaningtyas.widiastuti@unsoed.ac.id, Indonesia

⁴DJPb Kanwil Jawa Tengah, Indonesia

*Corresponding author

ABSTRACT

This research was conducted in order to determine the effect of motivation, perception of attractiveness, and visiting interest as an intervening variable on the visiting decisions to Taman Wisata Bukit Asri, Windujaya Village, Kedungbanteng District, Banyumas Regency. The sample size consists of 150 respondents with purposive sampling through a Likert scale questionnaire. Respondents in this research were visitors who came to Taman Wisata Bukit Asri, Windujaya Village. Data analysis used Structural Equation Model (SEM) with AMOS and Sobel Test for the significance of mediation. The results showed there was no effect of motivation and perception of attractiveness on the visiting decisions through visiting interest so it can be said there was no mediation relationship in this research. The conclusions of this research prove that 1) motivation and perception of attractiveness have a positive and significant effect on visiting interest, 2) motivation and perception of attractiveness have not a significant effect on visiting decisions, 3) motivation and perception of attractiveness have no effect on visiting decisions through visiting interest.

Keywords: Motivation; Perception of Attractiveness; Visiting Interest; Visiting Decisions; Windujaya Village.

1. Introduction

The tourism sector is an important source of income for a country. With tourism, a country, especially the local government where the tourism object is located, will get income from each tourism object. According to Kodhyat (Kurniansah, 2014) tourism is a temporary trip from one place to another, carried out by individuals or groups, as an effort to find balance or harmony and happiness with the environment in the socio-cultural, natural, and scientific dimensions. There are also many types of tourism, including beach tourism, ethnic tourism, nature tourism, hunting tourism, sports tourism, religious tourism, etc. (Ismayanti, 2010).

The reasons used to travel are very diverse, ranging from relieving fatigue from work or daily activities, and also to taking trips to carry out interactions such as gathering with family. The decision to visit is a process where a visitor makes an assessment and chooses an alternative that

is needed based on certain considerations (Aprilia et al., 2015). A person's decision to take a trip or visit is influenced by internal conditions and external conditions. Internal conditions are related to the desire and willingness of curiosity and experience that arise from oneself and are supported by abilities. Meanwhile, external conditions are related to the existence of attractions, facilities, services in tourist destinations, and the convenience of getting to and from tourist destinations (Keliwar and Nurcahyo, 2015). Thus, in this research, the considerations that led to the decision to visit were motivation and perception of attractiveness.

Windujaya Village has various potentials from agriculture to tourism because of its location at the foot of Mount Slamet. An example of the potential possessed in the tourism sector is tourism which has been established since 2018 and started operating since 2019, namely the Taman Wisata Bukit Asri. The tour is managed by the Village-Owned Enterprise (BUMDes) together with the Surya Mekar Tourism Awareness Group (PokDarWis) in Windujaya Village. Thus, in the field of implementing village development, the village government of Windujaya allocates village funds to manage the tourism sub-sector. The following is a breakdown of village expenditures used for the development and management of the Taman Wisata Bukit Asri.

Table 1. Village Fund of Windujaya Village

Years	Village Revenue and Expenditure Budget (Rp)
2019	293,360,000.00
2020	442,428,000.00
2021	318,026,000.00

Source: APBDes Desa Windujaya (2022)

Taman Wisata Bukit Asri is an attractive and quite complete swimming pool where there are two swimming pools, including a large and small swimming pool. In addition, this swimming pool tour also provides a beautiful and fresh natural view of Windujaya Village. With the establishment of the Taman Wisata Bukit Asri as a tourist attraction, it provides benefits to the surrounding community such as creating and expanding employment opportunities, as well as contributing to income for the village of Windujaya. Based on the results of an interview with Mr. Samsi as the manager of the Taman Wisata Bukit Asri, he said that “As long as the swimming pool is open from 2019-2021 it is still a promotion to introduce village tourism potential, the promotion is still limited to word-of-mouth promotion, no to the realm of social media, such as Instagram, Facebook, and others”. Therefore, it can be concluded that the Taman Wisata Bukit Asri is only known by the society around Windujaya Village, Kedungbanteng District, Banyumas Regency.

2. Literature Review

2.1 Motivation

According to Suhartapa and Sulisty (2021), motivation can be referred to as a reason behind the actions taken by someone. Motivation is an impulse that exists in a person, acting or something, that underlies to do certain actions. According to Keliwar and Nurcahyo (2015), motivation is a factor that underlies a person in determining the attitudes and actions he/she will do. Meanwhile, according to Guay et al. (2010), motivation is the reason behind the behavior characterized by the desire and ability to make decisions. Based on the expert opinion obtained, it can be concluded that motivation is everything that drives a person because it appears from within a person which causes the person to take certain actions or activities to achieve or bring satisfaction.

2.1.1 Indicators

McIntosh (Sayangbatti and Baiquni, 2013) divide motivation into 4 categories, namely:

- Physical Motivation, which is related to refreshing the body and mind, health goals, sports, and pleasure. Here the activities carried out are more directed at activities that reduce the stresses faced daily.
- Cultural Motivation, is identified by the desire to see and know more about other cultures, to find out about the indigenous people of a country, their lifestyle, music, art, folklore, dance, and others. The desire to know the culture, customs, traditions, and arts of other regions.
- Interpersonal Motivation, this group includes the desire to meet new people, visit friends or relatives, seek new experiences and atmosphere or visit some relatives.
- Status and Prestige Motivation, this includes the desire for continued education. The motivator seems concerned with the desire for recognition and attention from others, in order to increase the personal ego. Motivation for status recognition includes individual development in relationships through hobbies and education.

2.2 Perception of Attractiveness

According to Stanton (Sangaji and Sopiah, 2013), perception is a meaning that must be linked based on experiences that have been felt, the stimuli that we get through the five senses. Meanwhile, according to Hawkins and Coney (Sangaji and Sopiah, 2013), perception is the process of how stimuli are selected, arranged, and interpreted. According to Suhartapa and Sulistyono (2021), perception is a process that begins with sensing, which is a process that is received by a person through his/her senses. Based on Undang-Undang Republik Indonesia No. 10 Tahun 2009, a tourist attraction is anything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural, and man-made wealth that is the target or purpose of tourist visits. Based on the opinions of these experts, it can be concluded that perception is an internal process that begins with sensing that allows a person to select, organize, and interpret stimuli from the environment and from that process can influence the person's behavior.

2.2.1 Indicators

Sayangbatti and Baiquni (2013) divide motivation into 3 categories, namely:

- Attraction
Everything that can make tourists interested in coming, or better known as a tourist attraction contained in a destination.
- Facilities
All kinds of facilities or supporting facilities are needed by tourists in order to enjoy tourist objects and attractions at a destination.
- Accessibility
All forms of transportation facilities, both modes of transportation and supporting infrastructure ensure the convenience of tourists to reach tourist objects.

2.3 Visiting Interest

The theory of visiting interest, in this case, is analogous to buying interest in a product. According to Putra (Aviolitasona, 2017), interest is an impetus to motivate someone to take action. Meanwhile, according to Asdi (Hernita et al., 2019), interest in visiting is a person’s desire to visit a tourist attraction. Interest in visiting is basically a feeling of wanting to visit an interesting place to visit. Kotler and Keller (2014), added that visiting interest is an act of consumers in choosing or deciding to visit a tourist attraction based on experience in traveling. Based on the opinion of experts, it can be concluded that interest can be interpreted as an impulse from within the visitor as a result of stimuli (external or internal) to make a visit to a tourist attraction.

2.3.1 Indicators

According to Ferdinand (Sari and Pangestuti, 2018), visiting interest has psychological stages in which these stages are then used as benchmarks or indicators of the process of buying interest in individuals. The indicators are as follows:

- Transactional Interest, namely the desire of individuals or organizations to buy goods or services.
- Referential Interest, namely behavior in which individuals or organizations are willing to recommend a product or service to others.
- Preferential Interest, is behavior in which individuals or organizations make a product as the main preference.
- Explorative Interest, namely the behavior of someone who is always looking for information related to the goods or services of interest.

2.4 Visiting Decisions

The decision to visit is a process where a visitor makes an assessment and chooses an alternative that is needed based on certain considerations (Aprilia et al., 2015). According to Kotler and Keller (2014), purchasing decisions are the actions of a person to learn, buy, and use products and services, as well as experiences that are found according to what is wanted and needed. Meanwhile, according to Peter and Olson (2013), consumer decision-making is an integration process that is used to combine knowledge to evaluate two or more alternative behaviors or choose one of them. Sangaji and Sopiah (2013) state that consumer decision-making is a problem-solving process that is directed at the target. According to Swastha and Handoko (2012), purchasing decisions are an approach to solving problems in human activities to buy goods or services in fulfilling their wants and needs which consist of the introduction of needs and desires, information search, evaluation of purchasing alternatives, purchasing decisions, and post-purchase behavior. Based on the expert opinion above, it can be concluded that visiting decision is a travel activity carried out by a person or group of people by visiting certain places for the purpose of recreation, relaxation, personal development, or studying the uniqueness of tourist attractions visited within a certain period of time.

2.4.1 Indicators

The indicator to measure the decision to visit refers to the opinion of Mathieson and Wall (Sari and Saputra, 2019), namely:

- Felt Need/Travel Desire

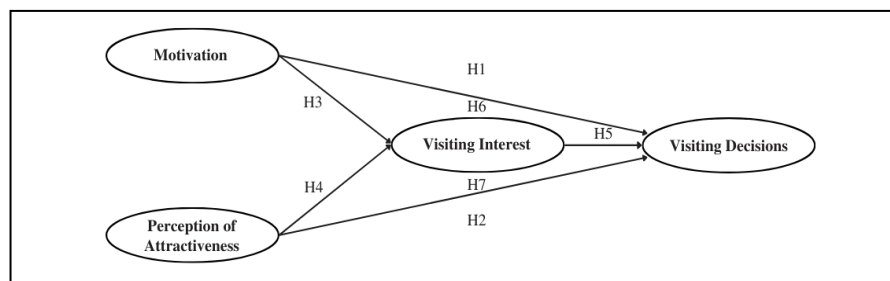
- A need to travel is felt and reasons for and against that desire are weighted.
- **Travel Decision**
Stage advancement occurs with destination, mode of travel, accommodation, and activities being selected.
- **Travel Preparation and Travel Experiences**
Travel takes place once bookings are made and confirmed, budgets organized, clothing and equipment arranged.
- **Travel Satisfaction Outcome and Evaluation**
During and after travel the overall experience is evaluated and the results influence subsequent travel decisions.

3. Research Methodology

This research was conducted at Taman Wisata Bukit Asri, Windujaya Village, Kedungbanteng District, Banyumas Regency. The sample size consists of 150 respondents with purposive sampling through a Likert scale questionnaire. Respondents in this research were visitors who come to Taman Wisata Bukit Asri, Windujaya Village. This research is explanatory research with a quantitative approach. Data analysis used Structural Equation Model (SEM) with AMOS and Sobel Test for the significance of mediation.

The conceptual model in this study was built based on previous research literature. The conceptual model of this research can be seen in Figure 1. While the hypothesis testing formed is as follows:
H1: Motivation has a positive effect on visiting decisions.
H2: Perception of attractiveness has a positive effect on visiting decisions.
H3: Motivation has a positive effect on visiting interest.
H4: Perception of attractiveness has a positive effect on visiting interest.
H5: Visiting interest has a positive effect on visiting decisions.
H6: Motivation has a positive effect on visiting decisions mediated by visiting interest.
H7: Perception of attractiveness has a positive effect on visiting decisions mediated by visiting interest.

Figure 1. Conceptual Model



4. Results

Based on the results of questionnaires distributed to 150 respondents, the results obtained are 83 respondents were female and the rest are male. The majority of respondents are students aged

15-21 years. Most of the respondents are residents of Windujaya Village, as many as 100 respondents and the rest are residents from outside Windujaya Village.

4.1 Analysis of Structural Equation Model (SEM)

The structural model in this research can be seen in Figure 2. According to Santoso (2012), the main criteria for testing the overall model fit is the Chi-Square (CMIN) calculation. The test results can be seen in the AMOS output as shown in Table 2.

Figure 2. Output SEM

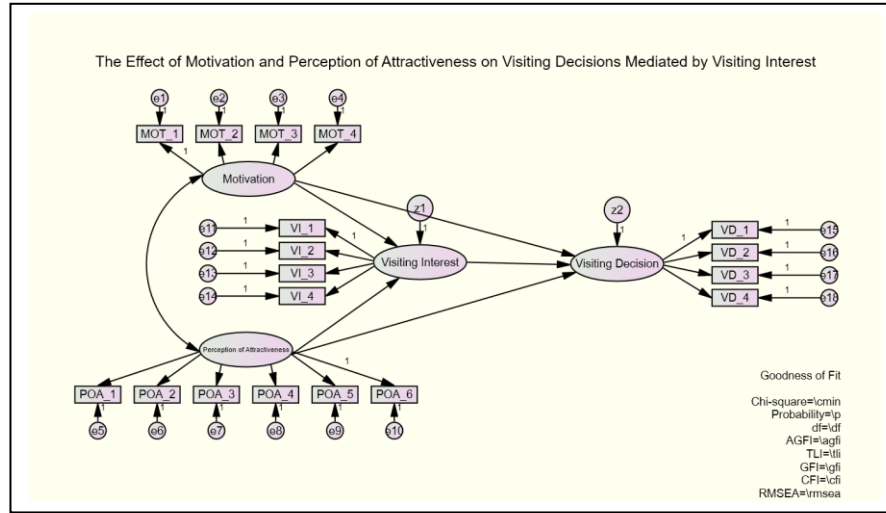


Table 2. Goodness of Fit Summary

Goodness of Fit Indices	Model Test Result
Chi-Square	199,094
Probability	0,000
DF	129
CMIN/DF	1,543
GFI	0,876
AGFI	0,835
TLI	0,800
CFI	0,831
RMSEA	0,060

Source: Primary Data Processed (2022)

4.2 Analysis of Relationships Between Constructs

To find out the value of the relationship between constructs, it can be seen based on the probability (P) value at the AMOS output as shown in Table 3. While the basis for decision-making is as follows:

- If $P \geq 0,05$, then H_0 accepted and H_a rejected.
- If $P \leq 0,05$, then H_0 rejected and H_a accepted.

Table 3. SEM Analysis Results

	Estimate	S.E.	C.R.	P	Hypothesis
--	----------	------	------	---	------------

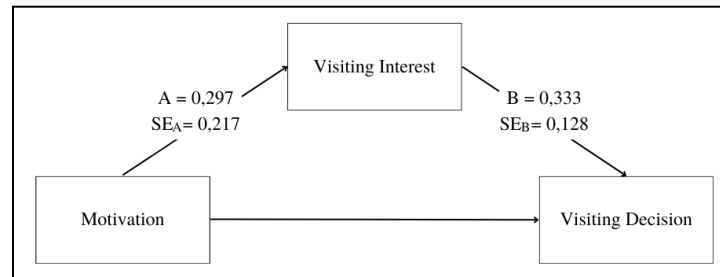
Visiting Interest	<---	Perception of Attractiveness	0,360	0,148	2,423	0,015	Accepted
Visiting Interest	<---	Motivation	0,485	0,217	2,233	0,026	Accepted
Visiting Decisions	<---	Motivation	0,097	0,185	0,522	0,602	Rejected
Visiting Decisions	<---	Perception of Attractiveness	0,076	0,127	0,596	0,551	Rejected
Visiting Decisions	<---	Visiting Interest	0,260	0,128	2,029	0,042	Accepted

Source: Primary Data Processed (2022)

4.3 Analysis of Sobel Test

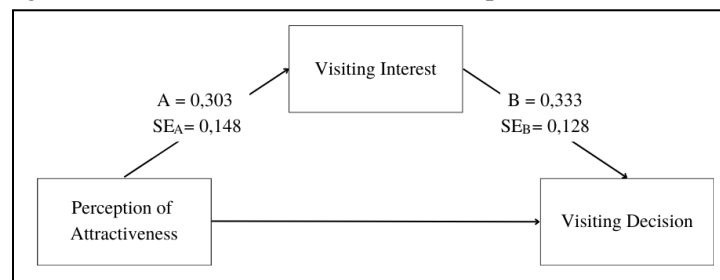
Testing the mediation hypothesis can be done with the Sobel test, where the procedure was developed by Sobel (1982). Sobel test is carried out by testing the strength of the indirect effect from X to Y through M, where M is the intervening variable.

Figure 2. Sobel Test Calculation of Motivation



Based on Figure 2, the influence between motivation and visiting decisions mediated by interest in visiting there is a Sobel test statistic value of 1,21 and a two-tailed probability of $0,225 \geq 0,05$, then H_0 is accepted and H_1 is rejected, meaning that visiting interest does not mediate the influence between motivation and visiting decisions. The sixth hypothesis which states that motivation has a positive effect on visiting decisions mediated by visiting interest is **rejected**.

Figure 3. Sobel Test Calculation of Perception of Attractiveness



Based on Figure 3, the influence between the perception of attractiveness and visiting decisions mediated by visiting interest there is a Sobel test statistic value of 0,89 and a two-tailed probability of $0,373 \geq 0,05$, then H_0 is accepted and H_1 is rejected, meaning that visiting interest does not mediate the influence between the perception of attractiveness and visiting decisions. The seventh hypothesis which states that perception of attractiveness has a positive effect on visiting decisions mediated by visiting interest is **rejected**.

5. Discussion

5.1 Motivation has no effect on visiting decisions

Motivation does not have a significant effect on visiting decisions. This is not in line with the previous theory which stated tourist motivation has a positive influence on visiting decisions (Effendy et al., 2015). Based on previous research, it is known that motivation is an impulse that arises from within a person that causes the person to act to do something without realizing it to influence a person's behavior. However, based on the results of this research, it shows the motivation of visitors does not affect them to make decisions to visit Taman Wisata Bukit Asri, Windujaya Village to fulfill their desire for swimming, relaxing, or spent time with their related person.

5.2 Perception of Attractiveness has no effect on visiting decisions

Perception of attractiveness does not have a significant effect on visiting decisions. This is not in line with the previous theory which stated tourist attractions influence visiting decisions (Yolanda, 2017). According to Hidayah (2019), tourist attraction is the power to bring in tourists. Based on previous research, it is known that perception of attractiveness is the experience that has been felt for everything that has the uniqueness and beauty of a tourist attraction. However, based on the results of this research, it shows the perception of visitors towards the attractiveness of Taman Wisata Bukit Asri does not affect them to make decisions to visit the tourist attraction.

5.3 Motivation has a positive and significant effect on visiting interest

Motivation has a positive and significant effect on visiting interest. This is in line with the previous theory which stated motivation had an influence on visiting interest (Sayangbatti and Baiquni, 2013). Based on previous research, it is known that motivation is an impulse that exists within a person in act or something that underlies a person to take certain actions. Suhartapa and Sulisty (2021) define motivation as the reason behind one's actions. Based on the results of this research, it shows visitors' motivation affect their interest to visit Taman Wisata Bukit Asri, Windujaya Village. This can also be supported by interested visitors to fulfill their desire for relaxation by swimming, knowing the surrounding culture, spending time with loved ones, and having pride when visiting these tourist attractions.

5.4 Perception of attractiveness has a positive and significant effect on visiting interest

Perception of attractiveness has positive and significant effect on visiting interest. This is in line with the previous theory which stated attractions supported by good facilities and services can increase tourist interest (Zaenuri, 2012). Based on previous research, it is known that perception is the process used by a person to select, organize, and interpret information inputs to create a picture of the world he/she has. According to Hawkins and Coney (Sangaji and Sopiah, 2013), perception is the process of how stimuli are selected, arranged, and interpreted. Based on the results of this research, it shows visitors' perception towards the attractiveness of Taman Wisata Bukit Asri, Windujaya Village affect their interest to visit the tourist attraction. This can also be supported by how clean the tourism objects are, how fresh the swimming pool water is, the

availability and completeness of existing facilities, and easy access to Taman Wista Bukit Asri, Windujaya Village.

5.5 Visiting interest has a positive and significant effect on visiting decisions

Visiting interest has a positive and significant effect on visiting decisions. This is in line with the previous theory which stated interest in visiting has a significant effect on visiting decisions (Aprilia et al., 2015). The theory of visiting interest is analogous to buying interest, such as research conducted by Albarq (2014) equated that tourist visiting interest is the same as consumer buying interest. Based on the results of this research, it shows visitors' interest affect their actions to make decisions to visit Taman Wisata Bukit Asri, Windujaya Village. Interest from within the visitor becomes the driving force for them to make visit certain destination. This can also be supported by the interest of visitors to make visits or recreation, visitors are also willing to recommend these attractions to others. Taman Wisata Bukit Asri, Windujaya Village attracts their attention more and visitors seek information related to these attractions to people who have visited.

5.6 Visiting interest does not mediate motivation and perception of attractiveness on visiting decisions

In determining a tourist trip, there is a very prominent factor in influencing the final decision of tourists to visit a tourist destination, namely motivation. The higher the motivation of a tourist to travel, the higher the interest in making tourist visits. The interest of visitors is largely determined by the condition of the attraction of the tourist attraction, which consists of the uniqueness of the object and attraction, the readiness of amenities, and the smooth mode of transportation and accessibility (Abdulhaji and Yusuf, 2016; Sarim and Wiyana, 2017; Nurbaeti, 2021). Based on the results of hypothesis testing, visiting interest does not mediate motivation and perception of attractiveness on visiting decisions. The results of this study are not in line with previous research conducted by Purwanto et al. (2021) revealed that interest in visiting can mediate the effect of attractiveness on visiting decisions

6. Conclusion

The results of this research revealed that motivation and perception of attractiveness have no effect on visiting decisions mediated by visiting interest. However, the variables of motivation and perception of attractiveness have a positive and significant effect on visiting interest. Likewise, visiting interest has a positive and significant effect on visiting decisions. This indicates motivation and perception of attractiveness are important variables that need to be considered because they affect visiting interest. Visitors have high motivation and a positive perception of the attraction given. In order to increase visiting interest, efforts are needed to increase the attractiveness and promotion through various media, such as Instagram, Facebook, etc. so that wider community is increasingly aware of Taman Wisata Bukit Asri as a tourist attraction in Windujaya Village. Visiting interest is an important variable in determining the level of visiting decisions. If interest in visiting is high, it will encourage the occurrence of visiting decisions to increase. Therefore, it is hoped the village government of Windujaya Village and the manager of Taman Wisata Bukit Asri pay attention to motivation and perception of attractiveness variables by maintaining, providing, and improving facilities and promoting the tourist object to increase the interest of the

public to visit Taman Wisata Bukit Asri. For further researchers, it is necessary to expand the variables used related to visiting decisions because there are still many factors that may influence the visitors’ visiting interest and visiting decisions in making visits to a tourist attraction.

References

- Aprilia, F., Kumadji, S., & Kusumawati, A. (2015). Pengaruh Word of Mouth Terhadap Minat Berkunjung Serta Dampaknya Pada Keputusan Berkunjung. *Jurnal Administrasi Bisnis (JAB)*, 24(1).
- Arifin, H. S., Fuady, I., & Kuswarno, E. (2017). Analisis Faktor-Faktor Yang Mempengaruhi Persepsi Mahasiswa UNTIRTA Terhadap Keberadaan Perda Syariah Di Kota Serang. *Jurnal Penelitian Komunikasi dan Opini Publik*, 21(1), 88-101.
- Isa, S. M., & Ramli, L. (2014). Factors influencing tourist visitation in marine tourism: lessons learned from FRI Aquarium Penang, Malaysia. *International Journal of Culture, Tourism and Hospitality Research*, 8(1), 103-117.
- Keliwar, S., & Nurcahyo, A. (2015). Motivasi dan Persepsi Pengunjung Terhadap Obyek Wisata Desa Budaya Pampang di Samarinda. *Jurnal Manajemen Resort and Leisure*, 12(2).
- Kotler, P., & Armstrong, G. (2012). *Prinsip-Prinsip Manajemen* (13th ed.). Jakarta: PT Gelora Aksara Pratama.
- Kotler, P., & Keller, K. L. (2015). *Marketing Management* (15e ed.). United States of America: Pearson Education.
- Kusuma, R. E., & Arifien, M. (2020). Faktor-Faktor Yang Mempengaruhi Minat Kunjungan Wisatawan di Objek Wisata Waduk Jatibarang, Kecamatan Gunungpati Kota Semarang. *Geo Image (Spatial-Ecological-Regional)*, 9(2).
- Miarsih, G. S., & Anwani. (2018). Analisis Faktor-Faktor Yang Mempengaruhi Minat Berkunjung Wisatawan Ke Obyek Wisata Religi Masjid Gedhe Kauman Yogyakarta. *Journal of Tourism and Economic*, 1(2), 117-123.
- Muksin, D. R. M., & Sunarti. (2018). Pengaruh Motivasi Terhadap Keputusan Berkunjung Wisatawan Di Ekowisata Mangrove Wonorejo Surabaya. *Jurnal Administrasi Bisnis (JAB)*, 55(1).
- Peter, J. P., & Olson, J. C. (2013). *Perilaku Konsumen dan Strategi Pemasaran* (9th ed.). Jakarta: Salemba Empat.
- Pratama, I. G. S., & Wiraguna, I. M. I. (2019). Analisis Faktor-Faktor yang Mempengaruhi Keputusan Wisatawan Berkunjung ke Bali Zoo di Singapadu, Gianyar. *Warmadewa Management and Business Journal (WMBJ)*, 1(1), 45-54.
- Purwanto, H., Kadi, D. C. A., & Rismawati, G. (2021). Pengaruh daya tarik dan E-WOM terhadap keputusan berkunjung melalui minat berkunjung sebagai variabel intervening. *MBR (Management and Business Review)*, 5(2), 251-264.

- Said, J., & Maryono. (2018). Motivation and Perception of Tourists as Push and Pull Factors to Visit National Park. *E3S Web of Conferences*, 31.
- Sangadji, E. M., & Sopiah. (2013). *Perilaku Konsumen*. Yogyakarta: Andi.
- Sari, N., & Saputra, M. (2019). Pengaruh Intensity, Valence Of Opinion, Conten Terhadap Keputusan Wisatawan Berkunjung Ke Objek Wisata Di Provinsi Lampung. *Ekuivalensi Jurnal Ekonomi Bisnis*, 5(1).
- Sayangbatti, D. P., & Baiquni, M. (2013). Motivasi dan Persepsi Wisatawan Tentang Daya Tarik Destinasi Terhadap Minat Kunjungan Kembali Di Kota Wisata Batu. *Jurnal Nasional Pariwisata*, 5(2), 126-136.
- Suhartapa, & Sulisty, A. (2021). Pengaruh Persepsi dan Motivasi Wisatawan Terhadap Minat Kunjung Ulang Di Pantai Baru Yogyakarta. *Khasanah Ilmu: Jurnal Pariwisata dan Budaya*, 12(2).
- Swastha, B., & Handoko, T. H. (2012). *Manajemen Pemasaran: Analisis Perilaku Konsumen*. Yogyakarta: BPFE.
- Witarsana, I. K., Dewi, L. G. L. K., & Dewi, N. G. A. S. (2017). Motivasi dan Persepsi Wisatawan Mancanegara Berwisata Alam Trekking Mountain di Taman Wisata Alam Gunung Batur Bukit Payang. *Jurnal IPTA*, 5(1).