

## PREDICTING TOURISTS' INTENTION TO VISIT BOGOR BOTANICAL GARDEN

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### *Abstract*

*This study aims to measure the factors that influence the intention of tourists to the Bogor Botanical Gardens as a tourist destination by using tourists, the value received by tourists, tourist satisfaction, tourist experience as a predictor. Data was collected using Google forms. This research was conducted in Jakarta, Indonesia involving 254 respondents consisting of 189 women (74.4%) and 65 men (25.6%). Data were analyzed using exploratory factors and models. The results show that tourist motivation is positively and significantly influenced by the perceived value of tourists, tourist motivation was positively and significantly influenced by tourist satisfaction, tourist motivation is positively and significantly influenced by tourist experience, the perceived value of tourists has no effect on the intention of revisiting, satisfaction positive and significant tourists are influenced by the intention to visit again, the experience of tourists does not affect the intention to visit again, and the motivation of tourists does not affect the intention to visit again.*

**Keyword:** *tourist motivation, tourist perceived value, tourist satisfaction, tourist experience, and revisit intention*

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### INTRODUCTION

The background of the researcher is the researcher interested in the mass media that preach about the Bogor Botanical Gardens, and the researcher is very interested in the Bogor area which has unique and unique characteristics of its culture. Bogor Botanical Gardens is not too far from the Capital City, so it becomes one of the tourist destinations that is easily visited by local tourists.

Ecotourism is a form of tourism that illustrates the insight of the environment by following the natural balance and sustainability Ihsan et al., (2015). One form of ecotourism is the botanical garden. A botanical garden is an institution or a place that collects a lot of plants. These plants are various types. from simple plants to very rare plants. because of the diversity of plants that usually exist in botanical gardens, botanical gardens are usually used as a place of research for a plant. Botanic gardens are not only in Indonesia, but also in various countries such as India (Dutta, Bhunia, Seal, & Ray, 2017), North America (Perez et al., 2019), and Afrika (Shale & Rantšo, 2019).

Bogor Botanical Gardens is the oldest botanical garden in Indonesia as a center for plant conservation which has a very complete specimen. Bogor Botanical Gardens has an area of 87 hectares and has a collection of trees and plants reaching 15,000. Bogor Botanical Gardens is a most favorite tour in the Bogor area because access to the Bogor Botanical Gardens is very affordable and strategic.

Not only that, the Bogor Botanic Garden has a problem, namely, in April 2016 the implementation of the flow of traffic to the Bogor Botanical Garden in one direction. Factors that encourage the holding of one direction is because Bogor City is one of the most congested cities around the Bogor Botanical Gardens, so that visitors who want to go to the Bogor Botanical Gardens feel they still lack understanding about the system. With the diversion of the road, tourists who want to visit the Bogor Botanical Gardens will surely think back to visit the Bogor Botanical Gardens. Can be seen in the picture below about the one-way system. In addition to the one-way system, the Bogor Botanical Gardens are still minimal regarding the parking spaces provided, therefore tourists are still difficult to find parking for vehicles. If tourists are very crowded every year the parking lot should be enlarged. So many tourists who want to visit again.

Bogor Botanical Gardens are minimal in terms of trash available to tourists, with the lack of trash in the Bogor Botanical Gardens makes it difficult for tourists who want to dispose of garbage so that many tourists end up littering. Tourists of the Bogor Botanical Gardens still have very little awareness about rubbish, because the rubbish that has been discarded by tourists is still not in place. Total garbage disposed of by visitors annually reaches 10 tons. With a minimal level of tourist awareness, the Bogor Botanical Gardens also always increase about tourists

who come every year, making tourist officials add the number of places in the Bogor Botanical Gardens area Kosasiih (2017). However, the Bogor Botanical Gardens have also thought of a solution. The Bogor Botanical Gardens cooperated with the Bogor City Government and the community or community regarding this waste treatment. Later, communities that have special skills in processing waste and have resulted in the form of economic value will be accommodated in the Kebun Raya Bogor garden shop and in the Kebun Raya Bogor cooperative shops.

These researchers use variables such as tourist motivation, tourist perceived value, tourist satisfaction, tourist experience, and revisit intention. All of this research took place in Indonesia. This study aims to measure the factors that influence the intention of returning tourists at the Bogor Botanical Gardens. The researchers used predictors such as tourist motivation, tourist perceived value, tourist satisfaction, and tourist experience. Tourist motivation with the help of movers that support the encouragement for people in carrying out activities, and as a cause, channeling and in supporting movements by trying to achieve satisfaction Hakim (2017).

Tourism motivation is a state of mind which includes determining the decision of a person or group to visit a tourist site where h is understood by others as a true or valid explanation in determining his decision Gusti et al., (2019). In the book basic knowledge of the tourism science according to Suwena and Widyatmaja (2017) put a kind of tourism based on the object as follows :

1. Cultural Tourism, namely the type of tourism and tourist motivation to travel due to the attraction of the arts and culture of a place or region.
2. Religious Tourism is the type of tourism and the motivation of tourists to travel to see or witness religious ceremonies.
3. Marine Tourism is a tourism activity that is supported by facilities and infrastructure for swimming, fishing, diving and other sports, including facilities, infrastructure for accommodation, food and drink.

Based on previous research, the first, second, and third hypotheses are as follows.

H1 : Tourist motivation will have a significant impact on tourist perceived value.

H2 : Tourist motivation will have a significant impact on tourist satisfaction.

H3 : Tourist motivation will have a significant impact on the tourist experience.

Tourist perceived value is a psychological assessment of a tourism product with an assessment of the costs and benefits for individuals Zhang et al., (2019). The value perceived by tourists is a procedure in which tourists will choose, receive, organize, and interpret information that is relevant to the destination's experience, so as to create a meaningful picture of the value of the destination's experience Jamilena et al., (2019). Values that are understood as the results obtained from comparisons between economic, social, relationships and sacrifices made by visitors who come to these attractions Platania et al., (2016).

Tourist satisfaction is a picture of someone in describing feelings of pleasure or sadness that arises from the comparison of perceived performance through products or services that are in line with tourist expectations Pratiwi et al., (2018). Tourist satisfaction can be measured by "satisfying views", "satisfying services", and "satisfying products", while "scenic views" have the most influence on tourist visit intentions. This shows that tourists want to know the customs and culture of a place Zhang et al., (2019). Tourist satisfaction is the most important destination to be achieved by travel service providers. The only way to ensure their source of income is by the success of the product or service from the customer Lu et al., (2015). Tourist satisfaction is the mood of someone who is happy or disappointed comes from the comparison between the impression of the performance of a product and what is expected Pratiwi et al., (2018).

A tourist experience according to Shen (2016) is a positive or negative tourism experience that is more easily determined than in determining authentic or memorable. A positive tourism experience is an experience created or created from the impression that fulfillment and satisfaction have a positive influence on the lives of tourists. The tourist experience is a person's travel activity that can be described as the quality of the destination that is thought based on the comparison between expectations and real performance. Travel experience is usually believed to be a travel activity that has many functions that involve entertainment, learning, or both for tourists Mandala and Hudrasyah (2016). Tourist Experience is an experience that someone gets directly or indirectly about the services of the company along with its facilities and how a customer interacts with the company and to other consumers who will create cognitive responses about perceived experiences Setiyariski et al., (2019).

Therefore, Based on previous research, the fourth, fifth, sixth hypothesis is as follows.

H4 : Tourist perceived value will have a significant impact on revisit intention.

H5 : Tourist satisfaction will have a significant impact on revisit intention.

H6 : Tourist experience will have a significant impact on revisit intention.

Revisit Intention is a form of action or hope of tourism to visit again, provide good feedback, extend vacation time in the area, and shop for souvenirs typical of the tourist attractions Wulanjani and Derriawan (2017). Nurhayati et al., (2019) states that the intention of a return visit is a great desire to re-visit a place, and the intention of a return visit can be an important factor to continue to generate profits for companies in various fields of services and products in the long term. Ginanjar et al., (2019) Revisit Intention has several dimensions related to hotel resorts:

1) Repeated Purchases: including the desire of consumers to make repeat purchases in the future. 2) Repeated visits: include the desires of consumers in revisiting hotels. 3) Recommendations: including the desire of consumers in recommending hotel facilities. 4) Remarks: includes evaluations given by consumers to hotels.

Based on previous research, the seventh hypothesis is as follows.

H7 : Tourist motivation will have a significant impact on revisit intention.

In total, there are seven links that will be tested. They are the relationship between tourist motivation and tourist perceived value (H1), tourist motivation and tourist satisfaction (H2), tourist motivation and tourist experience (H3), tourist perceived value and revisit intention (H4), tourist satisfaction and revisit intention (H5), tourist experience and revisit intention (H6), and tourist motivation and revisit intention (H7). In addition, based on the hypothesis, the proposed research model to be examined in this study is illustrated in Figure 1.

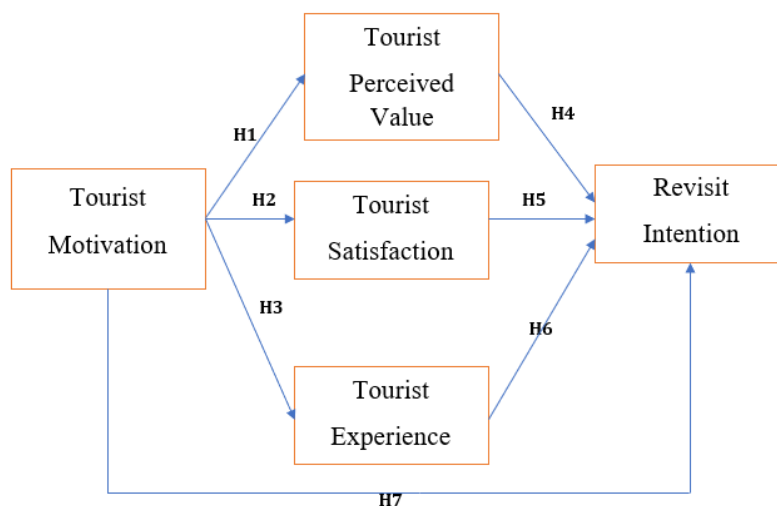


Figure 1 The Proposed Research Model

## METHOD

### 1. Participant

The sample for this writing used 254 samples used for this writing. In this 254 sample, a total of 25% were male and a total of 74.4% were female. Judging from the level of education that most of the respondents are Bachelor as much as 44.1% of respondents, high school as much as 36.6% of respondents, Diploma as much as 16.9% of respondents, Masters / Doctors as much as 1.2% of respondents, <high school as much as 1.2% respondent. Seen from the age range of 21-30 years old 81.1% of respondents, age <20 years of 10.2% of respondents, ages 31-40 years of 5.9% of respondents, ages 41-50 years of 2.4% respondents, and age > 50 years as much as 0.4% of respondents. Judging from the status of marriage that is not married as many as 83.9% of respondents, were married as many as 15.7% of respondents, divorced/separated as much as 0.4% of respondents. And judging by their employment status, 58.7% who do not have a job, 34.4% who already have a job, 6.7% who have their own business, and 0.4% who are retired.

### 2. Measurement

The self-administered questionnaire consists of two parts in the first part asking respondents to show their thoughts and feelings on several indicators representing five variables, namely tourist motivation, the perceived value of tourists, tourist satisfaction, tourist experience, and intention to re-visit. While the second part asks about the respondent's personal information such as gender, education level, age, marital status, and employment status. The first part of the indicator adapts several validated indicators taken from studying in the tourism sector to suit this paper. And then they are measured using a six-point Likert scale (1 = strongly disagree to 5 = strongly agree).

Because this writing was done in Indonesia, this instrument was designed in Indonesian. Indicators for tourist motivation are adapted from studies conducted by Gazley & Watling (2015), for the variable perceived value of tourists adapted from studies conducted by Kim et al (2015) and Konuk (2019), for tourist satisfaction variables adapted from studies conducted by Tan (2017) and MK Hasan et al (2019), for the tourist experience variable adapted from a previous study conducted by Widiastuti (2017), and the intention to revisit variable was adapted from a study conducted by Suhud & Wibowo (2016) and MK Hasan et al (2019).

### 3. Analysis

This writing uses two data analysis methods. The first method is factor analysis which is also used as a tool to test the validity of the questionnaire and the data that has been collected. The second method is to perform a structural equation model from AMOS 24 used to analyze data, to see from the results of the first-order confirmatory factor analysis (CFA) carried out to test the fitness level of the hypothesized model of each variable. Eight indexes are used: chi-square (expected to be small), probability (equal to or greater than 0.05), RMSEA (equal to or less than 0.08), GFI (equal to or greater than 0.90), AGFI (equal to or greater than 0.90), CMIN / DF (equal to or less than 2.00), TLI (equal to or greater than 0.95), and CFI (equal to or greater than 0,95).

## RESULTS AND DISCUSSION

### 1. Exploration Factor Analysis

#### a. Tourist Motivation

Table 1 Exploratory Factor Analysis Tourist Motivation

Component Matrix <sup>a</sup>	Component 1	Cronbach's Alpha .830
TM3 I traveled to the Bogor Botanical Gardens as a personal satisfaction	.859	
TM1 I traveled to Bogor Botanical Gardens to relieve stress	.824	
TM4 I consider the trip to the Bogor Botanical Gardens as entertainment from daily activities	.782	
TM2 I traveled to Bogor Botanical Gardens to reduce my daily activities	.756	
TM5 I traveled to the Bogor Botanical Gardens as an opportunity to discover new things	.674	

It is proven in Table 1 that each variable has one component which means that the indicator has no dimensions. Based on the table above, the authors apply five indicators to measure tourist motivation. Factor analysis maintains all indicator, and does not form dimensions by announcing factors ranging from .674 to .859. Judging from the Cronbach Alpha score of 0.830 it means that the Cronbach Alpha value is considered reliable because its value is higher than 0.70 Riyanto and Hatmawan (2020).

#### b. Tourist Perceived Value

Table 2 Exploratory Factor Analysis Tourist Perceived Value

Component Matrix <sup>a</sup>	Component 1	Cronbach's Alpha .840
TPV3 Ticket prices are in accordance with the value of the tour I experienced	.819	
TPV5 The Bogor Botanical Gardens are worth the money I spend	.805	
TPV2 Overall, the effort I made to visit the Bogor Botanical Gardens was comparable to the experience I had	.804	
TPV1 Overall vacation to the Bogor Botanical Gardens is the right vacation decision	.790	
TPV4 Overall the cultural value of the Bogor Botanical Gardens is very high	.720	

It is proven in Table 2 that each variable has one component which means the indicator has no dimensions. Based on the above table, the authors apply five indicators to measure the tourist perceived value. Factor analysis maintains all indicator, and does not form dimensions with. Read the factors 0.720 to 0.819. Obtained from a Cronbach Alpha score of 0.840 which means the Cronbach Alpha score is considered reliable because it is higher than 0.70 Riyanto and Hatmawan (2020).

c. Tourist Satisfaction

Tabel 3 Exploratory Factor Analysis Tourist Satisfaction

Component Matrix <sup>a</sup>	Component 1	Cronbach's Alpha .922
TS3 I am happy with the decision I made to visit the Bogor Botanical Gardens	.914	
TS2 My decision to choose the Bogor Botanical Gardens was one of the wisest	.901	
TS4 Overall I am happy with my visit to Bogor Botanical Gardens	.879	
TS5 The experience of visiting the Bogor Botanical Gardens exceeded my expectations	.860	
TS1 I am satisfied with the decision I made to visit the Bogor Botanical Gardens	.854	

It is proven in Table 3 that each variable has one component which means the indicator has no dimensions. Based on the above table, the authors apply five indicators to measure tourist satisfaction. Factor analysis maintains all indicator, and does not form dimensions by loading factors ranging from 0.854 to 0.914. Obtained from a Cronbach Alpha score of 0.922 which means the Cronbach Alpha score is considered reliable because it is higher than 0.70 Riyanto and Hatmawan (2020).

d. Tourist Experience

Table 4 Exploratory Factor Analysis Tourist Experience

Component Matrix <sup>a</sup>	Component 1	Cronbach's Alpha .877
TE2 I relaxed after visiting the Bogor Botanical Gardens	.846	
TE1 I feel comfortable traveling in the Bogor Botanical Gardens	.833	
TE4 I feel safe when traveling in the Bogor Botanical Gardens	.826	
TE3 I gained new knowledge while traveling in the Bogor Botanical Gardens	.807	
TE5 I get an unforgettable experience after visiting Bogor Botanical Gardens	.800	

It is Proven in Table 4 each variable has one component which means the indicator has no dimensions. Based on the above table, the authors apply five indicators to measure tourist experiences. Factor analysis maintains all indicator, and does not form dimensions by loading factors ranging from 0.8 to 0.846. Obtained from a Cronbach Alpha score of 0.877 which means the Cronbach Alpha score is considered reliable because it is higher than 0.70 Riyanto and Hatmawan (2020).

e. Revisit Intention

Table 5 Exploratory Factor Analysis Revisit Intention

Component Matrix <sup>a</sup>	Component 1	Cronbach's Alpha .926
RI2 I will return to visit the Bogor Botanical Gardens another time	.916	
RI4 I have the intention to revisit the Bogor Botanical Gardens	.909	
RI1 I will recommend the Bogor Botanical Gardens tourist attractions to friends	.877	
RI5 I am willing to spend time to re-visit Bogor Botanical Gardens	.875	
RI3 I will say something positive about the Bogor Botanical Gardens	.833	

It is proven in Table 5 that each variable has one component which means the indicator has no dimensions. Based on the above table, the authors apply five indicators to measure the intention of visiting tourists again. Factor analysis maintains all indicator, and does not form dimensions by loading factors ranging from 0.833 to 0.916. Obtained from a Cronbach Alpha score of 0.926 which means the Cronbach Alpha score is considered reliable because it is higher than 0.70 Riyanto and Hatmawan (2020).

**2. Confirmatory Factor Analysis**

By using a structural equation model, the authors test the proposed model; as a result, the right model is achieved as shown in the figure below. This model has a Chi-Square score of 53,197, Probability 0.52, RMSEA 0.040, GFI 0.966, AGFI 0.940, CMIN / DF 1,400, TLI 0.987, CFI 0.991 can be said that from the results all of the FIT is measured from the Goodness of Fit Indices values. Where from each variable, only two indicators survive except for the variable perceived value of tourists three indicators persist.

In table 6, the path of tourist motivation and tourist perceived value have a score of 1,019. This is the strongest path among others. In contrast, the tourist perceived value and revisit intention pathways has a total standard effect score of 0.109. That is the weakest path among others.

On the tourist motivation variable to the tourist perceived value, the value of the critical ratio (CR) is greater than 2.00 which is 9.432, meaning that there is a positive and significant influence in the relationship between variables, and the standardized total effects of 1.019 which have a strong effect. Then, the first hypothesis states that tourist motivation (X1) has a positive and significant effect on tourist perceived value (Y1) on the Bogor Botanical Gardens tourists. This is consistent with the previous writing Wang & Leou (2015) which states that the variable of tourist motivation has a positive and significant effect on tourist perceived value.

On the variable of tourist motivation on tourist satisfaction, the value of the critical ratio (CR) is greater than 2.00 which is 9,935, meaning that there is a positive and significant influence in the relationship between variables, and the standardized total effects of 0.892 which have a strong effect. Then, the second hypothesis states that tourist motivation (X1) has a positive and significant effect on tourist satisfaction (Y2) for Bogor Botanical Gardens tourists. This is in accordance with the previous writing of Mandala & Hudrasyah (2016) which states that the variable of tourist motivation has a positive and significant effect on tourist satisfaction.

On the variable of tourist motivation on tourist experience, the value of the critical ratio (CR) is greater than 2.00 which is equal to 9,000 meaning that there is a positive and significant influence in the relationship between variables, and the standardized total effects of 0.870 which has a strong effect. Then, the third hypothesis states that tourist motivation (X1) has a positive and significant effect on tourist experience (Y3) in Bogor Botanical Gardens tourists. This is consistent with the previous writing by Gazley & Watling (2015) which states that the variable of tourist motivation has a positive and significant effect on tourist experience.

In the tourist perceived value variable towards revisit intention, the value of the critical ratio (CR) is greater than 2.00, which is 1.083, which means that there is no significant effect in the relationship between variables, and the standardize total effects of 0.109, which has a weak effect. Then, the fourth hypothesis states that tourist perceived value (Y1) does not have a positive and significant effect on revisit intention (Z) in Bogor Botanical Gardens tourists is rejected. This is consistent with the previous writing of Chi, Huang, Dao, & Nguyen (2019), Suhud & Wibowo (2016) which shows that tourist perceived value does not significantly affect revisit intention.

On the tourist satisfaction variable on revisit intention, the value of the critical ratio (CR) is greater than 2.00, which is 3,510, which means that there is a positive and significant influence in the relationship between variables, and the standardized total effects of 0.535 which has a strong effect. Then, the fifth hypothesis states that tourist satisfaction (Y2) has a positive and significant effect on revisit intention (Z) on the Bogor Botanical Gardens tourists. This is consistent with the previous writings of Peranginangin (2019), and Pratiwi, Soetjipto, & Hermawan (2018) which states that the variable of tourist satisfaction has a positive and significant effect on revisit intention.

On the tourist experience variable on revisit intention, the value of the critical ratio (CR) is greater than 2.00, which is 1.374, meaning that there is no significant effect in the relationship between variables, and the standardize total effects of 0.192, which has a weak effect. Then, the sixth hypothesis states that tourist experience (Y3) does not have a positive and significant effect on revisit intention (Z) in Bogor Botanical Gardens tourists is rejected. This is consistent with the previous writings of Kim et al (2015) and Fadiryana & Chan (2019) which show that tourist experience does not significantly affect revisit intention.

In the tourist motivation variable towards revisit intention, the value of the critical ratio (CR) is greater than 2.00, which is 1.083, which means that there is no significant effect in the relationship between variables, and the standardize total effects of 0.138, which has a weak effect. So, the seventh hypothesis states that tourist motivation (X1) does not have a positive and significant effect on revisit intention (Z) in Bogor Botanical Gardens tourists is rejected. This is consistent with the previous writing (Zhang, Chen, & Li (2019) which shows that tourist motivation does not significantly affect revisit intention.

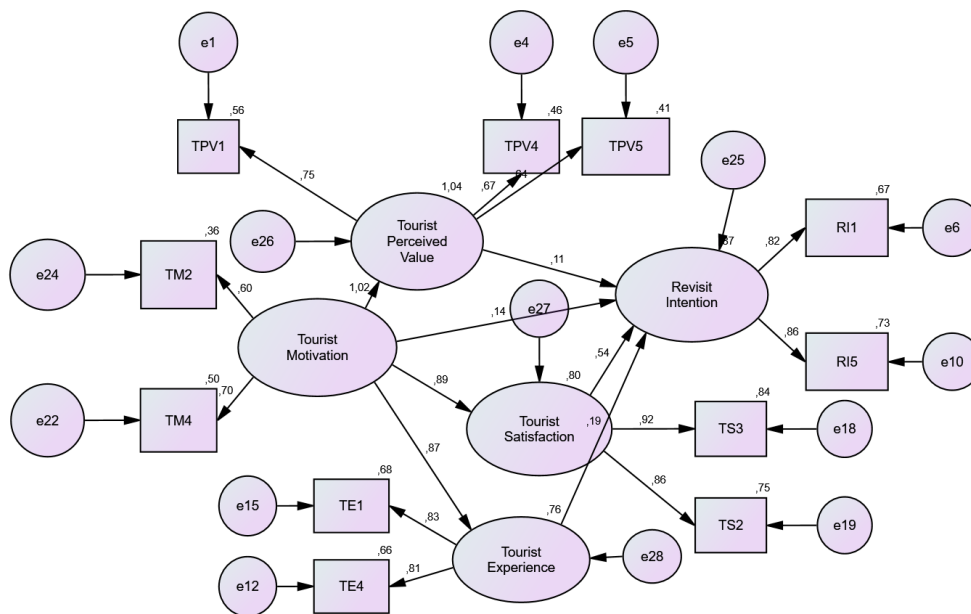


Figure 2 Result of Confirmatory Analysis

Based on testing the theoretical framework, three hypotheses were rejected and four hypotheses were accepted. In the table below testing the hypothesis.

Table 6 Result of Confirmatory Analysis

				C.R.	Result	Standardused total effect	Interpretation
H1	Tourist Motivation	→	Tourist Perceived Value	9,432	Accepted	1.019	Extremely Stong

H2	<i>Tourist Motivation</i>	→	<i>Tourist Satisfacion</i>	9,935	Accepted	,892	Stong
H3	<i>Tourist Motivation</i>	→	<i>Tourist Experience</i>	9,000	Accepted	,870	Stong
H4	<i>Tourist Perceived Value</i>	→	<i>Revisit Intention</i>	1,083	Rejected	,109	Weak
H5	<i>Tourist Satisfacion</i>	→	<i>Revisit Intention</i>	3,510	Accepted	,535	Stong
H6	<i>Tourist Experience</i>	→	<i>Revisit Intention</i>	1,374	Rejected	,192	Weak
H7	<i>Tourist Motivation</i>	→	<i>Revisit Intention</i>	1,083	Rejected	,138	Weak

## CONCLUSION

### 1. Conclusion

This writing was carried out to test the factors that influenced the Bogor Botanical Gardens return visit. The variables tested are tourist motivation (X), tourist perceived value (Y1), tourist satisfaction (Y2), tourist experience (Y3), and revisit intention (Z). Can be seen based on the results of the processed data from each variable, namely: H1 states that the variable of tourist motivation has a positive and significant effect on the variable of perceived tourist value on a return visit of the Bogor Botanical Gardens. So, it can be concluded that tourist motivation is the cause of the emergence of tourist perceived value in tourists visiting Bogor Botanical Gardens. H2 states that the variable of tourist motivation has a positive and significant effect on the variable of tourist satisfaction on the return visit of the Bogor Botanical Gardens. Then, it can be concluded that tourist motivation is the cause of tourist satisfaction in tourists visiting Bogor Botanical Gardens.

H3 states that the variable of tourist motivation has a positive and significant effect on the variable of tourist experience on the return visit of the Bogor Botanical Gardens. Then, it can be concluded that tourist motivation is the cause of the emergence of the tourist experience in tourists visiting Bogor Botanical Gardens. H4 states that the tourist perceived value variable has a positive and significant effect on revisit investment variables on a return visit to the Bogor Botanical Gardens. So, it can be concluded that tourist perceived value is not the cause of revisit attention to tourists visiting Bogor Botanical Gardens.

H5 states that the Tourist Satisfaction variable has a positive and significant effect on the revisit investment variable on a return visit of the Bogor Botanical Gardens. So, it can be concluded that tourist satisfaction is the cause of revisit intention to tourists visiting Bogor Botanical Gardens. H6 states that the tourist experience variable has a positive and significant effect on revisit investment variables on the return visit of the Bogor Botanical Gardens. So, it can be concluded that the tourist experience is not the cause of the onset of revisit attention to tourists visiting Bogor Botanical Gardens. H7 states that the variable of tourist motivation has a positive and significant effect on revisit investment variables on a return visit to the Bogor Botanical Gardens. So, it can be concluded that tourist motivation does not cause revisit attention to tourists visiting Bogor Botanical Gardens.

### 2. Suggestion for Future Studies

The following are recommendations for further authors, namely: This writing can be done again by doing different tests on other Bogor Botanical Gardens which are still included in the classification of Bogor Botanical Gardens revisit intention, to get a comparison that matches the purpose of the writing. This writing can be done again by adding to different variables such as destination image and tour service quality. This writing can be done again with a different writing place, to find different characteristics.



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