INTERNATIONAL TOURISTS' MOTIVATIONS AND REVISIT INTENTION TO INDONESIA

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ABSTRACT

Traveling to another country is always a trend in the tourism industry. In fact, tourists often revisit the countries they have visited before. The current trend of foreign tourists to visit and revisit Indonesia increases. It is important to know the motivation of foreign tourists to visit Indonesia. This study aims to determine the relationship between motivation, satisfaction and revisit intention of foreign tourists in visiting Indonesia. The results showed the motivation is interrelated with satisfaction and satisfaction becomes an important factor that drives revisit intention of foreign tourists in visiting Indonesia.

Keywords: motivation, satisfaction, revisit intention

1. Introduction

The tourism industry is considered one of the largest and fastest growing industries in the world (Ninemeier and Perdue, 2005; Cooper and Hall, 2008). As a worldwide occurrence, it forms a very important part of the service sector that strongly influencing the economy (Ninemeier and Perdue, 2008; Kay, 2003; Koc, 2004; Vuuren and Slabbert, 2011).

The World Travel and Tourism Organization (WTTC) trends demonstrates that the travel and tourism is the growing industry which generates 9.8% of global GDP (2015) and travel in the South East Asia leads the world in the expansion (WTTC, 2013). Culture tourism has also become the greatest growing segment of tourism (WTO, 2001). Contribution to total world exports amounted to US$ 7.58 trillion and foreign exchange earnings of tourism sector grew 25.1%. Tourism opens broad employment opportunities that represent one of eleven jobs in the tourism sector. Compared to other sectors, tourism development is the easiest to create jobs (pro-job), reduce poverty (pro-poor), encourage economic growth (pro-growth) and

preserve the environment (pro-environment). As the world tourism shows very positive prospect, then it is used as a reference in setting the national tourism targets. The President of the Republic of Indonesia is targeting the tourism sector to be more than doubled for the next 5 years (2019), i.e. contribute to national GDP of 8%, generate income of Rp. 240 trillion, create jobs of 13 million people, increase the number of foreign tourists to 20 million and the movement of domestic tourists to 275 million, as well as Indonesia tourism competitiveness index to be ranked 30 in the world. (Sirisack, *et al.*, 2014, and Widianto, 2016).

The tourism sector has a very important role to support the economy of Indonesia. *Kemenpar* also sets macro and micro targets. The indicator of macro target includes a contribution to National GDP, foreign exchange and labor. In 2017, tourism is targeted to contribute 13% to the national GDP. Foreign exchange is targeted to increase from Rp. 172 trillion to Rp. 200 trillion. Meanwhile, the number of labor is targeted to increase from 11.8 million to be accounted for 12 million jobs. For the micro target, Kemenpar set the Tourism Competitiveness Index 2017 is ranked 40 in the world (Widianto, 2016).

The target to be achieved from the development of tourism include the contribution to GDP growth from 4.2% in 2014 to 8% in 2019; the increased number of foreign tourists visiting Indonesia from 9 million people in 2014 to 20 million people in 2019; and foreign exchange income from this sector rose from Rp. 120 trillion in 2014 to Rp. 240 trillion in 2019. Another objective is an increase in local businesses of the tourism industry and the increasing number of certified local workforce. (http://presidenri.go.id.).

The importance of tourism in the world economy increases the number of research on travel motivation. According to Frederick and Adongo (2015), travel motivation is one of the most researched themes in the tourism literature. This is seen in the light of theoretical advancements by scholars, such as Maslow (1943), Gray (1970), Dann (1977, 1981) and Crompton (1979). In recent times, phenomenal growth in research of this theme has also increased (Jayarman, Lin, Guat and Ong, 2010; Agyeiwaah, 2013; Otoo, 2013; Dayour, 2013). Literature posits that people travel because they are pushed in making travel decisions by psychological forces which are innate and pulled by the destination attributes (Crompton, 1979; Prayag and Ryan, 2010). Therefore, travel satisfaction with travel experiences, based on these push and pull forces, contributes to revisit intention (Pratminingsih, Lipuringtyas and Rimenta, 2014).

According to Vuuren and Slabbert (2011), for the tourism industry to maintain or improve its current status it is dependent on tourists 'travel decisions which are reflected in travel behavior. Papatheodorou (2006) stated that destination choice has always been an important aspect in tourism literature and there are various factors influencing travel decisions. These factors constitute of culture, travel motivations, finances and previous experiences, to name a few (Ankomah, Crompton and Baker, 1996). Cooper and Hall (2008) state that tourism is subject to a collection of influences and factors that determine its relative distribution. Travel motivations form an integral part of travel behavior and has been widely researched and applied in tourism marketing strategies. The need to see the unseen and know the unknown drives people to travel to new places and motivates them to visit new destinations (Venkatesh, 2006).

The condition of tourism in Indonesia experienced significant growth in 2016. Some factors that affect, among others: intensive promotional campaigns by the Ministry of Tourism to various countries worldwide as well as the promotion that is done in every tourist attraction and destinations in the country. The campaign timing also considers the season, for example, the campaign before the winter season coming in order to attract potential tourists looking for the country that is not too hot for their holiday season and the events that they want to visit (Rahmah, 2016).

According to Liên (2010), tourism is a favorite leisure activity. The motivation which causes someone to choose certain activities and a destination for vacation is an interesting issue, which allows for a better understanding of people's behavior in the area of leisure spending. The reasons behind why people choose a destination over another have been the topic of many researchers and are important considerations for both planners and managers of tourism industry. Motivation is the driving force which compels an individual to take action (Schiffman and Kanuk, 2004). This implies that motivation moves a person to do something (Ryan and Deci, 2000). Motivations are thus the basis of all behavior (Fodness, 1994), including traveling.

To develop tourism in Indonesia, it is important to know the motivation of foreign tourists visiting Indonesia. The understanding of the traveler motivations will enable Indonesia to develop good, appropriate and interesting tourism strategies in attracting foreign tourists to visit Indonesia. Various attractive aspects of the destination will determine the decision of

foreign tourists visiting Indonesia or not. This research was conducted in order to understand the motivation of foreign tourists visiting Indonesia, the satisfaction of tourists after visiting Indonesia and whether they want to come back to Indonesia.

2. Literature Review
2.1. Motivation

Motivation is a strong impulse from within the individual to perform an action (Schiffman and Kanuk, 2007). A strong motive to urge individual to act in order to satisfy his needs. The motivation of each individual is different from one another which signifies the diverse individual needs. Schiffman and Kanuk (2007) explain also that people who understand the needs or desires tend to strive to meet the needs or desires and denial on the things that are troubling. People behave based on motives that is inside a person. In the context of tourism, Chang and Huang (2014) revealed that the tourism research focuses on the reasons of people travelling. The reasons of people travelling are still hot and essential issues in tourism research. Dayour (2013) in Dayour and Adongo (2015) stated that push motives may explain the desire of tourists to travel tours, while pull motives explain areas of choice tourist destination with a wide range of its pleasant.

This research uses a variety of motives from Dayour and Adongo (2015), including: novelty seeking, cultural experience, adventure tourism, social contact, escape, relaxation and attraction. Novelty seeking is the main reason of tourists visiting tourist destination. Tourists visit is due to the curiosity towards a tourist destination. The context is different from the familiarity that leads to little or no experience to a tourist destination. On the motivation of the cultural experience (Mansfeld, 1992 in Dayour and Adongo, 2015), the reason of tourists visit is to enjoy cultural diversity. Travelers interested in participating and learning about local cultures (ritual, the values embraced, music and dances typical of the region). Adventure tourism shows the tourists visit motivation to experience exciting activity (i.e. adventure) like the outdoors, wilderness etc. Social contact can be defined as a social interaction such as friendship (Dayour and Adongo, 2015). In the activities of sightseeing, tourists can get acquainted and communicate with fellow travelers or residents in the territory of the tourist areas. This social interaction gives more friends and makes them feeling comfortable. On the motive of escape, according to Kim and Ritchie (2012) in Dayour and Adongo (2015) "break from routine activities of home and work". Tourists leave their all routine activities for a moment by visiting and sightseeing the tourist destination. Relaxation

of tourist shows their intention to getaway from daily activities. The meaning of relaxation is almost similar to escape motive, while destination's attraction motive represents pull motive. The motives of tourists to visit tourist destination is due to the interesting tourist destination. Tourist attraction can be sourced such as event/festival area, local culinary, views, flora and fauna, artifacts and etc**.**

2.2 Satisfaction and Revisit Intention

Satisfaction is something very common research discussed in marketing. Satisfaction is a comparison between the expectations and the fact that consumer will receive in the form goods or services. Should the fact is as expected, the consumers will be satisfied and vice versa. Furthermore, should the reality exceed the expectations of consumers then consumers will be very satisfied (delighted). Basically, the satisfaction is an evaluation process of the consumer against the goods or services received. In the context of tourist satisfaction, it is defined as the level of positive feelings that arises from experiencing the tourist destination (F. Meng and M. Uysal, 2008). The satisfaction of tourists is caused by the two main dimensions (Yoon and Uysal, 2005). Firstly, tourists have their own expectations before going to tourist destinations. The second dimension, tourists will compare the travel and service process with their previous expectations. In the end, tourist will do the evaluation as the formation of tourist satisfaction.

Khung and Ha (2014) reveal that the intention is the core of destination loyalty. Understanding the revisit intention drives the tourist to revisit the same tourist destination. Pratminingsih *et al.* (2014) convey the concept of revisit intention comes from the behavioral intention. Behavioral intention is the behavior of repeating the previous joyful experience. The tourists' interest to revisit certain tourist destination (i.e. repeat visitor) gave a positive impact on the destination itself. The tourist destination earns more revenues and reduces costs and promotion. The cost of tourist destination promotion is borne by the repeat visitor.

In the research of Yoon and Uysal (2005), they state push and pull motives affect the satisfaction of tourists. This statement implies that the importance of knowing and understanding the motivations of tourists resulted in the satisfaction of tourists. Yoon and Uysal (2005) also added that a satisfied tourist creates destination loyalty. One way to measure loyalty is by assessing tourist's interest to repeat the process or recurring purchases. The repetition process benefits the tourist destination. Huang and Hsu (2009) and

Pratminingsih *et al*. (2006) showed that motivation is not only useful to describe behaviors of tourists but can also be used for predicting revisit intention.

3. Methods

This study uses primary data collected by distributing questionnaires to foreign tourists visiting Indonesia in the past year. The respondents were asked their opinions regarding the motivation to visit Indonesia. There are several different reasons that motivate the arrival of foreign tourists to Indonesia. The questionnaire consists of 4 parts where the first part related to demographics of respondents including gender, age, marital status, education level, religion, occupation and nationality. The second part asked about seven (7) related motivational dimensions of foreign tourist visiting Indonesia, the third part is about the foreign traveler satisfaction after visiting Indonesia, while the fourth part related to the revisit intention as a desire to come back to Indonesia in the days to come. A 5-point Likert scale was used to scale the data in which 1 means strongly disagree with the given statement and 5 means strongly agree to the given statement. The questionnaire was distributed via online and also sent directly to foreign tourists who visited Indonesia.

The collected data was 100 which then processed by firstly testing the validity and reliability of the measuring instrument used. Validity testing was done by looking at the correlation of each indicator of the average value of each dimension while reliability testing was done by looking at the value of Cronbach's alpha coefficient. After the questionnaire was tested and the test result indicates valid and reliable then continued by distributing questionnaires to the amount of data is considered sufficient. By using the Statistical Product for Service Solutions software (SPSS, version 16), the confirmatory factor analysis was conducted to see if the seven dimensions of foreign tourist motivation can be used to explain the motivational variable of traveling to Indonesia. Then the multiple linear regression method is used to view and examine the effect of each motivational dimension to visit Indonesia on tourist satisfaction after visiting Indonesia. And the last testing uses simple linear regression model to see and test the effect of tourist satisfaction to revisit intentions.

4. Results

4.1. Background Characteristics of Respondents

It was found that almost the same proportion of males (46%) and females (54%) participated in this study. On marital status, the majority (88%) of the respondents were

unmarried while fewer (12%) were married. Also about 64% of tourists were between the ages of 20-29, 24% of them were between the ages of 30-39 and 12% were under 20 years of age. With regard to educational qualification, 54% of them were bachelor, while 21% had master and 17% were diploma. About 48% of them said they Christians, 15% were Atheist and 14% were Catholic and only 10% said they were Moslems. As many as 59% of respondents were students, 20% were professionals and 17% were self employee. When viewed from nationality, 20% came from Singapore and 9% Australia while the rest came various countries from Europe, Asia and Australia continents.

4.2. Tourist Motivations for Travelling to Indonesia

The study sought to examine the motivations of tourists to visit Indonesia. Table 1 shows the actual mean score and standard deviations on items under each component.

Table 1.
Tourist motivations for travelling to Indonesia

No	Motivation	Mean	SD	Factor Loading	Eigen value	% of Variance explained
A	**Novelty**					
1	I visit Indonesia to attend events that I have never attended before (e.g. sport events, carnivals, cultural activities and festivals)	3.81	0.7739	0.682		
2	I visit Indonesia because of the desire to explore destinations I have not previously visited	4.63	0.4131	9.589		
3	I visit Indonesia because I like to understand and discover unfamiliar things	4.48	0.5296	0.696		
4	I visit Indonesia to travel and enjoy a dynamic and varied lifestyle	4.41	0.6619	0.706		
	Component Score	4.33	0.3088		13.341	44.471
B	**Culture**					
1	I visit Indonesia to see the Indonesian arts and crafts	4.14	0.6604	0.656		
2	I visit Indonesia because I like local music and dance	4.07	0.6251	0.587		
3	I visit Indonesia because I like interacting with different ethnic groups	4.57	0.4051	0.735		
4	I visit Indonesia because I want to participate in local festivals	4.02	0.7996	0.645		
5	I visit Indonesia because I enjoy with local cuisines	4.32	0.6776	0.697		
	Component Score	4.22	0.3010		1.436	4.786
C	**Adventure**					
1	I visit Indonesia because I like to discover something new	4.48	0.4696	0.649		
2	I visit Indonesia because I want to get close to nature	4.35	0.5675	0.724		

3	I visit Indonesia because I want to experience unfamiliar destination	4.41	0.5819	0.717		
4	I visit Indonesia to do something challenging	4.08	0.9736	0.658		
	Component Score	4.33	0.3961		1.370	4.567
D	**Social Contact**					
1	I visit Indonesia to make friends with people who are exciting and unexpected	4.20	0.6200	0.704		
2	I visit Indonesia to interact with other tourists as it is exciting	4.24	0.5224	0.683		
3	I visit Indonesia to try home stay with a local family during my travels	3.94	0.6764	0.663		
	Component Score	4.12	0.2795		1.194	3.980
E	**Escape**					
1	I visit Indonesia to get away from home	3.98	0.7596	0.510		
2	I visit Indonesia because I want to experience different lifestyle	4.61	0.3979	0.699		
3	I visit Indonesia to do something about my boredom	4.08	0.6736	0.672		
4	I visit Indonesia to get a break from my daily work	4.05	0.7275	0.776		
	Component Score	4.18	0.2726		1.115	3.716
F	**Relaxation**					
1	I visit Indonesia because I want to rest	4.14	0.6604	0.902		
2	I visit Indonesia because I want to relieve stress and tension	4.25	0.7678	0.720		
3	I visit Indonesia because I want to gain experience a simple lifestyle	4.16	0.7144	0.760		
	Component Score	4.18	0.4119		1.100	3.666
G	**Destination's Attractions**					
1	I visit Indonesia because I like local cuisines	4.53	0.5691	0.894		
2	I visit Indonesia because I like cultural artifacts	4.75	0.3275	0.629		
3	I visit Indonesia because I like cultural events (festival, music and dance)	4.62	0.5756	0.613		
4	I visit Indonesia because I like mountainous areas	4.65	0.4275	0.707		
5	I visit Indonesia because I like flora and fauna	4.49	0.5099	0.615		
6	I visit Indonesia because I like the slave markets and history	3.8	0.88	0.779		
7	I visit Indonesia because I like to visit religious sites	3.85	0.8475	0.511		
	Component Score	4.3842	0.2166		1.020	3.406
						68.592

Source: processed data, 2017

The results of descriptive statistics showed the highest mean score of 4.3842 on the dimensions of Destination's Attractions which shows the arrival of foreign tourists to Indonesia because they like cultural artifacts then mountainous and cultural events such as festivals, music and dance. The next motivational dimension that encourages foreign tourists visiting Indonesia is Novelty and Adventure with the same mean of 4.33. It represents the

foreign tourists love the new things that had not been seen in the country of origin, such as traditional sports like bull-races, a variety of traditional games, traditional procession, and carnival with an appearance typical of the region, incorporating music and dance area. Average perception of satisfaction of foreign tourists after the visit to Indonesia is 4.64 with standard deviation is 0.2904. Moreover, the average perception of foreign tourists revisit intention after the visit to Indonesia is 4.66 with standard deviation is 0.3244.

After the Exploratory Factor Analysis (EFA) against 31 indicators meets the condition, then further analysis is conducted. The results of factor analysis show that there are 7 components to build foreign traveler motivation with a total of 68.592% variance. With factor 1 is Novelty with Eigenvalue equal to 13.341 (44.471%), Factor 2 is Culture with Eigenvalue equal to 1.437 (4.786%), the third factor is the Adventure with Eigenvalue equal to 1.370 (4.567%) and then factor 4 is Social Contact with Eigenvalue equal 1.194 (3.980%). Factor 5 is Escape premises Eigenvalue equal to 1.115 (3.716%), factor 6 is Relaxation with Eigenvalue equal to 1.1 (3.666%) and the seventh factor is the Destination's Attractions with Eigenvalue equal to 1.02 (3.406%). The seven factors are the dimensions of forming the motivation variable of foreign tourists visiting Indonesia.

4.3. Prediction of International Tourist's Overall Satisfaction in Indonesia

Table 2.
Regression on Influence of Motivation on Satisfaction

Regression Paths	B	S.E	β	T value	P-value
Constant	0.244	0.150		1.628	0.107
Novelty → Satisfaction	0.197	0.055	0.203	3.574	0.001
Culture → Satisfaction	0.133	0.055	0.136	2.432	0.017
Adventure → Satisfaction	0.144	0.047	0.168	3.047	0.003
Social Contact → Satisfaction	0.108	0.051	0.106	2.120	0.037
Escape → Satisfaction	-0.080	0.061	-0.078	-1.309	0.194
Relaxation → Satisfaction	0.194	0.052	0.232	3.751	0.000
Destination's Attractions → Satisfaction	0.327	0.078	0.282	4.190	0.000
R	0.967				
R square	0.935				
F-ratio	188.869				
Sig	0.000				

Source: processed data, 2017

Regression testing on 6 dimensions of Novelty, Culture, Adventure, Social Contact, Relaxation and Destination's Attractions demonstrates significantly affect tourist satisfaction.

However, the testing on escape dimension shows there is no affect tourist satisfaction. The regression model has a correlation value of 0.967, with a determination coefficient of 0.953 and significant at overall testing model (F ratio 188.869 with sig 0.000)

4.4. Influence of Satisfaction on Revisit Intention

Table 3.
Regression on Influence of Satisfaction on Revisit Intentions

Regression Paths	B	S.E	β	T value	P-value
Constant	1.118	0.354		3.163	0.002
Satisfaction → Revisit Intention	0.759	0.076	0.712	10.025	0.000
R	0.712				
R square	0.506				
F-ratio	100.491				
Sig	0.000				

Source: processed data, 2017

Regression testing to see the effect of foreign tourist satisfaction after visiting Indonesia on a desire to revisit Indonesia showed significant correlation which is supported in both overall testing model (F ratio: 100 491 with sig 0.000) and also partial model with a value t of 10. 025 (P value 0.000)

5. Discussion

The findings of this study showed that Novelty, Culture, Adventure, Social Contact, Relaxation and Destination's Attractions are the driving forces of foreign tourist visiting Indonesia. This is supported by Dayour and Adongo study (2015) which states that culture, destination's attractions, social contact and adventure-novelty are important factors that attract foreign tourists to visit certain country. Motivation of foreign tourists visiting Indonesia is very diverse. During a visit to Indonesia, tourists may enjoy a lot of destinations with various attractions (pull motives that stated Dayour (2013) in Dayour and Adongo (2015). At present, Indonesia offers new tourist destinations and attractions through promotion in various countries intensively. The regions in Indonesia began to explore the existing potential and offer many new destinations. Cultural diversity in various regions in Indonesia is delivered in exciting new travel packages, such as dances, customs, batik and others. Many destinations also offer exciting adventure experiences by utilizing natural resources such as mountains, beaches, rivers, caves and others. Tourists are also involved in

various activities like surfing, batik drawing, dancing and others. Among the various motivations of foreign tourists visiting Indonesia, some of the dominant factors are the desire to explore tourist destinations in Indonesia, interact with various ethnics, experience various lifestyle and learn various cultural artifacts.

After enjoying various tourist destinations and attractions in Indonesia, foreign tourists may feel satisfied. Many of them stay long enough in Indonesia and even reside in Indonesia. Tourist satisfaction is influenced by six dimensions, namely novelty, culture, adventure, social contact, relaxation and destination attraction. Tourist motivations of visiting Indonesia are vacation, pleasure, enjoying the culture and adventure. The results of this study support the Yoon and Uysal (2005). The escape dimension does not affect tourist satisfaction which indicates that foreign tourists visiting Indonesia not just to avoid boredom and routine activity in their country.

Numerous tourist destinations and exciting tourist attractions drive the foreign tourist to revisit Indonesia. Some destinations in Indonesia are favorite destination for foreign tourists. In addition, certain destination such as Bali is a "dream" destination for foreign tourists. Very big land area of Indonesia with a wide range of tourist destinations make single visit is not enough to explore the destinations which makes tourists repeat their visits, both visiting the same destination or exploring other new destinations they have never visited before.

6. Conclusions and Implications

Based on the findings of this study, it can be concluded that there is correlation between foreign tourist satisfactions with revisit intention to Indonesia. Foreign tourist satisfaction highly depends on the motivation of the foreign tourists. The study found that the motivation of foreign tourists visiting Indonesia is triggered more by push motives such as novelty, culture, adventure, social contact and relaxation. In this study, it is also found that the escape motive does not affect the foreign tourist satisfaction. The destination's attractions dimension was also found significant in foreign tourist satisfaction when visiting Indonesia.

This paper also practically concludes that foreign tourist satisfaction is important to build the revisit intention of foreign tourists to Indonesia. The satisfaction occurs in the travelling process of the tourists in Indonesia. The important thing needs to be executed is to improve the tourist attraction in Indonesia. Government and entrepreneurs engaged in the tourism business play an important role in improving the tourist attraction areas. Foreign

tourists who visited Indonesia can indirectly be a means of promoting Indonesia which would be very beneficial for the Indonesian government and tourism businesses in Indonesia.

7. Limitations and Future Research

This study has limitations on the number of respondents. The number of respondents was limited to describe the motivation of foreign tourists visiting Indonesia. The respondents were foreign tourists (foreigners) who visited Indonesia with travelling as their purpose of visiting Indonesia.

In future research, customer loyalty variable may be added. Commonly, satisfied customer tends to be a loyal customer. The loyalty will drive foreign tourists to visit Indonesian more than once. Future research may compare revisit intention and customer loyalty as a result of customer satisfaction. It is interesting to know how big the loyalty of foreign tourists to Indonesia is.

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