AN ANALYSIS OF FACTORS INFLUENCING TOURISTS' VISIT DECISION

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ABSTRACT. *This study examines the factors influencing tourists' decision to visit "Kalibiru Tourist Village" in Yogyakarta Province, Indonesia. The declining number of visitors to this area prompted the investigation. The study focuses on three independent variables: Travel Motivation, Electronic Word-of-Mouth (E-WoM), and Destination Image. Two hundred and five respondents who had previously visited the area participated in the study. The data was analyzed using Structural Equation Modeling (SEM) with the LISREL statistical application. The findings indicate that all the variables significantly impact tourists' decision to visit the area.*

Keywords: Visit Decision; Visit Intention; Travel Motivation; E-WoM, Destination Image.

ABSTRAK. Penelitian ini mengkaji faktor-faktor yang mempengaruhi keputusan wisatawan untuk mengunjungi "Desa Wisata Kalibiru" di Provinsi Yogyakarta, Indonesia. Terdapat penurunan jumlah pengunjung ke kawasan ini sehingga akan ditelaah lebih jauh dalam penelitian ini. Studi ini berfokus pada tiga variabel yakni Motivasi Perjalanan, *Electronic Word-of-Mouth* (E-WoM), dan Citra Destinasi. Responden pada penelitian ini berjumlah 205 responden. Data pada penelitian ini dianalisis menggunakan *Structural Equation Modeling* (SEM) dengan menggunakan LISREL Hasil penelitian menunjukkan bahwa semua variabel secara signifikan mempengaruhi keputusan wisatawan untuk mengunjungi daerah tersebut.

Kata kunci: Keputusan Berkujung; Niat Berkunjung; Motivasi Berkunjung; E-WoM; Citra Destinasi.

INTRODUCTION

The Special Region of Yogyakarta (D. I. Yogyakarta) is one of Indonesia's provinces with diverse tourist destinations and a fascinating cultural history. Tourism development in D. I. Yogyakarta increased significantly from 2013 – 2017. 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 in the Menoreh hills, Hagrowilis Village, Kokap District, and Kulon Progo. Kalibiru Tourist Village is a leading tourist destination in the Kulon Progo district. The researchers conducted a preliminary survey on 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 had as many as six 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 the results of the preliminary survey that has been done by the intention of tourists to visit the Kalibiru Tourist Village percentage of 80%. Respondents chose three variables. Namely, 27 respondents chose Travel Motivation, 25 chose the Destination Image variable, and 22 chose the E-WoM variable.

LITERATURE REVIEW

Visit Decision. Decisions are selecting two or more choices (Schiffman & Kanuk, 2013). Kotler and Keller (2016) explained that the process of making decisions consists of five stages: problem recognition, information seeking, alternative assessment, buying decisions, and post-purchase behavior. A visiting decision is a process whereby tourists conduct an assessment process of various choices, then choose one or several alternatives needed based on specific considerations (Amirullah, 2022)

Visit 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: transactional, referential, preferential, and explorative (Ferdinand, 2022). While, Suwarduki et al. (2016) stated that the intention of visiting tourists can also influence visit decisions.

Travel Motivation. Tourist motivation is a reason for someone to visit a particular tourist attraction, and understanding someone's Motivation can be done by identifying the reasons for tourists traveling (Lu et al., 2016). Furthermore, Motivation can encourage tourists to visit foreign countries based on different needs (Khan et al., 2017). Pull motivation factors are related to external and cognitive aspects of a goal, such as beaches, cultural attractions, shopping, and natural scenery. At the same time, factors that encourage motivation are related to internal aspects and emotions of travel, such as the desire for rest, escape from routine, adventure, excitement, and kinship (Lee et al., 2017). Therefore, the decision of tourists to travel is influenced by push and pull motivations. Based on Bello & Etzel (1985), Pull Motivation is an external force of objective attributes estimated to consider the destination's choice. Meanwhile, Push Motivation is an internal power from within that explains their desire for vacation.

Electronic Word of Mouth. Electronic Word of Mouth can influence the intention of tourist visits through the central route of quality argument. In contrast, the behavior of tourist recommendations is influenced by peripheral routes from source credibility (Wang, 2015). According to Jalilvand et al. (2012) and Krishnapillai et al. (2017), electronic word of mouth positively and significantly influences tourist visitation intentions. Suwarduki et al. (2016) and

Mulyati et al. (2018) stated that visiting decisions are also influenced by electronic word of mouth. The E-WoM concept studied was related to the perception of usability and attitudes toward using social networks as an effective communication medium for choosing tourist destinations (Chen et al., 2010). E-WoM is divided into four dimensions, namely intensity, positive valence, negative valence, and WoM content (Goyette et al., 2010).

Destination Image. Destination image is an individual's overall perception or impression of a place (Phelps, 1986). Ecthner and Ritchie, (1991) divided into four components of destination image: attributes of functional characteristics, holistic functional characteristics, physical attributes, and psychological-holistic characteristics. Destination image influences tourists visiting intentions (Toudert & Babago, 2016). According to Tan & Wu (2015) and Kim & Song (2017), the destination image also significantly influences the travel decision-making process. However, research conducted by Astini & Indah (2015) suggested that the destination image had no significant effect on tourist satisfaction.
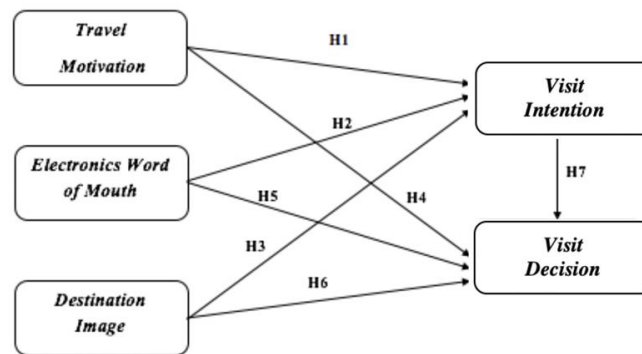

Fig.1 Conceptual Framework

METHODOLOGY

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 used in this research is a conclusive research design with a type of causal study (Creswell, 2015). According to Maholtra (2009), conclusive research is research designed to test hypotheses and relationships, where the information needed is clearly defined. Maholtra (2009) added that causal research is one type of conclusive research with the primary purpose of obtaining evidence of causation (causal relationship). Data collection techniques in this study used a questionnaire. This study's sample was respondents who had experience visiting the Kalibiru tourist village. According to Hair et al. (2009), determining the number of representative samples depends on the number of indicators multiplied by 5 -10; the number of samples in this study is the number of indicators as much as 41 x 5 = 205 respondents. Structural Equation Modeling (SEM) analyzes the data using the statistics application Lisrel 8.8.

RESULT AND DISCUSSION

The data analysis was conducted using SEM with Lisrel 8.8. The analysis began by verifying the validity of the data using the standardized loading factor (SLF). The statement will be considered valid if it has an SLF value > 0.3. All available data is reliable and used in this research based on the test of all the valid variables. Next, based on table.1 shows that the construct

used to form a research model on the overall measurement of the variables, and all of the variables have met the predetermined goodness of fit criteria.

Table.1 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*

Chi-Square=1111.56, df=488, P-value=0.00000, RMSEA=0.079
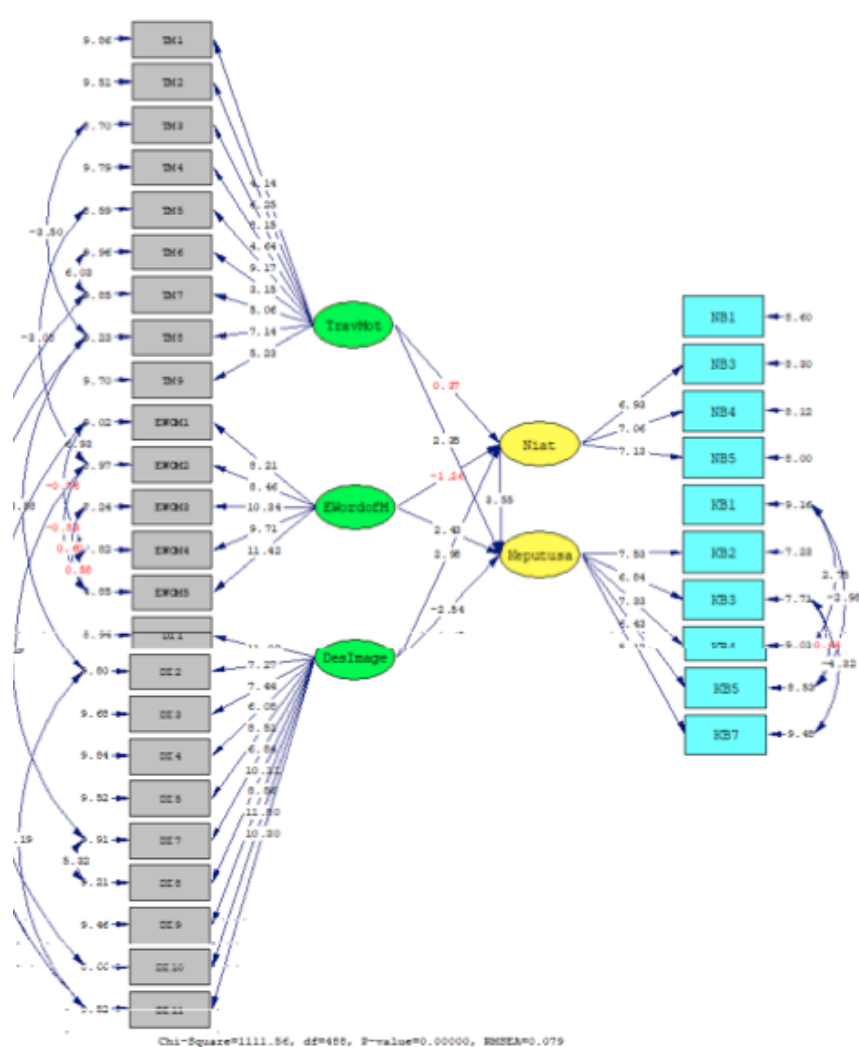
Fig.2 Structural Model (T-Value)

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.2. T-Value Test Results

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

Based on Figure.2 and 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. Therefore, this study's results differ from previous studies conducted by Khan et al., which state that motivation encourages the tourist's visit intention (Khan et al., 2017).

The results of this study are not in line with previous studies conducted by Jalilvand et al., (2012), Suwarduki et al. (2016), Abubakar (2017), Krishnapillai (2017) and Mulyati et al. (2018), which state that electronic word of mouth has a significant favorable 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 et al. (2016), Tan & Wu (2015), and Jalilvand et al. (2012) 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 has 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 by previous studies conducted by Suwarduki et al. (2016) and Mulyati et al. (2018) which states that tourist visit decisions are influenced by electronics word of mouth.

However, Destination Image has a negative and significant effect on tourist visit decisions; the t-values of -2.54 <1.96 indicate this; the results of this study are incompatible with previous studies conducted by Suwarduki et al. (2016) and Mulyati et al. (2018) which shows that destination image has a positive and significant effect on tourist visit decisions. Tourists' visit intention positively and significantly influence tourist visit decisions. This is indicated by the T-test value of 3.55> 1.96; the results of this study follow previous research conducted by Suwarduki et al. (2016) and Mulyati et al. (2018) and Sari & Pangestuti (2018), who stated that tourists

influence tourist visit decisions visit intentions. In this study, travel motivation and E-WoM did not affect tourists' visit intentions to the Kalibiru Tourism Village. However, travel motivation and E-WoM influenced the tourists' decision to visit the Kalibiru Tourism Village. In contrast, the Destination Image influenced tourists' intention to visit the Kalibiru Tourism Village. However, in this study, the destination image has a negative effect on the decisions of tourists to visit the Kalibiru Tourism Village.

CONCLUSION

This study examines and analyzes 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. However, destination image factors influence the intention of visiting tourists. Meanwhile, the factors of travel motivation and E-WoM influence the decision of tourists to visit the Kalibiru Tourism Village. However, different from the results of a previous study, 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 the decision of tourists in visiting Kalibiru Tourism Village. However, this study still has limitations, i.e., the intervening variables must be tested. In the future, research is expected to examine variables that have yet to be tested related to the intention and tourist visit decisions and are expected to test the intervening variables related to factors that influence the intention and tourist visit decisions.

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