

## Analysis of Tourist Motivation in Deciding to Visit Pampang Cultural Tourism Village, Samarinda, East Kalimantan

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### ABSTRACT

Tourists carried out today have varied motivations; each person is not necessarily the same Motivation in travelling. The purpose of this study was to determine whether there is an influence of tourist motivation, which consists of intrinsic Motivation (encouragement from within the individual) and extrinsic Motivation (post tourist visit) on the attractiveness of the Pampang Cultural Village. This research was conducted in Pampang Cultural Village in February-April 2017, obtained from the analysis by distributing questionnaires that had been given a Likert Scale rating to 100 local tourist respondents, where sampling was carried out using accidental sampling techniques. The method used to determine the effect of independent variables on the dependent variable is multiple regression analysis. The results of this study indicate the coefficient of determination R Square of 0.440 (44.0%). This means that the contribution of the influence of the independent variable to the dependent variable is 44.0%. In comparison, the excess of 56.0% is influenced by other factors not examined in the study. Such as the characteristics of tourists, awareness of the benefits of travel, description of the journey, and the advantages of tourist destinations in Pampang Cultural Village. The results of the F test (simultaneous) show the results of the F count of 38.162 > F table 3.09. This H<sub>0</sub> is rejected, and H<sub>a</sub> is accepted. This indicates that both intrinsic Motivation and Extrinsic Motivation influence the decision to visit tourists in Pampang Cultural Village. From the results of the T-test (Partial), it shows that the T count of the intrinsic Motivation is 5.887 > t table (1.66). This indicates that there is an influence of intrinsic Motivation on the decision to visit tourists in Pampang Cultural Village, while extrinsic Motivation is 7,033 > t table (1.66), which shows that there is also an influence of extrinsic Motivation on the decision to visit the Pampang Cultural Village.

**Keywords:** Intrinsic Motivation, Extrinsic Motivation, Visiting Decisions.

### INTRODUCTION

Tourism is a phenomenal global industry. The development of Indonesian tourism from year to year is increasing. Based on data from the Ministry of Tourism's Accountability Report (2015), the impact of tourism on the national Gross Domestic Product (GDP) in 2015 was IDR 461.36 trillion, 4.23% of the national GDP. This proves that tourism is one of the sectors that have an essential contribution to job creation, economic growth, and a decent livelihood and encourages local governments to build and maintain infrastructure so that the quality of life of local communities also improves.

The world of tourism is currently facing a paradigm shift trend from massive tourism to special interest tourism. Interest tourism, tourists tend to appreciate the natural environment, culture, and unique attractions more. One of the specific interests of tourism that is developing in Indonesia is a culture-based tourism village. Several regions in Indonesia have also developed cultural-based tourism village tourism, one of which is in the Samarinda area. Samarinda, as the capital of East Kalimantan, has a cultural-based tourism village that presents the life of the Dayak Kenyah tribe, namely Pampang Tourism Village. This village is located ± 25 km from the city centre in Pampang Culture Village, North Samarinda District. This cultural tourism village is the result of the migration of residents of Long Liis Apokayan-Bulungan Village in 1973. Since it was inaugurated in 1991, this village has received government assistance in infrastructure development, operational tourism attractions, and promotions. As a tourist destination for the city of Samarinda, this area is often visited by tourists, especially on Sundays. These tourists watch the dances at 14: 00-15: 00 local time. The ticket price for each visitor is charged Rp. 20,000. A total of 10 Dayak Kenyah dances were performed at the traditional Lamin building located right in the middle of Pampang. Tourists can also take pictures with natives wearing traditional Dayak clothes after watching the show. With the potential of natural and cultural resources possessed by Pampang Village, it is hoped that it can support the number of tourist visits that come both from inside and outside.

Table 1 Data on Tourist Visits to Pampang Village

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**Data of Tourist Visits to Pampang Village in 2017 (Person)**

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Month	International Tourists	Domestic Tourists
January	16	809
February	28	1115
March	32	1130
<b>Total</b>	<b>76</b>	<b>3054</b>

Source: Samarinda City Tourism Office, 2017

Table 1 can be seen that the number of foreign tourist visits to Pampang Village has increased by three months. In January, 809 domestic tourists came to Pampang Village and 16 foreign tourists. In February 1115 domestic tourists came to Pampang Village and 28 foreign tourists. In March 1130, domestic tourists were visiting the Pampang and 32 foreign tourists.

Even though the number of tourists is increasing every month but the number of growing people per month who come to visit Pampang village is decreasing. This can be seen from January 16 foreign tourists visiting and February visiting as many as 28 people, and the difference between the two months is 12 people. 809 domestic tourists were visiting in January and 1115 people visiting February, and the difference between the two months was 306 people. Meanwhile, in February, there were 28 foreign tourists visiting Pampang, and on March 32, foreign tourists were visiting who had a difference of 4 people. Domestic tourists visiting Pampang totalled 1115 people, and in March, who visited Pampang completed 1130 people, and the difference between the two months is 15 people.

The reason is that January has an extended holiday so that more tourists come. In February - March due to the lack of interest and Motivation of tourists to visit, February - March is the rainy season where the intensity of the rain is high, causing flooding towards the village of Pampang. So, it can be said that Pampang Village has the potential to increase visits to Pampang Village with the uniqueness of Pampang Village itself. Pampang villagers still maintain their ancestral culture as a tradition they continue to preserve, despite modern influences. Therefore, a motivational factor emerges, which can influence tourists visiting Pampang Tourism Village, Samarinda.

## RESEARCH METHOD

The research was conducted at the Pampang Cultural Tourism Village, Jl. Dahlia, Pampang Culture, Samarinda Ulu, Samarinda City, East Kalimantan 75119, Indonesia. The research period is February-April 2017. In this study, the authors narrowed the population, namely the number of foreign and domestic tourist visits for three months (January-March) 2017, which totalled 3,130 people by calculating the sample size using the Slovin technique.

## RESULT

The validity test is used to measure whether a questionnaire is valid or not (Ghozali, 2006). One questionnaire is declared valid if the questions on the questionnaire can reveal something that will be measured by the questionnaire. The level of validity can be measured by comparing the count value in the Correlations t table to the total Pearson Correlation value for each variable indicator with the r table value provided that degree of freedom (df) = nk, where n is the number of samples used and k is the number of independent variables (Ghozali, 2006). With the number of samples (n) is and a significance level of 0.05, it is obtained r table = 0.361. Based on the analysis that has been carried out, the results of the validity test can be shown in table 1 as follows:

**Table 2 The results of the research variable validity test**

Variable	Indicator	R <sub>count</sub>	R <sub>table</sub>	Information
<b>Intrinsic Motivation (X<sub>1</sub>)</b>	Question 1	0,673	0,361	Valid
	Question 2	0,684	0,361	Valid
	Question 3	0,673	0,361	Valid
	Question 4	0,615	0,361	Valid
<b>Intrinsic Motivation (X<sub>2</sub>)</b>	Question 1	0,749	0,361	Valid
	Question 2	0,468	0,361	Valid
	Question 3	0,504	0,361	Valid
	Question 4	0,387	0,361	Valid
<b>Visiting Decision (Y)</b>	Question 1	0,646	0,361	Valid
	Question 2	0,635	0,361	Valid
	Question 3	0,588	0,361	Valid

Question 4	0,583	0,361	Valid
P Question 5	0,585	0,361	Valid

Based on table 1, the r count value of all indicators tested is positive and  $> r$  table value. Then it can be concluded that all the indicator items used in this study passed the validity test and were declared valid.

Reliability test is used to measure the consistency of research variables. To measure the reliability test is carried out using the Cronbach Alpha ( $\alpha$ ) statistical test. A variable is said to be reliable if it provides an Alpha coefficient value of  $\geq 0.600$  (Ghozali, 2006). The results of the reliability test in this study can be seen in Table 2 as follows:

**Table 3 Research Variable Reliability Test Results**

Research variable	Cronbach Alpha	Cut of Value	Information
Intrinsic Motivation ( $X_1$ )	0,798	0,600	Reliable
Intrinsic Motivation ( $X_2$ )	0,750	0,600	Reliable
Visiting Decision (Y)	0,775	0,600	Reliable

The results of reliability testing in table 3 above show that the Cronbach Alpha value is  $> 0.600$ . Thus, it can be concluded that the measuring instrument used in this study is reliable. Multicollinearity test aims to test whether the regression model found a correlation between independent variables (independent). A good regression model should not occur the correlation between independent variables. According to Ghozali (2006), the value of variance inflation factor (VIF) for multicollinearity does not exceed ten, and the tolerance value is above 0.10. The multicollinearity test results are listed in the following table 3:

**Table 4 Results of VIF values and Tolerance numbers**

Research variable	VIF	Tolerance	Result
Intrinsic Motivation (X1)	1.011	0,989	Multicollinearity does not occur
Extrinsic Motivation (X2)	1.011	0,989	Multicollinearity does not occur

From table 4 above, no variable has a VIF value  $> 10$  and a Tolerance value  $< 10\%$ . So, it can be concluded that there is no multicollinearity between the independent variables in the regression model. In other words, the regression model in this study is free of multicollinearity symptoms.

#### 4.4.2 Normality Test

The normality test aims to test whether in the regression model, the dependent variable, and the independent variable both have a normal distribution or not. Detect normality by looking at the distribution of points on the diagonal axis of the image (Ghozali, 2006). Image analysis is carried out by looking at the Normal probability plot. The results of testing image analysis through SPSS 20.0 can be seen in Figure 4.1 as follows:

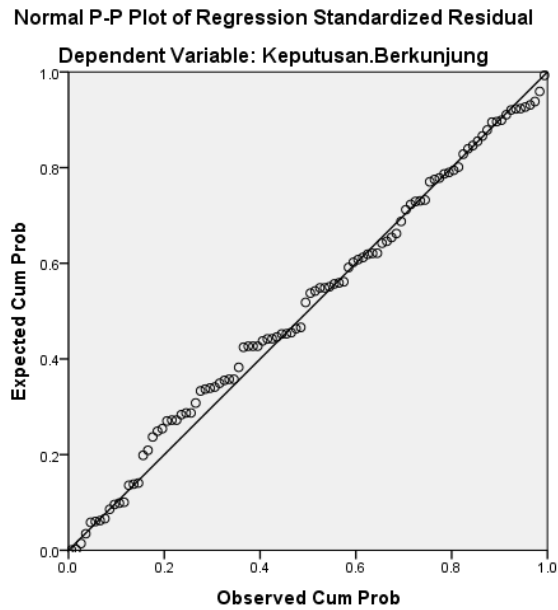


Figure 1 Figure expected probability plot

In Figure 1, the standard probability plot shows the dots spreading coincide around the diagonal line, and the spreaders follow the diagonal line. From these two figures, it can be stated that the regression model in the study fulfils the assumption of normality.

The results of the heteroscedasticity test can be seen through the scatter plot in Figure 2 below:

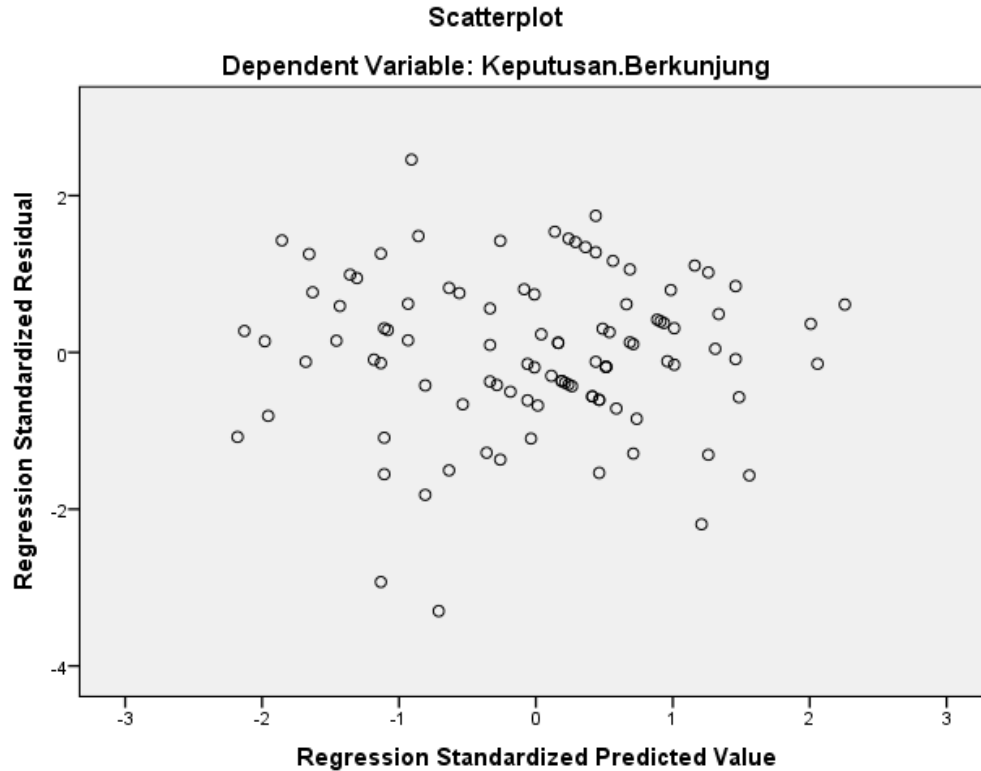


Figure 2 Heteroscedasticity Test Results

From Figure 2, the scatterplot above can be seen that the dots spread either above or below zero on the Y-axis and do not form a particular pattern. Thus, it can be concluded that there is no heteroscedasticity in the regression model. Therefore, the regression model in this study is suitable for predicting visiting decisions based on intrinsic and extrinsic motivation variables. The amount of change in the dependent factor (Y) due to changes in the independent factor (X) can partially be explained by the regression equation obtained. By using the SPSS 20.0 program, the results are as shown in the following table 5.

**Table 5 Multiple Regression Test Results**

**Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.286	.302		4.261	.000		
Motivation. Intrinsic	.376	.064	.450	5.887	.000	.989	1.011
Motivation. Extrinsic	.414	.059	.537	7.033	.000	.989	1.011

a. Dependent Variable: Decision. Visit

Source: processed primary data, 2017

Based on the results of the analysis that has been carried out, the regression equation formed is as follows:

$$Y = 1.286 + 0.376 X1 + 0.414X2$$

Where:

Y = visiting decision

$\alpha$  = constant

X1 = Intrinsic Motivation

X2 = Extrinsic Motivation

The regression coefficient on the intrinsic motivation variable (X1) of 0.376 is positive. Furthermore, the beta value is 0.450. Thus, the hypothesis which reads: "there is an effect of instructive motivation on the decision of tourists to visit". It is proven to be true. The regression coefficient on the extrinsic motivation variable (X2) of 0.414 is positive.

Moreover, the beta value is 0.537. Thus, the hypothesis which reads: "there is an influence of extrinsic motivation on tourist decisions". It is proven to be true. However, to test the significance of the regression coefficient, it is still necessary to test the hypothesis using the t-test and the f test as presented below.

Hypothesis testing is done to test the hypothesis that has been made and to see how much influence intrinsic motivation and extrinsic Motivation have on visiting decisions. Hypothesis testing is done by testing the influence of each variable on the decision to visit (in the t-test) and the influence of intrinsic and extrinsic motivation factors (in the f test). The F test is used to test whether the independent variables influence the dependent variable simultaneously. The results of the f test can be seen in table 6 associated with the proposed hypothesis, namely:

**Table 6 Results (f test)**

**ANOVA**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	14.100	2	7.050	38.162	.000 <sup>b</sup>
	Residual	17.920	97	.185		
	Total	32.020	99			

a. Dependent Variable: Decision. Visit

b. Predictors: (Constant), Motivation. Extrinsic, Motivation. Intrinsic

Source: processed primary data, 2017

Based on the ANOVA test, which can be seen in Table 6, it can be obtained that F count is 38,162 with a significance level of 0,000. Because the probability is much smaller than 0.05 ( $0.000 < 0.05$ ) and  $f \text{ count} > f \text{ table}$  ( $38.162 > 3.09$ ), it can be stated that the independent variables which include intrinsic Motivation (X1), extrinsic

Motivation (X2) simultaneously or jointly influence the visiting decision variable. Motivation is a fundamental thing in the process of travel, although this Motivation is often not fully realized by the tourists themselves. In general, humans want a balance in their life. Psychologically, it can be explained that the human need for balance in life is reflected in the effort to balance, for example between work and rest, literacy and sleep, movement and relaxation, income and expenses, work and family, freedom and dependence, social needs, as well as risk and security. Humans tend to want to leave the routine between their lives by taking tours to refresh the body and soul, give vitality, and give new meaning to life (Krippendorff, 1987: 47).

Motivation can be interpreted as the strength (energy) of a person that can cause a level of persistence and enthusiasm in carrying out an activity, both from the individual himself (intrinsic Motivation) and from outside the individual (extrinsic Motivation) (Sudrajat, 2008: 4). Intrinsic Motivation is Motivation that is formed because of the needs and desires of the human being himself. Extrinsic Motivation is external factors that influence Motivation which is formed. These two factors together influence the decision to visit tourists to the Pampang Cultural Village, Samarinda. Tourists who have visited always tell the results of their visits to friends who have never visited. Therefore, there was curiosity about the Pampang Cultural Village. Extrinsic Motivation has a strong enough influence on visiting activities; however, this cannot be done continuously because of the ineffectiveness of extrinsic Motivation itself, without any encouragement from within the tourists themselves. So that tourists can enjoy the visit without feeling compelled to do visiting activities 4.6.2 t-test (Persial Test) The t-test is a test to determine the significance of the influence of the independent variables (intrinsic Motivation and Extrinsic Motivation) partially or individually to explain the dependent variable (the decision to visit).

**Table 7 t-test results**

<b>Free variable</b>	<b>t count</b>	<b>Significant</b>
<b>Motivation. Intrinsic</b>	5,887	0.000
<b>Motivation. Extrinsic</b>	7,033	0.000

The results of the t-test are as follows: From table 7, we can see that the t-count value of the intrinsic motivation variable is 5.887, with a significance level of 0.000. Because the value of t count > t table is (5.887) > (1.660) and the significance value is 0.000 < 0.05, then H0 is rejected, and H1 is accepted. Then the intrinsic motivation variable has a positive and significant effect on visiting decisions. This is because Pampang Village has a beautiful environment and there are still many trees along the axis of the road to Pampang Village and in the Pampang Village area. On average, the population also has rice fields and is still doing farming activities. The factor of the location of Pampang Village also affects the decision to visit. Because the location of the Pampang Cultural Village is far from the centre of Samarinda, more precisely in the Siring River area, besides, the people of Pampang Cultural Village are very friendly to tourists and can interact with residents.

For example, at art activities/events that are routinely held every Sunday, it can be seen that the MC hosts art events, the MCs do not forget to tell jokes to tourists, so they do not feel bored. Besides, tourists can communicate with tourists from other areas and even with foreign tourists. After visiting Pampang Village, tourists will feel happy about the visit and tend to tell the results of the visit to close relatives or the internet. They are uploading a picture of the results of his visit to social media. From table 6, we can see that the t-count value of the extrinsic motivation variable is 7,033 with a significance of 0,000. Because the value of t count > t table is (7.033) > (1.660) and the significance value is 0.000 < 0.05, then H0 is rejected, and H1 is accepted. Then the extrinsic motivation variable has a positive and significant effect on visiting decisions. If in an environment, travelling becomes routine, then, without realizing it, they will be influenced to do tour activities together. Most of the tourists who visit Pampang Village are together with their peers, even with extended families. Because tourists often capture photos with their peers or family against a typical Dayak carving background. This type of cultural tourism is suitable for introduction to children so that they can recognize the existing culture in Indonesia, especially in Samarinda. Where the Dayak Kenyah tribe gathered and still preserved their culture. Besides, the company usually visits Pampang Cultural Village together with its employees on that day, and Pampang Cultural Village also collaborates with several private companies.

The coefficient of determination is a measuring tool to measure the percentage of the influence of independent variables on the dependent variable. The amount of determination coefficient ranges from number 0 to 1; the coefficient of determination ranges from number 1, the greater the influence of the independent variable on the dependent variable.

The results of the coefficient of determination (R2) are presented in the table below:

**Table 8 Results of the Coefficient of Determination**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.664 <sup>a</sup>	.440	.429	.42982	1.668

a. Predictors: (Constant), Motivation. Extrinsic, Motivation. Intrinsic

b. Dependent Variable: Decision. Visit

Source: Primary Data Processed, 2017

The results of the R2 test between the intrinsic Motivation (X1), extrinsic Motivation (X2) and Visiting Decision (Y) variables were 0.440 or 44.0%. This figure shows that the variables intrinsic motivation (X1) and extrinsic Motivation (X2) were tested. Able to contribute 44.0% to the visiting decision variable while the remaining 56.0 was influenced by other factors not included in the study.

## CONCLUSION

Based on the results of research and discussion, several conclusions can be drawn as follows: The t-count value of the intrinsic motivation variable is 5.887, with a significance level of 0.000. Because the value of t count > t table is (5.887) > (1.660) and the significance value is 0.000 < 0.05, then H0 is rejected, and H1 is accepted. Then the intrinsic motivation variable has a part and significant positive effect on visiting decisions. The t-count value of the extrinsic motivation variable is 7,033 with a significance of 0,000. Because the value of t count > t table is (7.033) > (1.660) and the significance value is 0.000 < 0.05, then H0 is rejected, and H1 is accepted. Then the extrinsic motivation variable has a partial and significant positive effect on visiting decisions. F count of 38,162 with a significance level of 0,000. Because the probability is much smaller than 0.05 (0.000 < 0.05) and f count > f table (38.162 > 3.09), it can be stated that the independent variable includes intrinsic Motivation (X1), extrinsic Motivation (X2) simultaneously. or jointly influence the visiting decision variable, from the results of the discussion, it is found that intrinsic Motivation has a low influence compared to intrinsic Motivation on the decision to visit the Pampang Cultural Village, Samarinda, the manager must pay attention to intrinsic Motivation so that tourists who visit are not only influenced from the outside. An external program that can motivate tourists, one of which is to package the events that are held every Sunday to be more unique than before, to improve adequate facilities so that tourists feel comfortable and safe while enjoying their holidays so that tourists who visit can relieve their boredom. From the discussion, it is found that extrinsic Motivation is the most dominant or very influential on the decision to visit tourists. Therefore, the management maintains extrinsic Motivation in increasing tourist visits and for tourists who have visited can provide positive input to family or friends who have never been to Pampang Cultural Village Samarinda.

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