

THE EXAMINATION BALI DESTINATION MARKETING CHAIN MODEL BASED ON TOURIST MOTIVATION

Christimulia Purnama Trimurti, I Gusti Bagus Rai Utama

Abstract— This examination plans to create a Bali destination marketing chain model based on tourist motivation, including 400 respondents. The idea and hypothesis as the push and pull factors that decide voyaging basic factor. This examination reasoned that there isn't critical connection between the push motivation and the vacationer satisfaction. There is huge connection between the push motivation and the pull motivation. There is huge connection between pull motivation and visitor satisfaction. They are marker of costs, favorable position of relaxation time, improvement in transportation, good ways from nation of-cause, Balinese culinary, lodging offices and administrations, wellbeing offices, immigration administrations, wellbeing and security, nature of the travel industry organizations, and administrations of qualified visit guides. The advertising goal model is controlled by a few markers, they are the current vacation spots, encounters of excursion from and to Bali, the accessibility of the offices gave by the Bali the travel industry, and the administrations during get-away in Bali.

Index Terms— push motivation; pull motivation, tourist satisfaction, tourist, destination model.

1 INTRODUCTION

With regards to the travel industry, the significant marvels to consider are purchaser fulfillment is one pointer that influences unwaveringness, the push factors driving inspiration (push factors), and the fundamental attractions of a goal (pull factors). The shopper fulfillment is shaped by a blend of different components that exist in the goal, for example, climate, normal landscape, wellbeing, wellbeing and sanitation, cordiality, and others (Coban, 2012; Jamaludin et al, 2012). It is hoped that the identification of factors that motivate tourists to visit Bali can be useful for the planning and management of the destination. The dynamics of tourist motivation and the changes within the destination should be identified by doing periodical. The main research questions in the current research are:

- 1) What is the relationship between the push motivation and the tourist satisfaction?
- 2) What is the relationship between the push motivation and the pull motivation?
- 3) What is the relationship between the pull motivation and the tourist satisfaction?
- 4) What is the tourist satisfaction model based the push, and pull motivational factors?

2 LITERATURE REVIEW

2.1 Travel Motivation

Travel inspiration is disengaged into two sorts of inspiration: inside (push) and external (pull). Pitana and Gayatri (2005) considered inside inspiration as the push factor for people to travel, which suggests that they are driven by explicit manners of thinking to travel. Further, it was said that inspiration is a fundamental foundation in the examination of tourists and the movement business, since inspiration is the driving segment for the path toward traveling. Travel inspiration is furthermore seen as a segment of mental needs and needs, similarly as

natural ones, which join undefined push and pull factors that drive people to do or coordinate the movement business works out (Uysal and Hagan, 1993; Iso-Ahola, 1991; Yoon and Uysal, 2003).

2.2 Tourist's Satisfaction

As showed by Kotler (2003: 61), shopper unwaveringness is a segment of customer want on the organization got. Customers achieve satisfaction from the organizations gave by an association if the organization meets the longing for quality and is according to the customer's craving. Client satisfaction is one pointer that impacts commitment. In like way, Zeithaml et al., (2000: 287) communicated that buyer unwaveringness is the fulfillment of customer response. Oliver et al, (1999: 392) battled that purchaser dependability is the evaluation of the startling normal in the acquiring of a thing or experience. Essentially, satisfied customers are amazing assets for an association's perseverance. Keeping up customer faithfulness should be done as an organization of significant worth for the organizations offered with the objective that purchaser steadfastness can be kept up.

3 RESEARCH METHOD

The use of quantitative approach in this study attempts to find a causal relationship between variables in the model, by applying theories and concepts related to motivation and tourist's satisfaction. This study was designed using survey method of research involving 400 foreign nationals as respondents. The respondent was selected using accidental sampling method. Technique of Structural Equation Modelling analysis was used to produce the goodness of model. This research involved 400 tourists as respondent that they were staying in Bali when this survey conducted. This study surveyed 400 respondents, an amount considered to be adequately sufficient (Hair at al, 2006; Hooper at al, 2008).

- Christimulia Purnama Trimurti is is Assistant Professor in Economic of Universitas Dhyana Pura, Bali. Email christimulia@gmail.com
- I Gusti Bagus Rai Utama is Assistant Professor in Tourism of Universitas Dhyana Pura, Bali. Email raiotama@undhirabali.ac.id

4 RESULT AND DISCUSSION

4.1 Descriptive Statistics of Research Data

Respondents who completed the questionnaires for this study were foreign travelers who vacationed in Bali. The results of the study show the profile of respondents as follows: Based on nationality, the proportion of foreign tourists visiting Bali is dominated by Australian tourists, which reached 41 percent, then the Netherlands at 10 percent, Germany at 7 percent, 5 percent from the United States, 4 percent from Japan, 4 percent from the United Kingdom, and the rest from other countries. The complete comparison of foreign travelers visiting Bali which ranked the top 10 nation of origin from Australia, the Netherlands, Germany, USA, Japan, France, Britain, Italy, Switzerland, and Russia. Viewed from the geographical distance, the dominating country of origin is Australia due its geographical proximity

4.1 Push Motivators

Motives that push foreign tourists to travel is indicated by mean that take indicator rest and relaxation, escaping the daily routine, gaining experience and knowledge, visiting new places, and meeting people and socializing as couple of strong indicators to encourage them to visit Bali as tourism destination. Meanwhile, increasing health and wellness, physical exercise, and visiting family and friends are not strong push motivation to encourage foreign tourists to travel as indicated by Table 4.1.

TABLE 4.1
STATISTICS RESPONDENTS' OPINIONS ON PUSH
MOTIVATIONAL FACTORS

Code	Indicator	Mean	Std. Deviation
X _{1,1}	Rest and unwinding	4.37	0.82145
X _{1,4}	Getting away from the every day schedule	4.155	0.86478
X _{1,3}	Picking up understanding and information	4.1275	0.8562
X _{1,2}	Visiting new places	4.0925	0.94402
X _{1,5}	Meeting individuals and mingling	4.0225	0.9692
X _{1,6}	Expanding wellbeing and health	3.56	1.05079
X _{1,8}	Physical exercise	3.3975	1.35243
X _{1,7}	Seeing loved ones	3.2825	1.17309

4.2 Pull Motivators

The solid draw motivation for respondents to visit Bali is being keen on the historical backdrop of Bali, nature of Bali, culture of Bali, preferred position of relaxation time in Bali, Balinese culinary, and occasion and celebrations. In the interim, markers, for example, costs in Bali, inn offices and administrations in Bali, good ways from nation of-inception, wellbeing and security in Bali, improvement in transportation, wellbeing offices in Bali, administrations of qualified visit guides, nature of the travel industry organizations, movement administrations are seen as frail pointers of pull inspiration for outside vacationers visiting Bali (see Table 4.2)

TABLE 4.2
STATISTICS RESPONDENTS' OPINIONS ON PULL
MOTIVATIONAL FACTORS

Code	Indicator	Mean	Std. Deviation
X _{2,2}	History of Bali	4.3775	0.77879
X _{2,3}	Nature of Bali	4.3225	0.85459
X _{2,1}	Culture of Bali	4.28	0.83866
X _{2,6}	Preferred position of Leisure Time in Bali	4.165	0.83937
X _{2,9}	Balinese Culinary	4.0125	0.95374
X _{2,5}	Occasion and Festivals	4	0.97075
X _{2,4}	Costs in Bali	3.8525	1.05998
X _{2,10}	Lodging Facilities and Services in Bali	3.715	1.03994
X _{2,8}	Good ways from Country-of-Origin	3.7075	1.1068
X _{2,13}	Wellbeing and Security in Bali	3.44	1.22889
X _{2,7}	Improvement in Transportation	3.3925	1.13872
X _{2,11}	Wellbeing Facilities in Bali	3.3625	1.15951
X _{2,15}	Administrations of Qualified Tour Guides	3.3625	1.153
X _{2,14}	Nature of Tourism Agencies	3.26	1.14922
X _{2,12}	Migration Services	3.0875	1.28996

4.3 Tourists Satisfaction

The quantitative illustrative portrayal in Table 4.3 shows that identified with fulfillment of vacationers, a few characteristics are viewed as sufficient and in agreement to the desires for remote travelers visiting Bali. These qualities incorporate the travel industry framework, vacation destinations, and venture out understanding to and inside Bali, vacationer benefits all through Bali, and the accessibility of different the travel industry offices (see Table 4.3).

TABLE 4.3
STATISTICS TOURISTS SATISFACTION

Code	Indicator	Mean	Std. Deviation
Y _{2,1}	Happy with the current vacation destinations in Bali	4.21	0.78258
Y _{2,2}	Happy with the outing from/to Bali	4.2525	0.7844
Y _{2,3}	Happy with the accessibility of the offices gave by the Bali the travel industri	4.115	0.81451
Y _{2,4}	Happy with the administrations They get during their get-away in Bali	4.16	0.80996

4.2 Structural Equation Modeling

Before testing the model, factor analysis was conducted to determine the appropriate indicators to represent the latent variables (dimensions). From the 27 indicators propose, only nine indicators with the standardized regression weights grather than 0.5 remained. The results of the factor analysis also formed three dimensional factors which becomes latent variables in the construct of this study. These latent variables are: (1) push motivation, (2) pull motivation, and (3) tourist satisfaction. The result of the factor analysis test is a reference to determine whether a destination model is influenced by push motivation, and pull motivation (see Table 4.4).

TABLE 4.4
DISPOSAL PROCESS BY THE STANDARDIZED REGRESSION WEIGHTS

Code	Indicator	Estimated
X _{1.6}	Expanding wellbeing and health	0.79
X _{1.7}	Seeing loved ones	0.823
X _{2.4}	Costs in Bali	0.511
X _{2.6}	Bit of leeway of Leisure Time in Bali	0.506
X _{2.7}	Improvement in Transportation	0.661
X _{2.8}	Good ways from Country-of-Origin	0.682
X _{2.9}	Balinese Culinary	0.535
X _{2.10}	Inn Facilities and Services in Bali	0.667
X _{2.11}	Wellbeing Facilities in Bali	0.706
X _{2.12}	Movement Services	0.651
X _{2.13}	Wellbeing and Security in Bali	0.658
X _{2.14}	Nature of Tourism Agencies	0.692
X _{2.15}	Administrations of Qualified Tour Guides	0.724
Y _{2.1}	The current vacation destinations in Bali	0.786
Y _{2.2}	Outing from/to Bali	0.79
Y _{2.3}	The accessibility of the offices gave by the Bali the travel industry	0.818
Y _{2.4}	The administrations during their get-away in Bali	0.802

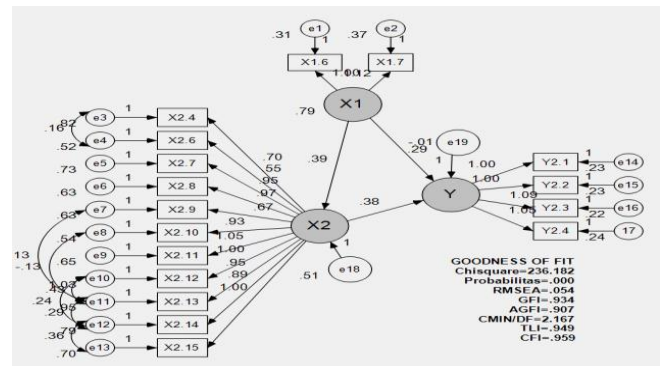


FIGURE 1
CONSTRUCT OF TOURISM DESTINATION

TABLE 4.5
GOODNESS OF FIT MEASURES OF STRUCTURAL MODEL

Model Suitability Criteria	Recommended Value	Test Score	Description
CMIN/DF	≤ 3.00	2.167	Good
RMSEA (sample > 200)	≤ 0.08	0.054	Good
GFI	≥ 0.90	0.934	Good
AGFI	≥ 0.90	0.907	Good
TLI	≥ 0.95	0.949	Good
CFI	≥ 0.95	0.959	Good

Estimation Method: Maximum Likelihood Estimates

Research findings of Esichaikul (2012) can be expressed in contrast to the results of the current research. The confirmation model of 27 motivation indicators declared only 17 valid indicators based on uni-dimensionality, meaning there is an elimination process for several indicators because they are not included in the dimensions that motivate travelers vacationing to Bali. Tourist motivation dimension formed sub-dimensions which become new latent variables stemming from the development of push factors and pull factors.

4.3 The Relationship between Variables

Comparison between the suitability criteria of the model and the results of data processing indicated that the requirements for destination image model were not fully met and that model did not achieve perfect *goodness of fit*. For figures showing absolute suitability index, a small χ^2/df is expected with the interval between 2 to 3. In the research data, the figure within that range was reached, at 2.167; as well as the RMSEA of 0.054, below the requirement of 0.08 for these criteria. For other absolute indexes, the GFI and AGFI with a minimum number of 0.9, the research obtained results that met the minimum values, at 0.934 and 0.907 respectively as seen as Table 4.5. The model formed can be said to have a close *goodness of fit* because its value is approaching 1. Thus the relationship between variables in the model constructed is shown in the path diagram in Figure 1 below:

The relationship between the latent variable X1 (push motivation) and Y1 (tourist satisfaction) has a CR (Critical Ratio) value of only $-0.292 < 1.96$, while the relationship between X2 (pull motivation) and Y (tourist satisfaction) has a CR of only $7.110 < 1.96$. The relationship with good critical ratio is between X1 (push satisfaction) and X2 (pull motivation), with a CR of $6.832 > 1.96$ (see Table 4.6)

TABLE 4.6
RELATIONSHIP ESTIMATION OF DESTINATION IMAGE OF BALI

Relationship		Estimate	S.E.	C.R.	Sig
X2	<--- X1	0.39	0.057	6.832	***
Y	<--- X1	-0.012	0.042	-0.292	0.771
Y	<--- X2	0.376	0.053	7.11	***

Note: <--- linear relationship

From the analysis and finding, can be answering the research problems clearly as follow: There isn't noteworthy connection between the push inspiration and the visitor fulfillment. Connection between push inspiration variable (X1) on traveler fulfillment (Y) happens at a shallow level on the grounds that the likelihood esteem is more noteworthy than 0.05 ($P = 0.771$). There is critical connection between the push inspiration and the force inspiration. Connection between push inspiration variable (X1) and pull inspiration (X2) happens at a significant level in light of the fact that the likelihood esteem is littler than 0.05 ($P = ***$). There is noteworthy connection between pull inspiration and vacationer fulfillment. In the interim the connection between pull inspiration variable with visitor fulfillment variable is a genuine association with $CR = 7.110 > 1.96$ and likelihood esteem ($***$) < 0.05 . Destination marketing chain model based determined significantly by pull motivation variable. From the goodness of fit analysis, it is concluded that the model is considered fit. Pull motivation is

determined to be the real variable that affect destination model. Testing of the destination model shows that a several indicators determined, they are the existing tourist attractions, experinces of trip from and to Bali, the availability of the facilities provided by the Bali tourism, and the services during vacation in Bali (see Figure 2)

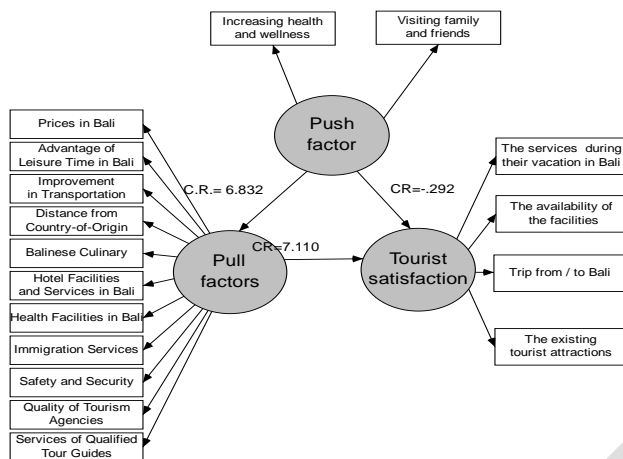


FIGURE 2.
DESTINATION MARKETING CHAIN MODEL BASED ON
TOURIST MOTIVATION

5 CONCLUSION AND RECOMMENDATION

5.1 Conclusion

The issues talked about in this flow investigate are partitioned into three, in particular (1) the connection between push inspiration and toutist fulfillment, (2) the connection between push inspiration and pull inspiration, and (3) the connection between pull inspiration and traveler fulfillment. The model framed of the connections is near integrity of fit with the goal that the ends can be expressed as follow: (1) there isn't critical connection between the push inspiration and the traveler fulfillment. They are pointer of expanding wellbeing and health, and seeing loved ones. (2) There is critical connection between the push motivation and the draw inspiration. (3) There is critical connection between pull inspiration and traveler fulfillment. They are pointer of costs, favorable position of relaxation time, improvement in transportation, good ways from nation of-inception, Balinese culinary, lodging offices and administrations, wellbeing offices, migration administrations, wellbeing and security, nature of the travel industry offices, and administrations of qualified visit guides. (4) The destination model is controlled by a few pointers, they are the current vacation spots, experinces of outing from and to Bali, the accessibility of the offices gave by the Bali the travel industry, and the administrations during get-away in Bali.

5.2 Discussions and Recommendations

Despite the fact that this exploration has effectively framed a model anyway the model testing still can't seem to accomplish a model with ideal decency of fit on the grounds that numerous markers were wiped out and covering, along these lines further research is expected to acquire affirmation that the model has an ideal integrity of fit both hypothetically and

factually. Affirmation of up and coming model is would have liked to convey increasingly solid outcomes if that model just incorporates pointers esteemed to be legitimate in the corroborative factor investigation of shaped dormant factors. A few travelers likewise stress that travel industry improvement is making Bali also westernized. Visitors see expanding number of inns and structures fabricated not as per Balinese social styles, making them less alluring to vacationers while Balinese engineering is engaging outside sightseers. Such is likewise the situation with the advancement of the travel industry supporting offices; many are believed to be worked with little respect to territory improvement arranging, for example strip malls, shopping centers, and other current markets, which are viewed as impeding to the uniqueness of Bali's travel industry. In the interim traveler data focuses are uncommon, making it hard for voyagers to discover data. Many cops are gathering illicit retaliation, particularly to remote visitors. As per a few voyagers, expanding measure of garbage in vacationer regions meddles with the exercises and delight in visitors. Subjective information assortment likewise showed that a few things were evaluated adversely by outside travelers about Bali, including (1) refuse and waste issues that have not been appropriately overseen, (2) traffic, (3) the movement strategy and administration that is viewed as not exactly ideal, (4) the quantity of informal retaliations by some cops, (5) advancement of the travel industry offices that don't portray the way of life of Bali, and (6) the abuse of plastic materials.

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