Analysis of the Effect of Attractiveness, Quality Destinations Tourist and Motivation on Tourist Satisfaction

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Abstract: This study aims to analyze the effect of tourist attraction, quality of tourist destinations, tourist motivation towards, and satisfaction of tourists on Heritage tourism objects in Kota Gede, Yogyakarta. The sample used was 100 tourists. The data collection method used was a questionnaire. The analytical tool used is multiple regression models. The variables used in this study are a tourist attraction, quality of tourist destinations, tourist motivation, and tourist satisfaction. The results of the analysis prove the attractiveness of tourism, the quality of tourist destinations, and the motivation of tourists to affect the satisfaction of foreign tourists.

1 INTRODUCTION

Yogyakarta is a city known as a city with cultural heritage. This cultural heritage encourages tourists to visit Yogyakarta. But many tourists who do not want to linger to stay in Yogyakarta. The length of stay of foreign and domestic tourists in Yogyakarta, according to DIY tourism data in 2018, is one to 2 days. This long stay issue makes it a problem faced by the DIY tourism office because Yogyakarta cannot yet become a *single destination*. Yogyakarta is usually only a transit destination, with Bali as its main destination. For domestic tourists, tourists visiting Yogyakarta are usually on weekends or school holidays. The problem of the length of stay in Yogyakarta is an interesting phenomenon to be studied, and tourist satisfaction is an important phenomenon to be studied. Consumer satisfaction is a feeling that is owned by tourists to a tourist attraction because it gets better service than tourists' expectations for a tourist destination.

According to Reitsamera, Brunner-Sperdinb., & E. Stokburger-Sauera (2016), tourist satisfaction at heritage destinations is influenced by the attractiveness of heritage tourism destinations, destination quality, and motivation of Rajaratnam and Nair tourists, (2015) to visit heritage tourism. This study analyses the effect of attractiveness, quality, and motivation on heritage tourism in Yogyakarta. Heritage tourism analyzed is tourism in the big city of Yogyakarta. Prayag & Ryan, 2011 stated that attracting a destination becomes a meaningful

experience on vacation. Destination quality can create satisfaction into competitive advantage because tourists who are already bound to certain tourist destinations will be less likely to change their destination choices despite attractive alternative offers (Yuksel *et al.*, 2010).

Heritage tourism is an activity of traveling by visiting places that are considered to have an important history for an area or city. The number of tourist visits to DIY rose very significantly since 2012-2016. The number of visits for foreign tourists to DIY in general from 2012-2016 has increased, with an average increase of 15%.

The purpose of this study is (1) to determine and analyze the effect of attractiveness on tourist satisfaction (2) determine and analyze the influence of tourist destination quality on tourist satisfaction, and (3) determine and analyze the influence of motivation on tourist satisfaction.

2 LITERATURE REVIEW AND HYPOTHESES

2.1 Tourist Attraction and Satisfaction

Tourist satisfaction is closely related to the attractiveness of a tourist destination. The attractiveness of tourist destinations can create positive and negative assessments of tourists in evaluating their experience at a destination. This

positive assessment is a satisfaction that can be felt by tourists at tourist destinations (Alegre and Cladera, 2006). Hu and Ritchie (1993) define tourist attraction as a reflection of one's feelings, beliefs, and opinions about the desired perception of a destination to meet special needs and satisfaction for certain individuals (Reitsamera et al., 2016).

First Hypothesis: Withdrawal influences tourist satisfaction.

2.2 Destination Quality and Tourist Satisfaction

Destination quality is defined as a group of facilities and services to tourists (Kim and Brown, 2012), and a combination of tourism product features at the destination level (Zabkar 2010). Zabkar highlights that there are two frameworks for classifying attributes of tourist destinations, attractions, access, facilities, additional services, and tour packages available, additional Activities and Services). The relevant features of a tourist destination are very context, and the assessment of the quality of the tourist destination must reflect the specific attributes that characterize the tourist destination (Zabkar et al., 2010). The study conducted by Eusebio and Vieira, 2013 states that the quality of the destination influences tourist satisfaction (Moutinho et al., 2012).

The second hypothesis: The quality of the destination influences tourist satisfaction.

2.3 Motivation and Satisfaction of Tourists

Motivation is the need that drives a person to act in a certain way to achieve the desired satisfaction (Beerli, Martín, 2004). Chang et al., 2015 state that one of the best ways to understand tourist motivation is to research and conceptualize tourist behavior using motivation and attractiveness. Individuals are encouraged to visit a heritage destination because of motivation (Uysal, Hagan, 1993). The factors that make a person motivated are the experiences of others, marketing advertisements, and word of mouth communication and referrals from friends and relatives. The motivation for visiting a destination influences tourist satisfaction on heritage tourism (Yoon and Uysal, 2005).

Third Hypothesis: Motivation influences tourist satisfaction.

3 RESEARCH METHODS

This study focuses on the influence of attractiveness, destination quality, and motivation on tourist satisfaction on Kotagede heritage tourism in Yogyakarta. The study was conducted in the form of a survey, using an explanatory research approach or explanatory research that is research that explains the causal relationship between variables through hypothesis testing (Sekaran, 2006), as well as with survey samples i.e., samples taken from a population and using a questionnaire as a collection tool basic data and are generally individual analysis units. The sample in this study was tourists who visited Gede City Yogyakarta tourism, with the sampling technique was convenience sampling. The number of samples is 100 respondents. The data obtained will be used to test the hypothesis. The method of testing hypotheses and analyzing data is by using Multiple Regression (*multiple regression*). The reason for using this method is because the results of this multiple analysis can identify and explain some independent variables that are significant to the dependent variable, as well as being able to explain the relationship that might exist between the dependent variable with more than one independent variable.

4 RESULTS

4.1 The Characteristics of the Respondent

Characteristics based on a questionnaire collected from 100 respondents obtained data about the sex of the research respondents are shown in table 1.

Table 1. Respondent

The Characteristics of the Respondent	Number of	Percentage
Gender		
Female	49	49%
Male	51	51%
Employment		
EmployeePrivate	35	35%
Students	27	27%
Civil Servants	17	17%
Entrepreneurs	15	15%
OtherOther	6	6%
Citizenship Citizens of citizens of	21	21%
IndonesianCitizens Foreign	79	79%

4.2 The Test Results for the Model

4.2.1 Results *Goodness of fit* (R^2)

Test of harmony or test *goodness of fit* indicated by the value of R^2 (coefficient of determination). The results of the data analysis showed that the value of R^2 is equal to 0.594. R test results[2] showed that the *goodness of fit is* good because of the closer the value of 1. This indicates that the regression models are able to explain existing data (Gujarati, 1995). The test results of R^2 can be seen in Table 2 below.

Table 2. Test Results The coefficient of determination (R2)

Model	R	R Square	Adjusted R Square	Std. An error of the Estimate
1	.771(a)	.594	.581	2.02471

a Predictors: (Constant), Motivation, Attractiveness, Quality of Destination

4.2.2 Regression Variance Test or F Regression Test or Multiple Regression

A diversity test to determine the best regression line is often called the test -F. F count generated by F_{hit} means that in testing, F will prove a null hypothesis or H_0: $F_{hit} = 0$ and H_1: $F_{hit} > 0$. Then F $_{count\ is}$ compared to the usual F table written with F $_{count}$ ≈ F_{table} (Di where $F_{table} = F$ (α, p, n-2) and α = real level). The testing criteria for the value of F $_{hits}$ are:

a. If F $_{hits}$ ≤ F (table 5%). This means that the simple linear regression estimator (Y) obtained is not the best regression line to approach X, Y pairs of observations. Or it can be said this means that there is a non-linear relationship in the X, Y pair of observations.

b. If $F_{hit} > F$ (table 5%). This means that there is a linear relationship between the effect of X on Y. Or it can be said that the simple linear regression estimator (Y) obtained is the best estimator regression line to approach the X pair of observations, Y.

The F test can also be seen from the significance value of F obtained from processing the regression data. A good F test is characterized by a sig F value of ≤ 0.05. The F test results are shown in Table 3.

Table 3. F Testing Results Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	575.202	3	191.734	46.771	.000(a)
	Residual	393.548	96	4.099		
	Total	968.750	99			

a Predictors: (Constant), Motivation, Attractiveness, Quality of Destination

b Dependent Variable: Satisfaction

The results of the F test show that the value of sig = 0.000 or ≤ 0.05 so that it can be concluded that the regression equation used in this test is a regression that has a linear regression line perfect.

4.2.3 Significance of the Regression Equation

The results of the regression equation test show that all independent variables have a significant influence on the dependent variable. This result is indicated by the sig value ≤ 0.05. The regression equation obtained is as follows:

$$Y = a + b1X1 + b2X2 + b3X3 + e$$
$$Y = 0.654 + 0.295\ X1 + 0.292\ X2 + 0.382\ X3 + e$$

The results of the regression analysis can be seen in table 4.

Table 4. Results of Linear Regression Analysis

Models	Unstandardized Coefficients		t	Sig.
	B	Std. Error	B	Std. Error
(Constant)	.654	1.664	.393	.695
Attractiveness	.295	.059	5.043	.000
Quality of destination	.292	.098	2.967	.004
Motivation	.382	.102	3.734	.000

a Dependent Variable: Satisfaction

Multiple regression test results above show that the attractiveness of the significant value of the variable of 0.000 ≤ 0.05 means that the attractiveness of the partial variables influences the satisfaction of foreign tourists on the attractions Heritage in Kota Gede Yogyakarta. So it can be gathered that **the first hypothesis is accepted**. Destination Quality Variable has a significance value of 0.004 ≤ 0.05 means that the destination quality variable partially influences the satisfaction of foreign tourists. It can be concluded

that **the second hypothesis is accepted**. While the significance value of the motivation variable of 0.000 ≤ 0.05 means that the motivation variable influences the satisfaction of foreign tourists on Heritage attractions in Kota Gede, Yogyakarta. So it can be concluded that **the third hypothesis is accepted.**

5 DISCUSSION

The availability of transportation that is easy to reach, the existence of historic building sites, the availability of various tourist facilities, is the main attraction of the tourist heritage in the Kota Gede Yogyakarta. Increasing tourist attraction supports tourist satisfaction supporting research conducted by Reitsamera et al. in 2016, a positive rating is a form of assessment of tourist experiences on the attractiveness of tourist destinations. The satisfaction that tourists can feel at a tourist destination is determined by the combination of facilities and services to tourists (Kim and Brown, 2012), and the combination of features of tourism products at the destination level (Zabkar 2010). The results showed that tourists pay attention to being safe at the time of tourist heritage. Get good help from the officers and get information for each destination to get support from Moutinho et al. (2012), which states that the quality of the destination is agreed on tourist satisfaction. Motivation is a need that drives a person to strive in a certain way to achieve the desired satisfaction (Beerli, Martín, 2004). Experiences from others, marketing advertisements, and word of mouth communication and referrals from friends and relatives motivate foreign tourists to visit Heritage tourism tourists in Kota Gede, Yogyakarta. This study also supports the research of Yoon and Uysal (2005), which confirms motivation for visiting destinations that increase tourist satisfaction on a tourist heritage.

6 CONCLUSION

Based on the results of data analysis and discussion, the following conclusions are withdrawal influences the satisfaction of foreign tourists on heritage attractions in Kota Gede, Yogyakarta. The quality of the destination influences the satisfaction of foreign tourists on heritage attractions in Kota Gede, Yogyakarta. Tourist motivation influences the satisfaction of foreign tourists on heritage tourism in Kota Gede, Yogyakarta. Tourism, destination quality, and tourist motivation together have an influence on

tourist satisfaction with heritage tourism in Kota Gede, Yogyakarta.

7 LIMITATION

For further researchers who want to conduct research are expected to develop using other variables that influence tourist satisfaction. The object of research is also developed not only in the City of Yogyakarta but in several other heritage attractions in the Special Region of Yogyakarta.

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