

The Effect of Travel Motivation on Tourist Satisfaction on Java Island Heritage Tours

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Abstract. This study aims to determine the effect of travel motivation on visitor satisfaction. The object of research is Heritage Tourism on the island of Java (Sumedang, Cirebon, Solo, Yogyakarta). The research sample consisted of 400 respondents. The population of this study were tourists who had visited heritage tourism objects in the 4 cities, the number of which was unknown. The sampling technique in this study is convenience sampling, using causal research. The aims of this study were (1) to analyze the travel motivation of visitors who came to heritage tourism on the island of Java, (2) to analyze the satisfaction of visitors who came to heritage tourism on the island of Java, (3) to determine the effect of travel motivation on visitor satisfaction on heritage tourism on the island of Java. The analytical method used is descriptive and inductive analysis through simple regression analysis. The results showed that: (1) travel motivation of visitors who came to Java island heritage tourism was considered good, (2) visitor satisfaction who came to Java island heritage tourism was considered good, (3) travel motivation had a significant effect on visitor satisfaction on Java island heritage tourism.

Keyword: Travel Motivation, Visitor Satisfaction

Introduction

Nowadays, tourism activities have become a necessity for the community, in order to relieve fatigue after activities in the world of work, education, etc., tourism is a human activity that is carried out consciously which gets services alternately between people in a country itself or from outside the country, including resettlement of people from other areas for a while looking for various and different satisfactions from what they experience. The tourism industry is currently considered the fastest growing industry and is highly facilitated by the Government and Managers to enhance its development. This can be seen from the increasingly active local government and tourism object managers in an area in intensifying the promotion and socialization of their tourist objects, and the tourism industry is becoming a fairly promising source of income for the area.

Travel motivation is a factor that encourages someone to travel (Crompton, 1979). According to Iso-Ahola (1982), this motivation can be divided into two factors, namely escape and seeking. Previous research has shown that motivation plays an important role in influencing satisfaction and revisit intention (Yoon & Uysal, 2005). Travel motivation is an important factor that encourages someone to travel and explore tourist destinations (Crompton, 1979). Iso-Ahola (1982) explains that travel motivation can be divided into two main factors, namely 'escape' and 'seeking'. The 'escape' factor refers to the individual's desire to break away from their daily routine and seek new experiences that are different from their usual lives. Meanwhile, the 'seeking' factor refers to the individual's desire to seek new experiences, acquire knowledge, or meet social and cultural needs through travel.

Yoon and Uysal (2005) found that travel motivation has a significant effect on satisfaction and revisit intention. When visitors feel motivated to visit a tourist destination, they tend to have higher expectations of the experience they will get. When these expectations are met or even exceeded, visitor satisfaction will increase, which in turn encourages them to plan return visits to the same destination or recommend it to others.

Visitor satisfaction is a visitor's assessment of their overall experience at a tourist destination (Oliver, 1997). Satisfaction plays an important role in influencing visitor return

intentions (Chen & Tsai, 2007). Visitor satisfaction is the positive or negative feelings generated by visitors after evaluating their overall experience at a tourist destination (Oliver, 1997). Satisfaction is the result of a comparison between visitor expectations before visiting and the reality they experience while visiting a destination. Factors such as travel motivation, visitor engagement, visitor experience, and destination image can influence visitor satisfaction levels.

Visitor satisfaction plays an important role in determining their intention to return (Chen & Tsai, 2007). Visitors who are satisfied with their experience tend to have a higher intention to return to the same destination or recommend the destination to others. This shows that satisfaction is a key factor in maintaining and increasing the number of visitors, as well as in promoting tourist destinations through word-of-mouth.

In the context of heritage tourism, such as the cultural heritage of palaces in Java, ensuring visitor satisfaction is important. To achieve this, the destination manager must understand the needs and expectations of visitors, and create an appropriate and satisfying experience. Strategies such as improving service quality, providing accurate and engaging information, and ensuring environmental and cultural sustainability can help create high levels of satisfaction among visitors, which in turn will encourage their intention to return and support the growth of the tourism industry.

Literature Review

Travel Motivation

Travel motivation is a motivation that refers to a person's needs that cause a person to participate in tourism activities (Rini, Indah, 2015). Motivation itself is the first stage passed by tourists related to the fulfillment of physical and psychological desires. Motivation comes from invitations or advice from friends, certain groups or organizations that aim to inform a product or service. Fulfillment of physical and psychological desires can occur if there is encouragement from a person, so this motivation can come from within and from outside. According to Dolnicar, Katie and Venkata (2012, 10): integrating the two concepts in the Grevillea Model, reveals that "motivation as psychological/biological needs and wants, including integral forces that stimulate, direct, and amalgamate a tourist's behaviors and activities". Which means travel motivation is motivation as psychological/biological needs and desires, including the integral forces that stimulate, direct, and combine tourist behavior and activities. According to Pizam, Neumann, and Reichel, in Plangmarn (2012), travel motivation is motivation that refers to a set of needs that cause a person to participate in tourism activities.

Visitor Satisfaction

Engel in Payangan (2014) defines satisfaction as a person's feeling of pleasure or disappointment that comes from a comparison between his impression of the outcome of a product and his expectations. Meanwhile, according to Payangan (2014), tourist satisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between his impression of the outcome of a product and his expectations.

Kotler in Kalebos (2016), customer satisfaction is the level of one's feelings after comparing the performance (or results) that he feels compared to his expectations. According to Sunarto in Kalebos (2016), customer satisfaction is a feeling of pleasure or disappointment after comparing perceptions/impressions of performance/expectations. If performance meets expectations, customers are satisfied. If it exceeds expectations, the customer is highly satisfied.

According to Zeithaml and Bitner (2013), satisfaction is a response or response of consumers regarding the fulfillment of needs. Satisfaction is an assessment of the

characteristics or features of a product or service, or the product itself, which provides a level of consumer pleasure related to meeting consumer consumption needs. Visitor satisfaction is a major factor as well as an important indicator in the tourism service industry. Visitor satisfaction is referred to as the main factor because it is a determinant of the sustainability of a tourist attraction while it is referred to as an important indicator because visitor satisfaction is something that can be measured.

Research Method

In this study, the population is visitors or tourists who come to the cities of Yogyakarta, Solo, Cirebon and Sumedang, especially those who have visited heritage tourism objects (Kraton tourism): The Cirebon Sultanate, Mangkunegaran, Kasunanan Solo, the Prbu Geusan Ulun Museum, and the Ngayogyakarta Palace. Hdiningrat. The sampling method used in this study was purposive sampling, namely the sampling technique used by researchers if researchers have considerations or are based on certain criteria. The total population in this study amounted to 400 people.

Result and Discussion

Profile of Respondent

Table 1. Demographic profile of respondents

	Group	Percentage
Gender	Female	35,8
	Male	64,3
Age	17-25	49,3
	26 – 35	13,8
	36- 45	19,5
	46- 55	9,8
	> 56	7,8
Travel Party	Alone	16.5
	With family	39.0
	With friends	37.8
	Group tour	6.8
Experience Visitation	First time visited	55.3
	Repeated visited	44.8

The results of the analysis of the characteristics of respondents based on gender for visitors to palace tours in Java Island can be seen that a total of one hundred and forty respondents or sixty-three point three percent are female respondents, and the remaining eighty-one respondents or thirty-six point seven percent are respondents man. It can be seen that the interest of visitors who come to the palace tour is dominated by female tourists.

Based on the results of an analysis of the characteristics of the respondents according to the age range, it can be seen that visitors who dominate visiting palace tours are at the age of 17 to 25 years with a total of one hundred and eight visitors or forty-eight point nine percent. As for the age range of the respondents above, the number is almost the same at a percentage value of around fifteen percent. This shows that the interest of visitors who come to the palace tours is more in demand by young people in the age range of 17-25 years.

The results of the analysis of the characteristics of the respondents based on how to travel to palace tours in Java Island can be seen that the average visitor traveling with family or with friends is eighty-nine and seventy-nine respondents respectively. While the rest, the

respondents made visits independently (alone) or with a group tour, namely a total of thirty-nine and fourteen respondents.

Based on the results of an analysis of the characteristics of the respondents according to the visit experience, it can be seen that visitors who come to the palace tours are on average the first visit with a total of one hundred and twenty-two respondents or five point two percent. While the remaining ninety-nine respondents or as many as forty-four point eight percent were visitors who had visited the palace tour several times (repeated visits).

Discussion

Travel motivation

The visiting motivation variable consists of 11 statement items which are then processed to determine the frequency of respondents' answers. Based on the respondent's assessment of all variables Motivation to visit, a mean of $\sum 3.41$ is obtained. The mean size is in the range of 3.28 to 4.03 and is included in the very good category, which means that the motivation to visit tourists who come to visit the palace is good.

The indicator with the highest rating by respondents was the statement "I want to be in a calm atmosphere" with an average value (mean) of 3.51. This shows that tourists who come to visit the palace consider that visiting the palace tourism provides a calm atmosphere.

Statements with the lowest mean were about "I feel the culture which I believe has similarities with the culture in the Keraton environment" which is equal to 3.33 and "I want to relax". This shows that the culture in palace tourism is different from the culture from where tourists come from, and visiting the palace is not for leisure. However, even though it has the lowest score in the range, it is still at 3.28 to 4.03, it is included in the very good category.

Satisfaction

The satisfaction variable for heritage tourism destinations consists of 3 statement items which are then processed to determine the frequency of respondents' answers. Based on the respondents' assessment of all variables of satisfaction with heritage tourism destinations, a mean of $\sum 3.39$ was obtained. The mean size is in the range of 3.28 to 4.03 and is included in the very good category, which means that satisfaction with heritage tourism destinations in Keraton tourism is very good.

The indicator with the highest rating by respondents was the statement "I will say positive things about this Heritage Tourism Destination" with an average value (mean) of 3.47. This shows that tourists who come to visit the palace tours are satisfied and will say positive things about their arrival.

The statement with the lowest mean was about "Visit to heritage tourism destinations exceeded my expectations" with a mean value of 3.35. This shows that visitors who come to the palace tour have not fully met their expectations, but this value is still in the very good range. For this reason, the overall value of visitor satisfaction is very good.

Effect of travel motivation on visitor satisfaction

Table 2. Hypothesis test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Significance
Travel Motivation -> Satisfaction	0.166	0.169	0.078	2.139	0.033	Significant

In Table 2, it is known that the value of t statistics = 2.139 which indicates a value of more than 1.96 so that the null hypothesis (H0) is rejected and hypothesis one (H1) is accepted.

Then the conclusion that can be drawn is that the travel motivation variable has a positive and significant effect on the satisfaction variable. This significant positive effect indicates that the higher the value of the travel motivation variable, the higher the satisfaction value.

Based on the results of the hypothesis testing that has been carried out in this study it is known that the influence of the Travel Motivation variable on the Satisfaction variable produces a t statistics value = 2.139 which indicates a value of more than 1.96 so that the null hypothesis (H0) is rejected and hypothesis one (H1) is accepted. Then the conclusion that can be drawn is that the Travel Motivation variable has a significant negative effect on the Satisfaction variable. This negative significant effect indicates that the higher the value of the Travel Motivation variable, the lower the Satisfaction value.

This is not in line with the research conducted (Battour et al., 2012) which concluded that there is a significant effect of Travel Motivation on Satisfaction. The results of this study are also not in line with the research conducted by Su et al. (2020), whose theory is used in this study. That there is a positive influence Travel Motivation variable on Satisfaction. The results of this study reject research conducted by Ramseook-Munhurrana, Seebalucka, Naidooa (2015) with the results analyzed indicating that Travel Motivation has a negative effect on satisfaction.

The effect of Travel Motivation on Satisfaction is not significantly supported by the compatibility between visitors' knowledge about palace heritage tourism in four cities (Sumedang, Cirebon, Solo, and Yogyakarta). Based on the results of the demographics of the respondents, most of the respondents who visited (55.2%) were coming for the first time to the four palace locations which were the research loci, so that the influence of Travel Motivation had a negative effect on Satisfaction.

Conclusion

Travel motivation of tourists in the four research locations (Sumedang, Cirebon, Solo, and Yogyakarta) consists of cultural closeness, emotional attachment, calm atmosphere, seeking entertainment, palace cultural activities, and palace artefacts. Travel Motivation of tourists in three locations has different respondents.

The positive influence that Travel Motivation has on Satisfaction from the four locations is able to give a positive impression of the destinations at the four locations. The interesting thing is that the three locations (Cirebon, Solo, and Yogyakarta) which are the locus of research are big cities that have urban tourism resources that have high heritage values. In addition, there is also the City of Sumedang which is a small city in West Java Province which turns out to have a heritage in the form of the King Geusan Ulun Palace which now functions as a museum. In addition to complete infrastructure, destinations at the four loci have other very attractive tourism resources

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