

INVESTIGATE THE FACTORS THAT INFLUENCE FOREIGN TOURISTS' DECISION TO VISIT GARUDA WISNU KENCANA

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Abstract

The goal of this study was to examine the variables that affect foreign tourists' decisions to visit the Garuda Wisnu Kencana Cultural Park. The purpose of this study is to answer the following research questions: "Do push and pull factors affect people's decisions to travel abroad? ", and "Of these two factors, which one has the most significant impact on people's decisions to travel abroad to Garuda Wisnu Kencana Cultural Park?" In order to conduct this study, push and pull factors for foreign visitors to the Garuda Wisnu Kencana Cultural Park were examined.

The incidental sampling technique was used in this study, and a sample of 30 foreign visitors to the Garuda Wisnu Kencana Cultural Park served as the respondents. The analytical approach used is quantitative analysis, which includes the Coefficient of Determination Test, the Partial T Test, the F Test, the Multiple Linear Regression Analysis Test, and the Classical Assumption Test.

The study's findings indicate that these two factors can have an impact on foreign tourists' decisions to visit either simultaneously or jointly. The Anova test or F test, which shows that H_{a1} is accepted when the calculated F value $>$ F table is $27.543 > 3.34$, supports this. The results of the second study's regression tests, which are techniques for establishing the causal relationships between two variables, are as follows: $Y = 2.195 + 1.086X_1 + 0.708X_2$. The push factor (X_1) and pull factor (X_2) T test results are 4.686 and 5.048, respectively, with 0.000 and 0.000 as significant values.

These results show that the X_2 variable, also known as the Attractor Factor, has the highest tcount value, with a $t_{count} > t_{table}$ ($5.048 > 2.051$) and a significant value of 0.0000.05. These findings suggest that the pull factor variable has a significant impact on visitors' decisions to travel to the Garuda Wisnu Kencana Cultural Park from abroad. H_{a2} is therefore acknowledged. R^2 , also known as the coefficient of determination, has a value of 0.671, or 67.1%. The choice of foreign tourists to visit Garuda Wisnu Kencana Cultural Park is influenced by these two factors; the remaining 35.3% is influenced by factors outside the scope of the research model. Examples include a tour guide, transportation, accessibility, lodging, and so forth

Keywords: Decision To Visit, Garuda Wisnu Kencana Cultural Park, International Tourists, Push and Pull Factors.

INTRODUCTION

The Garuda Wisnu Kencana Cultural Park is among the most fascinating tourist destinations in Bali. The cultural tourism park known as Garuda Wisnu Kencana Cultural Park, or GWK for short, is situated in Bali's southernmost region. About 40 kilometers south of Denpasar, Bali Province, in Tanjung Nusa Dua, Badung Regency, is where you'll find this tourist attraction. A landmark or mascot for the province of Bali has been built in this cultural park area, and it is a huge statue of the god Lord Vishnu riding Garuda. The height of this statue is about 120 meters. Of course, there are good reasons for building GWK, one of which is to include a famous spot or landmark. A tourist attraction within a location with a high tourism value is called an iconic attraction. It typically occupies a key location within the travel destination, embodies the destination's image and theme, and experiences steady growth. The "must-sees" for tourists at a destination are represented by iconic attractions (Wen, 2013).

Republika.co.id claims that Jimbaran - An average of 4,000 domestic and international visitors stops by the Garuda Wisnu Kencana Cultural Park (GWK) Statue area on Ungasan Hill in Badung Regency each month, which has become a popular tourist destination in Bali. On significant religious holidays and at the start of the new year, this number may rise by as much as 50%, according to GWK Giri Prayoga's public relations department on Thursday, October 20. "The number of foreign tourists and visitors from different parts of Indonesia visiting this new tourist destination in southern Bali each year has increased by roughly 10 to 15 percent," he claimed. In an effort to increase the number of visitors to these attractions, the management is making a variety of advancements, innovations, and promotions. Rise in visitor numbers at GWK is consistent with research on Banda Ilir City, Melaka landmarks. The study discovered that visitor engagement is influenced by landmarks. The physical and spatial characteristics of landmarks and their location factors are closely related to visitor identification of landmarks. Being familiar with a place strengthens one's attachment to it. This study demonstrates how important attachment is in helping visitors to historical sites have a more meaningful and lasting experience (Hussain, 2013).

Increased attendance at GWK is used for neighborhood-level activities, which is supported by adequate facilities. These facilities include the Garuda Cinema, which shows animated movies to families and their kids to amuse and educate them. As an animated movie, the movie *The Adventures of Little Garuda* won the 2015 Citra Cup. Wisnu Plaza, Street Theatre, Lotus Pond, Amphitheater, Exhibition Hall, Indraloka Garden, Kura-Kura Plaza, Jendela Bali Restaurant, The New Beranda Boutique Restaurant, and Souvenir Shop are also included in the list of facilities. Other tourist attractions are impacted by the relationship between visitor satisfaction with amenities at tourist attractions, not just GWK. Significant impact of tourist amenities on visitors' satisfaction at Bali's Tegenungan Waterfall's natural attractions. The accessibility and caliber of the tourist facilities must therefore be taken into account if visitors to this waterfall are to leave feeling satisfied (Febriyana et al., 2020).

It is expected that more tourists, particularly those from abroad, will visit given the expensive construction costs and the sizeable and expansive GWK area. Finding out what influences visitors' decisions to come to GWK is one way to increase the number of foreign visitors. The authors are interested in conducting this research based on the summary provided above.

METHODOLOGY

In this research, the author employs quantitative research along with descriptive and verification techniques. So that a description and verification that are used to test the validity of a hypothesis regarding the push factors and pull factors on the decision to visit the Garuda Wisnu Kencana Cultural Park (GWK), Badung Regency, Bali, can be obtained.

Of course, the author's choice for the research location was the Garuda Wisnu Kencana Cultural Park, Jalan Raya Uluwatu, Ungasan, South Kuta, Badung Regency, Bali. Additionally, it is anticipated that this spot will establish itself as a popular tourist destination in Bali (Supina, 2019). The study's focus is on determining what factors influence foreign tourists' desire to visit the Garuda Wisnu Kencana Cultural Park, so there are fewer respondents who are foreign tourists and from July to August of 2019 this research was carried out.

The incidental sampling technique was used in this study, and a sample of 30 foreign visitors to the Garuda Wisnu Kencana Cultural Park (GWK) served as the respondents. The analytical approach used is quantitative analysis, which includes the Coefficient of Determination Test, the Partial T Test, the F Test, the Multiple Linear Regression Analysis Test, and the Classical Assumption Test. Tourists who are group in nature will only be taken by a few respondents as representatives in order to avoid grouping the same answers and obtaining general answers. When visitors arrive with their families, the family's head will be sampled; however, when visitors arrive with a partner, only one of them—either men or women—will be sampled. In accordance with the required minimum of research samples, the author collected data from 30 foreign tourists (Sugiyono, 2014).

The independent and dependent variables are the variables used in this study. The push factors and pull factors in this study are denoted by the symbol (X), and they are as follows: The push factor (X1); (1) Physical or physiological motivation; (2) Cultural motivation; (3) Social motivation or interpersonal motivation; and (4) Fantasy motivation. The Attractor Factor follows (X2); (1) Natural and Historical Attractions; (2) Food (Culinary); (3) People (Local Community); (4) Recreational Facilities; (5) Marketed Image of The Destination. The decision to visit tourists is the dependent variable in this study and is denoted by the letter (Y), according to Keliwar & Nurcahyo, (2015) research; (1) Pull and (2) driving factors.

When compared to other techniques, such as interviews and questionnaires, the data collection carried out by the author, among others, by way of observation as a data collection technique has distinct characteristics. Whereas interviews always communicate with people, observation is not limited to people but also takes into account the surroundings Garuda Wisnu Kencana Cultural Park. In order to find pertinent information to bolster this paper, the author also conducts a literature review. Giving respondents (foreign tourists) a list of questions or written inquiries while they are present at the Garuda Wisnu Kencana Cultural Park location is the method of questionnaire distribution. By removing neutral options, the questionnaire instrument is based on a Likert Scale and prevents bias and double meanings. The weight of the score for each answer option is as follows.

The author also employs the documentation method, searching for information about things or variables in the form of images, notes, transcripts, books, newspapers, magazines, and others. The author's documentation of the Garuda Wisnu Kencana Cultural Park completes the data necessary for research and data analysis.

FINDINGS AND DISCUSSION

Thirty respondents with gender characteristics were collected; seventeen (57%) of them were female, and thirteen (43%) were male. Following that, 13 tourists aged 21 to 25 made up the majority of respondents (43%), followed by 5 tourists aged 26 to 30 (20%) and 6 tourists aged 16 to 20 (17%). Six respondents (20%) have jobs as students or students, 19 respondents (63%) have jobs as private employees, four respondents (13%) are entrepreneurs or entrepreneurs, and one respondent (3%), among the rest, has a job as a civil servant or as a civil servant. Therefore, it can be said that private employees make up the majority of foreign visitors to the Garuda Wisnu Kencana Cultural Park.

Based on the results of the SPSS 22.0 analysis, which showed that the push factors and pull factors are factors that influence the decision to visit foreign tourists at the Garuda Wisnu Kencana Cultural Park, and from the results of the Multiple Linear Regression test, which showed that the push factors and pull factors simultaneously (together) show a positive and significant influence. Based on the t-test results that have been described, it can be concluded that the dependent variable, the visiting decision, and the independent variable, the pushing factor, have a significant impact on the decision to visit foreign tourists at Garuda. The pushing factor has a calculated value of $5.048 > t\text{-table } 2.051$ and the pull-out factor has a calculated value of $4.686 > t\text{-table } 2.051$.

The Push Factors (X1) and Pull Factors (X2) have a regression coefficient with a positive sign of 2.196, according to the findings of the multiple linear regression analysis performed using the SPSS version 22 for Windows program. This demonstrates a favorable influence of both push and pull factors on the visit decision variable (Y). The dependent variable, Visit Decision (Y), along with the independent variables Push Factor (X1) and Pull Factor (X2) have an F count of $27.543 > F\text{ table } 3.34$, which means that H_0 is rejected.

Push factors and pull factors both have an impact on visitors' decisions to travel. The first hypothesis put forth in this regard is accepted. This means that the indicators present in the push factors and pull factors may have an impact on visitors' decisions to visit either separately or in combination. Foreign visitors to Garuda Wisnu Kencana Cultural Park may do so as a result of the tourists' own encouragement to travel or visit, as well as the numerous tourist

attractions that are owned by Garuda Wisnu Kencana Cultural Park in order to draw in foreign visitors.

According to the comparison results of multiple linear regression coefficients on the beta coefficient and tcount of the independent variable, the pull factor variable's beta coefficient (B) and tcount (positive) are the largest, and its values are 0.563 and 5.048, respectively. This indicates that the pull factor variable is the strongest explanatory factor in influencing the choice of foreign tourists to visit the Garuda Wisnu Kencana Cultural Park.

The pull factor's indicators have a strong ability to entice visitors from abroad to the Garuda Wisnu Kencana Cultural Park. This is possible due to the various tourist attractions owned by Garuda Wisnu Kencana Cultural Park Cultural Park, including the magnificent Lord Vishnu statue, the Garuda statue, the Garuda Wisnu Kencana (GWK) statue, which has the potential to become a landmark for the Province of Bali itself, various supporting facilities for the existing facilities and infrastructure, regular events like the full-moon ceremony, music events, gala dinners, as well as other attractions. For example, the Kecak Dance, Barong Dance, and Joged Bumbung, three archipelagic dances that are regularly performed for tourists as a means of drawing them to the Garuda Wisnu Kencana Cultural Park.

CONCLUSIONS AND SUGGESTIONS

As discussed in this paper, an analysis of the push and pull factors (X1 and X2) and the dependent variable, the choice to visit the Garuda Wisnu Kencana Cultural Park, among the factors influencing foreign tourists' decisions was conducted (Y). With the aid of the SPSS version 22 software, multiple regression was used as the analytical tool in this study. 30 foreign visitors to the tourist attraction Garuda Wisnu Kencana Cultural Park made up the sample.

According to the findings of the research that was conducted using the data collected, the findings of this study are as follows: (1) The calculated F value greater than F table, or $27.543 > 3.34$, indicates that the push factors and pull factors together influence visitors' decisions to visit the Garuda Wisnu Kencana Cultural Park, according to the F test results. for Ha1 to be approved; (2) The calculated T value, which is higher than the T table value, indicates that the two variables, namely push factors and pull factors, have a significant and favorable impact on the decision to visit foreign tourists at Garuda Wisnu Kencana Cultural, according to the results of the T test; (3) According to the results of the test for multiple linear regression coefficients, the pull factor has the strongest impact on foreign tourists' decisions to visit the Garuda Wisnu Kencana Cultural Park. This is evident from the fact that Ha2 is accepted because $t \text{ table } 2.051 > 5.048$; (4) Based on the study's findings, it can be deduced that the Adjusted R square is 0.671, meaning that the Push and Pull factors account for 67.1% of the Visiting Decision.

This article still needs improvement, so that more foreign tourists will visit the Garuda Wisnu Kencana Cultural Park destination. These improvements include: (1) Implement the Master Plan right away so that visitors, particularly foreign ones, will be drawn to the area surrounding the Garuda Wisnu Kencana Cultural Park as a result of its beauty and uniqueness; (2) To make the lotus pond area more than just a field, it is very suitable to add tourist attractions other than statues, such as the lotus pond area, to a beautiful and comfortable garden; (3) Keep the surrounding areas in GWK clean, particularly the Plaza Bhagawan and Street Theater areas; (4) Expand the availability of guide services or local guides in the GWK area who speak a variety of languages, as there are currently only tour guide services available there that only speak Indonesian and English; (5) It is hoped that all parties will give tourists more consideration and treat them well, particularly in terms of hospitality, gratifying service, carrying out work tasks successfully, and being willing to respond to customer complaints with solutions that both domestic and foreign tourists will find comforting and satisfying; (6) Continue to maintain and pay attention to the visitors' comfort and safety by giving them the requested service; (7) Adding shuttle service options between the ticketing area or Bhagawan Plaza and the main entrance, as the distance between those two locations is only about 300 meters; (8) In order to prevent illegal parking, costs and security in the parking area must be taken into account whether it is high season or not.

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