Motivation For The Decision To Visit Tourists At The Telaga Tourism Destination During The Peak Of Bogor

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Abstrak

This study aims to (1) to analize the motivation of tourists at the tourist destination of Puncak Puncak Bogor Lake (2) to analize the decision of tourists to visit the tourist destination of Puncak Bogor Lake (3) to analize the influence of motivation on the decision to visit tourists at the Puncak Bogor tourist destination. The approach to this study uses a quantitative approach with survey research methods. The population used in this study is visitors to the tourist destination of Telaga Saat Puncak, Bogor. The data collection method was carried out using observation, interviews, and questionnaires. The sample tested was 100 people with the Slovin formula taking the technique. This study uses the analytical method Validity Test, Descriptive Statistics, Correlation Coefficient Analysis, Determination Coefficient, Simple Linear Regression, T-Test using the SPSS 24 analysis tool. From the test results of the coefficient of determination it is known that motivation has an effect of 63.2% on decision making to visit a tourist destination. Time Lake. While the remaining 36.8% Tourist Visit Decisions are influenced by factors other than the variables used in this study.

Keywords: Motivation, Visiting Decisions, Tourist Destinations

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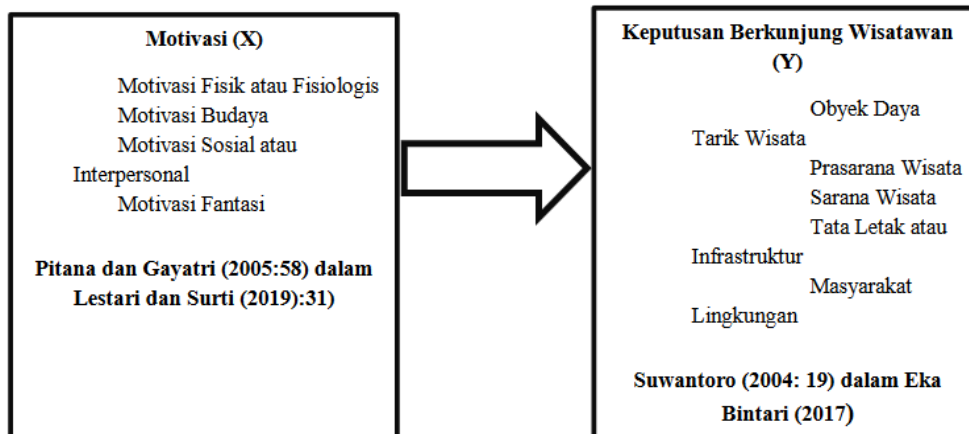Email Address : fifi.nofi17@gmail.com

INTRODUCTION

As an element of life, tourism has become part of human life's needs and plays an important role in the economic development of communities throughout the world. Tourism is a rapidly growing sector in Indonesia. This can be seen from the increasing number of tourist visits and competition between tourism in Indonesia. How could it not be, nowadays everyone is busy with their own activities. The routines that humans experience in their daily lives tend to cause boredom and boredom. Psychologically, humans need activities as a means of recreation and entertainment. The need for recreation and entertainment is a type of secondary need that is quite important to be fulfilled and is the basis for humans to work because fulfilling needs is the goal of human work. The more busy the activities are, the more fun entertainment will be needed. So it cannot be denied that the free time we have will be used for recreation and entertainment activities to restore clarity of thinking, gain inspiration and new freshness. One form of recreation and entertainment activities that can be done in filling your free time is traveling. Based on Law No. 10 of 2009 concerning tourism, it explains that tourism is a tourist activity in which there are various kinds of activities equipped with facilities and services that can be fulfilled by the community, entrepreneurs and the government, both regional and central. When going on a tourist trip, everyone certainly has different motivations. This makes tourists have to choose a place that they feel can provide satisfaction for themselves. Therefore, tourist destinations must be able to attract the interest and motivate tourists. Suwena (2017:23)

says that a tourist destination is an area or object chosen by prospective tourists with various considerations to come to visit and enjoy all the tourist facilities and attractions.

Dewi et al (2017:220) the motivation that tourists have when visiting a tourist destination is very diverse, in fact a tourist can have motivation from more than one driving factor and the most dominant is the educational opportunity factor in addition to other factors such as relaxation and play factors, whereas The more dominant pull factors are the natural environment and recreation and attraction service factors. Fitroh et al (2017:1) Tourist attractions and tourist motives have an important influence on tourists' decisions to visit. This is proven by the motivational characteristics of tourists before carrying out tourist activities. Several goals that can motivate tourists to decide to visit are to get new freshness and eliminate boredom from the tiredness of daily routines. Apart from that, motivation is also aimed at health, namely getting fresh air, sunlight, a calm atmosphere and natural beauty to relieve stress due to daily work. Baniya et al, (2017:21) motivation is a determining factor in decision making in deciding to visit a tourist destination. There are several factors that encourage people to visit tourist attractions, including attracting factors-nature, culture and heritage sites, adventure, friendly people, climate, factors that encourage relaxation and recreation, improving relationships, fulfilling practices, escaping from routine. daily. Apart from that, it also shows an encouraging positive correlation with the intention to revisit the tourist attraction. The decision to travel is essentially like a purchasing decision. The decision-making process in tourism goes through five stages: travel needs or desires, information search and evaluation, travel decisions, travel arrangements, and travel experiences, and evaluating satisfaction during the trip. This decision is a mature decision-making process and is made by tourists who feel capable of providing satisfaction with their tourism activities.

Kristiutami, (2017:1) states that tourist motivation in general definitely varies depending on the tourists themselves and the driving factors, namely relaxation and recreation. When they are bored, tourists can get out of their daily routine to unwind for a moment by going on holiday. Apart from that, tourists can also take photos at various photo spots and places that are considered quite interesting. Meanwhile, in terms of motivation, there are also pull factors for tourist attractions, such as the pull factor at Telaga Saat which has facilities, activities, attractions, amenities and accommodation to support tourism activities, namely canteens, toilets, prayer rooms, parking, huts, information centers, jogging tracks, hammock area, wooden and rope bridges, hot air balloons, swings, camping ground, rubber boats, kayaks with safety equipment in the form of life jackets and helmets, photo and video services, of course photo spots with plantations and hills in the background. It cannot be denied that the beauty of Telaga Saat is very comfortable to enjoy for tourism activities. If you want to visit this place. tourists only need to pay an entrance ticket of 10,000 per person. This tour is open from 9.00 – 17.00 WIB. This proves that Telaga Saat is one of the natural attractions in Bogor Regency which is worth visiting by tourists.

The conceptual framework is a conceptual description of how the theory relates to various factors that have been described as important issues. This theoretical framework will explain the relationship between the variables to be studied. In this research, the research conceptual framework can be described as follows:

Motivasi (X)		Keputusan Berkunjung Wisatawan (Y)
Motivasi Fisik atau Fisiologis Motivasi Budaya Motivasi Sosial atau Interpersonal Motivasi Fantasi **Pitana dan Gayatri (2005:58) dalam Lestari dan Surti (2019):31)**	→	Obyek Daya Tarik Wisata Prasarana Wisata Sarana Wisata Tata Letak atau Infrastruktur Masyarakat Lingkungan **Suwantoro (2004: 19) dalam Eka Bintari (2017)**

METHODOLOGY

This study was carried out in the Telaga Saat tourist attraction in Tugu Utara Village, Cibulao Village, Cisarua District, Bogor Regency, West Java Province. The group studied in this study consisted of 7,800 people from Bogor Regency and outside of Bogor Regency who visited the Telaga Saat tourism location in December 2022. In this study, the Slovin formula was employed to determine the sample size, which resulted in a sample size of 100 participants. This study's factors include motivation, respondent demographics, and tourist visit decisions. Primary data is gathered by observation, interviews, and questionnaires. Meanwhile, literature and literature studies are used as secondary data. This study's data analysis approach included validity tests, reliability tests, correlation tests, T-tests, determination tests, and simple regression tests are all examples of tests.

RESULTS AND DISCUSSION

Attractions, Amenities, Accessibility and Accessibility
Attractions
Photo Spot
Telaga Saat Tourism has various photo spots. Photo spots include boats, hot air balloons, suspension bridges, swings, bridges, square wooden chairs, gazebos. The cost of taking photos at each spot varies, starting from Rp. 5000 to Rp. 20,0000. This price does not include the entrance ticket fee, the entrance ticket price for Telaga Kala is charged Rp. 10,000 per person.

Figure 2. Boat photo spot

Source : Survey Documentation (2023)

The swing as one of the attraction facilities and photo spots at the Telaga Saat tourist destination can be ridden by tourists and can experience the experience of swinging over the lake from a height by only paying IDR. 10,000 per person.

Figure 3. Swing Photo Spot
Source: Survey Documentation (2023)

Amenities
   In terms of amenities at Telaga Saat, they are:
   1. Restaurant/Food Stall
      The Telaga Saat tourist destination has 1 restaurant and 3 food stalls selling various foods such as indomie, pop noodles and fried rice. Operational hours start from 08.00 to 18.00 WIB.
   2. Toilets
      There are 4 public toilets available at the Telaga Saat tourist destination. The toilets are clean and well maintained and there is no additional charge.
   3. Parking Lot
      The Telaga Saat tourist destination has one parking space for four-wheeled and two-wheeled vehicles. The current parking lot is not large enough and is still rocky, so during the holiday season the parking lot cannot accommodate all tourist vehicles.

   From the results of distributing questionnaires to 100 visitors to the Telaga Saat tourist destination, data was obtained regarding motivation based on Pitana and Gayatri's theory (2005:58) in Lestari and Surti (2019): 31), as well as data regarding tourists' decisions to visit the Telaga Saat tourist destination based on Suwantoro's theory. . (2004: 19) in Eka Bintari (2017). In this section the data obtained will be described, explained and processed to determine the influence of motivation on tourists' decision to visit the Telaga Saat tourist destination.

Respondent Demographics
   The respondents for this thesis research were visitors to the Telaga Saat tourist destination. This sub-chapter will explain the respondent's identity, occupation, monthly income, where the tourists come from, frequency of visits, whether they have stayed at the Telaga Saat tourist location, and who they traveled with.

Table 1. Respondent Demographics

Gender	Frekuensi	Percent

Woman	65	65.0
Man	35	35.0
Usia Responden		
15-25 year	89	89.0
26 - 36 year	8	8.0
> 36 year	3	3.0
Last education		
High School/Equivalent	52	52.0
Diploma 1 / 2 / 3	8	8.0
D4/S1/ Equal	38	38.0
S2/S3	2	2.0
Work		
Student/Students	72	72.0
Other		
Private employees	14	14.0
Government employees	1	1.0
Self-employed	5	5.0
Housewife	1	1.0
Other	7	7.0
Monthly Income		
< Rp 1,000,000	55	55.0
Rp 1.000.000–Rp 3.500.000	25	25.0
Rp 3.500.000–Rp 5.000.000	11	11.0
> Rp 5.000.000	9	9.0
Origin		
Bogor	9	9.0
Outside Bogor	91	91.0
Frequency of Visits		
1 Time	54	54.0
2 Time	25	25.0
3 Time	5	5.0
> 3 Time	16	16.0
Have you ever stayed at the Telaga Saat tourist destination?		
Once	65	65.0
Never	35	35.0
Who to travel with?		
Alone	5	5.0
Partner	6	6.0
Friend	31	31.0
Family	21	21.0
Group	21	21.0
	16	16.0

Motivation

Based on the interval interpretation in the table above for descriptive statistical analysis, the highest value is 4.36 for the Social or Interperson Motivation sub-variable. Based on the assessment criteria, the Social or Interperson Motivation sub-variable is included in the very good and very motivated category. This shows that Social or Interperson Motivation is what really motivates tourists to visit the Telaga Saat Puncak Bogor tourist destination. Furthermore, the mean value of the Fantasy Motivation sub-

variable received a value of 3.28 which can be categorized as very good and very motivated, then the Physical or Physiological Motivation sub-variable received a value of 4.24 which was categorized as very good and very motivated. Meanwhile, the value for the Cultural Motivation sub-variable obtained a value of 4.12 which was categorized as good and motivated. So it can be concluded that Fantasy Motivation really motivates tourists to visit the Telaga Saat tourist destination, Physical or Physiological Motivation which really motivates tourists to visit the Telaga Saat tourist destination, and Cultural Motivation which motivates tourists to visit the Telaga Saat tourist destination. From the four indicators above, it can be seen that the indicator that received the lowest mean/average value is the Cultural Motivation indicator with a value of 4.12. Even though this value is categorized as good, this indicator received the lowest value among the other indicators.

Visiting Decision

In variable Y11 regarding the need and desire to go on holiday, the majority of respondents had very high awareness at 56%. The lowest was 1% who strongly disagreed or the respondent's decision to visit was not high enough. This is because respondents have other ways or other activities to obtain pleasure or respondents have other needs and desires that are more important than traveling.

In variable Y12 about looking for information about tourist attractions in Puncak Bogor. As many as 43% of respondents had high initiative to search for information about the Telaga Saat tourist attraction in Puncak Bogor because they realized that respondents had a need and desire to travel and obtain pleasure or entertainment, gain comfort and psychological satisfaction due to the tiredness of their boring daily routines. This tourist attraction is also widely seen on social media, uploaded by managers and visitors who have visited the object.

In variable Y13 regarding tourists who are interested and decide to visit the Telaga Saat tourist destination, 46% strongly agree to choose this tourist attraction. 46 respondents (46%) stated that they strongly agreed that the majority of respondents felt comfortable, enjoyed the atmosphere, tourist attractions and felt happy after visiting the very high tourist destination of Telaga Saat.

Table 2. Visiting Decision

Variable	Frequency (Strongly agree)	Percent
$Y_1 1$	56	56%
$Y_1 2$	43	43%
$Y_1 3$	46	46%
$Y_1 4$	46	46%
$Y_1 5$	40	40%
$Y_2 1$	24	24%
$Y_2 2$	28	28%
$Y_3 1$	35	35%
$Y_3 2$	40	40%
$Y_4 1$	33	33%
$Y_5 1$	49	49%

In variable Y, the highest value is in Y11 regarding the need and desire for a vacation. Respondents enjoy traveling because they want to go on holiday.

Descriptive Statistical Analysis Test Results

		Keputusan Berkunjung (Y)	Motivasi (X)
Keputusan Berkunjung (Y)	Pearson Correlation	1	.795**
	Sig. (2-tailed)		.000
	N	100	100
Motivasi (X)	Pearson Correlation	.795**	1
	Sig. (2-tailed)	.000	
	N	100	100

Figure 4. Descriptive Statistical Analysis Test Results
Source: Primary Data that has been processed using SPSS (2023)

The independent variable (X) Motivation gets an average value of 4.25. So the mean value of the motivation variable can be categorized as very good and very motivating. So it can be concluded that the Telaga Saat tourist destination really motivates tourists to visit. Motivations that influence tourists to visit Telaga Saat include attractions, culture, physical or physiological activities that can provide new freshness and entertainment for tourists. Then, the dependent variable (Y) Visiting Decision gets an average value of 4.11. So it is categorized as very high. This means that the decision to visit is greatly influenced by indicators such as objects of attraction, tourist facilities, tourist infrastructure, layout and infrastructure, as well as environmental communities.

Correlation Coefficient Test

		Keputusan Berkunjung (Y)	Motivasi (X)
Keputusan Berkunjung (Y)	Pearson Correlation	1	.795**
	Sig. (2-tailed)		.000
	N	100	100
Motivasi (X)	Pearson Correlation	.795**	1
	Sig. (2-tailed)	.000	
	N	100	100

Figure 5. Correlation Coefficient Test
Source: Primary Data that has been processed using SPSS (2023)

The correlation coefficient value between tourist motivation and the decision to visit the Telaga Saat tourist destination in this study was 0.795, which according to Sugiyono (2008) there is a strong correlation between these two variables. The table also shows a significance level of 0.000, which means there is a significant correlation. The correlation coefficient value also determines the direction of the relationship between the two variables, where the value is positive, which means the correlation is in the same direction. Therefore, it can be concluded that the more motivated tourists are, the higher the tourist's decision to visit the Telaga Saat tourist destination.

Simple Linear Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.237	3.015		2.400	.018
	Motivasi (X)	1.304	.101	.795	12.965	.000

Figure 6. Correlation Coefficient Test

Source: Primary Data that has been processed using SPSS (2023)

It is concluded that the regression equation for this research is Y=7.237 + 1.304X, where α is a constant, namely 7.237, which means the consistent value of the Visit Decision variable is 7.237. Meanwhile, the regression coefficient (b) is 1,304, which states that for every additional 1 unit in the Motivation (X) value, the Visit Decision (Y) value will increase by 1,304 units. The regression coefficient is positive, so there can be a positive relationship between the Motivation variable and the Decision to Visit variable.

Coefficient of Determination Test

Table 3. Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.795[a]	.632	.628	3.910

a. Predictors: (Constant), Motivasi (X)

Sumber : hasil olah data spss versi 24 (2023).

It is known that the R Square value is 0.632. This shows that 63.2% of tourists' visiting decisions are influenced by motivation at the Telaga Saat Puncak Bogor tourist destination. Meanwhile, the remaining 36.8% of tourists' visiting decisions are influenced by other factors outside this research.

Hypothesis Test T

The t hypothesis test is used to determine whether variable X has a significant effect on variable Y. The criteria are as follows:

1. Null Hypothesis or Nil Hypothesis (H0): There is no influence of Motivation on Tourists' Visiting Decisions at the Telaga At Puncak Bogor Tourist Destination
2. Alternative Hypothesis or Working Hypothesis (H1)

The influence of motivation on the decision to visit tourists at the Telaga Saat Puncak Bogor tourist destination. If t count > t table then H0 is rejected and H1 is accepted, but if t count < t table then H0 is accepted and H1 is rejected.

The results of the t hypothesis test are as follows:

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.237	3.015		2.400	.018
	Motivasi (X)	1.304	.101	.795	12.965	.000

Figure 5. Hypothesis Test T

Source: Primary Data that has been processed using SPSS (2023)

It can be concluded that Motivation has a calculated t of 12,965 with a significance value of 0.000 and a t-table value, with the following formula calculation:

t table = (a/2 : n – k – 1)

$$= (0,05 / 2 : 100 – 1 – 1)$$
$$= (0,025 : 98)$$
$$= 0,000255102$$

Based on these results it can be concluded that t count > t table which is 12,965 > 0.000255102 so H0 is rejected and H1 is accepted. Therefore, it can be interpreted that there is an influence of motivation on tourists' decision to visit the tourist destination Telaga Saat Puncak Bogor.

Discussion

Table 4. Analysis Result of Motivation

No	Sub Variable	Indicator	Mean	Mean Per Sub Variable	Average Mean (X)
1.	X1 (Physical Motivation or Physiological)	X1.1	4,22	4,24	4,25
2.		X1.2	4,12		
3.		X1.3	4,23		
4.		X1.4	4,40		
5.	X2 (Cultural Motivation)	X2.1	4,12	4,12	
6.	X3 (Social Motivation or Interperson)	X3.1	4,36	4,36	
7.	X4 (Fantasy Motivation)	X4.1	4,28	4,28	

Source: Primary Data that has been processed using SPSS (2023)

Based on the results of the descriptive analysis in the table above, the value is the mean or average respondents' answers to each Motivation indicator. Based on interval interpretation, the highest value is 4.36 in the Social or Interperson Motivation sub-variable. Based on the assessment criteria, the sub-variable Social Motivation or Interperson is included in the very good and very motivated category. This shows that Social Motivation or Interpersons are what really motivate tourists to visit the tourist destination of Telaga Saat Puncak Bogor. Furthermore, the mean value of the Fantasy Motivation sub-variable received a value of 3.28 which can be categorized as very good and very motivated, then the Physical or Physiological Motivation sub-variable received a value of 4.24 which was categorized as very good and very motivated. Meanwhile, the value for the Cultural Motivation sub-variable obtained a value of 4.12 which was categorized as good and motivated. So it can be concluded that Fantasy Motivation really motivates tourists to visit the Telaga Saat tourist destination, Physical or Physiological Motivation which really motivates tourists to visit the Telaga Saat tourist destination, and Cultural Motivation which motivates tourists to visit the Telaga Saat tourist destination. From the four indicators above, it can be seen that the indicator that received the lowest mean/average value is the Cultural Motivation indicator with a value of 4.12. Even though this value is categorized as good, this indicator received the lowest value among the other indicators.

Table 5. Analysis Result of Visiting Decision

No.	Sub Variabel	Indicator	Mean	Mean Per Sub Variable	Average Mean (X)
1.	Y1 (Power Object tourist attraction)	Y1.1	4,49	4,35	4,11
2.		Y1.2	4,28		
3.		Y1.3	4,34		
4.		Y1.4	4,38		
5.		Y1.5	4,24		
6.	Y2(Infrastructure Tour)	Y2.1	3,76	3,85	
7.		Y2.2	3,94		
8.		Y3.1	4,16	4,21	

9.	Y3 (Tourism Facilities)	Y3.2	4,26	
10.	Y4 (Layout or Infrastructure)	Y4.1	4,04	4,04
11.	Y5 (Public Environment)	Y5.1	4,11	4,11

Source: Primary Data that has been processed using SPSS (2023)

Tourism Facilities got a score of 4.21 which can be categorized as very good and very high, then the Environmental Society sub-variable got a score of 4.11 which is categorized as good and high. Meanwhile, the value for the Layout or Infrastructure sub-variable obtained a value of 4.04 which is categorized as good and high. And the value of the sub-variable Tourism Infrastructure obtained a value of 3.85 which is categorized as good and high. So it can be concluded that Tourism Facilities have a very high influence on the decision to visit the Telaga Saat tourist destination, the Environmental Community has a high influence on the decision to visit the Telaga Saat tourist destination, layout or infrastructure has a very high influence on the decision to visit the Telaga Saat tourist destination, tourist infrastructure has a very high influence on the decision to visit the Telaga Saat tourist destination. From the five indicators above, it can be seen that the indicator that received the lowest mean/average value is the Tourism Infrastructure indicator with a value of 3.85. Even though this value is categorized as good, this indicator received the lowest value among the other indicators.

CONCLUSION

The results of descriptive statistical analysis state that the highest average value for variable The results of descriptive statistical analysis also show that the total average of variable X is 4.25. The results of the descriptive statistical analysis stated that the highest average value for variable Y was found in the sub-variable Tourist Attraction Object with the statement "I realize that I have a need and desire to travel and get pleasure or entertainment from the tiredness of the boring daily routine" , "I am looking for information about tourist attractions in Puncak Bogor", "I am interested and decided to visit the Telaga Saat tourist destination", "I feel comfortable, enjoy the atmosphere, tourist attractions and feel happy after visiting the Telaga Saat tourist destination." The results of descriptive statistical analysis also show that the total average variable Y is 4.11. Based on the results of the coefficient of determination test, it is known that motivation has an influence of 63.2% on tourists' decision to visit the Telaga Saat tourist destination.

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