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INTENTION TO VISIT MALAYSIAN YOUTH TRAVELER (CASE STUDY: CILETUH PALABUHANRATU UNESCO GLOBAL GEOPARK)

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Abstract: *UNESCO Palabuhanratu global geopark or it can be abbreviated as CPUGG. It is an international standard geological, biological, and cultural tourist location located in the Sukabumi area of West Java. With the name UNESCO as the name of the organization that oversees the existence of Ciletuh Palabuhanratu, it is hoped that this can attract International Travelers to come to CPUGG which will have an economic impact on the surrounding area. CPUGG has a problem with the very small portion of foreign tourists. So there is a need for research on their intentions to visit tourist attractions. In this study, quantitative research was used to determine the regression relationship between motivation and intention to visit tourist attractions.*

Keywords: *Intention to visit, Malaysian Youth traveler motivation, CPUGG*

Introduction

UNESCO Palabuhanratu global geopark or it can be abbreviated as CPUGG. It is an international standard geological, biological, and cultural tourist location located in the Sukabumi area of West Java. With the name UNESCO as the name of the organization that oversees the existence of Ciletuh Palabuhanratu, it is hoped that this can attract International Travelers to come to CPUGG which will have an economic impact on the surrounding area. However, it is known that the portion of International Travelers who come to CPUGG compared to domestic is very minimal, of the total tourists who come to CPUGG, only 10% are International Travelers. This is even worse when compared to the total number of International Traveler visitors who come to Indonesia. CPUGG only gets 1% of the total International Travelers who come to Indonesia. This research will focus on International Travelers from Malaysia with an age range of 19-30 years. So this research wants to know the motivation of the Malaysian Youth Traveler when they have the intention of visiting tourist attractions using the multiple linear regression method. It was found that the motivational variables that influenced them were Novelty, Facility Infrastructure, and Attraction.

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Literature Review

The processes that cause people to behave the way they do are referred to as motivation. It occurs when a consumer's desire to meet demand is roused. The need causes tension in the consumer, prompting him or her to want to decrease or remove it. (Solomon, 2011). Motivation plays a significant role as driving forces internal energy, which makes people do "it" in terms of achieving goals (Wayne, Deborah, & Pieters, 2013). In tourism, motivation is defined as a set of wants and desires that influence a tourist's travel decisions. It is also one of the most critical indicators of tourist behavior (Meng, Tepanon, & Uysal, 2008). Also, in terms of tourism, motivation will provide considerable insight into the travel decision-making process and how people would act when visiting a given area (Kotler & Keller, 2016). With different affiliated industries have seen a substantial and urgent need to discover the most relevant aspects that could have a big impact on visitors' motives to travel. Understanding the driving causes underlying tourist behavior could aid service providers in improving and adapting their offerings to appeal to a wider audience. Marketing strategies or the tourism ministry may employ tourist motivation to increase visitor delight while also attracting and retaining more visitors (Jang & Feng, 2007)

Push factor is internal motivations that motivate people to travel representing the socio-psychological requirements of individuals, linked to desires for relaxation, recreation, adventure, and a break from daily tasks (Yousaf, Amin, & Santos, 2018). According to (Ezeuduji & Dlomo, 2020), the push factor which relaxation, and escaping from daily routine for release the stress for age between 18-30 years old has higher acceptance than other age categories. Then, its supported by the research conducted by (Baniya & Paudel, 2016), that conclude the same result regarding with the push factor. Besides that, Novelty is also an essential factor that pushes the individual to travel (Njagi, Ndivo, & Manyara, 2017). Novelty is a desire to learn something new and different from the experiences that previous travelers have regarding travel attractions to be visited, the result of the research shows that novelty is the most important factor among youth traveler (Preko, Doe, & Dadzie, 2018). It also supported by (Kitouna & Kim, 2017), (Toyama & Yamada, 2012), (William & Soutar, 2009) that novelty is a major indicator of the affect in Intention.

Expectations regarding costs, amenities, and, most importantly, the degree of quality given should all be met by destinations (Yousaf, Amin, & Santos, 2018). The things young travelers want to look for are about culture and other people's lives outside their systems. From the results of a literature study on youth travelers' motivation, the author can conclude that the following factors influence their motivation to go to a tourist destination. Facility infrastructure is an essential thing that forms Pull Factors (Njagi, Ndivo, & Manyara, 2017), which is included in facility infrastructure, which is accessibility, which means talking about easy access to tourist attractions in terms of transportation, road conditions, and others (Reihanian, Hin, Kahrom, & Mahmood, 2015). Then the next pull factor is attraction. According to (Njagi, Ndivo, & Manyara, 2017), natural resources make young travelers choose tourist attractions, and according to (Todorovic & Jovicic, 2016) cultural experience is also included, and the last is friendly local people (Reihanian, Hin, Kahrom, & Mahmood, 2015).

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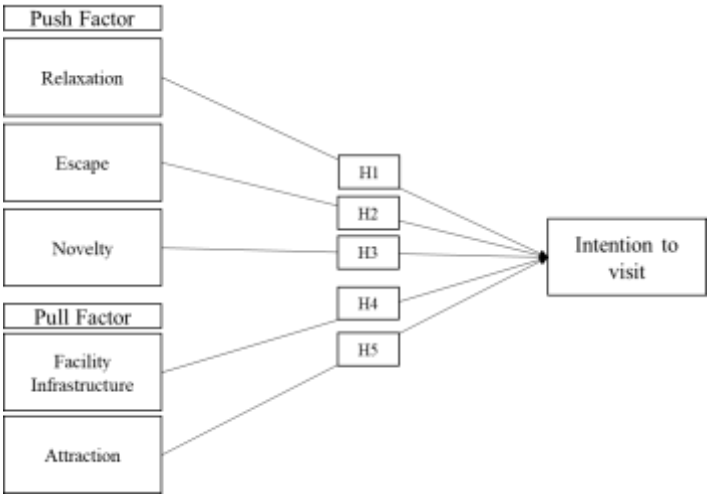

Figure 1: Regression Model

Figure 1 is the result of the conclusion from studying previous research regarding the motivation of youth travelers when visiting travel destinations, namely Relaxation, Escape, Novelty, Facility Infrastructure, and Attarction.

Methodology

This research will be used to help geopark tourist attractions located in Sukabumi, West Java, Indonesia, namely the UNESCO Palabuhanratu Geopark to increase the number of foreign visitors, especially foreign tourists from Malaysia because in recent years the number of Malaysian tourist visits to Indonesia has had a sufficient portion. large compared to other countries, but the portion that specifically comes to West Java is only 1.4%, and targets youth tourists because during this pandemic, according to UNWTO, young tourists have a large market value, then they are very resilient to difficult conditions, and are also digital savvy. And they are quite easy in the medium of communication. The selection of the UNESCO Palabuhanratu Geopark is also because the existence of UNESCO has a very positive impact on the surroundings. According to CPUGG management, there was an increase in the number of new jobs by 8% after the legalization of the existence of Ciletuh Palabuhanratu as a UNESCO Geopark and the economic impact for Sukabumi city in terms of tourism rose to 2.54%.

In this study, researchers will use quantitative research is used to analyze data and usually uses a statistical approach. (Malhotra, Nunan, & Birks, 2017). Quantitative research will be done by distributed the questionaire using Google form started from april 2021 – july 2021. In this study, the researchers took the population from the travelers' community on Facebook and the assistance from the SBM ITB lecturers. Researchers are looking for a traveler community that contains travelers from Malaysia as well as relations from the SBM ITB business school to be used as respondents for this research. According to (Sugiyono, 2017), the number of sample members studied must be 10 times the total variables studied. It is known that the number of independent variables studied is 5 variables and for the dependent variable there is 1. So that the total sample needed in this study is 10 multiplied by 6, namely 60 young Malaysian travelers. sampling method used in this study is non-probability sampling. Non-probability sampling is a technique that does not provide equal opportunities for each member of the population. specifically with a purposive sampling technique after gathering the data the

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collected data will be processing with some statistical data to determine the data can be use for multiple regression analysis or not. Below is the statistical model that this research use:

Reliability and Validity test

According to (Malhotra, Nunan, & Birks, 2017), reliability is the extent to which the scale in the questionnaire can produce consistent results if the instrument is used repeatedly to produce the same measurement results. In this study, each motivational variable will be measured whether it is reliable or not, by looking at the Cronbach Alpha value generated using SPSS more than equal to 0.6, this value is said to be the ideal value according to Malhotra. Meanwhile, according to (Ghozali, 2016) stated that the validity test is used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the questions on the questionnaire can reveal something that will be measured by the questionnaire. To measure whether the data is valid or not, it can be seen through KMO(Kaiser-Meyer-Olkin). If KMO is greater than 0.5 then the data is said to be valid (Santoso, 2012).

Table 1: Validity and Reliablity Score

Variables	KMO	Cronbach Alpha
Relaxation	0.802	0,776
Escape	0.732	0,801
Novelty	0.818	0,772
Facility infrastructure	0.727	0,800
Attraction	0.812	0,788

According to Table 1. All variables relaxation, escape, facility infrastructure, and attraction have a KMO (Kaiser-Meyer-Olkin) score above 0.5 which means all the variables are valid. The Cronbach Alpha score for all variables is higher than 0.6. Then, we can conclude that all variables are reliable to use.

Normality Test

Normal data is the data that form the points spread is not far from the diagonal line. The linear regression analysis with the normal chart P-P plot against the residual error models regression already showed a normal pattern of graphs, namely any distribution point located not far from the diagonal line (Field, Miles, & Field, 2013).

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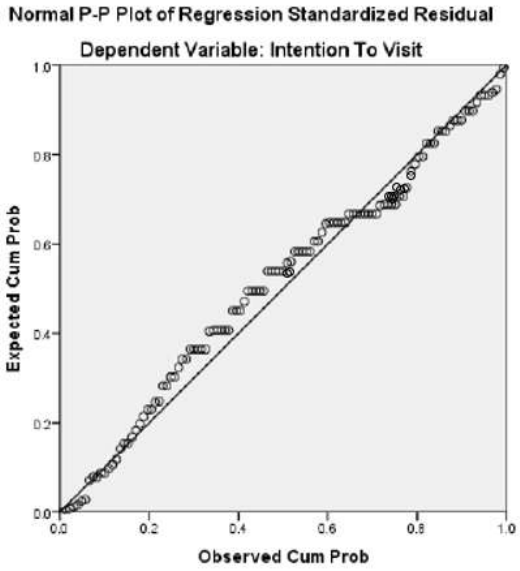

Figure 2: Normality plot graph

According to Figure 2. The dots are not too far away from the diagonal line follow the diagonal line. That means the regression model in this research is having a normal distribution.

Heteroscedacity Test

The heteroscedasticity test is one of the assumption tests for regression analysis. A test assesses whether there is a variance inequality from residuals for all observations in a linear regression model. If the assumption of heteroscedasticity is not met, the regression model is declared invalid as a forecasting tool (Ghozali, 2016). Determining whether there may be symptoms of heteroscedasticity, can conclude by the relation of heteroscedasticity between variables' predictive value of dependent with the independent variables. The scatter plots below show depiction points spread randomly and spread both above and below the number 0 and Y-axis. Based on Figure 3 below:

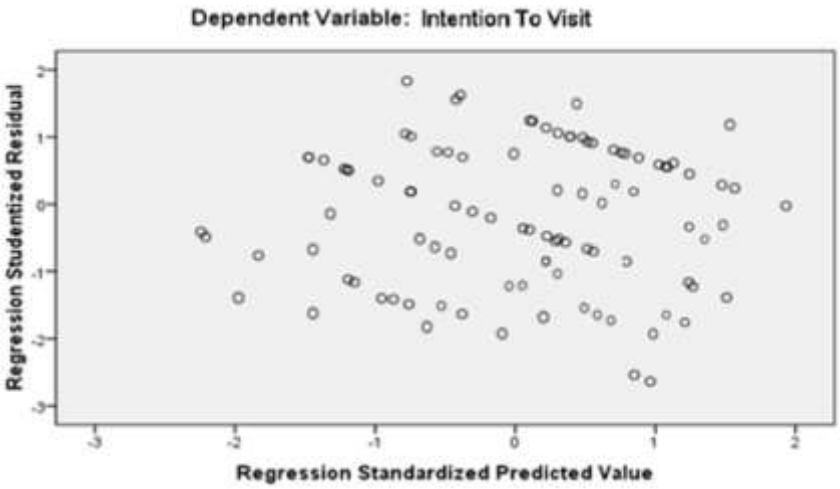

Figure 3: Heteroscedacity Graph

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Independent variables. The scatter plots below show depiction points spread randomly and spread both above and below the number 0 and Y-axis. It can be concluded there is no heteroscedasticity in the regression model, so the regression model is feasible to be tested. More details can be seen in the figure above.

Multicolinearity Test

According to (Ghozali, 2016) the multicollinearity test aims to determine whether the regression model found a correlation between independent variables or independent variables. Multicollinearity testing was done using Variance Influence Factor, in short VIF. The multi-collinearity symptoms in a variable can be seen from the VIF which is high on independent variables of a regression model. VIF values of the independent variable in the regression model are:

Table 2: VIF Score

Variables	Multicollinearity
Relaxation	1,203
Escape	1,227
Novelty	1,272
Facility infrastructure	1,323
Attraction	1,499

According to Table 2. VIF scores for all independent variables are less than 10. This shows the regression model does not have any symptoms of multicollinearity

After carrying out the tests above, it can be concluded that the data that has been collected can be used as a multiple linear regression analysis to see the influence of motivation on the intention to visit the Malaysian Youth Traveler.

Finding and Argument

After carrying out the classic assumption test in the previous section, it is known that the variables and data that have been collected regarding the intention to visit travel destinations by Malaysian Youth Travelers meet each test. So, the variables or data collected can be analyzed to Multiple linear regression. The equation of the regression model of the relationship between the independent and dependent variables is obtained as follows. The following is the result of the data that has been processed using SPSS to know the multiple linear regression analysis obtained the following equation:

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$$Y = 2.309 + 0.022X1 + 0.030X2 + 0.154X3 + 0.276X4 + 0.210X5$$

Table 3: Multiple Linear Regression Result

Coefficients						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.309	0.299		7.724	0.000
	Relaxation (x1)	0.043	0.031	0.022	0.356	0.479
	Escape (x2)	0.008	0.030	0.030	0.257	0.298
	Novelty (x3)	0.019	0.024	0.154	2.367	0.042
	Facility infrastructure (x4)	0.071	0.032	0.276	3.212	0.000
	Attraction (x5)	0.030	0.020	0.210	2.503	0.013
	a. Dependent Variable: Intention_To_Visit					

From the Table 3 above, it can be concluded that the three independent variables are Novelty, Facility infrastructure, and Attraction have significant influence (Positive) on Intention to visit travel destinations of Malaysian Youth Traveler as dependent variables Because it has a significance value below 0.05. The following is an explanation that describes the significant effect of the independent variable on the dependent variable.

- From the results of data processing with SPSS, it was found that the sig. value of the Novelty variable is lower than 0.05 with a level of confidence 95%. So, it can be concluded that Novelty is significant. Every addition of 1 point to the value of Novelty will give a value of 0.154 for the Intention to visit the travel destination, Malaysian Youth travelers.
- From the results of data processing with SPSS, it was found that the sig. value of Facility Infrastructure variable is lower than 0.05 with a level of confidence 95%. So, it can be concluded that Facility Infrastructure is significant. Every addition of 1 point to the value of Facility Infrastructure will give a value of 0.276 for the Intention to visit the travel destination Malaysian Youth, travelers
- From the results of data processing with SPSS, it was found that the sig. value of the Attraction variable is lower than 0.05 with a level of confidence 95%. So, it can be concluded that Attraction is significant. Every addition of 1 point to the value of Attraction will give a value of 0.210 for the Intention to visit the travel destination, Malaysian Youth travelers.

After seeing that relaxation and Escape do not significantly affect the Intention to visit Malaysian Youth Travelers, the author will propose a new regression model.

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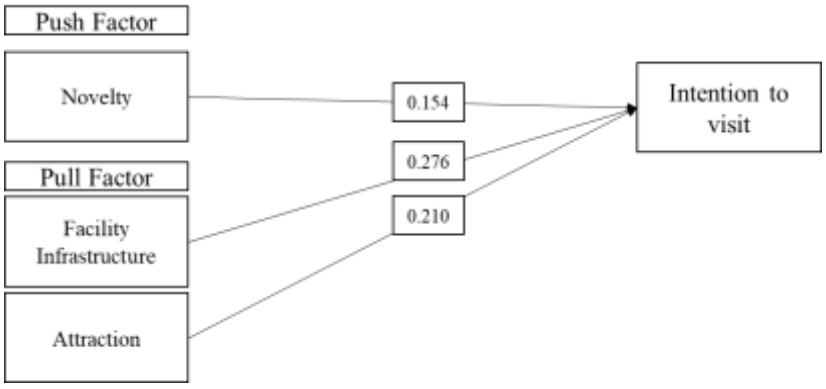

Figure 4: Significant Regression Model

Based on the results of research using multiple linear regression regarding the motivation of the Malaysian youth traveler on the intention to visit, it is known that the Novelty, Facility Infrastructure, and attraction variables significantly affect the Malaysian Youth Traveler visiting tourist attractions. See Figure 4 as the result.

Conclusion

Based on the results of research using multiple linear regression regarding the motivation of the Malaysian youth traveler on the intention to visit, it is known that the Novelty, Facility Infrastructure, and attraction variables significantly affect the Malaysian Youth Traveler visiting tourist attractions. So that CPUGG can carry out a communication strategy by focusing on the three motivational variables above to increase the portion of international traveler who comes to CPUGG to better know and understanding about Malaysian Youth Traveler in the future research the author can gather more data and focus on psychographic of the travelers and other type of traveler like Nomad, etc. So, the data will be more presentable.

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