

FACTOR ANALYSIS OF PUSH AND PULL TRAVEL MOTIVATION OF FOREIGN TOURISTS TO LOMBOK

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Abstract

The role of tourism sector in economy is undeniable. It gives a contribution to national GDP and opens job opportunities for people in its related sectors. The potential of tourism in the country are numerous and need to be developed in order to maximize its contribution to the country. Tourism is growing in some provinces in the country and it draws attention to study it. This is a descriptive research which used a quantitative approach. This research is aimed to identify the push and pull travel motivation of foreign tourists in visiting Lombok, therefore this research adopts a model based on push and pull factors as the conceptual framework. As information has been documented about push and pull travel motivations to Lombok and factor analysis has been done for analyzing the data which may have important marketing implications to the business owners and government.

Keywords: tourist, motivation, push and pull factors, Lombok

INTRODUCTION

Recently, tourism's contribution is taking big role in world economy. Noted in 2012, from travel and tourism it contributed to the world GDP by 3.0%. It contributed about US\$ 2.1 trillion and created 101 million jobs. The world economy as whole was in 2.3% was even smaller than GDP contributed from tourism sector itself by 3.0%, moreover was even faster than the growth of a number of broad industries including manufacturing, financial & business services and retail. In Indonesia, tourism also plays role in the economics, shows a positively increasing revenue, in 2011 tourism contributed around 3% to GDP and 2012 4%. Moreover, there is positively increasing number of occupancy in hotels

in fourteen main tourism province destinations in Indonesia from year 2009 till 2012. In addition, increasing in number of foreign and domestic guests who stayed in star hotels by class of hotel from year 2009 till 2011 in Lombok, West Nusa Tenggara. Seeing this trend, developing tourism sector can be very prospective for Indonesia in generally and Lombok people especially, moreover Lombok is gaining image of calmer and more beautiful tourist destination compared to crowded Bali, and increasing revenues which simultaneously with increasing number of tourists staying in star-hotel can create income for the local government for the of tourists' arrival and expenditure during their stay. In conclusion, it would be interesting to find out the trigger factor by using factor analysis of pull and push travel motivation of foreign tourists to Lombok.

RESEARCH METHODOLOGY

This is a descriptive research by using quantitative approach, which aimed to describe the pull and push factors which motivate tourists to visit Lombok then measured by eight groups of push attributes and eight groups of pull attributes. The push and pull items were assessed by using 5-point Likert scale. The population of this research is foreigner male or female whose age is ranged between 20-50 years old. There are also some criteria such as the respondents has to at least once ever visited Lombok during this past 2 years. Data processing method using validity testing, reliability testing, and factor analysis which processd using SPSS 13.0 for Windows. Respondents were in Gili Trawangan, Senggigi Beach and Kuta Beach. There were 117 questionnaires in total were distributed with 17 questionnaires were bias and eliminated, finally the requirement number of 100 respondents could be achieved. Previously in total 47 questions there were 24-indicator of push factors and 23-indicators of pull factors, however there were some questions on indicators both push and pull factors are already omitted since they were invalid such as question number 14 and 19 (push indicators) also questions number 28, 29, 37 and 40 (pull indicators). Therefore, there are about 41 questions remain in total.

RESULT AND EXPLANATION

Factor analysis using SPSS 13.0 for windows had given result as following tables:

Table 1. New Factors of Push Factors

New Factors	Beginning Factors	<i>Factor Loadings</i>
1	ER1	0,816
	ER2	0,575
	GK1	0,716
	GK2	0,728
	GK3	0,890
2	SSV2	0,532
	SSV3	0,499
	EFDR1	0,727
	EFDR2	0,744
3	FP4	0,684
	SR1	0,832
	SR2	0,824
4	ER3	0,792
	ER4	0,621
	ESC2	0,684
5	FP1	0,606
	FP2	0,752
	FP3	0,539
6	ESC1	0,696
	SSV1	0,655
7	FSN1	0,864

Source: Processed data in SPSS 13.0 for Windows

Table 2. New Factors of Pull Factors

New Factors	Beginning Factors	<i>Factor Loadings</i>
1	H.C1	0,832
	H.C2	0,932
	H.C3	0,785
2	E.AFF1	0,821
	E.AFF2	0,719
	E.AFF3	0,751
	NR1	0,649
3	ADVEN2	0,898
	NR2	0,657
	HS1	0,400
	HS2	0,705
4	E.ACT1	0,708
	E.ACT2	0,806
	E.ACT3	0,711
5	SIGHTV1	0,895
	SIGHTV2	0,858
6	H.C4	0,729
	VS2	0,528
	VS3	0,627

Source: Processed data in SPSS 13.0 for Windows

1) Desire to discover Lombok's culture.

The first factor has eigenvalue 5.900 with percentage variance 26.818% which means factor 1 has contributed around 26.818% in pushing foreign tourists to visit Lombok, also with the highest factor loadings made this factor as the most important of others. Factors included are: ER1 (to enhance communication with local community), ER2 (to exchange custom and traditions), GK1 (to increase knowledge about Lombok), GK2 (to experience new different lifestyle or traditions), GK3 (to see how people of different cultures live). These five factors reflect foreign tourists' desire to discover Lombok's culture.

2) Desire to explore something different from their visit.

The second factor has eigenvalue 3.482 with percentage variance 15.829% which means factor 2 has contributed around 15.829% in pushing foreign tourists to visit Lombok, it makes this factor as the second most important factor in pushing foreign tourists to visit Lombok. Factors included are: SSV2 (to sightsee touristic spots), EFDR1 (to satisfy the desire to be somewhere else), EFDR2 (to visit Lombok that I have not visited before). These three factors reflect foreign tourists' desire to explore something different from their visit.

3) Desire to get peacefulness.

The third factor has eigenvalue 1.597 with percentage variance 7.258% which means factor 3 has contributed around 7.258% in pushing foreign tourists to visit Lombok, it makes this factor as the third most important factor in pushing foreign tourists to visit Lombok. Factors included are: FP4 (to seek solitude in Lombok), SR1 (to be away from home), SR2 (to relax physically). These three factors reflect foreign tourists' desire to get peacefulness.

4) Desire to get thrills of doing activities in natural resources.

The fourth factor has eigenvalue 1.305 with percentage variance 5.934% which means factor 4 has contributed around 5.934% in pushing foreign tourists to visit Lombok, it makes this factor as the fourth most important factor in pushing foreign tourists to visit Lombok. Factors included are: ER3 (to participate in new activities), ESC2 (to meet new people) and ER4 (to appreciate natural

resources). These three factors reflect foreign tourists' desire to get thrills of doing activities related with natural resources.

5) Desire to gain prestige.

The fifth factor has eigenvalue 1.270 with percentage variance 5.773% which means factor 5 has contributed around 5.773% in pushing foreign tourists to visit Lombok, it makes this factor as the fifth most important factor in pushing foreign tourists to visit Lombok. Factors included are: FP1 (to increase social status), FP3 (to visit a destination that would impress your friends and family), and FP2 (to visit Lombok that my friends have been to). These three factors reflect foreign tourists' desire to gain prestige.

6) Desire to get an enjoyable time.

The sixth factor has eigenvalue 1.096 with percentage variance 4.982% which means factor 6 has contributed around 4.982% in pushing foreign tourists to visit Lombok, it makes this factor as the sixth most important factor in pushing foreign tourists to visit Lombok. Factors included are: ESC1 (to have enjoyable time with my travel) and SSV1 (to fulfill my dream of visiting Lombok). These factors reflect foreign tourists' desire to get an enjoyable time for their visit.

7) Desire to find some spiritual harmony

The seventh factor has eigenvalue 1.015 with percentage variance 4.615% which means factor 7 has contributed only around 4.615% in pushing foreign tourists to visit Lombok, it makes this factor as the seventh less important factor in pushing foreign tourists to visit Lombok. Factor is composed of factors FSN1 (to reconnect spiritual roots).

SUMMARY AND RECOMMENDATION

Based on the result of Factor Analysis on push and pull factors to 100 respondents whom are male or female foreigners whose age is ranged between 20-50 years old. Respondents has visited Lombok at least once during the past 2 years, then can be summarized:

1) Push Factors

Factor desire to discover Lombok's culture, this first factor is composed by: ER1 (to enhance communication with local community), ER2 (to exchange custom and traditions), GK1 (to increase knowledge about Lombok), GK2 (to experience new different lifestyle or traditions), GK3 (to see how people of different cultures live). In brief, these factors reflect if foreign tourists are longing to discover and gain knowledge of Lombok's culture, tradition and custom which will be transforming in their way to enhance the communication with local people, and exchange them with theirs.

Factor desire to explore something different from their visit, this second factor is composed by: SSV2 (to sightsee touristic spots), EFDR1 (to satisfy the desire to be somewhere else), EFDR2 (to visit Lombok that I have not visited before). In conclusion, these factors reflect if foreign tourists wish to explore something special in Lombok by seeing touristic spots which they have not visited before, in addition to satisfy their want to be somewhere too.

Factor desire to get peacefulness. The third factor is composed by: FP4 (to seek solitude in Lombok), SR1 (to be away from home), SR2 (to relax physically). From these factors it can be understood if foreign tourists wish to get peacefulness in Lombok for that reason they visit Lombok and can have a relaxation during their stay in Lombok.

Factor desire to get thrills of doing activities in natural resources. The fourth factor is composed by: ER3 (to participate in new activities), ESC2 (to meet new people), and ER4 (to appreciate natural resources). Seeing the composed factors, in brief foreign tourists wish for getting pleasure or excitement by involving in activities at some natural resources in Lombok.

Factor desire to gain prestige. The fifth factor is composed by: FP1 (to increase social status), FP3 (to visit a destination that have not visited by my friends before), and FP2 (to visit Lombok that my friends have been to). In conclusion, these factors reflect foreign tourists wish for gaining prestige by visiting Lombok which their friend have or have not visited before.

Factor desire to get an enjoyable time. The sixth factor is composed by: ESC1 (to have enjoyable time with my travel) and SSV1 (to fulfill my dream of visiting Lombok). This factor reflects foreign tourists' desire to get an enjoyable time. In conclusion, this factor reflects foreign tourists wish for having an enjoyable time during their visit in Lombok.

Factor desire to find some spiritual harmony. This seventh factor is composed by FSN1 (to reconnect spiritual roots). This factor can reflect if foreign tourists' desire to find some spiritual harmony in Lombok. In conclusion, this factor reflects foreign tourists wish for reconnecting or finding their spiritual harmony by visiting some spiritual spots such as temples in Lombok.

2) Pull Factors

Factor Lombok's culture attraction, this first factor is composed by: HC1 (historical temples), HC2 (culture), and HC3 (arts and tradition). From these three factors then it can be called if foreign tourists attracted to visit Lombok because of Lombok's culture.

Factor Lombok is affordable with beautiful beaches. This second factor is composed by: E.AFF1 (affordable tourist destination), E.AFF2 (safe destination), E.AFF3 (value of money), and NR1 (beautiful beaches). From these four factors then it can be called if foreign tourists attracted to visit Lombok because of its value of money and beautiful beaches.

Factor Lombok's mountaineering activities, this third factor is composed by: ADVEN2 (mount climbing), NR2 (natural reserves), and HS2 (Lombok's mount Rinjani national park). From these three factors then it can be called if foreign tourists attracted to visit Lombok because of Lombok has mountaineering activities.

Factor Lombok's special entertainment, this fourth factor is composed by: E.ACT1 (activities for entire family), E.ACT2 (festivals and events), and E.ACT3 (entertainment). From these three factors then it can be called if

foreign tourists attracted to visit Lombok because of Lombok has special entertainment.

Factor Lombok's beautiful outlook points, this fifth factor is composed by: SIGHTV1 (senggigi outlook points), and SIGHT2 (malimbu outlook point). From these two factors then it can be called if foreign tourists attracted to visit Lombok because of its beautiful outlook points.

Factor Lombok's exotic atmosphere which can be enjoyed by doing outdoor activities. This sixth factor is composed by: HC4 (outstanding scenery), VS2 (outdoor activities), and VS3 (exotic atmosphere). From these three factors it can be called if foreign tourists attracted to visit Lombok because it has beautiful and exotic atmosphere which can be enjoyed by doing outdoor activities.

Recommendation can be suggested into the following party:

a) Business owners in tourism industry

Based on the research result in Chapter IV on table 4.18, can be seen if the most important newly formed factor is the first one which named as Desire to discover Lombok's culture, meaning foreign tourists are pushed to visit Lombok by these dimensions:

- a. ER1 (to enhance communication with local community)
- b. ER2 (to exchange custom and traditions)
- c. GK1 (to increase knowledge about Lombok)
- d. GK2 (to experience new different lifestyle or traditions)
- e. GK3 (to see how people of different cultures live)

While based on table 4.24 in chapter IV research result, can be seen the most important newly formed factor is the first one which named Lombok's Culture Attraction, where foreign tourists are pulled to visit Lombok by these dimensions:

- a. HC1 (historical temples)
- b. HC2 (culture)
- c. HC3 (arts and tradition)

Based on this finding the writer suggests the business owners to concern more on the culture attractions. Business owners has to explore and find indigenous culture attractions in Lombok such as to make a research team in finding another unrevealed Lombok's primitive and remote people which attract foreign tourists. Moreover, it is suggested to create tour packages such as visiting historical temples with the traditional dress and allow tourists to involve and follow the ceremony, also to let tourists involve in making the art decoration such as on the making of Lombok's pottery which enable foreign tourists to exchange custom and tradition to the locals.

b) Government

As culture is main push and pull factor as shown in the top three most important newly formed factors as shown in chapter IV, therefore the writer suggests government to boost marketing scheme which sets Lombok's culture as the main attraction via commercial break in an international tv channel. Also, as the host of international event which will introduce Lombok to international scope, create incoming tourists and visitor, and contribute revenues. Moreover, research result also shows the second and third most important newly formed push and pull factors, they are: Desire to explore something different from their visit; Desire to get peacefulness; Lombok is affordable with beautiful beaches and Lombok's mountaineering activities based on these second and third important factors, so the writer suggest government to create supporting facilities and infrastructure like placing some police station or hiring security officers to maintain the security and can create a peacefulness. Also building tourist information boards or stands in the touristic areas which can help tourists to get beneficial help and information about Lombok' tourism. Moreover, in related to the second and third important pull factors as described in chapter IV related to Lombok beautiful beach and mountaineering activities, then government is suggested to be able to preserve the beautiful nature by creating a cleaning service agents or

putting more visible bin to clean the sites and give some notification boards of the importance of preserving the nature.

c) Other researchers

The writer suggests to the other researchers who interested in the same topic of Push and Pull travel motivation to change the object of research for example, another touristic destination in Indonesia in order to introduce and dig their potential of attracting tourists not only domestic but also foreign tourists for their indigenous culture and beautiful nature. Limitation of this research is this research only to find out the push and pull travel motivation of foreign tourists in Lombok, therefore the writer suggests to the other researchers to be more specific in doing the research for example to choose a certain object nationality push and pull travel motivation or to certain gender or occupation hopefully will give a specific research result upon the specific characteristic.

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Table 3. Push Descriptive Statistics

	N	Mean	Std. Deviation
FP1	100	2,90	,969
FP2	100	3,48	,893
FP3	100	3,71	1,149
FP4	100	3,76	1,006
ER1	100	3,00	,985
ER2	100	3,11	,942
ER3	100	3,65	,833
ER4	100	3,66	,807
SR1	100	4,17	,779
SR2	100	4,31	,692
SR3	100	4,00	,682
ESC1	100	4,21	,537
ESC2	100	3,13	1,012
SSV1	100	3,83	,667
SSV2	100	4,26	,597
SSV3	100	3,56	,795
FSN1	100	2,32	1,118
EFDR1	100	4,17	,533
EFDR2	100	4,25	,626
GK1	100	3,52	,822
GK2	100	3,33	,792
GK3	100	3,20	,841

Table 4. Pull Descriptive Statistics

	N	Mean	Std. Deviation
E.ACT1	100	3,13	,960
E.ACT2	100	3,86	,652
E.ACT3	100	3,91	,683
E.AFF1	100	4,29	,701
E.AFF2	100	4,58	,606
E.AFF3	100	4,18	,821
H.C1	100	3,30	,959
H.C2	100	3,29	,844
H.C3	100	3,52	,717
H.C4	100	4,76	,452
VS2	100	3,81	,813
VS3	100	4,49	,559
ADVEN2	100	3,03	,881
NR1	100	4,45	,716
NR2	100	3,93	,756
HS1	100	3,56	,686
HS2	100	3,57	,844
SIGHTV1	100	4,01	,689
SIGHTV2	100	4,03	,658