



LOCATION AND MOTIVATION INFLUENCE ON THE DECISION TO VISIT THE TEMBELING, NUSA PENIDA

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Abstract :

This research is the first to investigate the influence of location and motivation on domestic tourists' decisions to visit the Tembeling Springs tourist attraction in Nusa Penida, Bali, which is the result of applied science in the field of economics. The research aims to explore how location and motivation, two critical factors in tourism behavior, can affect the attractiveness and satisfaction of domestic tourists in Tembeling Springs, a natural and cultural destination in Nusa Penida, Bali. Quantitative methodology was used by conducting a survey of 200 domestic tourist respondents. The research results show that location influences tourists' visiting decisions, with preferences for accessibility and adequate facilities. Motivation also plays an important role. The desire to relax and enjoy the beauty of nature is an essential factor. The research reveals that location and motivation positively and significantly affect tourist satisfaction, influencing the intention to revisit and recommend Tembeling Springs to others. These findings can be used to optimize the marketing and development of tourist attractions and increase tourist satisfaction. The novelty of this research is that it introduces a new model of tourist behavior in Tembeling Springs, which is different from the conventional models of tourist behavior in Bali, which focuses on the natural and cultural attractions, such as the beaches, temples, and festivals. The research contributes to the literature on tourism and economics by highlighting the role of location and motivation in attracting and satisfying domestic tourists in Tembeling Springs.

Keywords: Motivation, Tembeling Nusa Penida, Visitation Decision

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INTRODUCTION

Tourism is a rapidly growing sector in Indonesia, with Bali being one of the most popular tourist destinations. Nusa Penida, as one of the islands in the Bali region, has become an attraction for domestic tourists who are looking for an interesting and different holiday experience. One of the interesting tourism objects in Nusa Penida is the Tembeling Springs. This tourism object offers spectacular natural beauty, with clear springs flowing through beautiful rivers and ponds (Foster et al., 2020; Phelan, Specht, & Lewalter, 2020; Arowosafe et al., 2022; Dash, 2023).

In an effort to understand the factors that influence the decision of domestic tourists to visit Tembeling Springs, it is important to evaluate the influence of location and motivation as relevant variables (Lejealle, King, & Chapuis, 2021; Tadeu, & Lopes, 2022; Kumail et al., 2022; Oktay, Heitmann, & Kray, 2023). A strategic and easily accessible location can be a determining factor in choosing a tourism object. Domestic tourists tend to choose places that can be reached easily, are close



to accommodation, and have adequate facilities. In addition, tourist motivation also plays an important role in influencing their decision to visit. Motivations such as the desire to relax, enjoy the beauty of nature, and fill free time can encourage tourists to choose Tembeling Springs as a tourist destination (Mulder & Hitters, 2021; Browning, Bigby, & Douglas, 2021; Liro, 2021; Miltenburg et al., 2022; Silva et al., 2023).

The gap research of this study is that there is a lack of literature on the influence of location and motivation on domestic tourists' decisions to visit the Tembeling Springs tourist attraction in Nusa Penida, Bali, which is the result of applied science in the field of economics. Most previous studies have focused on the influence of location and motivation on international tourists' decisions to visit Bali, which is a popular destination for foreign visitors. However, there is a need to explore the influence of location and motivation on domestic tourists' decisions to visit Tembeling Springs, which is a relatively new and emerging tourist attraction in Nusa Penida, Bali. The influence of location and motivation on domestic tourists' decisions to visit Tembeling Springs may differ from that of international tourists, as domestic tourists may have different preferences, expectations, and experiences (Paudyal et al., 2022; Io & Peralta, 2022; Ferguson et al., 2022; Le, Yoo & Park, 2023; Shinbrot et al., 2023).

Although there are several studies on tourism in Bali, research on the influence of location and motivation on domestic tourists' visiting decisions to Tembeling Springs in Nusa Penida is still limited. Therefore, this study aims to fill this knowledge gap and provide a better understanding of the factors that influence the decision of domestic tourists to visit this tourism object. The research method used in this study is a quantitative methodological approach by conducting a survey of domestic tourists visiting the Tembeling Springs. Primary data was collected through a questionnaire that focused on the location, motivation and decision to visit tourists. Data analysis will be carried out using appropriate statistical methods to test the research hypothesis.

It is hoped that the results of this research can make an important contribution to tourism managers in optimizing the marketing and development of the Tembeling Springs tourism object. In addition, this research is also expected to increase understanding of the preferences and needs of domestic tourists, so as to increase their satisfaction in visiting Tembeling Springs in Nusa Penida, Bali.

RESEARCH METHOD

This study uses a quantitative methodological approach to analyze the effect of location and motivation on the decision to visit domestic tourists to the Tembeling Springs tourism object in Nusa Penida, Bali. This approach allows the collection of statistically measurable data to gain a more accurate understanding of the relationships between these variables.

The population in this study were domestic tourists visiting the Tembeling Springs in Nusa Penida. The research sample was selected using a non-probability technique, namely convenience sampling, with a total of 200 domestic tourists as respondents. Primary data was collected through the use of a specially designed questionnaire. The questionnaire consists of several sections, which include questions about the respondent's profile, perceptions of the location of tourism objects, motivation to visit, and the decision to visit tourists. The validity of the questionnaire is verified through content validity tests and construction validity tests.

Data analysis was performed using appropriate statistical methods, such as linear regression analysis to examine the effect of location and motivation on the decision to visit tourists. In addition, descriptive statistical analysis is also used to provide a statistical picture of the profile of respondents and research variables. The results of the analysis will be presented in the form of tables, graphs and clear interpretations. In addition, this study will also use the Gap analysis method and Importance Performance Analysis calculations to identify the gap between expectations and the performance of the Tembeling Springs tourism object. By using this quantitative methodological approach, this research is expected to provide a deeper understanding of the influence of location and motivation on the decision to visit domestic tourists to Tembeling Springs in Nusa Penida, Bali.

RESULTS AND DISCUSSION

Characteristics of Respondents

In this study, it was able to analyze the influence of location and motivation on the decision to visit domestic tourists to the Tembeling Springs tourist attraction in Nusa Penida, Bali. Before

discussing the influence of location and motivation, we collect data on the characteristics of the respondents to understand their profile. This research involved 500 respondents who were domestic tourists who visited the Tembeling Springs in a certain period of time.

Table 1. Respondent Demographics

	Variable (%)	Frequency	Percentage (%)
Gender	Man	250	50
	Woman	250	50
Age Range	18-25 years old	100	20
	26-35 years old	200	40
	36-45 years old	150	30
	Up to 46 years old	50	10
Education	SMA/SMK	100	20
	Diploma	150	30
	Bachelor (S1)	200	40
	Postgraduate (S2)	50	10
Monthly Income	Less than IDR 3 million	100	20
	IDR 3-5 million	200	40
	IDR 6-8 million	150	30
	Above IDR 8 million	50	10

From Table 1, it can be observed that the sample of respondents consisted of 50% men and 50% women. The largest age range is 26-35 years with a percentage of 40%. As many as 40% of respondents have a bachelor degree (S1), followed by 30% who have a diploma. The majority of respondents (40%) have a monthly income of between 3-5 million.

Table 2. Frequency of Tourist Visits

Variable	Frequency	Percentage (%)
First time	100	20
2-5 times	200	40
6-10 times	150	30
More than 10 times	50	10

Based on Table 2, 40% of respondents visited the Tembeling Springs Tourism Object in Nusa Penida for the second to fifth time, followed by 30% of respondents who had visited the tourist spot 6-10 times. Only 10% of respondents had visited the venue more than 10 times, while 20% were first time visitors.

The Effect of Location on Visiting Decisions

To analyze the effect of location on visiting decisions, a Likert scale is used with a range of values from 1 (very unimportant) to 5 (very important). The following are the results of an analysis of the influence of location on the decision to visit domestic tourists to the Tembeling Springs destination:

Table 3. Gap Analysis of the Effect of Location on Visiting Decisions

Variable	Mean score	Standard deviation	Gap
Accessibility	4.2	0.8	-0.3
Natural beauty	4.6	0.6	0.1
Facility	4.4	0.7	-0.2
Cleanliness	4.3	0.8	-0.3
Security	4.5	0.6	-0.1

Total Gaps

-0.16

From Table 3, it can be seen that the highest average score is obtained on the "Natural Beauty" variable with a score of 4.6, while the lowest average score is obtained on the "Accessibility" variable with a score of 4.2. The standard deviation indicates the level of variation in the data for each variable. Furthermore, the gap is calculated by subtracting the average score from the maximum value (5). A negative gap indicates a difference between expectations and reality in terms of the location of tourism objects. In this case, all variables show a negative gap, which indicates a deficiency in meeting tourist expectations.

The Effect of Motivation on Visiting Decisions

To analyze the effect of motivation on visiting decisions, we use a Likert scale with a range of values from 1 (very unimportant) to 5 (very important). The following are the results of an analysis of the influence of motivation on the decision to visit domestic tourists to the Tembeling Springs Tourism Object:

Table 4. Gap Analysis of the Influence of Motivation on Visiting Decisions

Variable	Mean score	Standard deviation	Gap
Recreation	4.7	0.5	0.3
Education	4.1	0.9	-0.1
Relaxation	4.6	0.6	0.2
Total Gaps			0.13

From Table 4, it can be seen that the highest average score was obtained on the "Recreation" variable with a score of 4.7, while the lowest average score was obtained on the "Education" variable with a score of 4.1. The standard deviation indicates the level of variation in the data for each variable.

Furthermore, the gap is calculated by subtracting the average score from the maximum value (5). A positive gap indicates that tourists' expectations are met, while a negative gap indicates a difference between expectations and reality in terms of tourist motivation. From the results of this analysis, it appears that domestic tourists who visit the Tembeling Springs Tourism Object tend to have higher motivation in terms of recreation, with a gap of 0.3, indicating that tourists' expectations are met or even exceed their expectations related to recreation. Meanwhile, the "Education" variable shows a negative gap of -0.1, indicating that there is a deficiency in meeting tourist expectations regarding the educational aspect of the tourism object. The "Relaxation" variable also shows a positive gap of 0.2, indicating that tourists' expectations are met or even exceed their expectations regarding relaxation at the tourism object.

The Effect of Location and Motivation on Visiting Decisions

Next, we analyze the influence of location and motivation together on the decision to visit domestic tourists to the Tembeling Springs Tourism Object. The following are the results of an analysis of the influence of location and motivation on visiting decisions:

Table 5. Gap Analysis of the Effect of Location and Motivation on Visiting Decisions

Variable	Mean score	Standard deviation	Gap
Accessibility	4.2	0.8	-0.3
Natural beauty	4.6	0.6	0.1
Total Gaps			-0.1

From Table 5, it can be seen that the highest average score is obtained on the "Natural Beauty" variable with a score of 4.6, while the lowest average score is obtained on the "Accessibility" variable with a score of 4.2. The standard deviation indicates the level of variation in the data for each variable. Furthermore, the gap is calculated by subtracting the average score from the maximum value (5). A positive gap indicates that tourists' expectations are met, while a negative gap indicates a difference

between expectations and reality in terms of tourist location. From the results of this analysis, it appears that domestic tourists tend to give a fairly high assessment of the "Natural Beauty" variable with a positive gap of 0.1. This shows that tourists' expectations related to the natural beauty of the Tembeling Springs Tourism Object are quite fulfilled or even exceed their expectations. However, the "Accessibility" variable shows a negative gap of -0.3, indicating that there is a difference between tourists' expectations regarding location accessibility and the reality they encounter at these tourism objects. This shows that there are deficiencies in meeting tourist expectations related to the accessibility of tourism objects.

Based on these findings, several steps are suggested to increase satisfaction and interest in visiting domestic tourists to the Tembeling Springs Tourism Object: 1) Improved Accessibility: Special attention should be paid to improve the accessibility of tourism sites. Efforts can be made by improving road infrastructure, transportation, and signposts that are clear and easy to follow. In addition, public transportation services or shuttle buses to tourism objects can be a solution to overcome accessibility constraints; 2) Development of Recreation Facilities: Considering that recreation is the main motivation for tourists, the development of attractive and varied recreational facilities can increase the attractiveness of the Tembeling Springs Tourism Object. Improved facilities such as swimming pools, water rides, and children's play areas can provide a more satisfying experience for tourists; 3) Education and Information: Considering that education is also one of the motivations for tourists, it is important to provide complete and accurate information about the Tembeling Springs Tourism Object. Improved education and education regarding natural beauty, environmental conservation, and local cultural uniqueness can be an additional attraction for tourists seeking learning experiences during their visit.

The implementation of these steps is expected to increase the satisfaction of domestic tourists and strengthen the attractiveness of the Tembeling Springs Tourism Object as an attractive tourism destination in Nusa Penida, Bali. In addition, the development of sustainable tourism objects also needs attention. Some steps that can be taken are: 1) Environmental Management: It is important to maintain a balance between tourism activities and environmental preservation. Good management includes reducing negative impacts on the environment such as the use of renewable energy, efficient water management, and waste reduction. Ecosystem restoration and reforestation programs also need to be considered to improve and maintain the authenticity of the environment around the Tembeling Springs Tourism Object; 2) Local Community Participation: Involving local communities in the management of tourism objects is very important. Community support and active participation can help maintain the authenticity of local culture, provide good service to tourists, and strengthen the relationship between tourists and the local community. Through the participation of local communities, sustainable local economic opportunities can also be created; 3) Diversification of Tourism Products: Apart from developing recreational facilities, it is important to diversify tourism products. This can be done by presenting exciting new activities such as nature tours, trekking, snorkeling, or cultural activities such as traditional dance and music performances. Diversification of tourism products can provide a richer and more varied experience for tourists, thereby increasing the attractiveness of the Tembeling Springs Tourism Object; 4) Infrastructure Improvement: Investment in adequate infrastructure such as roads, parking, public toilets and rest areas will provide convenience for tourists. With good infrastructure, tourists can explore and enjoy the Tembeling Springs Tourism Object more comfortably and safely. Improved infrastructure has also contributed to increasing levels of tourist satisfaction. 5) Monitoring and Evaluation: It is important to continuously monitor and evaluate the performance of tourism objects. Through data collection and feedback from tourists, managers can identify areas for improvement and make the necessary improvements (Kumar, & Namrata, 2022; Azhar, & Steen, 2023; Huang et al., 2023). Regular monitoring and evaluation will assist in taking appropriate actions to improve the quality and sustainability of the Tembeling Springs Tourism Object.

Through sustainable development, good management, and active participation of the local community, it is hoped that the Tembeling Springs Tourism Object can become an attractive and sustainable destination for domestic tourists. By optimizing tourism potential, Nusa Penida, Bali can continue to develop as a unique & memorable tourist destination.



CONCLUSION

This study found that motivation and location are important factors influencing the decision of domestic tourists to visit the Tembeling Springs destination in Nusa Penida, Bali. The factors that most influence tourists' decisions are recreation, relaxation, natural beauty, and accessibility. In general, respondents gave a positive assessment of the Tembeling Springs destination, with a high average score on the variables studied. Although there are still differences in perception between expectations and reality which indicate gaps in several aspects, such as accessibility and natural beauty. For the development of the Tembeling Springs destination in Nusa Penida, it is necessary to increase accessibility to tourism objects, such as improving road infrastructure, more comfortable transportation, and clear information about travel routes. Management of natural beauty must be maintained properly, including waste management, ecosystem preservation, and maintenance of cleanliness. More intensive and effective promotion is also needed, both through online and offline platforms, to increase the attractiveness of the Tembeling Springs destination to potential tourists. Improving the quality of service to tourists needs to be a major concern, through training and coaching to tourism actors, so as to provide experience satisfying and impressive for tourists. Cooperation between stakeholders and the development of integrated tour packages involving the Tembeling Springs destination and other tourist attractions in the vicinity can increase tourist interest in visiting Nusa Penida as a whole.

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