

## THE EFFECT OF TOURISM MOTIVATION ON VISITING DECISIONS IN JAKARTA HISTORY MUSEUM IN KAWASAN KOTA TUA JAKARTA

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The research at the Jakarta History Museum aims to find out the motivation of tourists consisting of physical motivation, cultural motivation, interpersonal motivation and prestige motivation influencing the decision to visit the Jakarta History Museum. This research includes quantitative research using a descriptive approach. The sample in this study amounted to 100 respondents using the Probability Sampling technique with Simple Random sampling, which is done randomly regardless of the strata in that population. Data analysis techniques use multiple linear regression analysis, classical assumption test, and hypothesis testing. Testing the hypothesis with the t test shows that tourist motivation consisting of physical motivation, cultural motivation, prestige / status motivation has a significant influence on visiting decisions. While the motivation of tourists from interpersonal motivation does not have a significant influence on visiting decisions. From the f test shows the results of tourist motivation variables consisting of physical motivation, cultural motivation, prestige or status motivation together have a significant influence on visiting decisions. From the results of the study it can be concluded that there is a simultaneous influence on physical motivation, cultural motivation, and status motivation on visiting decisions, whose meaning in that dimension is quite good and needs to be maintained. Whereas in the dimension of interpersonal motivation there is no simultaneous influence on visiting decisions, and it needs to be increased in that dimension.

**Keywords:** physical motivation, cultural motivation, interpersonal motivation, prestige motivation, visiting decisions

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### INTRODUCTION

The capital city of Jakarta is the only city in Indonesia that has provincial level status with an area of approximately 661.52 km<sup>2</sup> (sea: 6,977.5 km<sup>2</sup>). The city has two airports (Soekarno-Hatta Airport and Halim Perdanakusuma Airport) and three sea ports at Tanjung Priok, Sunda Kelapa, and Ancol. Jakarta was once known as Sunda Kelapa (before 1527), Jayakarta (1527-1619), and Batavia (1619-1942), yet it is also worthy of being called the city of museums. Currently, Jakarta has more than 30 museums with different types, these museums are managed by various parties, such as the Central Government, Regional Governments, private agencies, and individuals. The DKI Jakarta Regional Government through the Museum and

Restoration Department (DMP) is relatively large in managing museums. The museums under the supervision of DMP are the Jakarta History Museum (Fatahillah Museum), Puppet Museum, Museum Seni Rupa, Ceramics Museum, Maritime Museum, Inscription Museum (Park), Textile Museum, Juang '45 Museum (Building), M.H. Thamrin Museum, and Jakarta History and Culture Information Center.

Based on Table 1 (Badan Pusat Statistik, 2019), the data shows the number of leading tourist attractions in Jakarta (2011-2015). The historical Museum of Jakarta attractions ranked 7th in the flagship tourist object Jakarta. The Jakarta History Museum is one of the heritage buildings of the Dutch colonial era.

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**Table 1. Data on Popular Tourist Attractions in Jakarta**

LOCATION	2011	2012	2013	2014	2015
Ancol Beach	18,450,016	15,848,956	15,948,829	16,085,604	16,661,517
Taman Mini Indonesia Indah	5,186,445	7,888,787	4,483,847	4,587,735	5,575,905
Ragunan Zoo	4,090,567	4,283,895	3,681,968	4,100,570	5,157,035
MONAS (National Monument)	1,516,153	1,418,469	1,380,868	1,156,208	1,539,195
National Museum	193,864	148,118	169,527	245,848	266,359
Satria Mandala Museum	74,742	50,818	46,002	38,756	49,964
Jakarta History Museum (Fatahillah)	437,040	396,253	371,467	196,433	535,144
Port of Sunda Kelapa	34,179	32,067	40,210	50,779	63,220
<b>TOTAL</b>	<b>29,983,006</b>	<b>30,067,363</b>	<b>26,122,718</b>	<b>26,461,933</b>	<b>29,848,339</b>

Source: Badan Pusat Statistik (2019)

In addition, this building is one of the historical buildings which is a silent witness to our nation's struggle for independence. The architecture of the building is neoclassical with three floors with ground yellow paint, door frames and dark green teal windows, and the main roof has a wind direction.

Based on the data from Jakarta History Museum, or Museum Fatahillah, the number of visitors in 2011 was 459,167, and in 2012 there was an increase, totaling 464,638. In 2013, the number of visitors experienced a significant decline, with a total number of visitors only 372,676. In 2014 the number of visitors declined again, with 265,940 visitors. Then the number of visitors again increased significantly in 2015 with the number of 534,144, the number of visitors to the museum continued to increase from 2015 to 2017 in November with a total of 738,157 visitors.

In addition to visiting historical tourism in the old city as a visitor attraction, being able to see and watch events or events carried out by managers of the Jakarta History Museum at a certain time, the event aims to increase visitor loyalty, become a media for entertaining visitors by performing arts culture. This is supported by the theory of motivation, which is a trigger of the process of travel, although this motivation is often not realized by tourists' own (Suryadana, 2015). Studies of tourist motivation experience a shift and view motivation as a short process for seeing behavior.

According to Kotler and Armstrong (2012), a person's decision-making process normally goes through five phases: the selection of (tourist) products, the selection of a brand, the selection of purchasing channels, the selection of visit times, and the number of visits.

## Research Problem

Based on the description of the background of the problem, the research problem in this study is as follows:

1. Does physical motivation affect the decision to visit Jakarta History Museum?
2. Does cultural motivation affect the decision to visit Jakarta History Museum?
3. Does interpersonal motivation affect the decision to visit Jakarta History Museum?
4. Does status motivation affect the decision to visit Jakarta History Museum?
5. Does the motivation of tourists (physical motivation, cultural motivation, interpersonal motivation, status motivation) affect simultaneously the decisions of tourists visiting Jakarta History Museum?

## LITERATURE REVIEW

### Tourism Products

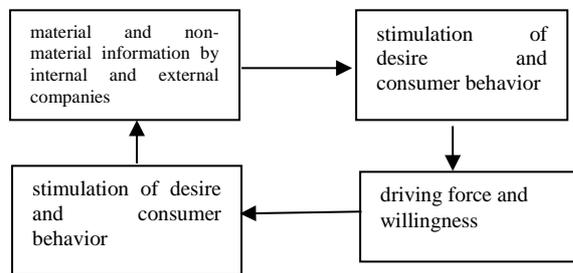
According to Suryadana (2015), tourism products are tangible/intangible products packaged in a unified set of trips that can only be enjoyed if the whole series of trips can provide a good experience for people who travel or who use these products. The shape of tourism product is essentially unreal because in a series of trips there are various complementary elements, depending on the type of trip carried out by tourists. Heritage tourism is usually referred to as cultural heritage tourism (or more specifically referred to as cultural and natural heritage tourism (United Nations Educational, 2009). Heirlooms are all material and non-material things that are inherited from one generation to the next who want to preserve them and their sustainability. The basic

product of cultural tourism is cultural heritage monuments and sites, cultural festivals, exhibitions and museums, and visiting concerts and pilgrimages or study tours (Csapo, 2012).

**Motivation**

Motivation is very basic in the study of tourists and tourism because motivation is a trigger of the tour process, even though this motivation is often not realized by the tourists themselves. Studies of tourist motivation experience a shift and view motivation as a short process for seeing behavior. According to Sangadji & Sopiah (2013), the concept of motives and motivation can be described as follows.

**Figure 1. Concept of Motives and Motivation**



According to Sangadji & Sopiah (2013), the concept of motives and motivation is as follows (see Figure 1):

1. Stimulation of material and non-material created by internal and external companies,
2. Stimulation creates desire and influences consumer behavior,
3. Desire becomes the driving force and willingness of consumers,
4. The willingness of consumers to produce discovery of needs and satisfaction.
5. Needs and satisfaction encourage the creation of the next stimulus.

The kinds of travel motivation according to McIntosh (1998) are:

1. Physiological Motivation, relates to refreshing the body and mind, goals of health, exercise and pleasure. Now the activities carried out are more directed at activities that reduce the stresses faced daily.
2. Cultural Motivation, which is identified by the desire to see and know more about other cultures, to find out about a country's native people, their lifestyle, music, art, folklore, desire to know culture, customs, traditions, and regional arts.

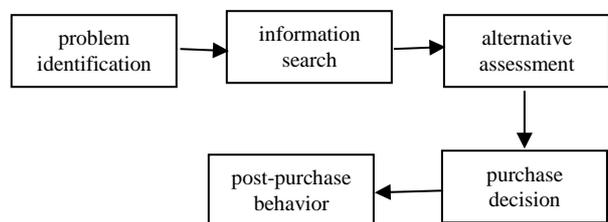
3. Social Motivation or Interpersonal Motivation, this group includes the desire to meet new people, visit friends or relatives, and look for new and different experiences. The desire to relax from the routine of finding a new atmosphere or visiting some relatives.
4. Prestige Motivation includes the desire for continuing education. The motivator is concerned with the desire for recognition and attention from others, in order to improve his personal ego. Motivation for recognition of status includes the development of individuals in relationships through hobbies and education.

**Buying Decision**

The decision to visit a tourist attraction basically is always closely related to consumer behavior. According to Schiffman & Kanuk (2007), a decision is a selection of two or more alternative choices. In other words, alternative choices must be available to someone when they will make a decision.

Because a decision can be made only if there are several alternatives chosen, if the alternative choice does not exist then the action taken without the choice cannot be said to make a decision. Consumers cannot be separated from how consumers go through several stages, namely, knowing the problems faced up to the occurrence of consumer purchase transactions (Kotler & Armstrong, 2010). The process consists of five stages: recognition of needs, information seeking, evaluation of alternatives, purchasing decisions and post-purchase behavior (Kotler & Armstrong, 2012).

**Figure 2. Buying Decision Making Process**



According to Kotler and Keller (2012), there are several roles played by someone in a visiting decision:

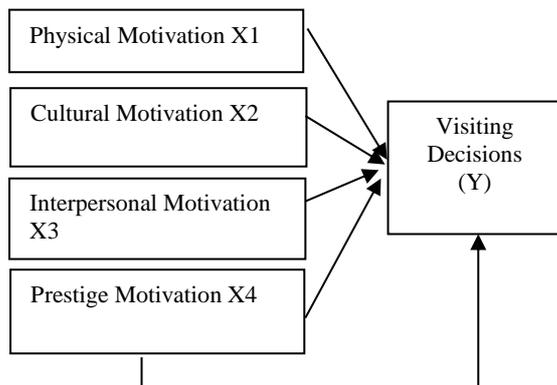
1. Buyer influence (influencer), someone whose views or opinions can influence purchasing decisions.

2. Decision maker, someone who decides each component in a purchasing decision, whether to buy, what to buy, how to buy, and where to buy.
3. Buyer, which is someone who made an actual purchase.
4. User, someone who consumes or uses certain products or services.

Independent variable in this study is tourist motivation (X) which consists of sub physical motivation variables (X1), cultural motivation (X2), interpersonal motivation (X3), prestige motivation (X4). While the dependent variable is visiting decision (Y) which consists of product selection, brand selection, selection of visit channels, choice of visit time and number of visits

To facilitate understanding of the flow of this research, a framework is made that explains the relationship between the dimensions of motivation (X1, X2, X3, X4) to Y visiting decisions), as can be seen in Figure 3.

**Figure 3. Framework Model**



There are several hypotheses in this study:

H1: There is a significant effect of physical motivation factors on the decision to visit the Jakarta History Museum.

H2: There is a significant effect of cultural motivation factors on the decision to visit the Jakarta History Museum.

H3: There is a significant effect of interpersonal motivation factors on the decision to visit the Jakarta History Museum.

H4: There is a significant effect of motivation factors on status or prestige on the decision to visit the Jakarta History Museum.

H5: Tourist motivation factors (physical motivation, cultural motivation, interpersonal motivation, status motivation) simultaneously influence the decision to visit the Jakarta History Museum

## RESEARCH METHODOLOGY

This study uses quantitative research method. According to Sugiyono (2012), quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to examine certain populations or samples, sampling techniques are generally carried out randomly, using data collection research instruments, data analysis is quantitative statistical in order to test the predetermined hypothesis. This study uses a descriptive approach with the aim of describing the object of research or the results of research. A descriptive research is a method that serves to describe or give an overview of the object under study through data or samples that have been collected as they are, without analyzing and making generally accepted conclusions (Sugiyono, 2012).

### Data Collection Techniques

In preparing this study, the researchers collected data and information using the following methods:

#### 1. Literature Studies

According to (Nazir, 2009) data collection through literature was conducted by conducting a survey of data that supports research, for example from the literature.

#### 2. Questionnaire

According to Nazir (2009), a questionnaire is a set of questions that logically relate to research problems, and each question is the answers that have meaning in testing the hypothesis. This method is done by distributing questionnaires directly to visitors through the form and filled with visitors who have come to visit the Jakarta History Museum.

#### 3. Observation

According to Sujarweni (2015), observation is a systematic observation and

recording of the symptoms that appear on the object of research.

The total population in this study is 856,202, based on data on the number of visitors in 2017, and all visitors who have visited the Jakarta History Museum. The researchers decided to determine the number of samples using Slovin theory which is a formula or formula to calculate the minimum number of samples if the behavior of a population is not known with certainty (100 samples based on the theories written above).

### Validity Test

In proper research whether or not an item is used must be tested for significance of the correlation coefficient at a significance level of 0.05. This means that an item is considered valid if it has a significant correlation to the total score with the number of respondents in this pre-questionnaire which is 30 people with  $r$  table 0.361. Validity testing uses the provisions if the significance of  $r$  count or  $r$  results  $> r$  table, then the variable items are concluded to be valid.

### Reliability Test

Reliability is actually a tool for measuring a questionnaire which is an indicator of a variable or construct. Reliability refers to the notion that an instrument is sufficiently reliable to be used as a data collection tool because the instrument is good (Arikunto, 2010). To find out the questionnaire is reliable, the reliability of the questionnaire will be tested with the help of the SPSS program. Instrument reliability is done by calculating the Cronbach Alpha coefficient from each instrument in one variable. According to (Siregar, 2013), the basis for decision making in determining an instrument can be said to be reliable is as follows:

- a. If  $r$  alpha is positive and  $r$  alpha  $> 0.6$ , then the item is reliable.
- b. If  $r$  alpha is positive and  $r$  alpha  $< 0.6$ , then the item is not reliable.

### Multiple Regression Analysis

Multiple regression analysis a regression analysis that aims to analyze the shape of the relationship of a dependent variable and several independent variables (Sugiarto, 2015). To apply multiple regression analysis, the dependent variable must be in the form of a metric (the level of measurement of the data is at least intervals)

and if these criteria are not met the data has been transformed well. The multiple linear regression population model is:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

### t-Test (Partial)

According to Ghazali (2013), the t-test statistic basically shows how far the influence of one explanatory variable or individually independent in explaining the variation of the dependent variable. One way to do the t test is to compare the t-value statistically well according to the table.

### F-Test (Simultaneous)

According to Ghazali (2013), the F statistical test basically shows whether all the independent variables or independent variables included in the model have a joint influence on the dependent variable or the dependent variable. The test is done by comparing the value of F count with F table at 5% error degree, in the sense ( $\alpha = 0.05$ ). The criteria for testing hypotheses is by determining F table and F count. With a confidence level of 95% or a significance level of 5%, then:

- a. If F count  $> F$  table, then  $H_0$  is rejected, meaning that each independent variable together has a significant effect on the dependent variable.
- b. If F count  $< F$  table, then  $H_0$  is accepted, meaning that each independent variable together does not have a significant effect on the variable.

### Coefficient of Determination

According to Ghazali (2013), the coefficient of determination ( $R^2$ ) essentially measures how far the model's ability to explain the variation of the dependent variable. The coefficient of determination is between 0 and 1. The coefficient of determination ( $R^2$ ) zero independent variables have absolutely no effect on the dependent variable. The small value of  $R^2$  means that the ability of independent variables to explain variations in the dependent variable is very limited.

## RESULTS AND DISCUSSION

### Validity Test

Validity testing is done with the help of a computer using the SPSS program. Decision making is based on the calculated  $r$  value  $>$   $r$  table at  $df = n-2$ , and  $\alpha = 0.05$  then the indicator / item is said to be valid. If the correlation value ( $r$  count) is above 0.3 or above  $r$  table (0.361) it can be said that the item provides a sufficient level of validity. Conversely, if the correlation value ( $r$  count) is below than 0.3 or below  $r$  table (0.361) then it is stated that the item is invalid then it must be repaired or discarded.

**Tabel 2. Validity Test Results**

Variable	R-value calculated	R-table	Remark
Motivation 1	0.737	0.361	Valid
Motivation 2	0.647	0.361	Valid
Motivation 3	0.848	0.361	Valid
Motivation 4	0.699	0.361	Valid
Motivation 5	0.626	0.361	Valid
Motivation 6	0.792	0.361	Valid
Motivation 7	0.636	0.361	Valid
Motivation 8	0.649	0.361	Valid
Motivation 9	0.517	0.361	Valid
Motivation 10	0.771	0.361	Valid
Motivation 11	0.686	0.361	Valid
Motivation 12	0.724	0.361	Valid
Motivation 13	0.512	0.361	Valid
Motivation 14	0.831	0.361	Valid
Motivation 15	0.689	0.361	Valid
Motivation 16	0.637	0.361	Valid
Motivation 17	0.679	0.361	Valid
Motivation 18	0.557	0.361	Valid
Motivation 19	0.741	0.361	Valid
Visit Dec 1	0.671	0,361	Valid
Visit Dec 2	0.698	0.361	Valid
Visit Dec 3	0.734	0.361	Valid
Visit Dec 4	0.706	0.361	Valid
Visit Dec 5	0.852	0.361	Valid
Visit Dec 6	0.865	0.361	Valid
Visit Dec 7	0.912	0.361	Valid
Visit Dec 8	0.824	0.361	Valid
Visit Dec 9	0.776	0.361	Valid

Based on Table 2, it can be seen that all the items from this questionnaire from variable X have valid status, because the value of  $r$ -calculated (Corrected Item Total Correlation)  $>$   $r$  table is

0.361, and. of the Y variable has a valid status, because the calculated  $r$  value (Corrected Item Total Correlation)  $>$   $r$  table is 0.361.

### Reliability Test

In this pre-questionnaire, if the Cronbach Alpha score is above 0.6, it can be said that the item provides a sufficient level of reliability. Conversely, if the value of Cronbach Alpha is below 0.6 then it is stated that the item is not reliable then it must be repaired or discarded.

Since the Cronbach Alpha value is 0.934, which is  $>$  0.60, all questions for tourist motivation variables are stated as reliable or fulfilling requirements. Reliability testing is carried out on the pre-questionnaire on items that are otherwise valid. It can be seen that all questions for tourist motivation variables are stated as reliable or fulfilling requirements, because they have a Cronbach Alpha value of 0.922, which is  $>$  0.60.

### Multicollinearity Test

Multicollinearity test aims to find out whether there is a correlation between independent variables (independent) and dependent variable (bound) in a regression model. The multicollinearity test in this study was conducted by looking at the value of the variance inflation factor (VIF) using SPSS, and the following results were obtained.

**Table 3. Multicollinearity Test**

Model	B	Std. Error	Beta	T	Sig	Tolerance	VIF
Constant	5.842	2.856		2.045	0.044		
Physical	0.772	0.177	0.397	4.351	0.000	0.543	1.843
Cultural	0.517	0.186	0.242	2.787	0.006	0.599	1.688
Inter	0.028	0.139	0.018	0.199	0.842	0.580	1.724
Prestige	0.415	0.109	0.293	3.810	0.000	0.766	1.306

Dependent Variable: Intention to Visit

In accordance with the provisions of the multi collinearity test, if the VIF value is less than 10, there is no correlation. Based on the table above, it can be seen that the VIF value of physical motivation is 1.843, cultural motivation VIF value is 1.688, interpersonal motivation VIF value is 1.724, and motivation status VIF value is 1.306 which means  $<$  10. So, it can be concluded that there is no multicollinearity in the results of this study. That is, that between the independent

variables (physical motivation, cultural motivation, interpersonal motivation, status motivation) do not interfere or influence each other.

### Multiple Linear Regression Test

The effect of motivation of tourists (X1) consisting of sub-variables (physical motivation, cultural motivation, interpersonal motivation, status motivation) on visiting decisions (Y) can be seen using multiple linear regression analysis with the following equation.

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$

Information:

Y = Visiting decision (dependent variable)

a = Constant

b<sub>1</sub> = variable X<sub>1</sub> regression coefficient (physical motivation)

b<sub>2</sub> = variable X<sub>2</sub> regression coefficient (cultural motivation)

b<sub>3</sub> = variable X<sub>3</sub> regression coefficient (interpersonal motivation)

b<sub>4</sub> = variable regression coefficient X<sub>4</sub> (status motivation)

X<sub>1</sub> = physical motivation (independent variable)

X<sub>2</sub> = cultural motivation (independent variable)

X<sub>3</sub> = interpersonal motivation (independent variable)

X<sub>4</sub> = status motivation (independent variable)

The results of processing multiple linear regression analysis using the SPSS program can be seen in Table 3.

Based on the calculation of the SPSS table, the following multiple linear regression equations are obtained:

Visiting decision = 5.842 + 0.772 physical motivation + 0.517 cultural motivation + 0.028 interpersonal motivation + 0.415 motivation status.

From the multiple linear regression equation above obtained a constant value of 5.842. That is, if the visiting decision variable (Y) is not influenced by the four independent sub-variables or physical motivation (X<sub>1</sub>), cultural motivation (X<sub>2</sub>), Interpersonal motivation (X<sub>3</sub>), motivation status (X<sub>4</sub>) is zero, then the average purchase decision will be worth 5.842.

The regression equation can be explained as follows:

1. Regression coefficient for physical motivation independent variable (X<sub>1</sub>) is positive, indicating the existence of a

directional relationship between physical motivation (X<sub>1</sub>) and visiting decision (Y). The regression coefficient of X<sub>1</sub> variable of 0.772 implies for each increase in physical motivation (X<sub>1</sub>) of one unit will cause an increase in visiting decisions (Y) of 0.772.

2. Regression coefficients for cultural motivation free variables (X<sub>2</sub>) are positive, indicating the existence of a directional relationship between cultural motivation (X<sub>2</sub>) and visiting decisions (Y). The regression coefficient of variable X<sub>2</sub> of 0.517 means that for each increase in cultural motivation (X<sub>2</sub>) of one unit it will cause an increase in visiting decisions (Y) of 0.517.
3. The regression coefficient for the independent variable interpersonal motivation (X<sub>3</sub>) is positive, indicating the existence of a unidirectional relationship between interpersonal motivation (X<sub>3</sub>) and visiting decisions (Y). The X<sub>3</sub> variable regression coefficient of 0.028 means that for each increase in interpersonal motivation (X<sub>3</sub>) of one unit it will cause an increase in visiting decisions (Y) of 0.028.
4. Regression coefficient for status motivation independent variable (X<sub>4</sub>) is positive, indicating the existence of a unidirectional relationship between motivation status (X<sub>4</sub>) and visiting decision (Y). The X<sub>4</sub> variable regression coefficient of 0.028 means that for each increase in cultural motivation (X<sub>4</sub>) of one unit it will cause an increase in visiting decisions (Y) of 0.028.

### Partial Hypothesis Testing (t-Test)

To find out the variables that have a significant effect partially, a regression coefficient is tested using t test statistics. Determination of test results (acceptance or rejection of H<sub>0</sub>) can be done by comparing t-table with t-value. The results of partial hypothesis testing using the SPSS program can be seen in Table 3.

To draw conclusions about accepting or rejecting H<sub>0</sub>, t-table values will be used first. This value depends on the degree of degree of freedom (df) and the level of significance used. By using a significance level of 5% and a df value of n - k - 1 (100 - 4 - 1 = 95), the t-table value is 1.66105. The test results of the influence of each independent variable (tourist motivation consisting of sub variables physical motivation, cultural motivation, interpersonal motivation, status motivation) on the dependent variable (visiting decision) to the

Jakarta History Museum in the Kota Tua Jakarta are as follows.

a. Physical motivation towards visiting decisions:

Based on the output, it is known that the t-count value is 4.351. When compared with the t-table value of 1.66105, then the calculated t is greater than the t-table value ( $4.351 > 1.66105$ ), and a significant value of  $0.000 < 0.05$ , which means that there is a significant influence on the decision to visit the Jakarta History Museum, so  $H_0$  is refused.

b. Cultural motivation towards visiting decisions:

Based on the output it is known that the t-count value is 2.787. When compared with the t-table value of 1.66105, then the calculated t is greater than the t-table value ( $2.787 > 1.66105$ ), and a significant value of  $0.006 < 0.05$ , which means that there is a significant influence on the decision visited the Jakarta History Museum, so  $H_0$  is refused.

c. Interpersonal motivation towards visiting decisions:

Based on the output it is known that the t-count value is 0.199. When compared with the t-table value of 1.66105, then the calculated t is smaller than the t-table value ( $0.199 < 1.66105$ ), and a significant value of  $0.842 > 0.05$ , which means there is no significant influence against the decision to visit the Jakarta History Museum.

d. Status motivation towards visiting decisions:

Based on the output it is known that the t-count value is 3.810. When compared with the t-table value of 1.66105, then the calculated t is greater than the t-table value ( $3.810 > 1.66105$ ), and a significant value of  $0.000 < 0.05$ , which means that there is a significant influence on the decision to visit the Jakarta History Museum, so  $H_0$  is rejected.

### Simultaneous Hypothesis Testing (Test F)

**Table 4. F-Test**

Model	Sum of Squares	Df	Mean Square	F	Sig
Regression	1411.730	4	352.932	31.584	0.0000
Residual	1061.580	95	11.175		
Total	2473.310	99			

Dependent Variable: Intention to Visit

Based on the output in Table 4, it can be seen that the calculated F value is 31.584. The F-table value at the 5% significance level and degree of freedom (df) of  $k = 2$  and the free degree of denominator (df2) of  $n - k - 1$  ( $100 - 4 - 1 = 95$ ) is 2.47. If these two values are compared, then the value of  $f\text{-count} > f\text{-table}$  ( $31.584 > 2.47$ ). With a comparison of  $31.584 > 2.47$ , so  $H_0$  is rejected. Significance value of  $0.000 < 0.05$ .

Thus it can be concluded that simultaneously the independent variable (tourist motivation) has a very significant influence on the dependent variable (visiting decision).

### Coefficient of Determination

The coefficient of determination essentially measures how far the model's ability to explain variable variations. This coefficient of determination is used because it can explain the goodness of the regression model in the dependent variable.

The value of  $R^2$  ranges from  $0 < R^2 < 1$ . If the  $R^2$  value approaches one, the proposed model is said to be good because the higher the variation of the dependent variable can be explained by the independent variable. The coefficient of determination is between zero and one. The small value of  $R^2$  means that the ability of independent variables to explain variations in the dependent variable is very limited.

**Table 5. Determination Coefficient Test**

Model	R	R Square	Adjusted R Square	Std. Error
1	0.756	0.571	0.553	3.34283

Based on the test data of determination where  $R = 0.756$ , the relationship between tourist motivation variables (X) which consists of sub-variables physical motivation, cultural motivation, interpersonal motivation, status motivation towards visiting decisions (Y) of 0.756, the relationship is very close.

Based on these outputs in Table 5, it can be seen that the coefficient of determination or R square between the independent variables on the dependent variable is 0.571. This value means that 57.1% of visiting decisions are influenced by tourist motivation. While the remaining 42.9% is influenced by other variables not examined.

While it can be seen that the value of the Standard Error of Estimated (Standard Deviation) used to measure the variation of the predicted

value in this study is 3.34283 Where that the smaller the standard deviation means the model is getting better.

## CONCLUSION

Regression coefficients for tourist motivation variables consisting of physical motivation (X1), cultural motivation (X2), interpersonal motivation (X3), prestige motivation (X4) are positive, indicating the presence of a directional relationship between tourist motivation and visiting decisions (Y).

1. Regression coefficient for physical motivation independent variable (X1) is positive, indicating the existence of a directional relationship between physical motivation (X1) and visiting decision (Y). The regression coefficient of X1 variable of 0.772 implies for each increase in physical motivation (X1) of one unit will cause an increase in visiting decisions (Y) of 0.772.
2. Regression coefficients for cultural motivation free variables (X2) are positive, indicating the existence of a directional relationship between cultural motivation (X2) and visiting decisions (Y). the variable X2 of 0.517 means that for every increase in cultural motivation (X2) of one unit it will cause an increase in visiting decisions (Y) of 0.517.
3. Regression coefficient for the independent variable interpersonal motivation (X3) is positive, indicating the existence of a unidirectional relationship between interpersonal motivation (X3) and visiting decisions (Y). The X3 variable regression coefficient of 0.028 means that for each increase in interpersonal motivation (X3) of one unit it will cause an increase in visiting decisions (Y) of 0.028.
4. Regression coefficient for status motivation independent variable (X4) is positive, indicating the existence of a unidirectional relationship between motivation status (X4) and visiting decision (Y). The X4 variable regression coefficient of 0.028 means that for each increase in cultural motivation (X4) of one unit it will cause an increase in visiting decisions (Y) of 0.028.
5. The coefficient of determination ( $R^2$ ) produced is 0.571. This means that for 57.1% changes in variables of visiting decisions can be explained by changes in physical motivation variables, cultural motivation,

interpersonal motivation, prestige motivation or status. While the remaining 42.9% is explained by other variables not found in this study.

Based on the results, the suggestions given are as follows:

Based on physical motivation output that has a significant influence on visiting decisions related to refreshing body and mind, health, sports and pleasure goals, such as playing bicycles in the field. Therefore, it is recommended to the museum manager to continue to maintain facilities for health purposes and an atmosphere for refreshment, by playing traditional Jakarta music in the Jakarta History Museum area, so that visitors can feel the nuances of Jakarta more closely.

Based on cultural motivational output that has a significant influence on visiting decisions, it is suggested to the museum manager, in order to maintain the atmosphere of the museum area, to preserve local culture and customs so as not to disappear, and preferably organize more art performances or events related to culture in the Jakarta History Museum area.

Since the output of interpersonal motivation does not have a significant influence on visiting decisions, thus it is suggested to increase the interest of tourists who can increase interpersonal motivation, so that visitors can meet new people, look for a new atmosphere in order to relax, e.g. to organize concerts or events that can enhance the sense of socialization to other visitors.

Based on the output of prestige motivation or status that has a significant influence on visiting decisions, it is recommended to the museum manager to maintain the cleanliness of the museum area by staying neat and clean in order to increase pride and value of visiting the Jakarta History Museum.

This research is only limited to motivation variables, for further research, it is expected not only on motivation variables but also on other variables, e.g. prices, consumer income, location, and facilities so can be seen more effect completely with tourist visiting decision.

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