



Motivation of Tourists to Visit Lake Talang Destination Object

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Abstract

This study aims to determine the motivation of tourists visiting Lake Talang Tourism Object in Solok Regency and evaluate it with indicators of physical motivation, cultural motivation, interpersonal motivation, and status and dignity motivation. This type of research uses quantitative descriptions with a total sample of 83 people from 469 populations and uses a purposive sampling technique. The questionnaires distributed were measured using a Likert scale and processed using SPSS 20.00. From several steps taken at the time of the study, the results of the research were based on the characteristics which it can be concluded that the majority of tourists are female visitors aged 20-24 years who have the latest education in high school/equivalent have a job as a student/student and are not married and have visited as much as 1 times to Talang Lake. Based on motivation indicators, the majority of tourists visit to rest, relax, take a leisurely walk, and calm the mind with a percentage of 63.51%.

Keywords: Tourist Motivation, Talang Lake

INTRODUCTION

Tourism development plays an important role in many economic, social, and environmental aspects. From an economic point of view, the tourism industry contributes to foreign exchange and gross domestic product, and from a social perspective, tourism activities are labor-intensive in arts, traditions, culture, and national progress. [1] The development of Indonesian tourism needs to be improved so that the area has optimal profit potential not only for foreign exchange for the country or region but also for residents of tourist areas. Foreign exchange earnings are efforts to develop and exploit tourism possibilities that help increase tourism in various economic activities.

The tourist area is chosen based on the purpose and influence caused by the internal motivation to travel to the tourist area. [2] Motivation is an impulse that arises from someone who influences the decision-making process to buy and use a product or service. that wants to be fulfilled and compels a person to act. There are indicators of motivation classified into four major groups namely, physical motivation, cultural motivation, interpersonal motivation, and status and dignity motivation[3] A tourist is a person or function associated with a person who visits a tourist place for about one night and develops interesting skills that interact with the uniqueness of the destination.

This area has tourist attractions so that tourists can visit and stop by. Various management efforts to create tourist areas so that they can be presented attractively to influence potential tourists who visit. One of the new tourist attractions in Solok Regency is Lake Talang which has a beautiful landscape and the beauty of the air and the environment there. The Talang Lake tourist attraction in Solok Regency opened in mid-2020 and has become a new tourist destination for tourists both within the region and outside the Solok Regency area. In the table the number of tourist visits to the Talang Lake tourist attraction, namely:

Table 1. Number of tourist visits in 2020

No.	Month	The number of guests
1.	Juni	732
2.	July	687
3.	August	432
4.	September	365
5.	October	267
6.	November	324
7.	December	579
8.	January	476
9.	February	358
Total		4.220

Based on the data above, it can be seen that the number of tourists visiting Talang Lake has increased and decreased in several months. The problem in this study that the author did was the unclear motivation of tourists visiting tourist objects, tourists did not get a good impression and tourist objects did not provide an impressive memory. So it is necessary to research to be able to provide input and suggestions to related parties in the management and development of tourist objects.

METHODOLOGY

Based on the method used in the study, it is included in quantitative descriptive research. The data that has been obtained is then analyzed by the aims and research statements that have been stated.[4] Descriptive research is research that has the aim of collecting information based on the situation of a symptom condition, namely symptoms that occur when the research takes place. The sampling technique used is purposive sampling [5] purposive sampling is a technique in determining the sample with various considerations limited only to certain types of people to provide the desired information.

The use of techniques in sample collection is using a questionnaire or questionnaire of as many as 83 respondents. Primary data obtained through observation, documentation, and distributing questionnaires that have been compiled and have been tested for validity and reliability. While secondary data was obtained from the Tourism and Culture Office of Solok Regency in the form of the number of tourist visits to Lake Talang in 2020.

RESULT AND DISCUSSION

RESULT

This data was collected from the results of the questionnaires conducted. There were 83 tourists at Talang Lake tourism object with 15 questions from 4., indicators of tourist motivation variables that had been tested for validity and reliability. Each respondent's answer was scored using a Likert scale and the data were analyzed using the SPSS version 20.00 program. the results are in the following table

1. Physical Motivation

Table 2. Respondents' Level of Achievement Physical Motivation Indicators

Tourist motivation											
Statement		SS	S	KS	TS	STS	N	Score	average	TCR (%)	categories
		5	4	3	2	1					
Physical Motivation											
1	Saya berwisata ke Danau Talang agar dapat memenuhi kebutuhan untuk beristirahat dan relaksasi	34	38	2	8	1	83	345	3.63	72.6	worth
2	Saya berwisata ke Danau Talang agar dapat melakukan aktivitas fisik, seperti: berjalan santai	9	22	17	31	4	83	250	2.63	52.6	Not good
3	Saya berwisata ke Danau Talang agar dapat menenangkan pikiran	26	30	7	19	1	83	310	3.26	65.3	Less good
Total								905	9.53	190.5	
average										63.51	Not good

In the table of data scores on the motivation of tourists visiting Lake Talang tourist attraction in Solok Regency in terms of physical motivation indicators, the average score is 9.53 and the TCR is 63.51%. The TCR score shows that the motivation of tourists to visit Lake Talang tourist attraction in Solok Regency in terms of physical motivation indicators is included in the Less Good category.

2. Cultural Motivation

Table 3. Respondents' Level of Achievement (TCR) Indicators of Cultural Motivation

Tourist motivation											
Statement		SS	S	KS	TS	STS	N	Score	average	TCR (%)	categories
		5	4	3	2	1					
Cultural Motivation											
4	Saya berwisata ke danau Talang untuk melihat pola kehidupan masyarakat setempat	10	26	24	20	3	83	269	2.83	56.6	Less good
5	Saya berwisata ke Danau Talang agar dapat mengetahui cerita rakyat yang berkaitan dengan Danau Talang	7	22	25	25	4	83	252	2.65	53.1	Not good
6	Saya berwisata ke Danau Talang agar dapat mengetahui makanan tradisional yang ada disana	8	28	23	20	7	86	268	2.82	56.4	Less good
7	Saya berwisata ke Danau Talang untuk melihat Tarian daerah yang ada disana	4	20	19	32	8	83	229	2.41	48.2	Not good
8	Saya berwisata ke Danau Talang untuk melihat kerajinan maupun souvenir yang ada di Danau Talang	3	25	17	20	18	83	224	2.36	47.2	Not good
Total								1242	13.07	261.5	
Average										52.29	Not good

In the table of data scores about the motivation of tourists visiting Lake Talang tourist attraction in Solok Regency in terms of cultural motivation indicators, the average score is 13.07 and the TCR is 52.29%. The results of the TCR score on the motivation of tourists to visit the Lake Talang tourist attraction in Solok Regency in terms of cultural motivation indicators are included in the Bad category

3. Interpersonal Motivation

Table 4. Respondents' Level of Achievement (TCR) Indicators of Interpersonal Motivation

Tourist motivation											
Statement		SS	S	KS	TS	STS	N	Score	average	TCR (%)	categories
		5	4	3	2	1					
Interpersonal Motivation											
9	Saya berwisata ke Danau Talang agar dapat bertemu dengan orang baru atau kenalan baru	26	27	9	21	0	83	307	3.23	64.6	Less good
10	Saya berwisata ke Danau Talang agar dapat bertemu dan mengunjungi sanak saudara maupun teman	8	38	11	25	1	83	276	2.91	58.1	Less good
11	Saya berwisata ke Danau Talang untuk menemui mitra kerja	3	15	28	36	1	83	232	2.44	48.8	Not good
JUMLAH								815	8.58	171.6	
RATA-RATA										57.19	Less good

In the data score table on the motivation of tourists visiting Lake Talang tourist attraction in Solok Regency in terms of interpersonal motivation indicators, the average score is 8.58 and the TCR is 57.19%. The results of the TCR score on the motivation of tourists to visit the Lake Talang tourist attraction in Solok Regency in terms of interpersonal motivation indicators are included in the Less Good category.

4. Motivation Status and Dignity

Table 5. Respondents' Level of Achievement (TCR) Motivation Indicator Status and Dignity

Tourist motivation											
Statement		SS	S	KS	TS	STS	N	Score	average	TCR	categories
		5	4	3	2	1					
Motivation Status and Dignity											
12	Saya berwisata ke Danau Talang agar mendapatkan pengakuan dari orang lain sebagai informan objek wisata	15	33	17	17	1	83	293	3.08	61.7	Less good
13	Saya berwisata ke Danau Talang agar mendapat pengalaman yang baru	21	40	11	11	0	83	320	3.37	67.4	Less good
14	Saya berwisata ke Danau Talang agar dapat memenuhi reputasi diri sebagai seorang wisatawan	10	25	25	22	1	83	270	2.84	56.8	Less good
15	Saya berwisata ke Danau Talang untuk mengikuti <i>trend</i> di Media Sosial	23	27	14	15	4	83	299	3.15	62.9	Less good
JUMLAH								1182	12.44	248.8	
RATA-RATA										62.21	Less good

In the data score table of tourist motivation to visit Lake Talang tourist attraction in Solok Regency in terms of status and dignity motivation indicators, the average score is 12.44 and the TCR is 62.21%. The results of the TCR score on the motivation of tourists to visit the Lake Talang tourist attraction in Solok Regency in terms of status and dignity motivation indicators are included in the Less Good category.

DISCUSSION

Based on the research data from the processing of the questionnaire as many as 83 samples, using SPSS version 20.00 it is known that the overall tourist motivation variable shows a percentage of 58.16% in the Poor category. So it can be concluded that the majority of tourists at Talang Lake have a bad perception when traveling to Talang Lake. [6] Motivation is the basic impulse inside and outside a person that allows a person to develop, build and regulate his interests. [7] The psychological driving force in a person to be able to fulfill travel activities and add insight and experience is a travel motivation.

a. Physical Motivation

The results of research on tourist motivation about the Talang Lake tourist attraction which was examined from physical motivation indicators showed that the percentage was 63.51% in the Less Good category. So it can be concluded that most of the respondents are not satisfied with the physical motivation aspect of the Talang Lake tourist attraction. The manager of the Talang Lake tourist attraction needs to develop the comfort obtained by tourists while they are there and need to increase activities there. [8] Physical motivation is physical or physiological, related to relaxation, sports, and health activities such as relaxation, health, comfort, and relaxation. To improve the physical aspect, managers can add rides to the Talang Lake tourist attraction, provide a more appropriate relaxing spot, protect the environment of the Talang Lake tourist attraction.

b. Cultural Motivation

The results of the motivation of tourists visiting the Talang Lake tourist attraction in terms of cultural motivation indicators show that the percentage of 52.29% is in a Bad category. It was concluded that most of the respondents were dissatisfied with the cultural aspects of the Talang Lake tourism object. The manager of the Talang Lake tourism object is to be able to improve the cultural motivational aspect of the Talang Lake tourism object because the cultural aspect is one of the important aspects for tourists to go to and leave the tourism object. [9] Cultural motivation is the desire to know a culture and is associated with visiting places to learn more about traditions, ways of life, ethnicity, and more. However, in the results of the study, there are still many tourists who are not satisfied with the availability of cultural introductions that are there. So the efforts that can be made by the manager are by holding an art and cultural competition in Solok Regency and increasing the cultural aspect in the availability of handicrafts and souvenirs of Talang Lake.

c. Interpersonal Motivation

The results of the motivation of tourists visiting Lake Talang tourist attraction in terms of interpersonal indicators show that the percentage of 57.19% is in the Less Good category. It can be concluded that most of the respondents are less satisfied with the interpersonal aspects of the Talang Lake tourist attraction. The manager of the Talang Lake tourist attraction needs to improve the interpersonal motivation aspect of Talang Lake so that tourists can make Talang Lake a place to discuss with work partners. [10] Interpersonal motivation is motivation that has a social nature such as visiting family or friends or meeting work partners. However, according to the results of the study, there are still many tourists who are dissatisfied and do not recommend going to Talang Lake if you want to meet partners because there is no adequate place to just discuss so managers must develop Talang Lake tourism objects in the future.

d. Motivation Status and Dignity

The results of the motivation of tourists visiting Lake Talang attractions in terms of status and dignity indicators show that the percentage of 62.21% is categorized as Less Good. [10] The motivation for status and dignity is determined by self-esteem or personal development (including business interests, education, and recreation). to take pictures and play areas so that tourists not only stay there but can also enjoy the play area to add new experiences.

CONCLUSION

The level of achievement of the motivation of tourists visiting Lake Talang tourist attraction in Solok Regency is included in the unfavorable group with a percentage of '58.16%. This research is viewed from 4 indicators with the following results:

1. The level of achievement of respondents' motivation for tourists to visit the Talang Lake tourist attraction in Solok Regency in terms of the physical motivation aspect is included in the Less Good category with a percentage of 63.51%.
2. The level of achievement of respondents' motivation for tourists to visit the Talang Lake tourist attraction in Solok Regency in terms of the cultural motivation aspect.

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