The Influence of Travel Motivation and Visitor Engagement on Revisit Intention Heritage Tours in the Solo City

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Abstract: This research aims to determine the influence of travel motivation on visitor satisfaction. The object of the research is Heritage Tourism in the Solo City. The research sample consisted of 99 respondents. The population of this study is an unknown number of tourists who have visited tourist attractions in the city. The sampling technique in this research is convenience sampling, using causal research. The aims of this research are (1) to analyze the travel motivation and involvement of visitors who come to heritage tourism in Solo City, (2) to analyze the satisfaction of visitors who come to heritage tourism on the island of Java, (3) to determine the influence of travel motivation and involvement on visiting interest. Return to heritage tourism in the Solo City. The analytical method used is descriptive and inductive analysis through multiple regression analysis. The results of the research show that (1) the travel motivation of visitors who come to heritage tourism in Solo City is classified as good, (2) the visitor engagement who come to heritage tourism in Solo City is classified as good, (3) respondents agree with their interest in returning to heritage tourism Solo City, (4) travel motivation and tourist engagement have a significant influence on revisit intention in returning to tourism in Solo City's heritage tourism.
Keywords: Heritage Tourism, Travel Motivation, Visitor Engagement, Revisit Intention

INTRODUCTION

Indonesia has a variety of cultural heritage, one of which is the palaces spread across Java. Research on revisit intention in heritage tourism, especially palaces, is essential to increase the attractiveness and sustainability of cultural tourism in Indonesia.

The tourism industry is a unique combination of different elements, so destination operations plans differ from other economic plans. Tourist destinations are products, but they have many connections with stakeholders with different goals and requirements. Destinations always vary in size, attractions, and benefits offered to tourists. Tourists cannot treat more than one destination equally.

According to this law, ten tourist attractions in 2009 have uniqueness, beauty, and value in natural, cultural, and artificial diversity, which is the target, culture, or purpose of

tourist visits. The number of tourist visits and tourist attractions in Central Java is 615 tourist attractions and 40,899,577 tourists.

Travel Motivation (X1) is an essential factor encouraging someone to travel and explore tourist destinations (Crompton, 1979). Iso-Ahola & Allen (1982) explained that travel motivation could be divided into two main factors, namely 'escape' and 'seeking.' The 'escape' factor refers to an individual's desire to break away from the daily routine and seek new experiences that are different from their usual life. Meanwhile, the 'seeking' factor refers to an individual's desire to seek new experiences, gain knowledge, or fulfill social and cultural needs through travel.

Yoon & Uysal (2005) found that travel motivation has a significant influence on satisfaction and revisit intention. When visitors feel motivated to visit a tourist destination, they tend to have higher expectations about the experience they will gain. When these expectations are met or even exceeded, visitor satisfaction will increase, encouraging them to plan a return visit to the same destination or recommend it to others.

Visitor Engagement (X2) is the extent to which visitors are involved in tourism activities (Brodie et al., 2011). The level of visitor engagement is associated with satisfaction and return intention (Hollebeek et al., 2014). Visitor Engagement (X2) refers to the extent to which visitors are actively and emotionally involved in tourism activities and interactions with the destination (Brodie et al., 2011). Visitor engagement includes participation in activities, social interactions, and emotional and cognitive involvement during the trip. Visitor engagement can influence visitors' perceptions about the quality of their experience, influencing their satisfaction and intention to return to the destination (Hollebeek et al., 2014).

Revisit Intention (Y) is often associated with customer loyalty theory (Chen & Chen, 2010) and planned behavior theory (Ajzen, 1991). Customer loyalty refers to a customer's commitment to returning to a product or service in the long term (Chen & Chen, 2010). In the tourism context, Revisit Intention can be considered a form of tourist loyalty towards tourist destinations.

In the context of this research, the Travel Motivation and Visitor Engagement variables can influence the attitudes, subjective norms, and behavioral control of tourists regarding return visits to the cultural heritage of the Palace in Solo City. In the city of Solo, there are 2 Mataram kingdoms, namely the Kasunanan Surakarta Hadiningrat Palace and the Mangkunegaran Palace.
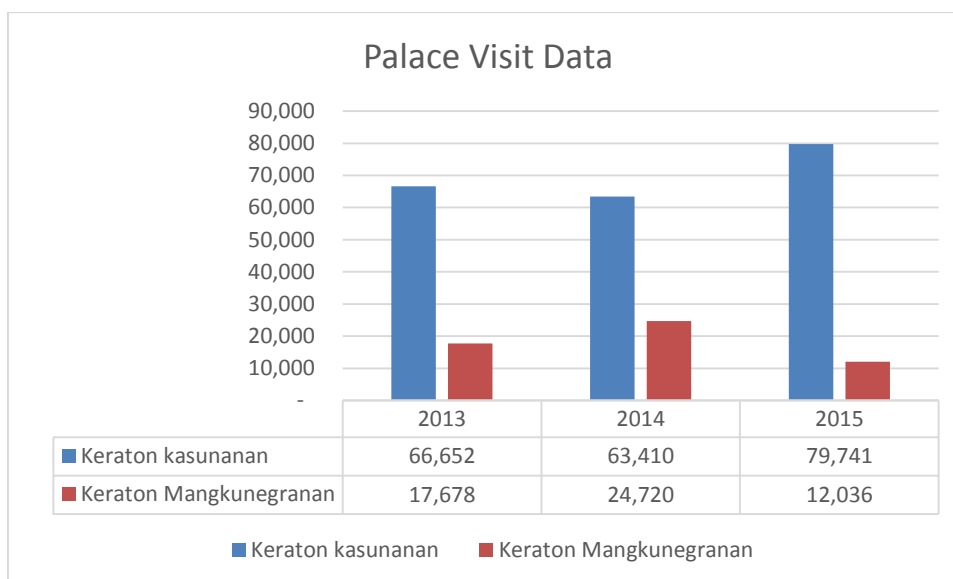

Palace Visit Data

	2013	2014	2015
Keraton kasunanan	66,652	63,410	79,741
Keraton Mangkunegranan	17,678	24,720	12,036

Figure 1. Solo Palace Tourist Visit Data

Based on the picture above, the number of tourists visiting palace tourism in Solo varies. Tourists visiting the Kasunanan Palace experienced an increase in 2015, but this is different from tourists visiting the Mangkunegara Palace, which experienced a decrease in visits in 2015.

Based on this background, the objectives of this research are as follows:

1. Knowing the influence of Travel Motivation on Revisit Intention on palace tourism in Solo City.
2. Knowing the influence of Visitor Engagement on Revisit Intention on palace tourism in Solo City.
3. To determine the simultaneous influence of Travel Motivation and Visitor Engagement on Revisit Intention in palace tourism in Solo City.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Cultural Heritage

Cultural heritage is defined as a product or result of physical culture from different traditions and spiritual achievements in the form of values from the past, which are the main elements in the identity of a group or nation. Cultural heritage, whether physical culture or cultural value, must have an original owner from the beginning or one who recognizes and maintains it, even though the creator or original owner is no longer known.

According to the World Heritage Convention, article 1 divides physical cultural heritage into three categories, namely:

1. Monuments (monuments)
   In the form of works of architecture, works of monumental sculpture and painting, elements or structures of an archaeological nature, inscriptions, cave dwellings, and combinations of features, which have outstanding universal value from the point of view of history, art, or science;
2. Group of buildings
   Groups of separate or connected buildings which, because of their architecture, their homogeneity, or their place in the landscape, are of outstanding universal value from the point of view of history, art, or science;
3. Sites
   Human works or combined works of nature and humans, and areas include archaeological sites with outstanding universal value from a historical, aesthetic, ethnological, or anthropological point of view.

A tourist attraction, according to Law No. 10 of 2009 concerning Tourism, is anything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural, and artificial products that are the target or purpose of tourist visits.

Travel Motivation

Travel motivation is divided into internal and external motivation. Internal motivation is a driving factor before someone goes on a tour, which also means that they are driven by the motive for going on a tour. It is further said that motivation is a fundamental thing in the study of tourists and tourism because motivation is the driving force of the tourist travel process. Travel motivation is also seen as part of the psychological and biological needs and desires, which include parts that cannot be separated from what drives and attracts someone to do or carry out tourist activities (Figler et al., 1992); Iso-Ahola, 1991; Yoon & Uysal, 2003).

Visitor Engagement

The enthusiasm and interaction representing interaction with the object of engagement reflect the behavioral dimensions of engagement (Brodie et al., 2011). This study considers engagement from a behavioral perspective to understand its influence on visitor satisfaction. This study considers engagement from a behavioral perspective to understand its influence

on visitor satisfaction. Thus, engagement can be defined as the interaction between subjects (visitors) and objects (heritage destination).

Revisit Intention

Revisit intention is influenced by destination image and tourist experience, with perceived value as a mediating variable (Fadiryana & Chan, 2020). This research intends to revisit domestic tourists who come to the three research cities because of positive experiences and impressions after enjoying the city tour buses provided by the local government and as an influence on the city branding of these cities.
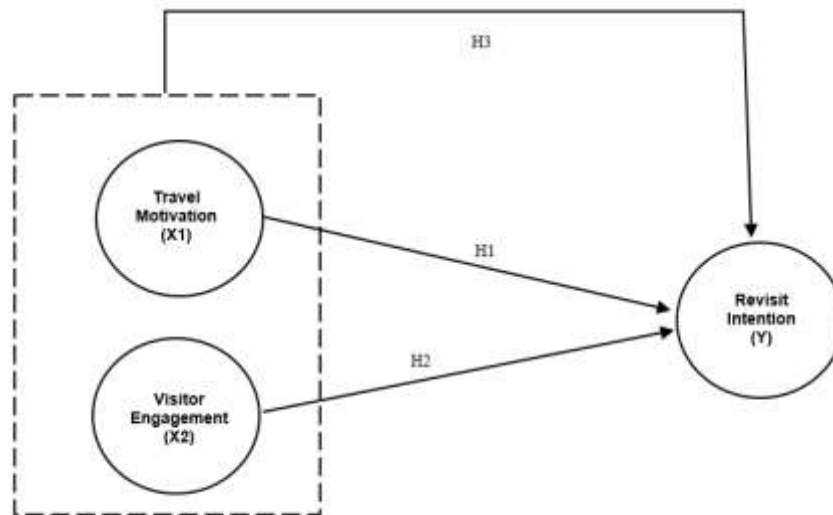

Figure 2. Conceptual Framework

Information:
1. Travel Motivation is the sum of all emotional qualities such as experiences, beliefs, thoughts, memories, and individual and group emotional thoughts towards a particular destination.
2. Visitor Engagement is a multi-dimensional construct representing three perspectives: cognitive, emotional, and behavioral.
3. Revisit the Intention tourists' desire to visit again

Hypothesis 1 (H1) : Travel Motivation has a significant effect on Revisit Intention
Hypothesis 2 (H2) : Visitor Engagement has a significant effect on Revisit intention
Hypothesis 3 (H3) : Travel Motivation and Visitor Engagement simultaneously have a significant effect on Revisit Intention

METHODS

The method used uses a quantitative method with a Linkert scale. According to Sugiyono (2018), quantitative data is a research method based on positivistic (concrete data) research data in numbers that will be measured using statistics as a calculation test tool related to the problem being studied to produce a conclusion.

A research variable is an attribute trait or value of a person, object, or activity with certain variations determined by the researcher to be studied and then conclusions drawn (Sugiyono, 2018). The population taken were visitors who visited the Solo City. In this research, samples were selected using one of the probability methods called the random sample selection method. In this research model, the sample used was 99 respondents. Samples were obtained randomly by distributing questionnaires to tourists visiting the Solo

Palace tour. Variable X in this research is Travel motivation and Visitor engagement. Meanwhile, variable Y in this research is Revisit Intention.

RESULT AND DISCUSSION

Profile Respondent

Table 1. Profile Respondent

Karakteristik Responden	Percentage
Gender	
Male	74%
Female	26%
Age	
17-25 years old	90%
26-35 years old	8%
36-45 years old	2%
Level of education	
Senior High School	80%
Diploma-III	6%
Diploma-IV/Undergraduated	10%
Postgraduated	4%
Work	
Student/Students	92%
Civil servants	0%
Employee	2%
Self-employed	4%
Professional	2%
How to Travel	
Alone	12%
With family	35%
With friends	51%
Group Tours	2%
Visiting Experience	
First time coming	68%
Repeated Visited	32%

The analysis of respondent characteristics based on the gender of visitors to palace tourism in Solo City shows that 74% were male respondents, and the remaining 26% were male. It can be seen that male tourists dominate the interest of visitors who come to palace tourism. Based on the analysis of the characteristics of respondents according to age range, it can be seen that the dominant visitors visiting the tourist palace are aged 17 to 25 years, with the number of visitors amounting to 90%. Meanwhile, for the age range of respondents above, the number is almost the same, with a percentage value of around 10%. This shows that the visitors who come to palace tourism are more attracted to young people in the age range of 17-25 years. The education level of visitors at Solo Heritage Tourism is 80% high school, where most visitors have an educational background equivalent to upper secondary education. Meanwhile, Diploma III is 6%, meaning that a small proportion of visitors have a diploma level three education, indicating that there is a minority of visitors who have completed a diploma at tertiary level. Diploma IV/Bachelor's Degree: around 10% of visitors have an educational background equivalent to a fourth diploma or bachelor's degree. Masters: 4% of visitors have master's level education. Thus, most heritage tourism visitors in Solo City have an upper secondary education background, while a minority have tertiary level education, both diploma and bachelor level. Only a tiny percentage of visitors have an

advanced level of education. The occupation of tourist visitors is that most visitors are students or college students, as much as 92%. This suggests that the Palace in Solo City may be a popular tourist destination among school and college students due to learning activities or school group visits. At the same time, a small portion are employees, entrepreneurs, and professionals.

The results of the analysis of respondents' characteristics based on how to travel to the Palace, the majority of visitors to the Palace in the city of Solo choose to travel with friends, amounting to 51%, shows that social experiences and togetherness are essential factors for them when visiting this tourist attraction. Apart from that, there are also a large number of visitors who come with their families, showing that the Palace is also suitable as a family tourist destination. The preference for traveling alone could be higher, while group tours involve fewer visitors. Based on the analysis of respondents' characteristics according to visiting experience, it can be seen that most visitors are new visitors visiting the Palace in Solo City for the first time, namely 68%. However, several visitors are also repeat visitors who return to enjoy their experience of visiting this tourist spot. The combination of these two groups of visitors shows that the Palace is an attractive attraction for new visitors and visitors who have known it before.

Travel Motivation

The motivation variable for visiting consists of 11 statement items, which are then processed to determine the average of respondents' answers. Based on respondents' assessments of all visiting motivation variables, a mean of 3.37 was obtained. The mean size value is in the range of 3.28 to 4.03 and is included in the outstanding category, which means that the motivation of tourists who visit the palace is good. The indicator with the highest respondent rating was the statement, "I want to experience the typical culture of this Palace," with an average value of 3.65. This shows that tourists who come to visit the palace think that visiting palace tourism provides a cultural experience unique to the palace. The statement with the lowest mean is "I visited this palace because I was interested in the palace's cultural performances," which was 3.22. This shows that interest in aspects of cultural performances and the historical value of artifacts is relatively low.

Visitor Engagement

The visitor engagement variable consists of 6 statement items, which are then processed to determine the frequency of respondents' answers. Based on respondents' assessments of all visiting motivation variables, a mean of 3.39 was obtained. The mean size value is in the range of 3.28 to 4.03 and is included in the outstanding category, which means that the involvement of tourists who visit the palace is good. The indicator with the highest respondent rating was, "If I have difficulties, I ask the officers at the Palace," with an average value of 3.53. This shows they feel comfortable asking officers at the Palace if they experience difficulties. This indicates that the Keraton environment is considered friendly and responsive to visitors' needs. The statement with the lowest mean is "I use Keraton's online facilities," which is 3.18. This shows that visitors consider this online facility to be less critical, or they prefer other sources of information.

Revisit Intention

The revisit intention variable for visiting consists of 3 statement items, which are then processed to determine the frequency of respondents' answers. Based on respondents' assessments of all visiting motivation variables, a mean of 3.25 was obtained. The mean size value is in the range of 3.28 to 4.03 and is included in the excellent category, which means that tourists' interest in returning to the palace is good. The indicator with the highest respondent rating was "I want to revisit this palace," with an average value of 3.34. This shows that visitors had a positive experience during their first visit and would like to have a similar experience again. The statement with the lowest mean is "I think I will return to this palace shortly," which is 3.18. This suggests they intend to return, but it is still being determined when.

Validity and Reliability Test

R table is 0.1975. Because R count > R table, the statement is declared valid. Meanwhile, Conbrach's Alpha value of 0.758 is more significant than 0.60, so the questionnaire is reliable. An alpha value greater than 0.60 is considered reliable because it shows that the questionnaire has a good level of consistency in measuring the desired variable. With an alpha value of 0.758, the questionnaire is considered reliable because it exceeds the minimum limit value of 0.60, so the questionnaire is reliable.

Determinant Coefficient Test

From the results above, the R-square value is 0.357, meaning that the variable interest in returning to visit is influenced by the inconsistent motivation to visit and visitor involvement by 35.7%. In comparison, the remaining 64.3% is influenced by other variables not studied.

T Test and F Test

Based on the results of the T-test, it shows that the Visit Motivation variable t is 3.096 > T table 1.98498, meaning that the Visit Motivation variable has a significant effect on Intention to Visit Again. Meanwhile, for the tourist involvement variable, the t count is 1.638 < T table 1.98498, meaning that the visitor involvement variable does not have a significant effect on the Intention to Visit Again.

From the results of the F test, it can be seen that the significant value is 0.000 < alpha value of 0.05. This means that Visitor Motivation and Involvement simultaneously influence the Intention to Return.

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Y (Revisit Intention) = 0.816 + 0.497 (Visitor Motivation) + 0.224 (Visitor Engagement)

So the simple linear regression equation is:

1. Constant of 1.334; without Visit Motivation (X1) and Visitor Engagement (X2) equal to zero (0), then the Intention to Return Visit (Y) value will increase by 0.816.
2. The regression coefficient for the Visit Motivation variable (X1) is 0.497; If the Motivation to Visit increases by 1, then the Intention to Visit Again (Y) will increase by 0.497. Likewise, the Visitor Engagement variable.

CONCLUSIONS

Motivation to visit has a significant influence on interest in returning to visit, while individual visitor involvement does not have a considerable impact. However, when these two variables are considered together, they have a significant influence on revisit intention. Therefore, to increase visitors' interest in returning to the destination, management should consider strategies that increase visitor motivation and visitor engagement simultaneously. Future research could dig deeper into other factors that influence interest in revisiting. This may involve more detailed research into visitor preferences, satisfying tourism experiences, or external factors such as local tourism promotions or policies. With a more complete understanding, more effective recommendations and strategies can be designed to meet visitor needs and expectations.

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