

The Role of Trip Quality in Making the Decision to Visit Borobudur Temple

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ABSTRACT

The purpose of this research is to find out the effect hospitality, attractions, transport, amenity on the decision to visit Borobudur Temple and To find out the influence of hospitality, attractions, transport, and amenity simultaneously on the decision to visit Borobudur Temple. This type of research is quantitative research with the population of tourists who have visited Borobudur Temple. Sampling techniques using non probability sampling, namely purposive sampling, with a sample count of 50 respondents. Multiple linear regression analysis is used in this study, with SPSS program version 17. Research results are the variable trip quality had a significant effect both partially and simultaneously on the decision to visit Borobudur Temple.

Keywords: Hospitality, Attractions, Transport, Amenity, Visiting Decisions.



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INTRODUCTION

The need for travel is increasing rapidly providing an overview of the increase in industries engaged in tourism, where tourism managers must be able to provide the best possible service to tourists as users of tourism services, tourism service providers must understand the needs and desires of tourists. A person's decision to travel is influenced by strong push factors and pull factors. These driving and pulling factors are actually internal and external factors that motivate tourists to make the decision to take a tourist trip. The driving factor is generally socio-psychological while the attracting factor is destination-specific attributes. According to Sangadji and Sopiah (2013) several changes that can affect marketing, one of which is an increase in leisure time. Family life now has more leisure time because they have shorter working hours per week, longer leave periods, and an increasing number of automated equipment used in the home.

The changing lifestyle has resulted in the growth of the market in the field of sports equipment, recreational activities (travel), physical freshness programs, and all kinds of products, as well as equipment needed to involve themselves in these activities. One of the factors that influence tourists in visiting tourist attractions is the quality of service of tourist attractions. In the tourism service industry, the quality of services is packaged in the form of tourist products or the quality of tourist trips (Trip Quality). In Chen & Tsai (2007) "Trip quality is the visitor's assessment of the standard of the service delivery process in association with the trip experience". The above understanding

states that trip quality is a comparison of the quality of services provided by tourist attractions. According to Chen & Tsai (2007) explained that trip quality measurement includes 4 aspects, namely Hospitality, Attractions, Transport, and Amenity.

Borobudur Temple is a tourist place that always provides the best quality service for tourists. This temple has the title as one of the seven wonders of the world. This is also supported by the Unesco decision numbered C592 in 1991 which made Borobudur Temple a World Cultural Heritage (Prambanan Temple numbered C642) making Borobudur's name more global. Thus, Borobudur Temple was developed as one of the main tourist destinations in Indonesia and became a leading tourist attraction. The first attraction that this temple has is its beauty and architectural splendor. Reliefs and stupas are also considered the main attraction. Some facilities such as museums, Visitor Centers, bicycle rentals and rabbit trains, there is also a game area with hot air balloons. For consumption, there is a line of food stalls available. Access to Borobudur Temple is very easy with the availability of land and air transportation. Based on these backgrounds and explanations, this research has objectives, namely to find out the influence of hospitality, attractions, transport, amenity on the decision to visit Borobudur Temple and to find out the effect of hospitality, attractions, transport, and amenity simultaneously on the decision to visit Borobudur Temple.

METHODS

This type of research is survey research which is a quantitative research method used to obtain data that occurred in the past or present, about beliefs, opinions, characteristics, behaviors, relationships of variables and to test several hypotheses about sociological and psychological variables from samples taken from a certain population, data collection techniques with observations (interviews or questionnaires) that are not in depth, and research results tend to be generalized (Sugiyono, 2013; Paramita et al., 2021).

The population is tourists who have visited Borobudur Temple. The sampling technique is purposive sampling. Purposive sampling is a sample determination technique with certain considerations (Sugiyono, 2016). Some of the criteria for respondents that will be sampled by researchers are:

1. Respondents over 17 years old The reason why researchers chose a sample over 17 years was because at that age respondents already understood the contents of the questionnaire
2. Respondents were tourists who had traveled to Borobudur Temple.

The method of determining the sample size used is the method developed by Roscoe as quoted in (Sugiyono, 2009), namely if the research is a multivariate analysis type, the number of samples is at least 10 times the number of variables studied. Analysis of the data used is multiple linear regression with a total of 5 variables, so the minimum number of samples = 10 x 5 variables = 50 sample members.

The measurement technique uses a Likert scale. The Likert scale is used to measure attitudes, opinions, and perceptions of a person or group about social phenomena (Riduwan, 2008). The Likert scale is used to test how strongly the subject agrees or disagrees about the statement submitted (Sekaran, 2006). The answer to each item using a Likert scale has a level from very positive to very negative. The scale range used to measure degrees strongly disagree or strongly agree for each variable indicator in this study is 1 (one) to 5 (five) namely with the following weighting rate:

1. Strongly Agree : score 5
2. Agree : score 4
3. Neutral : score 3
4. Disagree : score 2
5. Strongly Disagree : score 1

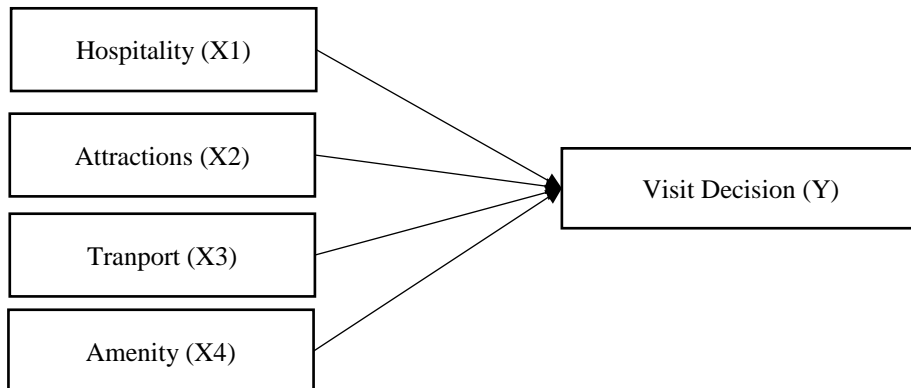


Figure 1. Research Model

Source: Data Processed, 2022

Data Analysis

According to Siregar (2015), multiple regression is a development of simple linear regression, which is an analytical tool that aims to determine the effect of one or more independent variables on one non-free (dependent). Common formulations for multiple regression are as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + \dots + b_n X_n + e$$

Description:

Y = dependent variable

X = independent variable

a = constant

b = independent variable regression coefficient

e = Residual/error

RESULTS AND DISCUSSION

Validity Test Results and Reliability

Validity means the extent to which the accuracy and accuracy of a measuring instrument (in this case a questionnaire) performs its measuring function. Validity testing in this study was carried out with pearson validity correlation with product moment techniques. The results of the validity test are as follows:

Table 1. Recapitulation of Validity Test Results

Variable	Indicator	r count	Sig.	Description
Hospitality	X _{1.1}	0,855	0,000	Valid
	X _{1.2}	0,898	0,000	Valid
	X _{1.3}	0,852	0,000	Valid
Attractions	X _{2.1}	0,922	0,000	Valid
	X _{2.2}	0,938	0,000	Valid
Transport	X _{3.1}	0,904	0,000	Valid
	X _{3.2}	0,854	0,000	Valid
	X _{3.3}	0,850	0,000	Valid
Amenity	X _{4.1}	0,927	0,000	Valid
	X _{4.2}	0,926	0,000	Valid
	X _{4.3}	0,888	0,000	Valid

Visit Decision	Y ₁	0,808	0,000	Valid
	Y ₂	0,782	0,000	Valid
	Y ₃	0,676	0,000	Valid
	Y ₄	0,599	0,000	Valid
	Y ₅	0,746	0,000	Valid

Source: Data Processed, 2022

Based on Table 1, it can be seen that each indicator used in both the independent variables (hospitality, attractions, transportation, and amenities) and the dependent variable (decision to visit) has an r value greater than r table (0.273) and a significance value of more smaller than 0.05. This means that the indicators used are feasible or valid to be used as data collectors. In the table, it is known that each indicator used in both the independent variables (hospitality, attractions, transportation, and amenities) and the dependent variable (decision to visit) has an r value greater than r table (0.273) and a smaller significance value of 0.05. This means that the indicators used are feasible or valid to be used as data collectors.

Reliability tests were carried out to show the measurement results were always consistent. Good questions are easy to understand and have the same interpretation even though they were asked to different respondents and at different times. The results of the reliability test are as follows:

Table 2. Reliability Test Result

Variable	α	Description
Hospitality	0,834	Reliable $\alpha > 0,50$
Attractions	0,842	
Transport	0,838	
Amenity	0,901	
Visit Decision	0,774	

Source: Data Processed, 2022

The results show that all variables are reliable, because they have a Cronbach Alpha (α) value greater than 0.50. As required by Basuki & Prawoto (2016) that a construct is said to be reliable if the value of Cronbach Alpha is more than 0.75.

Classic Assumption Test Results

1. Normality Test

The purpose of the normality test is to test whether in the regression model the dependent and independent variables are normally distributed or not (Basuki & Prawoto, 2016). The normality test performed on the sample was carried out using the normal p=plot. The results of the normality test are as follows:

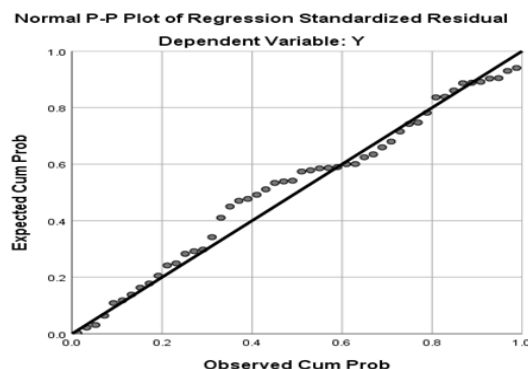


Figure 2. Normality Test Results

Source: Data Processed, 2022

The graph of the normality test results in the regression model has points scattered around the diagonal line, and the distribution follows the direction of the diagonal line, so the regression model is feasible.

2. Multicollinearity Test

Table 3. Collinearity Statistic

Variable	VIF	Description
Hospitality	2,972	VIF < 10 No Multicollinearity
Attractions	2,112	
Transport	2,078	
Amenity	2,916	

Source: Data Processed, 2022

The results do not show the existence of multicollinearity, because VIF value of each variable is less than 10.

3. Heteroskedasticity Test

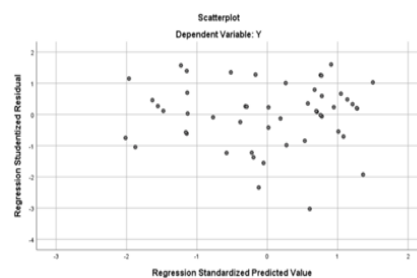


Figure 3 Heteroskedasticity Test Result
Source: processed data 2022

The results of the scatterplot diagram analysis show that the points spread randomly without forming a particular pattern, and are spread both above and below the number 0 on the Y axis.

Multiple Linear Regression Analysis

This test is to determine the effect of the independent variable (hospitality, attractions, transports, and amenity) on dependent variables (visiting decisions). Based on the tests obtained results that can be presented in the following table.

Table 4. Multiple Linear Regression Calculation Results

Variable	Regression Coefficient	T _{count}	Sig.	Description
Constant	3,413	2,962	0,005	-
Hospitality	0,448	3,145	0,003	Significant
Attractions	0,482	2,840	0,007	Significant
Transport	0,291	2,258	0,029	Significant
Amenity	0,274	2,077	0,044	Significant

Source: Data Processed, 2022

Based on these results can be obtained multiple linear regression equations as follows:

$$Y = 3,413 + 0,448 X_1 + 0,482 X_2 + 0,291 X_3 + 0,274 X_4$$

Test Results t

The results of the t-test can be seen in Table 4. Based on the table, it can be explained the magnitude of the influence of each independent variable on the dependent variable, namely:

1. The effect of the hospitality variable (X1) on the visiting decision (Y)
 Based on Table 4.10, it can be seen that the hospitality variable (X1) has a calculated value $t_{count} > t_{table}$ ($3.145 > 2.00$) and α significance value of $<$ which is $0.003 < 0.05$. Since the probability level is less than 5%, then H_0 is rejected. Thus, the hypothesis that there is an influence of hospitality on the decision to visit Borobudur Temple is proven to be true or H_{a1} is accepted.
2. The effect of the attractions variable (X2) on the visiting decision (Y)
 Based on Table 4.10, it can be seen that the attractions variable (X2) has a calculated value $t_{count} > t_{table}$ ($2.840 > 2.00$) and α significance value of $<$ which is $0.007 < 0.05$. Since the probability level is less than 5%, then H_0 is rejected. Thus, the hypothesis that there is an influence of attractions on the decision to visit Borobudur Temple is proven to be true or H_{a2} is accepted.
3. The effect of the transport variable (X3) on the visiting decision (Y)
 Based on Table 4.10, it can be seen that the significance of the transport variable (X3) has a calculated value $t_{count} > t_{table}$ ($2.258 > 2.00$) and α significance value of $<$ which is $0.029 < 0.05$. Since the probability level is less than 5%, then H_0 is rejected. Thus, the hypothesis that there is an influence of attractions on the decision to visit Borobudur Temple is proven to be true or H_{a3} is accepted.
4. The influence of amenity variable (X4) on the decision to visit (Y)
 Based on Table 4.10, it can be seen that the significance of the amenity variable (X4) has a value of $t_{count} > t_{table}$ ($2,077 > 2.00$) and a significance value of $<$ which is $0.044 < 0.05$. Because the probability level is less than 5%, then H_0 is rejected. Thus, the hypothesis which states that there is an influence of amenities on the decision to visit Borobudur Temple is proven true or H_{a4} is accepted.

Test F Results

This test is to determine the simultaneous effect of all variables. The results of the F test are as follows:

Table 5. F Test Calculation Results

Dependent Variable	Independent Variable	R Square	F_{count}	F_{table}	Sig.
Y	X_1, X_2, X_3, X_4	0,816	49,934	2,525	0,000

Source: Data Processed, 2022

Based on Table 5, it can be seen that $F_{count} > F_{table}$ at $(k - 1) (n - k)$ ($49.934 > 2.525$) and the significance probability value for the F test is less than 0.05 ($0.000 < 0.05$), then H_0 is rejected. So that the hypothesis which states that there is an influence of hospitality, attractions, transport, and amenity on the decision to visit Borobudur Temple is proven true or H_{a5} is accepted.

The result of the coefficient of determination (R^2) is 0.816, meaning that 81.6% of changes in the decision to visit Borobudur Temple are influenced by the variables of hospitality, attractions, transportation, and amenities while the remaining 18.4% are caused by other factors, namely product attributes, service quality, destination image, and others that are not included in the regression equation made.

The effect of hospitality on the decision to visit Borobudur Temple

The hospitality variable has a positive and significant effect on the decision to visit Borobudur Temple. A positive influence can be interpreted to mean that the better the hospitality in Borobudur Temple will increase the decision to visit. The results of the study that stated that hospitality had a positive and significant effect on the decision to visit Borobudur Temple were supported by positive tourist assessments of hospitality. The positive assessment of tourists can be seen from the responses of respondents that the food and drinks sold around Borobudur Temple are quite affordable, guaranteed safety when tourists enjoy the beauty of Borobudur Temple, and good service by employees in every accommodation in Borobudur Temple. The good thing is that hospitality is able to encourage the decision to visit Borobudur Temple. The results of this study support the theory stated by Saputra & Ambiyar (2019) that there are two factors that influence the purpose of buying and the decision to buy, or in this case the purpose of visiting and the decision to visit. First is the attitude of others, the extent to which the attitude of others will reduce the alternative choice of potential travelers. Second, the purpose of visiting will also be influenced by factors such as the expected income, the price obtained, and the benefits obtained from the visit. By the time a potential tourist acts, unforeseen factors of circumstances may arise and change the destination of the visitor. The results of this study support research conducted by Gantina and Lintangkawuryan (2018) with the results of the study showing that there is a relationship between travel quality and visiting interest.

The influence of attractions on the decision to visit Borobudur Temple

The variable attractions have a positive and significant effect on the decision to visit Borobudur Temple. A positive influence can be interpreted to mean that the better the attractions in Borobudur Temple will increase the decision to visit. A positive influence can be interpreted to mean that the better the attractions in Borobudur Temple will increase the decision to visit. The results of the study that stated attractions had a positive and significant effect on the decision to visit Borobudur Temple were supported by positive tourist assessments of attractions. The positive assessment of tourists can be seen from the responses of respondents that the beauty and grandeur of Borobudur Temple architecture and tourists can enjoy sunrise at Borobudur Temple. The good thing is that attractions are able to encourage the creation of the decision to visit Borobudur Temple. Tourist attractions have their own strengths as a component of tourism products because they can generate motivation for tourists and attract tourists to travel, this is especially the case in tourism destinations that have very diverse and varied tourist attractions, as written by Robert Christie Mill in the book "Tourism: The International Business" (1990): "Attractions draw people to a destination". The results of this study support the research conducted by Malisti et al (2019) with the results of the study finding that 12.4% of visiting decisions are explained by the variables of tourist attraction, facilities, and accessibility. While the rest is influenced by other variables not examined in this study. The overall results can be concluded that the attributes of tourism products have an effect either partially or simultaneously on the decision to visit Banyubiru.

The influence of transport on the decision to visit Borobudur Temple

The transport variable has a positive and significant effect on the decision to visit Borobudur Temple. A positive influence can be interpreted to mean that the better the transport that exists at Borobudur Temple will increase the decision to visit. The results of the study that stated that transport had a positive and significant effect on the decision to visit Borobudur Temple were supported by positive tourist assessments of transport. The positive assessment of tourists can be seen from the responses of respondents that access to Borobudur Temple is easy to reach, sufficient availability of public transportation, and the availability of a very large parking space. The good thing is that transport is able to encourage the creation of the decision to visit Borobudur Temple. The search for information on the tourist attractions visited, where the more complex or complicated the tourist attractions that will be visited, for example with regard to the accessibility to the intended tourist attractions, the more information is needed. In a tourist trip, there is also a factor that is no less important in influencing the decision to visit, namely the accessibility factor, which means the convenience available to reach tourist destinations, which is sometimes overlooked by tourists in

planning a tourist trip, so that in general it can affect the budget of the trip. Borobudur Temple provides easy access for tourists, so tourists can choose the transport they need for example buses, trains and airplanes. The results of this study support research conducted by Malisti, et al. (2019) with the results of the study showing that accessibility affects visiting decisions.

The influence of amenity on the decision to visit Borobudur Temple

The variable of amenity has a positive and significant effect on the decision to visit Borobudur Temple. A positive influence can be interpreted that the better the amenity that exists in Borobudur Temple will increase the decision to visit. The results of the study that stated that amenity had a positive and significant effect on the decision to visit Borobudur Temple were supported by positive tourist assessments of amenity. The positive assessment of tourists can be seen from the responses of respondents that the availability of public infrastructure / facilities such as toilets, places of worship, ATM centers, the availability of shops selling food / drinks and sellers of trinkets / souvenir centers, and the availability of information services for tourists related to tour / travel. It's good that amenity is able to encourage the decision to visit Borobudur Temple. The facilities to meet the travel needs of such tourists appear in a single whole that is interrelated and complementary to each other, so that in a tourist trip, all the components used are inseparable, depending on the characteristics and form of the tourist trip made by the tourist. The components of travel facilities and services can consist of elements of transportation equipment, accommodation facilities, eating and drinking facilities and other supporting facilities that are specific and tailored to travel needs. This component is inseparable from the existence of infrastructure and infrastructure components, namely a component that guarantees the availability of complete facilities. New transportation facilities can be provided if there is a guarantee that road infrastructure is available, as well as telecommunications facilities can be provided if the connecting network infrastructure to the tourism destination is available. The results of this study support research conducted by Arista, et al. (2017) which shows that tourist products (facilities) affect visiting decisions.

The influence of hospitality, attractions, transport, and amenity on the decision to visit Borobudur Temple

Variables of hospitality, attractions, transport, and simultaneous amenity on the decision to visit Borobudur Temple. This can be interpreted to mean that the better the aspects of trip quality consisting of hospitality, attractions, transport, and amenity will have an impact on the better the decision to visit Borobudur Temple. The result of the coefficient of multiple determination (R^2) of 0.818, this means that 81.8% of the change in the decision to visit Borobudur Temple is influenced by the variables of hospitality, attractions, transport, and amenity while the remaining 18.2% is caused by other factors of product attributes, quality of service, destination image, and others that are not included in the regression equation made. The results of this study support research conducted by Rafika & Nugroho (2021) and Malisti, et al. (2019) where both studies stated that there was a simultaneous influence of tourist product attributes and destination image on tourist visiting decisions. The results of this study support research conducted by Rafika & Nugroho (2021) and Malisti, et al. (2019) where both studies stated that there was a simultaneous influence of tourist product attributes and destination image on tourist visiting decisions.

CONCLUSION

Based on the results of the analysis, several conclusions can be drawn as follows: 1) There is an influence of hospitality on the decision to visit Borobudur Temple. 2) There is an influence of attractions on the decision to visit Borobudu Temple. 3) There is an influence of transport on the decision to visit Borobudu Temple. 4) There is an amenity influence on the decision to visit Borobudun Temple. 5) There is an influence of hospitality, attractions, transport, and amenity on the decision to visit Borobudur Temple.

From the results of this study, researchers should be able to provide suggestions, including: 1) The results of the study prove that hospitality, attractions, transport, and amenity have a significant effect on the decision to visit Borobudur Temple, therefore the Borobudur Temple should always pay attention to matters especially related to hospitality, attractions, transport, and amenity, such as good service by employees in every accommodation at Borobudur Temple, the beauty and splendor of Borobudur Temple architecture, the availability of a large parking lot, the availability of public infrastructure / facilities such as toilets, places of worship, ATM centers, and others. 2) The results of this study were only able to explain the visiting decision by 81.6%, so there are still other factors outside the model studied that are able to explain the visiting decision. Therefore, it is recommended for further research to add other variables such as attributes of tourist products, quality of service, image of the destination and others. So that it can obtain better findings and be useful for the development of science, especially marketing management.

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