

THE INFLUENCE OF EXTRINSIC MOTIVATION ON INTEREST IN VISITING THE LE HU GARDEN TOURISM OBJECT

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ABSTRACT

Tourism is starting to rise again and compete from its residency so far due to the Covid-19 outbreak that has hit the world. Along with the leniency in wearing masks in open places set by the government, tourism activists began competing to provide complete facilities and unique attractions with the aim of attracting visitors to be interested in coming to their tourist attraction locations. The Le Hu Garden is one of the tourist sites in Medan, precisely in Deli Serdang which offers facilities and complete health protocols accompanied by the attraction of a unique flower garden. Visitors who come are also very happy with the facilities and flower gardens as an attraction to come and invite their families. The results show that the facilities provided greatly affect the interest of the visitors to come. The attraction presented by The Le Hu Garden is in the form of a unique flower garden display that attracts visitors. Simultaneously, facilities and attractions have a positive effect on interest in visiting. This research uses three variables, namely two independent variables, and one dependent variable, where facilities (X1), tourist attraction (X2) are independent variables, while visiting interest (Y) is the dependent variable. The tests used in this research are the reliability test, normality test, multicollinearity test, heteroscedasticity test, coefficient of determination (R²), test (t), test (F).

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1. INTRODUCTION

Government regulations that began to give permission to relax the use of masks in the open made the Creative Economy and Tourism Sector start to revive. Managers of tourism objects are increasingly active in promoting their tourist attractions. This of course makes business competition in the tourism sector increasingly tight. The managers of tourist objects are also competing to attract visitors to come to their location. Likewise, the efforts made by the manager of The Le Hu Garden tourism object are to improve the facilities and uniqueness of the tourist attraction so that it does not compete with other tourist objects.

Extrinsic motivation in tourism is an action taken because there is encouragement from outside the individual. According to Suwena in Tengku Putri Linda Bulan's research, there are two important factors that motivate a person to travel, namely push factors and pull factors. [1] The extrinsic motivation discussed in this study is the facilities and attractions in this tourist attraction.

By carrying the theme of the concept of family tourism, this place tries to provide comfort that makes visitors feel like they are at home. Most of the visitors who come apart from families who want to take a vacation, there are also large families of office employees, even for birthdays, pre-wedding documentation activities or pre-wedding photo shoots are also carried out in this place. To improve the quality of this tourist spot, The Le Hu Garden management provides cleaning facilities in the form of clean and fragrant toilets, trash cans with a lot of separation of organic, non-organic and B3 waste, a large

parking area, places of worship, namely a comfortable prayer room, and the availability of a dining area, but unfortunately access to this location can only be reached by private vehicle.

The uniqueness of a product or service will certainly create a characteristic that consumers will remember. The uniqueness of the tourist attraction at Le Hu Garden is the flower garden and artificial pond. A flower garden with various flowers arranged beautifully surrounded by trees plus clean air makes it difficult for visitors to forget this place. Besides that, an artificial pond that visitors can explore with fat goldfish and lots of it makes visitors feel more at home. Not only that, the newest addition to the park location is a flower garden with the characteristics of a Japanese Garden, a Java Garden and a Papua Park, making tourists who like to take pictures even more like visiting this place.

More interesting With the support of complete facilities in a place, it will certainly make visitors interested in coming not only once to the location, but also bringing other friends or family. This, of course, requires a lot of effort to make it happen. The Le Hu Garden continues to increase its attractiveness by adding new gardens, maintaining beautiful plants and providing the best facilities to visitors to attract visitors.

2. METHOD

This research was carried out at The Le Hu Garden which is located at JalaninJalan Pendidikan, Deli Tua Barat, Kec. Deli Tua, Deli Serdang Regency, North Sumatra. The data collection technique was made in the form of a questionnaire distributed to 50 visitors. This study uses a descriptive research method with a quantitative approach using three variables, namely two independent variables, and one dependent variable, where facilities (X1), tourist attractions (X2) are independent variable, while interest in visiting (Y) as the dependent variable. The tests used in this research are the reliability test, normality test, multicollinearity test, heteroscedasticity test, coefficient of determination (R²), test (t), test (F)

Motivation

Motivation is an important factor for prospective tourists in making decisions to determine the tourist destinations to be visited. Motivation according to Stephen P Robbins in Retno Ambarwati's writings is the desire to do as a willingness to expend a high level of effort for organizational goals, which is conditioned by the ability of efforts to meet individual needs.[2] Motivation in tourism consists of intrinsic and extrinsic factors. Intrinsic factors are also called push factors and extrinsic factors are pull factors. Where the intrinsic factor is the power that comes from within to travel tourism while the extrinsic factor is the pull factor of the tourist attraction so that someone will travel[3] Extrinsic motivation which will be discussed in this research is facilities and tourist attraction. Research conducted by

Facility

In general, the definition of facilities is all kinds of infrastructure and facilities needed by tourists while in a tourist destination. The facilities and infrastructure referred to include: accommodation (accommodation), restaurants (restaurants); transportation and travel agents So facilities are everything that is able to provide comfort for visiting tourists[4] Facilities are everything that visitors need while in a tourist spot so as to make visitors feel comfortable and happy to visit, as the results of research conducted by Alita Novita Sari who obtained the results of a simple linear regression test showing the calculated F value of 158,632 has a significance value of 0.000 < 0, 05 that the Facility variable is able to describe the Visiting Interest variable significantly[5]

Tourist attraction

According to Law No. 10 of 2009 Tourist Attraction is anything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural, and man-made wealth that is the target or purpose of tourist visits. A tourist attraction is something that has an attraction to see and enjoy that is worth selling to the tourist market[6]

Interested Visit

According to Zaenuri in Suhartapa's research, tourist attraction supported by good facilities and services can increase tourist interest and loyalty. Tourist attraction and services are the core of tourism activities that act as a driver for potential tourists in carrying out tourism activities. If the perpetrators of tourism activities can provide attractive tourist destinations and provide good service to visiting tourists,

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it will have an impact on their tourism activities, especially the influence of interest for these tourists to visit again. Suhartapa's research concludes that the tourist motivation factor has a positive influence on the interest of returning tourists,[7]

3. RESULTS AND DISCUSSION

Reliability Test

Table 1
Reliability Test Results

Variable	Cronbach's Alpha	N of items Description
Facility	0.926	7 Reliable
Attractiveness	0.905	10 Reliable
Interested to visit	0.926	8 Reliable

From table 1 above, it can be concluded that the questions given to visitors to The Le Hu Garden Tourism Object in the form of a questionnaire are reliable, because Croncbach's Alpha is above 0.6

Classic Assumption Test Results

4.2.1 Normality Test Results

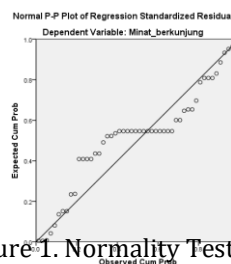


Figure 1. Normality Test Results

Normality test is done by observing the spread of data on the diagonal axis of the graph. The method used is the plot method. How to make decisions in this method are:

1. If the data spreads around the diagonal line and follows the direction of the diagonal line, then the regression model fulfills the assumption of normality.
2. If the data spreads far from the diagonal line or does not follow the direction of the diagonal line, then the regression model does not meet the assumption of normality

From Figure 1, it can be seen that the points spread out following the direction of the diagonal line, which means that this regression model meets the assumption of normality

Muticollinearity Test

Table 2
Value of Tolerance and Variance Inflation Factor

Variable	Tolerance	VIF
Facility	0.617	1,622
Attractiveness	0.617	1,622

From the multicollinearity test table above, it can be seen that the value of Facility Tolerance and Attractiveness $0.617 > 0.10$ means that there is no multicollinearity. Meanwhile, the VIF score for Socialization and Training $1.622 < 10$ there is no multicollinearity

Heteroscedasticity Test

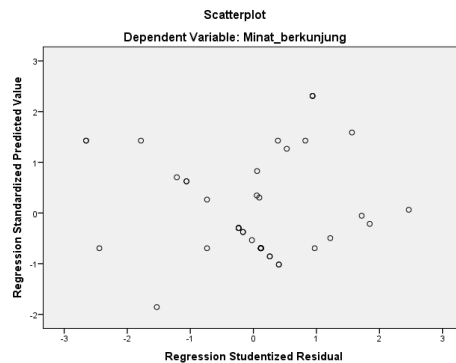


Figure 2. Heteroscedasticity Test

The results of the heteroscedasticity test in the image above show that the points spread above and below the number 0 on the Y axis. Thus, it is concluded that the test results above are homoscedasticity.

Multiple Linear Regression Test

Multiple linear regression analysis is looking for the relationship of two or more variables X to Y

Table 3
Multiple Linear Regression

Model	Coefficients ^a					Collinearity Statistics		
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF	
	B	Std. Error	Beta					
1	(Constant)	6,923	4.359		1,588	.119		
	Facility	.413	.157	.366	2,630	.012	.617	1,622
	Attractiveness	.331	-.124	.371	2,666	.010	.617	1,622

Dependent Variable: Visit Interest

Based on table 3, it can be seen that the visiting Miant (Y) is influenced by a constant value of 6.923 with a coefficient value for Facilities (X1) of 0.366 and an Attractiveness Value (X2) of 0.371. The regression equation is formulated as follows: $Y=6.923+0.366 X1+0.371X2$

Coefficient of Determination Test (R2)

Table 4
Coefficient of Determination Test

Model	R	R Square	Adjust R Square	Std.Error of the Estimate
1	.663a	.439	.415	2.380

- a. Predictors: (Constant), Facility
 b. Dependent Variable: Attractiveness

The results of the R Square coefficient of determination test table are 0.439 (43.9%), thus it can be said that Facilities and Attractiveness are only able to explain 43.9% of Visiting Interest, while the rest (56.1%) is influenced by other variables outside research, such as entrance fees, services, information and others.

Partial Test (t test)

This t-test aims to determine the magnitude of the influence of each independent variable individually (partial) on the dependent variable. Regression equation showing the effect of Facilities (X1) and Attractiveness (X2) on Visiting Interest (Y). The number of observations (respondents) that we use to form this equation is 50 people. Hypothesis testing with $\alpha = 5\%$.

$$(df = n - k) = 50 - 3 = 47$$

$$t\text{-table} = t(\alpha/2; nk-1) = 0.05/2; 50-2-1 = t(0.025; 47) = 2.011$$

Information
 $\alpha = 0.05$

n : is the number of observations/samples forming the regression
 k = (number of variables (independent variable)
 df = Degrees of freedom

Based on table 3, it can be concluded that

1. The t-count value for the Facility variable (X1) is 2.630 which is greater than the t-table 2.011 ($2.630 > 2.011$) or the sig.t value for the Facility variable is 0.012 which is smaller than 0.05 ($0.012 < 0.05$). it means that the facility has a significant effect on visiting interest (Ho is rejected and Ha is accepted)
2. The t-count value for the Attractiveness variable (X2) is 2.666 greater than the t-table 2.011 ($2.666 > 2.011$), or the sig.t value for the Attractiveness variable is 0.010 less than 0.05. it means that attractiveness has a significant effect on interest in visiting (Ho is rejected and Ha is accepted)

Simultaneous Test (F Test)

Simultaneous test aims to determine whether or not the independent variables significantly affect the dependent variable simultaneously (simultaneously)

$$F\text{ table} = F(k; nk) = F(2; 50-3) = F(2; 47) = 3.29$$

$df_1 = k - 1$ then $df_1 = 3 - 1 = 2$
 $df_2 = nk$ then $df_2 = 50 - 3 = 47$

Information

k : is the number of variables (free + dependent variable)
 n : is the number of observations/samples forming the regression

df= degrees of freedom

Table 5
Anova

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	208,550	2	104,275	18,413	.000b
Residual	266,170	47	5,663		
Total	474,720	49			

a. Dependent Variable: Visit_Interest

b. Predictors: (Constant), Facilities, Attraction

F table = $F(k; nk) = (2; 50-2) = (2; 48) = 3,19$

From the results of table 5 simultaneous tests, it can be seen that F count = 18,413 with a significance level of 0.000. When compared to F table at a 5% confidence level ($\alpha = 0.05$) is 3.19, F arithmetic > F table (18.413 > 3.19). Because F Count > F table, it can be said that the independent variable consisting of x1 and x2 simultaneously has a significant effect on the dependent variable, namely interest in visiting. Together, the dependent variable Understanding Interest in visiting can affect the independent variables (Facilities and Attractions) significantly

4 Conclusion

From the results of the discussion above, it can be concluded that this research is in line with the results of research conducted by Suhartapa that the tourist motivation factor has a positive influence on the interest of returning tourists, which means that the higher the motivation of tourists to visit, the greater the interest of tourists to visit Lahi. New Beach. Likewise with research conducted by Alita Novita Sari which shows that the facilities on Angso Duo Island have a significant influence on the visiting interest of tourists, and for this reason managers are asked to always pay attention to the quality and quantity of facilities provided to visitors, so that visitors do not feel disappointed and increase their interest in making repeat visits.

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