

# The Impact of Motivation on Revisit Intention (Case Study at Mount Papandayan Nature Tourism Park during the Covid-19 Pandemic)

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**Abstract:** The purpose of this study is to ascertain the motivational description and its impact on the intention to return to Mount Papandayan Nature Tourism Park during the Covid-19 pandemic. In order to acquire findings in the form of an overview of the motive for revisit intention at Mount Papandayan Nature Tourism Park during the Covid-19 pandemic, descriptive-verification research, a method known as an explanatory survey, was used in this study. 350 responses made up the 350 samples, who were tourists who went rock climbing on Mount Papandayan Nature Tourism Park during the Covid-19 epidemic. In this study, a non-probability sampling methodology called incidental sampling was utilized to determine the sample size. Research instruments in the form of questionnaires that were sent to respondents and observations were employed in data gathering approaches. Validity and reliability tests, the classical assumption test, the multiple linear regression test, the f test (simultaneous), and the t test were all employed to analyze this (partial). Test results revealed that during the Covid-19 epidemic, motivation had an impact on visitors' intentions to return to Mount Papandayan Nature Tourism Park. The number of visitors to Mount Papandayan Nature Tourism Park who are highly motivated is evidence of this, as well as the desire to return and to refer friends, family, and acquaintances.

**Keywords:** Sport Tourism, Motivation, and Revisit Intention

## 1. Introduction

There is currently a significant reduction in the number of foreign visitors visiting the country, as evidenced by a rise in booking cancellations. Due to the public's aversion to traveling, the slowdown in domestic travel has also had an impact on the reduction in the number of tourist excursions. The fact that tourism is one of the first and most badly impacted industries from COVID-19 is a crucial topic to talk about at this time and is increasingly becoming a global issue. Sport tourism is described as a sport-based travel where a person travels away from home for a short time to participate in a sport with certain rules, compete to demonstrate physical prowess, or take part in passive or active physical activity [1].

Indonesia is a wealthy nation with enormous potential for the development of both natural and man-made tourism, one of which is mountainous nature tourism. Mountains are one of the many potential natural tourist destinations because many visitors like climbing, especially those who enjoy niche tourism. One of them is the Mount Papandayan Nature Tourism Park, which is one of the many adventure tours in West Java and is situated in the Garut Regency. One of the mountains impacted by the Covid-19 epidemic is Mount Papandayan Nature Tourism Park. According to Graha Kaban, President Director of PT Asri Indah Lestari (AIL), the manager of the Mount Papandayan Nature Tourism Park, the number of tourist visits has substantially fallen due to the Covid-19 outbreak. Table 1 contains information on the number of visits to Mount Papandayan Nature Tourism Park between 2016 and 2020.

According to table 1, between 2017 and 2019, the number of visitors to the Mount Papandayan Natural Tourism Park increased before the Covid-19 pandemic. However, following the corona virus epidemic in 2020, visitors to the Mount Papandayan Natural Tourism Park were wary of going there. In addition to the temporary closure policy implemented by the local government, visitors were wary of taking the dangers involved. Additionally, since PT. AIL (Astri Indah Lestari), a private company that invests in Mount Papandayan Natural Tourism Park, took over the park, the reputation of Garut tourism as being pricey has

evolved. The admission ticket price has increased four times from what it was previously, which has left visitors to the Mount Papandayan Natural Tourism Park dissatisfied since they feel it is too expensive. There have been a variety of reactions to this shift in management, aside from complaints about the disproportionate increase in ticket costs, licensing issues, and the question of natural exploitation of Papandayan, which later provoked multiple reviews in the media. As a result, for some of the reasons listed above, it influences visitors' intentions and motivations to return to the Mount Papandayan Natural Tourism Park. When the Covid-19 epidemic struck in 2020, according to data on visitor numbers, there were still more tourists than usual.

**Table 1.** People Visited Mount Papandayan TWA.

Year's	People Visited		Total
	<i>Local Tourist</i>	<i>Foreign Tourist</i>	
2016	460	148.898	149.358
2017	1.185	133.310	134.495
2018	1.112	208.945	210.057
2019	1.181	211.596	212.777
2020	333	151.781	152.114

Source: Kab. Garut's Department of Tourism and Culture (2021)

Individual traveler risks may be identified through their motivations [2]. Motives that stem from needs or conditions that encourage people to carry out actions that cause harm can be found. Motivasi is a crucial quality that can affect a worker's performance [3]. From the perspective of the beginning traveler, the primary reasons for traveling to a particular location are to be merry, have fun, escape the daily grind of work, learn new things, meet people, and see sejarah-filled places. Psychological motivation (fiscal motivation and social interaction) impairs the intention to return.

The motivation of tourists can be used to forecast whether they plan to visit a particular location again or buy more travel-related goods. In addition to being the most important element in explaining tourist behavior, travel motivation also plays a substantial role in explaining visitors' plans to return. According to the findings of earlier studies, brand awareness, destination perception, and motivation are all favorably connected with travelers' plans to make additional trips.

## 2. Methods

The method employed in this study is an explanatory survey, which is an approach to analyzing the current status of a topic, especially to generate ideas and insights. This study uses a quantitative approach using descriptive and verification research methodologies. Tourists who visited and are still visiting the Mount Papandayan Natural Tourism Park during the COVID-19 pandemic made up the study's population. 350 respondents made up the sample utilizing a non-probability sampling strategy and the accidental sampling method, which allowed anyone who came into contact with the researcher and satisfied the criteria for a data source to be included [4].

This study's implementation uses an unintentional sampling of visitors to and present patrons of Mount Papandayan Natural Tourism Park. The multiple linear regression test is the data analysis technique used in this study. The traditional assumption test is used to initially examine whether a regression model is feasible.

## 3. Result and Discussion

### A. Variabel Motivation

Seven factors are used to gauge motivation, including the ability to engage with others, nostalgia and the desire for a simpler existence, rest and relaxation, accomplishment, breaking away from routine, self-evaluation, and visiting tourist places and taking an adventure. Through these seven aspects, respondents' responses to the motivation variable had an average total score of 3.87, which is in the high category interval. Due to the COVID-19 pandemic, this demonstrates the high motivation of visitors to the Mount Papandayan Natural Park. The dimension of observing tourist sites and adventures, and breaking away from routine,

among the seven motivational dimensions, has the greatest average score, while the dimension of interaction facilities has the lowest average score.

The average response score for the dimension of interaction facilities is 3.03, which falls into the less category. In general, visitors to the Mount Papandayan Natural Park during the Covid-19 pandemic lack the inclination to socialize with other visitors. In addition, the average respondent received a 3.74 on the dimension of nostalgia and the desire for a simpler existence, placing them in the high category. Generally speaking, visitors desire to keep in mind the things that were done at the Mount Papandayan Natural Park during the Covid-19 epidemic. In the Mount Papandayan Natural Tourism Park during the Covid-19 epidemic, visitors likewise desire a simpler way of living.

The average response score from respondents, including those in the high group, was 4.04 on the rest and relaxation dimension. Generally speaking, visitors to the Mount Papandayan Natural Tourism Park during the Covid-19 epidemic seek to unwind physically. The Mount Papandayan Natural Tourism Park is where visitors go to unwind during the Covid-19 pandemic. The average answer score for the achievement component, which falls into the high category, is 3.95. When visiting the Mount Papandayan Natural Park during the Covid-19 epidemic, visitors generally want to learn. After visiting the Mount Papandayan Natural Tourism Park during the Covid-19 epidemic, visitors also hope to learn new things.

Additionally, respondents gave an average score of 4.07 on the breakout from routine dimension, placing them in the high category. Generally speaking, visitors visiting the Mount Papandayan Natural Tourism Park during the Covid-19 epidemic want to experience new things. The average response score for the self-evaluation component is 3.86, falling into the high group. During their activities at the Mount Papandayan Natural Tourism Park during the Covid-19 epidemic, the tourists desire to know their potential. The average answer score from respondents in the dimension of witnessing tourist attractions and adventures was 4.07, placing them in the high category. The Mount Papandayan Natural Park's scenery is mostly what visitors come to see during the Covid-19 epidemic. Then, during the Covid-19 epidemic, tourists are also willing to engage in adventurous activities at the Mount Papandayan Natural Tourism Park.

Decision-making and goal-selection are influenced by variables like life stage, personality, and novel circumstances [5]. In this study's dimensions, life, personality, and foreign situations associated to tourists' lives while hiking in the Mount Papandayan Natural Park during the Covid-19 pandemic are also taken into consideration.

## B. Variabel Revisit Intention

The two components of revisit intention—intention to recommend and intention to revisit—are used to measure it. The average total score of the respondents' responses across these two aspects is 4.04, which is in the high category interval. The average answer score from respondents for the intention to suggest dimension is 4.09, placing it in the high category. During the Covid-19 epidemic, tourists generally want to encourage friends, family, and relatives to climb Mount Papandayan Natural Tourism Park. During the Covid-19 epidemic, visitors also want to share good thoughts about the Mount Papandayan Nature Park with friends, family, and other relations. Tourists might express their desire to return to popular tourist locations and promote them to their friends for the positive travel experiences they had there [8]. This is known as their revisit intention.

Then, on the scale of "intention to revisit," 4,02 responses, including 4,02 in the top category, were given. Wisatawan typically have the intention of making the trip to Taman Wisata Alam Gunung Papandayan during Covid-19. Later, the residents of the resort had the idea to designate Taman Wisata Alam Gunung Papandayan as the primary location for the pendakian object on Pandemi Covid-19, and to return to Taman Wisata Alam Gunung Papandayan in the future. Revisit intention is a type of request or desire from a customer to return, stay longer than expected, and buy more than they anticipated [9]. It also involves spreading good word of mouth to other people.

## C. The Impact of Motivation on Revisit Intention

Table 2 below shows the findings of the experiment assessing the effect of incentive on revisit intention:

**Table 2.** An overview of the study on whether motivation affects revisit intention

Standardized	$t_{hitung}$	Sig.	$t_{tabel} (df=347)$	Ha
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Coefficient				
0,190	3,541	0,001	1,967	received

The standardized coefficient, which is shown in table 2, is 0.190. As shown by the standardized coefficient, which can be used to gauge the strength of a predictor [10], motivation has very little to no bearing on visitors' intentions to return to the Mount Papandayan Natural Tourist Park. Therefore, the motivational effect on revisit intention has a t-count value of 3.541 and a significance value of 0.001.  $H_0$  will be allowed because tcount is more than ttable and the significance value is less than 0.05, hence  $H_0$  will be rejected with a 5% error rate. Therefore, it may be inferred that motivation affects tourists' decision to return to Mount Papandayan's natural tourism region during the COVID-19 epidemic. The results of this study show that tourists' incentive to return to the Gunung Papandayan Natural Tourism Park during the COVID-19 epidemic was positively correlated with that motivation.

#### 4. Conclusion

This study's conclusion that visitors to the Mount Papandayan Natural Tourism Park are highly motivated is based on studies on the impact of motivation on revisit intention. Generally speaking, visitors to the Mount Papandayan Natural Tourism Park during the current Covid-19 Pandemic desire to unwind both physically and mentally. When participating in adventure activities at the Mount Papandayan Natural Tourism Park, visitors are also keen to learn new things and experience new things. The Mount Papandayan Natural Tourism Park is the top choice for climbing during the current Covid-19 pandemic because of the tourists' strong desire to return. Additionally, travelers advise friends, family, and other relatives to climb Mount Natural Tourism Park Papandayan. The covid-19 pandemic has an impact on visitors' intentions to return to Mount Papandayan Natural Park. The greater the tourists' incentive to support the Mount Papandayan Natural Tourism Park during the COVID-19 outbreak, the greater their desire to return

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