The Analysis of the moderating effects of tourism attraction on the correlation of travel constraints and revisit intention
Case Study: Tourist of Bromo Tengger Semeru National Park

Devi Destiani Andilas[1] and Febry Ristanto[2]

Abstract. *Some factors might hinder a person to travel, but tourism attraction is predicted to be a factor that can motivate tourists to solve their obstacles then decide to revisit the destination. Nowadays, the revisit frequency of both domestic and international tourists becomes an important aspect for Indonesia in order to achieve the 2020 national tourism targets which are 20 million foreign tourists and 375 million domestic trips. The purpose of this study is; first, to investigate the moderating effects of tourism attraction on the negative impact of travel constraints on tourists' revisit intention. Second, this study provides tourism destination management an insight for developing a strategy to increase the tourists' revisit intention. The data were collected through a questionnaire from 50 domestic tourists who had visited Bromo Tengger Semeru National Park, then analyzed using simple and multiple linear regressions. The findings reveal that travel constraints negatively influence tourists' revisit intention and tourist attraction is a pure moderator that weaken the influence between travel constraints and revisit intention. The intention to revisit a destination decreases when the constraints (e.g. distance, limited time, lack of money. and information) increase. Fortunately, a variety of activities, uniqueness, and the beauty of tourism attractions encourage the tourists to overcome the constraints which eventually push their intention to revisit the destination.*

Keywords: travel constraint, revisit intention, tourism attraction

Introduction

Research Background

      Tourism is one of the four dimensions in the leading sector development stated in the National Medium Term Development Plan (NMTDP) of 2014-2019 Jokowi-JK governance period. In the last period of Jokowi-JK governance, 2019, tourism is targeted to be able to contribute 8% to the Gross Domestic Product per capita (GDP) or income per capita compared to the previous 2014 GDP which only contributed to 4%. The contribution is obtained from foreign tourists as many as 20 million visits and local tourist of 270 million visits. In order to achieve the target, tourists are expected to visit various tourist destinations in Indonesia or revisit the destinations which have been a favorite. Nowadays, the government focuses on management development of 10 tourist destinations to become "a new Bali" which has a strong magnet to attract tourists. The 10 tourism destinations are Toba Lake (North Sumatera), Tanjung Kelayang (Bangka Belitung), Tanjung Lesung (Banten), Thousand Islands (DKI Jakarta), Borobudur Temple (Central Java), Bromo Tengger Semeru National Park (TNBTS – East Java), Mandalika (Lombok, West Nusa Tenggara), Labuan Bajo (Flores, East Nusa Tenggara), Wakatobi (Sulawesi Tenggara), and Morotai (Moluccas).

A place can be called a tourism destination when it consists of four dimensions namely attractions, accessibilities, amenities, and ancillary services (Cooper et. Al; 1993). As aforementioned, nowadays government (as the realization of ancillary services) focuses on tourism in 10 leading destinations. However, it needs to be remembered that management development of tourism destination related to the infrastructure development (accessibility and facilities), activities to "beautify" the destination or to incorporate variations of tourist attractions cannot merely make someone to decide to travel. This is possible since the decision to travel is one of the complex decision makings, influenced by many factors such as individual's internal conditions including health, financial ability, time availability, while external conditions including accessibility to the tourist destination, the security of tourist destination, and also the previous experiences or others' experiences as the references as visualized in Figure 1. Crawford, Jackson, and Godbey (1991) also stated that there are three dimensions of individuals' constraints in conducting the travel (travel constraints) namely [1] structural constraint such as lacking of time, money, information related to the tourism destination, access limitation, and weather condition; [2] intrapersonal constraints such as lack of interest; [3] interpersonal constraint such as no friends/ families in the travelling trips that will be carried out.
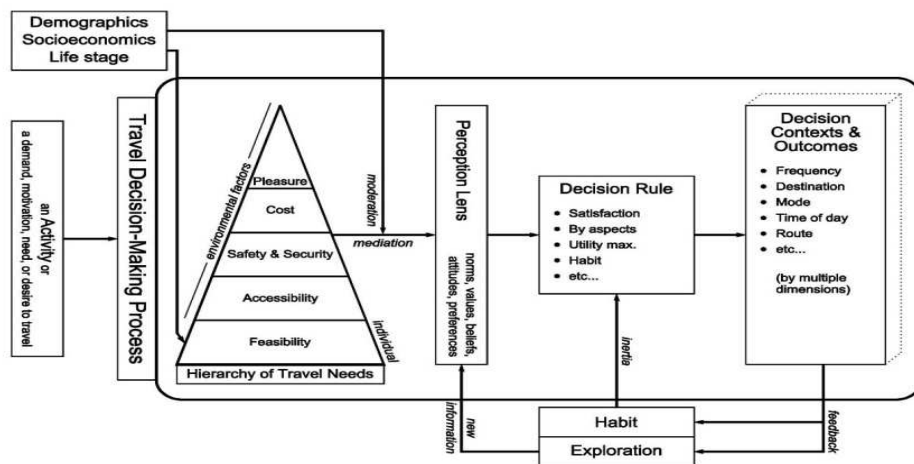

Figure 1. Conceptual Framework of the Travel Decision-Making Theory
(Singleton, 2013)

This has been proven on TNBTS, as one of the 10 priorities of development, Bromo tourism has undergone improvement/arrangement, development of activity variations, but it still cannot guarantee the tourism revisits. Thirty-three local people who have visited TNBTS, we inquired about their revisit intention and it was obtained that only 40% of the people who have the revisit intention. Therefore, this research was conducted with aims to find out whether travel constraints influence the tourist to have a revisit intention. In addition, whether the tourist attraction can weaken the existing constraints so that the intention to revisit increases. By conducting this research, it is expected that the constraints can be handled well by the related parties (such as marketer and destination management organization). Eventually, it can enhance the tourists' intention to revisit in which later will impact on the increase in the number of tourists in order to achieve the predetermined tourism target.

Literature review

This research refers to the three studies related to travel constraints previously conducted by Bonn M.A., *et al* (2016), Chen & Wu (2009) and Nyaupane & Andereck (2008). Bonn M.A. *et al* (2016)'s research entitled "a multilevel analysis of the effects of wine destination attributes on travel constraints and revisit intention" aimed at investigating whether the attributes of tourist destinations can increase the negative effects of travel constraint on the intention to revisit. After obtaining the answer, the researchers could help the tourist destination to develop its marketing strategy. In the research, there are three sub-variables from travel constraints and six sub-variable of destination attributes. The three sub-variable of travel constraints are structural constraints related to distance, time, and money. The interpersonal constraint related to the existence of travel mates or supports from other family members, and interpersonal constraint related to self-motivation, psychological condition, and the limited information. The six sub-variable of destination attributes namely competitive environment (environmental competitiveness), global environment (global economy condition, politics stability, government regulations, and socio-demography), core resources and attractors (nature's view, weather, culture, accommodation, restaurant, transportation, etc.), supporting factors and resources (infrastructure, amenities, access), destination management (tourist destination regulations, reputation planning and development, and the strengthening of destination image), and qualifying determinants (location, destination, cost, and security). The research results of Bonn M.A., *et al* (2016) showed that a negative impact of structural travel constraint causing the low revisit intention can be weakened if the tourists have an emotional interest on a destination. Moreover, the negative impact of interpersonal travel constraint causing the low revisit intention can be weakened if the infrastructure condition in the tourist destination is good and a positive perception of tourist destination can be established.

The second research as a reference entitled how motivations, constraints, and demographic factors predict seniors' overseas travel propensity" conducted by Chen & Wu (2009). The study aimed at finding out the influence of travel motivation, travel constraint, and demography variable on elderly tourists traveling abroad. The results showed that age, income, employment status, motivation related to relaxation, motivation related to finding something new, motivation of socializing and personal constraints related to emotions and health become the main factor influencing the tendency of elderly tourist to travel abroad. The motivation related to relaxation and finding something new affect positively on matters related to socialization and interaction with external as well as health influences negatively.

The third research was performed by Nyaupane & Andereck (2008) entitled "understanding travel constraint: application and extension of a leisure constraints model" revealed that there are three dimensions of travel constraints they are structural, interpersonal, and intrapersonal. Intrapersonal dimension related to the lack of interest, stress, depression, worries, religiousness, relatives, and self-skills. Interpersonal dimension related to not having travel mate, family or couple to join in doing the travel. The structural dimension related to the lack of time, money, and tourist destination attributes (such as the availability of information, access-distance, and weather condition) the research results showed the sequence of constraints as follows, time is the main constraint, followed by cost, interpersonal constraint, tourist destination attributes, and intrapersonal constraint as the weakest constraint influencing the travel decision.

Based on the literature review from several previous studies, the researchers hypothesized that:

H1.   Travel constraints impact negatively on the tourists' revisit intention to TNBTS

H2.   TNBTS' tourism attraction weakens the travel constraints on the tourists' revisit intention to TNBTS
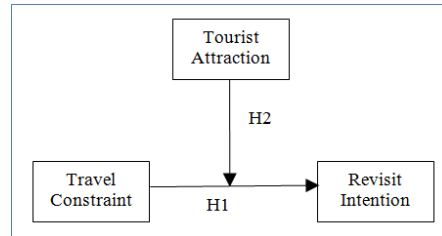

Figure 2. Research conceptual model

Methodology

This research is a descriptive research with a quantitative method. The researchers collected the data through a questionnaire with a Likert scale of 1-5 which represented the degree of respondents' agreement from strongly disagree to strongly agree. The questionnaire was distributed to 50 domestic tourists aged above 18 years old who have visited TNBTS in the past one year. The collected data were then analyzed using a regression model path analysis technique. A simple linear regression model was used to test the influence between travel constraint and the interest of revisit variables. As well as, a multiple linear regression model was utilized to test the moderator of tourism attraction on the influence of travel constraints on the revisit intention. The path analysis with regression model was used since the researchers focused on investigating the correlation between variables, this is in accordance with the statement by Retherford (1993) that "path analysis is a technique to analyze the cause and impact relationship occurred on multiple regressions if the independent variable influences the dependent variable not only directly but also indirectly". The minimum of sample size in this research caused the researchers to use SPSS software as the analysis tool.

In this research, there are three variables as presented in the research model in Figure 2, namely travel constraint as the independent variable (X), tourism attraction as the moderator variable (Z), and revisit intention as the dependent variable (Y). Specifically, on Variable X, the researchers limited the travel constraints on time, money, and tourist destination attributes (weather, cleanliness, and the crowdedness in the tourist destination).

Results

Respondents' Profiles

The data in Table 1 show that from 50 respondents there were 28 males (56%) and 22 females (44%). The respondents aged ranging from 18-25 years old were 33 people (66%), 26-40 years old 7 were people (14%), 41-55 years old were 9 people (18%) and above 55 years old was 1 person (2%). Respondents originated from several different cities, such as there were 23 people from Surabaya (46%), 14 people from Malang (28%), 3 people from Probolinggo (6%), 8 people from Sidoarjo (16%) and 4 people from other cities. The respondents' background of education also varied there were 29 people (58%) graduates, 12 people are high school students(24%), and 9 people are graduates from other than the two educational background (18%). Most of the respondents were still students, as many as 23 people (46%), besides students there are also 12 people as employees (22%), 12 people as entrepreneurs (24%), and respondents with other occupations were 4 people (8%).

Besides the demography profile, in Table 1, it can be seen the travel pattern trip of respondents. Mostly, the respondents visit TNBTS with friends 31 respondents (62%), with family 17 respondents (34%), and solo traveling 2 respondents (4%). In TNBTS, the respondents who spent their time less than 12 hours were 21 respondents (42%), 1 night were 24 respondents (48%) and more than 1 night were 5 respondents (10%). The number of respondents' expenditure to travel to TNBTS was varied, 5 respondents (10%) spent less than 100 thousand Rupiahs, 23 respondents (46%) spent 100 to 250 thousand Rupiahs, 15 respondents (30%) spent 250 to 500 thousand   Rupiahs, and 7 respondents spend more than 500 thousand Rupiahs.

Table. 1 Description of Samples

	N = 50	Frequency	%
Gender	Men	28	56
	Women	22	44
	Total	50	100
Age	18-25	33	66
	26-40	7	14
	41-55	9	18
	> 55	1	2
	Total	50	100
Domicile	Surabaya	23	46
	Malang	14	28
	Probolinggo	3	6
	Sidoarjo	8	16
	Others	2	4
	Total	50	100
Education	Bachelor	29	58
	High School	12	24
	Others	9	18
	Total	50	100
Occupancy	Employee	11	22
	Student	23	46
	Entrepreneur	12	24
	Others	4	8
	Total	50	100
Travel Partner	Friends	31	62
	Family	17	34
	Alone	2	4
	Total	50	100
Duration in Bromo	< 12 Hour	21	42
	1 Night	24	48
	> 1 Night	5	10
	Total	50	100
Spending for Bromo Trip	< 100k IDR	5	10
	100k - 250k IDR	23	46
	250k - 500k IDR	15	30
	> 500k IDR	7	14
	Total	50	100

Hypothesis Testing

The first hypothesis was tested using a simple linear regression model, where travel constraints (X) as the independent variable and revisit intention to TNBTS (Y) as the dependent variable. The regression equation formed is as follows:

$$Y = 12.497 – 0.167X$$

In Table 2, the regression coefficient of travel constraints valued -0.167 and the t-significance value was 0.000. The value of the negative coefficient showed that there is a non-mutual correlation between travel constraints and revisit intention to TNBTS. If there is no travel constraint (X=0), then the tourists have the revisit intention to TNBTS as much as 12.497, but if the tourists have travel constraints of 1 unit, then the tourists' revisit intention to TNBTS decreases as much as 0.167. The significance value was 0.000 < 0.05, then it can be concluded that H1 was accepted: travel constraints impact negatively on the tourists' revisit intention to TNBTS.

Table 2. The significance of simple linear regression T-value

	Unstandardized Coefficients		T	Sig
	B	Std. Error		
(constant)	12.497	1.040	12.020	0.000
X	-0.167	0.033	-5.088	0.000

The second hypothesis was tested by using a multiple linear regressions model, where travel constraints (X) as the independent variable, tourism attraction (Z) as the moderator variable, and revisit intention to TNBTS (Y) as the dependent variable. The regression equation formed as follows:

$$Y = 18.032 - 0.496X - 0.190Z + 0.11X*Z$$

In Table 4, it can be found out that the F-value was calculated 17.157 > from the F-value in Table 2.81 with the significant value of 0.000 < 0.05, thus it can be concluded that H2 was accepted: the TNBTS tourism attraction weakened the influence of travel constraints on the tourists' revisit intention to TNBTS. Based on Table 5, the tourism attraction variable acted as a pure moderator variable. This is reflected from the significance results of T-value (Table 3), where the coefficient of b_2 (Z) the significance value was 0.269 > 0.05; non-significant, while the coefficient of b_3 (X*Z) its significance value was 0.027 < 0.05; significant.

Table 3. The significance of multiple linear regression T-value

	Unstandardized Coefficients		t	Sig
	B	Std. Error		
(constant)	18.032	6.604	2.730	0.009
X	-0.496	0.180	-2.764	0.008
Z	-0.19	0.170	-1.120	0.269
X*Z	0.011	0.005	2.280	0.027

Table 4. The significance of multiple linear regression F-value

	Sum of squares	df	mean square	F	Sig
Regression	166.95	3	55.65	17.157	0.000
Residual	149.23	46	3.244		
Total	316.18	49			

Table 5. The classification of Moderator Variable

No	Types of Moderators		Coefficient
1	Pure Moderator	b_2	non-significant
		b_3	significant
2	Pseudo Moderator	b_2	significant
		b_3	significant
3	Predictor Moderator	b_2	non-significant
		b_3	non-significant
4	Potential Moderator	b_2	significant
		b_3	non-significant

Source: Solimun (2017)

In Table 6, the value of Adjusted R square (R^2) was 0.497 meaning that 49.7% the level variations of revisit intention to TNBTS can be explained by the travel constraint variable (X) and the tourism attraction (Z). The rest as much as 51.3% is explained by other causes which are not observed, such as the factors of amenity availability, socio-political conditions in the tourist destination, physical/health conditions of the tourist, and others.

Table 6. The coefficient of determination of Multiple linear regression

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.727[a]	0.528	0.497	1.80115

Conclusion and Discussion

The results of this research showed that there are negative influences on the tourists' revisit intention to TNBTS. The greater the constraints such as the limitation of money, time, and the latest information related to the tourist place conditions, the smaller the intentions of the tourists to revisit. However, the condition can be minimized when the TNBTS offers various attractions such as nature's beauty as well as diverse activities that can be done.

The TNBTS tourist destination has been managed since 1982. The domestic tourists of TNBTS originated from several cities around the destination (Table 1) with the distance ranging between 30 to 120 km and the travel duration ranging between 30 minutes3 hours. the cost needed to travel to TNBTS is 250,000-500,000/person on average. The sacrifice of time and money, added with the weather condition (the overly cold temperature) oftentimes becomes the constraint for the tourists to revisit. However, the tourists will willingly sacrifice more if there are interesting things offered by TNBTS destination. In the era of 1990s, the tourists only offered by the beauty of the sunrise in Bromo Mountain, the off-road sensation riding jeep cars, as well as the activities of horseback riding around the sea of sand. In the 2000s, the managers of TNBTS opened the access to savanna known as "Teletubbies hill" and offered the activities of ÄTV riding". In 2009, some musicians initiated the event of "Jazz *Gunung*/ Mountain Jazz",

a show of jazz music with the background of Bromo Mountain view, the high enthusiasm of people to watch the event making the "Mountain Jazz" as the annual agenda in TNBTS. The past two years, in order to realize the government's target as mentioned in the background, the managers of TNBTS held "*Festival Eksotika Bromo*/ Bromo Exotica Festival"; a cultural festival of Tengger tribe festival, the Indigenous people of Bromo Mountain.

The beauty of Bromo Mountain will keep making the tourists revisit, but the revisit will occur in a long time span after the first travel due to the experienced constraints by the tourists. Therefore, the addition of types of activities and the event organizing was administered by the managers as part of the development of the tourist attraction of TNBTS to increase the tourists' revisit intention. "*Events have a long-term effect in the context of destination marketing because they have the ability to generate repeat visits*" (Kuusik *et al*, 2014). The more new things available for the tourists, the more sacrifice made by the tourists to handle the constraints more to do revisit.

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