

The Influence of Motivation, Destination Image & Destination Trust which had an Impact on Millennials' Visit Decision to The National Museum

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Abstract

These research aims to find out regarding the influence from motivation, destination image and destination trust on millennial's visit decision to the National Museum. Museums in Indonesia provided great potential for public education. However, there are still many people who consider museums as a place to keep historical items and a place to collect items which have high artistic value, especially the millennial generation (Y Generations). Most of millennials (Y Generations) were born during 1980-2000 which characters of this generation were always attached and usually like to travel somewhere. The number of samples in this research amounted to 155 people who were selected by Hair et al's theory. Data gathered method by distributing questionnaires based on a Likert scale which test for validity and reliability, then were analyzed using SEM-LISREL version 8.80. The results from this research was indicated that motivation, destination image, destination trust had significant impact on visit decision.

Keywords: Motivation, destination image, destination trust, visit decision.

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INTRODUCTION

Jakarta as the center of capital city is bustling with shopping centers and tourist attractions. One of the tourist attractions in Jakarta is the Museum. A museum can be categorized as a place for vacation, recreation and also as a learning medium for children, adults and families [1]. Visiting the museums will provides a different experience and chemistry compared to recreational places which exist of entertainment venues such as beaches or amusement parks. Museums usually keeps historical items and rare objects or collections from natural objects and archaeological artifacts.

According to data from DKI Jakarta Provincial Tourism and Culture Office which made on April 29, 2016, the total number of visits by domestic and foreign tourists in 2015 was 2,978,084 people. This data was taken from tourist visits at the Fine Arts Museum and Ceramics, Bahari Museum, Joang 45 Museum, National Museum, Jakarta History Museum, Textile Museum,

Wayang Museum, Sunda Kelapa Harbor, Archaeological Park, Onrust Island and National Monument.

Terms of millennial generation is a generation which born in 1980s to 2000s. The millennial generation tends to be more consumptive and also likes places which offered new atmosphere and experiences. They also like destinations that are instagramable or could be used to take pictures. According to a 2017 Boston Globe survey, 80% of Millennials made at least one trip in 2016 and usually more. These survey results showed that Millennials generation traveled on average 2.38 times in 2016, while the X generation (aged 40-51 years) had an average of 1.80 and baby boomers (aged 52-70 years) had an average of 1.65. It could be said that on average Millennials travel 32% more often than Generation X and 44% more often than baby boomers. Strengthen this data, a survey from Expedia stated that

72% of Millennials preferred to vacation to a new place than buying a car.

Table 1. The Data from Total Number of Visitors to the National Museum

Year	Jan	Feb	Mar	Apr	Mei	June	July	Aug	Sep	Oct	Nov	Dec	Total
2017	25.521	27.647	33.851	30.205	18.315	1.048	20.887	26.526	23.970	30.823	32.057	31.108	315.654
2018	24.930	24.233	30.809	29.497	14.651	228	21.585	21.013	30.873	30.973	39.139	32.996	318.091

Source: Results of Interview with Head of Partnership & Promotion of the National Museum

Based on data above, it can be seen that visitors to the national museum in 2017-2018 had increased. This could be momentum for researchers to used hyped this phenomenon by analyzing those prior research. The results from prior research was indicated that motivation had impact to the intention to visit a destination [2]. Furthermore, other research found that destination experience had influence on visit decision by tourist which had destination experiences [3]. According to Pitana and Diarta, the destination image will also impact to tourists in visiting a destination [4]. The results of previous research also explained that eWOM is positively related to goal belief and destination trust is positively related to visit decision [5]. In prior research it was found that destination trust had influence to the purpose of tourists' intention to visit [6]. Based on these pre-survey result to 35 respondents related to the factors that influence respondents on visit decision to the National Museum, it was found that as many as 35 respondents visited the National Museum to see firsthand the history of the past as well as gain insight (motivational factors), as many as 34 respondents visited this National Museum because they wanted the National Museum which famous by positive things such as exhibitions, entertainment or cultural attractions (destination image factor), and 34 respondents convinced that the National Museum had historical evidence (destination trust factor).

Based on these phenomena, previous research and pre-survey result above, the researcher was intend to carried out the research which related to "The Influence of Motivation, Destination Image & Destination Trust which had an impact on Millenials' Visit Decision to the National Museum".

LITERATURE REVIEW

Motivation

Motivation is an important factor for making trip decisions [7]. According to Josiam & Frazier, Motivation of tourists to visit was influenced by several

factors, such as: novelty seeking, stress, busting/fun, achievement and family oriented/education [8].

Destination Image

Destination image is the idea or concept that tourists have relate to product or service that purchased or going to buy [4]. Based on Echtner & Brent Richie, destination image simply refers to the impression of a place or someone perception about certain area. Furthermore, they were explained that there are four components from destination image, which is: functional characteristic attributes, holistic functional characteristics, psychological characteristic attributes and psychological-holistic characteristics [9].

Destination Trust

Destination trust refers to visitor's willingness to rely on its ability to perform the advertised functions [5]. Gurviesz and Korchia defined that there are 3 (three) elements which shape this trust, such as: ability, integrity and benevolence [10].

Visit Decision

According to Jalilvand & Samiei, these visit decision on tourists has similiar concept to consumer purchasing decisions which adapted into decisions to visit tourists [11]. Visit decision is a process where a visitor makes an evaluation and choosen one from an alternative based on certain considerations [11]. Adopting those theory from Kotler & Armstrong regarding purchase decisions, So it could be concluded that to measured this visit decisions, the visitors need to consider these thing such as : destination selection, supplier selection, brand selection, visiting time and the number of visitors (crowded or not) from that destination [12].

Theoretical Framework and Hypothesis

These theoretical framework in this research which could be described as follows:

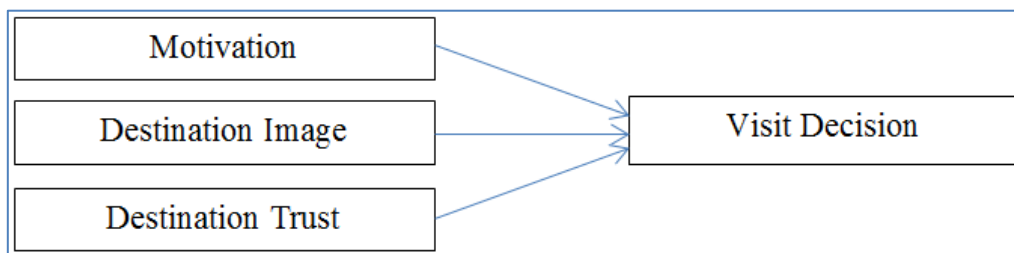


Fig-1: Theoretical Framework

Based on these phenomena that occur and these theoretical framework and others theories served, the authors created these several hypothesis to be examined in this research, such as : Motivation had positive impact on millennials' visit decisions to the National Museum; Destination image had positive impact on millennials' visit decision to the National Museum; and destination trusts had positive impact on millennials' visit decision to the National Museum.

RESEARCH METHODS

The research design used in this research was a survey method. By questionnaires which distributed to respondents (millennials generation) who were visited the National Museum. Respondents in this research were millennials which aged (20-39 years). The independent variables in this research were Motivation, Destination Image, and Destination Trust. As for dependent variable was visit decision. These population were millennial visitors who have been and currently visiting the National Museum. To estimate the size of the sample, the writer adopted Hair's theory which took the $5 \times$ number of indicators [13], so this research basically used a sample of 155 respondents (5×31 indicators) obtained Then it will be analyzed using

Structural Equation Model (SEM) with assist of LISREL 8.80 program to test those hypothesis.

RESULTS AND DISCUSSION

Results

Based on these characteristics of 155 respondents, it could be seen that majority of respondents who included as millennials are women as many as 97 respondents (63%) work as private employee (49.03% or 76 respondents), and have a bachelor's degree (72.90% or 113 respondents). Meaning that the majority of these millennials who makes a visit to the National Museum were female private employees who have broad knowledge/education and need an entertainment/tourism to unwind/and refresh their minds from daily work activities.

Based on these validity test result using LISREL, all statements from these research variables (motivation, destination image, destination trust, and visit decisions) have Standardize Loading Factor value > 0.5 , so it could be concluded that all statements were valid.

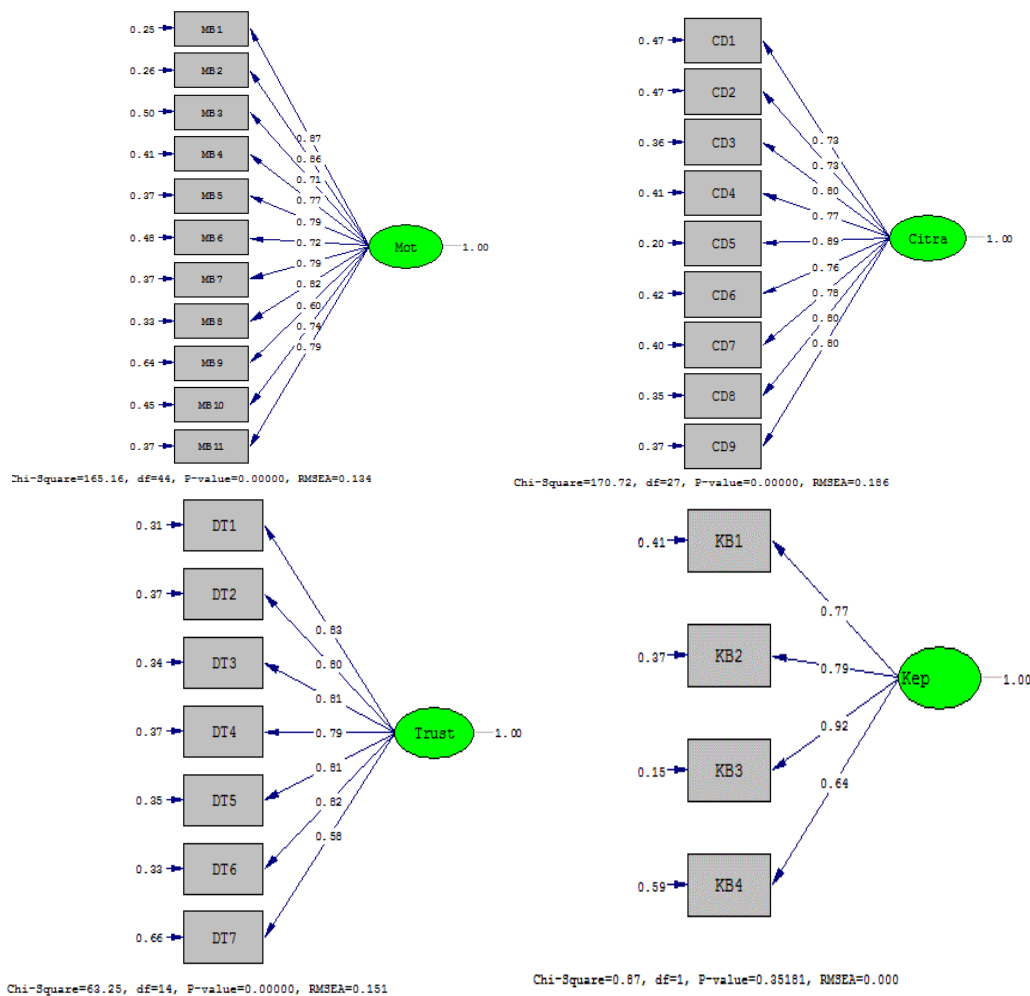


Fig-2: SEM's Measurement Test Result

Table-2: Results of the Research Instrument Validity Test

Loading Factor (Motivation)	Loading Factor (Destination Image)	Loading Factor (Destination Trust)	Loading Factor (Visit Decision)
0,87	0,73	0,83	0,77
0,86	0,73	0,8	0,79
0,71	0,8	0,81	0,92
0,77	0,77	0,79	0,64
0,79	0,89	0,81	
0,72	0,76	0,82	
0,79	0,78	0,58	
0,82	0,8		
0,6	0,8		
0,74			
0,79			

Based on these reliability test result, motivation variable had CR value of 0.94 and VE value of 0.60; Destination image variable had CR value of 0.94 and VE value of 0.62; Destination trust variable had CR value of 0.92, and VE value of 0.61, visit decision variable had CR value of 0.86 and VE value of 0.62. Based on these test results, it could be seen that all research variables had CR value > 0.6 and VE value > 0.5, Meaning that all variables in this research were declared reliable.

After finding this overall model, this model then would be analyzed to see if it fits to the data. Based on these measurement suitability test result, it was obtained that Chi-Square = 970.69, df = 416, P-Value = 0.000, RMSEA = 0.091 and AGFI 0.66. Thus, this model said not fit with the data, so it should be corrected or modified, with the aims to obtaining a model that really fits with sample dataset. After modification, these Normed Chi-Square (χ^2/df) value becomes 1.321 (Fit), RMSEA becomes 0.046 (Fit) and AGFI becomes 0.78 (Marginal Fit), so it could be said that the whole model could be said as a fit model with data.

Table-3: Result of Fit Test for Research Model Measurement Modification

Goodnes of Fit Criteria	Fit Size		Measurement Result	
	Good Fit	Marginal Fit		
χ^2/df	< 2.0		1.321	Fit
RMSEA	< 0.08		0.046	Fit
GFI	≥ 0.90	0.70 < 0.90	0.81	Marginal Fit
AGFI	≥ 0.90	0.70 < 0.90	0.78	Marginal Fit
NFI	≥ 0.90	0.80 - < 0.90	0.97	Fit
NNFI	≥ 0.90	0.80 - < 0.90	0.99	Fit
CFI	≥ 0.90	0.80 - < 0.90	0.99	Fit
IFI	≥ 0.90	0.80 - < 0.90	0.99	Fit
RFI	≥ 0.90	0.80 - < 0.90	0.96	Fit

The coefficient of determination (R^2) used to measure how good regression line matches to the actual line (Goodness of Fit). According to R^2 test result, it

was found that 98% from visit decision could explained by these independent variables (motivation, destination image and destination trust).

Structural Equations

Ke_p = 0.22Mot* + 0.33**Citra* + 0.56**Trust*, Errorvar.= 0.016 , $R^2 = 0.98$**

(0.078) (0.11) (0.11) (0.043)

2.78 3.05 5.14 0.37

Fig-3: Structural Equation Model Output

Then, based on hypothesis test result, these following results were obtained as follows:

- 1) Those influence from motivation on visit decision had t-Values = 2.78 > 1.96, with positive coefficient value of 0.22. Meaning that motivation had positive

and significant impact on visit decisions (H1 was accepted).

- 2) Those influence from destination image on visit decision had t-value = 3.05 > 1.96 with positive coefficient value of 0.33. Meaning that destination

image had positive and significant influence on visit decisions (H2 was accepted).

- 3) Those impact of destination trust on visit decision had t-values = 5.14 > 1.96, with positive coefficient

value of 0.56. Meaning that destination trust had positive and significant influence on visit decisions (H3 was accepted).

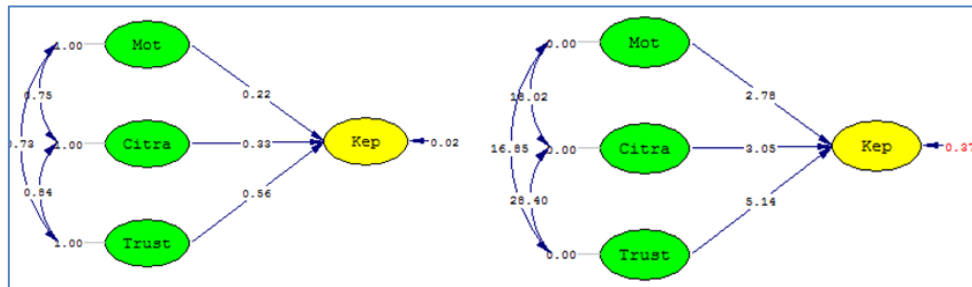


Fig-4: Path Diagram of Structural Model Estimates and t-Value

Table-4: Hypothesis Test Result

Relationship Between Construct	Estimates	T-Values	Information
Motivation -> Visit Decision	0.22	3.78	Positive Significant
Destination Image -> Visit Decision	0.33	3.05	Positive Significant
Destination Trust -> Visit Decision	0.56	5.14	Positive Significant

DISCUSSION

These hypothesis research (H1) defined that motivation had positive and significant impact directly to visit decisions. Motivation is a potential power that exists within a human being, which could develop it or developed by a number of outside factors which essentially involved around monetary rewards and non-monetary rewards. So, if the higher motivation to visit, the higher the level of visit decisions that generated by visitors who want to go tourism to what they wanted. These results were confirmed prior research which found that motivation influenced someone decision to visit tourist attractions [2, 14]. Based on these empirical facts and supported by previous research results, it could be concluded that the first hypothesis could be accepted.

These hypothesis research (H2) stated that destination image had positive and significant impact directly to visit decision. Destination image is defined as a complex perception of a consumer or visitor on the attributes that noticeable from the tourist destination [15]. Brand image which built from this brand association is usually related to information which memorized by something related to the service/product/place related [12]. A destination image with good quality will provide an increasing in consumer visiting decision. In other words, if destination image increase, it will impact to the increase on visit decisions. These results were confirmed the results from prior research which found that destination image had positive impact towards visit decision [3, 16]. Based on these empirical facts and supported by the results from prior research it can be concluded that second hypothesis was accepted.

These hypothesis research (H3) described that destination trust had positive and significant impact which directly to visit decisions. Destination trust refers to visitor's willingness to rely on ability of the destination to perform the advertised functions [5]. Destination trust is a sense of trust which arises in each tourist regarding a destination, which will create self-confidence and pride in identifying themselves with the intended destination. Destination trust is variable which has the greatest influence on visit decisions, meaning the high consumer confidence in tourism spot will greatly determine by decision to visit tourists. These results were in line to previous research which found that destination trusts greatly influence by visit decision [5, 14]. Based on these empirical facts and was supported by previous research results, it can be concluded that third hypothesis was accepted.

CONCLUSION AND SUGGESTION

Conclusion

Based on these description and discussion from prior chapter, There has several conclusions were obtained from this research, such as : 1) Motivation variable had positive and significant impact on visit decisions; 2) Destination image variable had positive and significant impact on visit decisions; and (3) destination trust variable had positive and significant impact on visit decisions, destination trust variable is the variable which obtained highest influenced on visit decision.

Suggestion

Based on these results from several discussion analyses and some of conclusions above, the suggestions that recommend as a complements from these research results are:

- 1) The national museum needs to improve its

promotional strategy by adding the trend of discussions which currently hyped among millennials so the visitors could be re-motivated to visit the national museum.

- 2) National museums need to give lots of concern to its service and communication in each museum officer in providing information or directions so the visitors would feel happy and comfortable when visiting.
- 3) High influence from destination trust on visit decision to the National Museum is something that needs to be considered by museum managers in increasing tourist visits. Destination Trust that consist from the dimensions of ability, integrity and benevolence which can be used as a reference in increasing tourist trust also will directly increase to this visit decision by tourists. National museums should pay attention to the needs of each visitor, especially on this millennials who has a high level of curiosity about various things and tends to be more critical, including about what they want and what their decided.
- 4) The researchers were expected for further research to explore more depth regarding these variables which have an influence on visit decisions. This high influence from destination trust on visit decisions which found in this research has open up any possibility of other influences from other variables, such as perceived price and destination experience. Second order data processing can be used to measure the dimensions of destination trust.

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