

An Analysis of Push and Pull Travel Motivations of Local Tourists to Salatiga: A Case Study

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Abstract: The importance of the destination market for the destination area has attracted the interest of researchers in understanding the motivation of local tourists who prefer to travel across the island and cities in Indonesia rather than abroad. The success of the marketing objectives should be guided by an in-depth analysis of the motivation of the traveller and for that reason the study adopts a model based on push and pull factors as a conceptual framework. As little information has been documented about travel motivations to Salatiga, this study attempts to identify motivation factors of the local tourist. Because different tourist markets show different behaviour domains this may have important marketing implications for countries especially in terms of inspection of motives in market segmentation, designing promotional programs and making decisions about destinations. Analysis of 21 informants' answers using qualitative research methods and case study research design, it is expected that Salatiga can become more attractive as a destination for local tourists.

1 INTRODUCTION

Travel motivation has been investigated by many researchers from different fields such as sociology, anthropology, and psychology (Cohen, 1972; Dann, 1977; Crompton, 1979; Gnoth, 1997). Maslow's hierarchical theory of motivation was one of the most applied in the tourism literature (1970). The theory was modeled as a pyramid whose base consists of the physiological needs, followed by higher levels of psychological needs and the need for self-actualization. Numerous tourism scholars have attempted to modify the model empirically, with notable success by Pearce (1982), who proposed a tourism motivation model that mirrors the model of Maslow, but free of prepotency assumption.

A review of the past literature on tourist motivation indicates that the analysis of motivations based on the two dimensions of push and pull factors have been generally accepted (Yuan and McDonald, 1990; Uysal and Hagan, 1993). Sri Maryati (2009), states that the movement towards a place of learning has two reasons, namely: (1) internal factors, derived from the community itself which is referred to as a driving factor and (2) external factors, which have

learning place referred to as attracting factors. If it is adapted to the topic of this research, the concept behind the dimension of push and pull is that people travel because they are driven by their own internal forces and drawn by external forces from the goal attribute.

Most of the push factors which are origin-related are intangible or intrinsic desires of the individual travelers. Pull factors, on the contrary, are those that emerge as a result of the attractiveness of a destination as it is perceived by the travelers. They include tangible resources and travelers' perception and expectation such as novelty, benefit and marketed image of the destination (Baloglu and Uysal, 1996).

Crompton (1979) first sought to draw seven socio-psychological, or push motives (escape, self-exploratory, relaxation, prestige, regression, kinship-enhancement, and social interaction) and two cultural, or pull motives (novelty and education). The conceptual framework that he developed would influence the selection of a destination, and this approach implies that the destination can have some degree of influence on vacation behavior in meeting an aroused need.

Since Crompton's initial empirical effort, many studies have attempted to identify push and pull

motivational factors in different settings such as nationalities, destinations and events (Jang and Wu, 2006).

Thus, as mentioned earlier, this study attempts to identify travel motivation factors of local tourists to Salatiga as they demonstrate different domains of behavior, which may have important marketing implications to the country. Salatiga is a city in Central Java Province, Indonesia. It has a strategic location, which is located 49 km south of Semarang City, 52 km north of Surakarta City. As it is located on the eastern slope of Mount Merbabu, Salatiga city is quite cool.

The city of Salatiga has minimal potential of nature tourism and does not have a luxury shopping center like malls that exist in big cities of Indonesia, but this does not in fact reduce the interest of local tourists who come to visit this 'transit' city (<http://salatiga.go.id/tentang-salatiga/sejarah-kota/>).

Thus, it is also important to recognize the fact that knowing the importance of both factors can help destinations meet the desired needs of individual travelers from different markets. At the same time, knowledge of traveler's motivation is critical to predict future travel patterns.

2 LITERATURE REVIEW

The push and pull factors in general can be explained by Sadirman (2007), that the push factor is motivation that comes from motives. Motives can be interpreted as efforts that encourage someone to do something. Even the motive can be said to be an internal condition. Starting from the motive, then motivation can be interpreted as the driving force that has become active. Pull factors can be interpreted otherwise. This is in line with what was stated by Sri Maryati (2009) which was mentioned earlier.

Baloglu and Uysal (1996) argue that the concept of product bundles is used to refer to the perceived importance of the interaction between push and pull items of motivations. This implies that certain reasons for travel may correspond to certain benefits that are to be valued and obtained at the destination site. Thus, marketers and destination promoters in tourism should keep in mind that most successful products are those which respond best to a bundle of needs within a given market segment, and should give more marketing efforts to matching a destination's major attributes towards the tourists' diverse psychological needs.

Based on the intrinsic and extrinsic motivations,

as discussed above, the individual tourist builds his or her perceptions, and the perceptions can be different from the true attributes of the product depending on how the individual receives and processes information (Gartner, 1993; Dann, 1996; Baloglu and Brinberg, 1997). A general conclusion can be drawn that the personal motives (push motives) and the view of the characteristics of the tourism destination (pull motives) determine perceptions. These motives interact in a dynamic and evolving context (Correia, 2000), and the tourist motivation is seen as a multidimensional concept that explains tourist decision (McCabe, 2000).

As tourism paradigm is related to human beings and human nature, it is always a complex proposition to investigate why people travel and what they want to enjoy (Yoon and Uysal, 2005). In major studies, it is generally accepted that push and pull motivations have been primarily utilized in studies of tourist behavior. The discoveries and issues undoubtedly play a useful role in attempting to understand a wide variety of needs and wants that can motivate and influence tourist behavior. Nevertheless, Yoon and Uysal (2005) argue that the results and effects of the motivation studies of tourist behavior require more than an understanding of their needs and wants.

In tourism destination management, it is commonly agreed that maximizing travel satisfaction is crucial for a successful business. The evaluation of the physical products of destination (instrumental performance) as well as the psychological interpretation of a destination product (expressive attributes) are necessary for human actions (Swan and Combs, 1976), which could be further represented as travel satisfaction and destination loyalty. Both concepts can be examined within the context of a tourism system representing two major components of the market place, namely, demand (tourist) and supply (tourism attractions) (Jurowski et al., 1996). In travel motivation study, demand refers to motives (push factors) that sustain tourists' desire while supply relates to destination's characteristics (pull factors).

3 RESEARCH METHODOLOGY

This study used qualitative research methods. The research design used in this research is case study. According to Creswell (2015), case study research is a qualitative approach whose researchers explore real-life contemporary and limited systems (cases) through detailed and in-depth data collection

involving multiple sources of information and report case descriptions and case themes.

According to Sugiyono (2010), in qualitative research, the main criteria for research data are valid, reliable and objective. So, to determine if the data is valid, reliable and objective, a triangulation approach is needed. As Mathison (1988) said, triangulation has become an important methodological problem in naturalistic and qualitative research to assess and avoid custom.

The instruments of this study are:

1. Interview
According to Ghony and Almanshur (2012), in-depth interviews are conducted to understand the meaning, perception, feelings, and knowledge of people to get a holistic picture of change and development at the research site.
2. Observation
Observations are made by repeatedly observing at different times, by not engaging in the activities of the research subject, and by not interacting with the customer directly.
3. Documentation
Qualitative research data can be obtained from non-human sources in the form of documents (diaries, letters, rules, memos) and photos. The document is available on the internet, which can be used to add and complete the necessary data.

Triangulation is attempted by conducting in-depth interviews of key informants, participant or passive observations in different times (Creswell and Miller, 2000; McMillan, 2004).

The number of informants for this study follows Charmaz' (2014) criteria where for small and simple research data, it can be considered saturated by interviewing 20 informants.

4 RESEARCH FINDINGS

4.1 Informants' Profile

Informants who were interviewed in-depth in this study came from various regions, 7 people came from Central Java region, specifically: 2 people from Pekalongan; 2 people from Magelang; 1 person from Kudus; 1 person from Semarang and 1 person from Tegal, 11 people from outside of Central Java region specifically: 3 people from Surabaya; 2 people from Bandung; 1 person from Jakarta; 3 people from Papua; 1 person from Lampung; and 1 person from Medan, then the last 2 informants came from

Salatiga. There is a total of 20 informants, and 6 of them are students who study at Satya Wacana Christian University (SWCU), and the remaining 14 informants are people who have worked and settled in Salatiga.

4.2 Analysis of Push and Pull Travel Motivations

Based on data from in-depth interviews with 21 informants, it can be seen that there are 4 push travel motivation factors for local tourists to visit Salatiga. The 4 push travel motivation factors are: high interest in education (there is Satya Wacana Christian University (SWCU)), city atmosphere, lack of traffic jams, and motivation.

Satya Wacana Christian University (SWCU) is the oldest private university and one of the best in Indonesia, located in Salatiga, Central Java. "Satya Wacana" is derived from Sanskrit, which means "Faithful to the Word / Word of God" (<http://uksw.edu>)

The serene atmosphere of Salatiga became one of the push travel motivations, as what the 15th informant said: "I love Salatiga because the city atmosphere is very quiet and away from the crowd. It can reduce fatigue."

This factor is supported by the next push travel motivations which are no traffic jam, as the 18th informant stated, "Salatiga is a city that is rarely encountered today in terms of the atmosphere of the city. There is no such thing as congestion, and this brings a calm and relaxed city atmosphere. It's a dream city to rest and run away for a moment from the reality of life."

The last push factor is motivation factors. Actually, motivation factor is the basic foundation for the three other push factors. Motivation, according to Uno (2008), is an impulse found in a person to try to make changes in behavior to fulfill the needs. This is reinforced by the words of the 21st informant: "if you want to speak honestly, the driving factors must be based on motivation. Is that not so?"

Based on data from in-depth interviews with 21 informants, it can be seen that there are 5 pull travel motivation factors for local tourists to visit Salatiga. The 5 pull travel motivation factors are: location, clean and cool air, low cost of living, safe city (demo free), and city high tolerance among religious people.

The first pull travel motivation factors on the location of the informants as a whole says the same thing as mentioned above that the location of

Salatiga city became a drag because the transit city is located between Jogja-Solo-Semarang and better known as Joglosemar.

The second pull travel motivation factors is clean and cool air like the statement of the 12th informant: "Because there is no traffic jams and no automatic noise it results in less traffic jams, less pollution that brings clean and cool air."

Aside from the answers of informants, the nominal salary of Salatiga city minimum wage of Rp 1,735,930, - in 2018 can be proof that the cost of living in Salatiga is cheap. It is also one of the local tourist attraction factors (<http://tribunnews.com>).

Away from the capital with its political frenzy is one of the favorable things for the city of Salatiga. This becomes an added value as well as the attraction of local tourists to visit or even to settle in this city. Like what the 10th informant said: "besides the friendly people, Salatiga is generally a safe city. During my stay here for about two years, I rarely see any demos. The smallest demo, like that time the taxi drivers who protest the entry into the city of Salatiga Gojek. But it's just about ten people and safe because there's a police officer in charge of securing the condition."

Setara Institute released Tolerant Index in 2015. As a result Salatiga city occupies second warning after Pematangsiantar. Salatiga is the only city in Central Java that enters the top 10 most tolerant city indexes (<https://regional.kompas.com>).

"Alhamdulillah, our city is considered the most tolerant because it is the second time we won the title, the first in 2015 and now re-defend as the most tolerant city in Indonesia," said Muh Haris when contacted on Monday (20/11/2017).

5 CONCLUSION

Both research issues are answered, that the first is the presence of 4 push travel motivation factors for local tourists to visit Salatiga: high interest in education, city atmosphere, no traffic jams, and motivation. The second research problem is the existence of 5 pull travel motivation factors of attraction for local tourists to visit Salatiga, namely: clean and cool air, quiet city atmosphere, low cost living, safe city (free demo), and city high tolerance among religious people.

Seeing the results of this study proved that Salatiga became a tourist destination of local tourists

more lead to interest factors in higher education and demographic factors. However, the actual supporting factors of natural tourism have not been mentioned. Therefore, the government should pay more attention to it, so that local tourists who have come can jump the number if there are attractions that can be a destination when arriving in the city of Salatiga.

Government efforts can be made by making new and environmentally friendly and "cheap" tourist attractions so that they can be reached by all communities, for example: artificial lakes with bridges or city parks. Besides adding tourist destinations can also beautify the city. With the development of tourism in Salatiga, of course also will help the city's economy.

Actually Salatiga already has several tourist destinations that can be enjoyed, call it: Atlantic Dreamland, Kopeng, Umbul Songo Waterfall, Bukit Cinta, Alam Muncul Baths, and so on, (<http://salatiga.go.id>), but the attraction is still lacking so that more extensive information is needed to become attraction for local tourists.

6 LIMITATION

This study has limitations, including:

- Distance of data collection.
The limited distance between the researcher and the informant causes the interview to not be carried out face to face directly. Overcoming this, interview guidelines in the form of open questions are sent directly to informants via e-mail. However, to anticipate the answers that are less clear, the researcher has made an agreement with the informant to be contacted directly by telephone if there are still questions related to research within a certain period of time that have been agreed upon in order to smooth this research to completion.
- Time of Data Collection.
The limitations of the time of data collection caused the questions asked all to be conveyed but the answers were felt to be lacking in information even though all research problems were answered.

7 SUGGESTION

Finally, it can be scheduled for future research that it can continue research by selecting several dominant

factors more specifically to get more in-depth results. Can also continue this research but it is done using a quantitative approach.

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