

Analysis of The Effect of Push Factors and Pull Factors on Tourist S' Revisit Intention To Pahawang Island, Pesawaran District, Lampung Province

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ABSTRACT

Purpose: This study aims to analyze how the push and pull motivations and their influence on the desire of tourists to return to Pahawang Island.

Research Methods: The research uses a quantitative approach, The population of this study was tourists who came to Pahawang Island in the period 2019 with a sample of 100 respondents. Sampling used the Incidental Sampling technique. The questionnaire was tested for validation and reliability, as well as the classical assumption test to meet the requirements using Linear Regression as an analytical tool.

Results and discussion: The results obtained in this study show that the motivation of both the push factor and pull factor have significant and positive influence on the interest in revisiting.

Implication: Understanding how the push factors and pull factors on the intention to revisit can provide input for the tourism office and Tourism Destination Operator, especially on Pahawang Island, this research has theoretical and practical implications.

Keywords: Push Factors, Pull Factors, Revisit intention, Pahawang Island.

INTRODUCTION

Tourism is an important source of income for a country. Indonesian tourism is a potential driver of the national economy to spur economic development in the future Magdalena (2013). With tourism, a country or more specifically the local government where the tourist attraction, will get income from the income of each tourist attraction.

Indonesia as an archipelagic country, has a coastline of 81,000 km (the second longest in the world after Canada) so its ocean area is 75% of its land area or about 6 million km². The same thing has certainly happened in provinces such as Maluku, NTT, NTB, Riau Islands and so on. This small island area has considerable development potential because it is supported by the existence of ecosystems with high biological productivity such as coral reefs, sea grass, seaweeds and mangrove forests.

Marine biological resources in this area have the potential for diversity and high economic value, such as grouper, napoleon, ornamental fish, seahorses, pearl oysters, giant clam (*Tridacna gigas*) and sea cucumbers. In addition, these small islands also provide environmental services with high economic value and at the same time serve as areas for tourism activities to take place (Retraubun, 2001).

Lampung Province is not included in the top 10 tourist destinations (destinations) set by the government. However, as the gateway to Sumatra, Lampung Province is the closest alternative area for those who want to get rid of boredom and get out of the 'noise' due to the denseness of Java Island (Work Plan of Disparekraf Lampung Province, 2020).

Given the high mobility of people who come and go through the Sunda Strait, which connects Lampung in Sumatra and Banten on the island of Java, the tourism potential of Lampung Province is no less attractive than other tourist destinations in Indonesia, including Bali and Lombok. Lampung's tourism potential is complete, ranging from nature tourism, marine tourism, cultural tourism, historical tourism and religious tourism to agro-tourism spread across 15 districts/cities. Pesawaran Regency experiences an increase in the number of tourist visits, both domestic and foreign tourists every year. This condition shows that tourism in Pesawaran Regency, Lampung Province has an attraction because of its natural beauty and cultural diversity. In general, tourists come to Pesawaran Regency to enjoy the panorama or natural beauty of Pahawang Island because Pahawang Island has underwater beauty and is famous for snorkeling tours.

So that local governments must prepare facilities and infrastructure both in terms of attraction, accessibility, amenities, and ancillary (4A) that can meet the needs of tourists. Data on tourist visits to Pesawaran Regency to Pahawang Island can be seen in Table 1.1 and Table 1.2 for a period of 3 years (2018 – 2019).

Table 1. Tourist Visits in 2018-2019 to Pesawaran Regency

Year of Visit	Number of Tourists (in person)
2018	1.165.648
2019	1.387.029

[Source: Tourism Office of Pesawaran Regency, 2020]

Based on the data in Table 1.1 above, shows that in 2018 and 2019 there was an increase in the number of visits, which means that Pesawaran Regency has been equipped with tourism components 4A, but its presence is still not maximized such as accommodation is still limited in number, transportation facilities must use private vehicles or rental vehicles because there is no public transportation, especially access to Pahawang Island.

Table 2. Tourist Visits in 2018-2019 to Pahawang Island

Year of Visit	Number of Tourists (in person)
2018	400.320
2019	448.008

[Source: Tourism Office of Pesawaran Regency, 2020]

One of the attractions currently visited by many domestic and foreign tourists is Pahawang Island. Tables 1.1 and 1.2 show that 26% of Peswaran Regency tourists visit Pahawang Island, based on initial observations from 100 respondents 75% visited Pahawang Island and 1 time 25%.

Pahawang is an island as well as a village located in Punduh Pidada District, Pesawaran Regency, Lampung Province. This 1,084 hectare island, located not far from Punduh Bay, is divided into two islands, namely Pahawang Besar and Pahawang Kecil. Pahawang Island has six hamlets, namely Suakbuah, Penggetahan, Jeralangan, Kalangan, Pahawang, and Cukuhnyai.

One of the things that become a successful destination visited by tourists is to have good tourist attractions and good tourist facilities and infrastructure. The Pesawaran Regency Government, especially on Pahawang Island, tourism actors through promotional programs must pay intention to the motivation of tourists to revisit these tourist destinations.

Push factors and pull factors for tourists are things that need to be studied as a way to find out what should be developed to make tourists visiting Pahawang Island again. To find out what are the push and pull factors that affect the interest in visiting tourists again, further research is needed.

Tourism, according to Naisbitt and Hermantoro in Sukmana et al., (2020), is defined as a development domain and not a development, because a domain contains space for various sectoral support activities. Tourism is built on the synergy between sectors and their outputs to produce collective outputs. Meanwhile, according to Azwar (2018), tourism is an activity, service, and product of the tourism industry to create new experiences for tourists.

Tourism destination, According to Vanhove in Hermantoro (2015), is a geographical area that can provide a total experience for tourists. According to Ritchie & Crouch in Hermantoro (2015), the definition of a geographical area in question can be a country, a region as well as covering several countries, provinces, certain designated regions, cities or districts, or certain areas that are unique and able to bring in tourists significantly. From some of the meanings stated above, it can be concluded that the notion of a tourism destination is a place or geographical area that provides tourist attractions and other facilities needed by tourists.

The push factor is the urge oneself to travel to a tourist destination for vacation purposes. According to Prebesen Yoon & Uysal in Dean & Suhartanto (2019), defined push factors are those related to tourist destinations for certain visits; basically, the benefits they feel from tourism will give them a motivational boost or at least be a push by internal needs such as relaxation and rest, escape, interaction with friends and family, fitness and health, increased knowledge, prestige, and discovery and adventure. Meanwhile, according to Crompton, John quoted from Parhusip in Azman & Elsandra (2020) mentions seven push

motivations along with an explanation of these factors. (1) Escape from a perceived mundane environment, this factor refers to the motivation of someone who experiences boredom from the daily environment which is starting to feel routine and boring. Their way to deal with the environment is to take a vacation and find a place that is physically and socially different from their daily environment (2) Exploration and evaluation of self (exploration and evaluation of self), motivation to take a vacation a person arises because he wants to get the opportunity to evaluate and find something more about himself. This self-evaluation and exploration cannot be obtained just by staying at home or visiting family. (3) Relaxation (relaxation), individuals do tourism activities because they want to relax their mental state or relax their physical state. This relaxation cannot be done in their daily routine activities. (4) Prestige (prestige), the motivation to travel arises because they think that tourism is a symbol of an upscale lifestyle. Traveling increases the respect and appreciation of others. (5) Regression to childhood/ nostalgic (nostalgia), activity motivation arises because tourism makes it possible to do something that cannot be done in everyday life. These activities are sometimes childish, and more of a remembrance of adolescence or childhood or nostalgia. (6) Enhancement of kinship relationship, travel motivation arises because they want to improve family relations and improving family relations is difficult to do in their daily lives because of various activities. (7) Facilitation of social interaction the motivation for tourism arises because tourism is considered a means that provides the opportunity to meet new people in various places. Tours that are carried out are more oriented to the people they meet than to places.

The pull factor is a motivating factor for tourists to come to a tourist destination seen from the destination. According to Kim et al in He & Luo (2020), towing motivation is defined as consisting of tourist resources, information and facilities, accessibility and transportation.

Understanding the revisit intention is one of the basic behaviors of a person to do or interested to revisit a destination because of satisfaction. According to Alegre in Azman & Elsandra (2020) revisiting interest is a feeling of wanting to revisit a tourist destination in the future. Tourists who have an interest in making repeat visits can be characterized by a willingness to revisit the same destination in the future and recommend the destination to others. Meanwhile, according to Moore in Azman & Elsandra (2020). The main reasons or factors that determine interest in returning to a destination are satisfaction during the visit, certain motivations in choosing a tourist destination, and the love of tourists for the destination. Tourists' love for destinations can be measured by the number of repeat visits made by these tourists.

Research Hypotheses

The hypotheses proposed in this study are:

A. The first hypothesis:

1. Ho1 = there is no influence of the driving factor on the desire of tourists to visit again.
2. Ha1 = there is a driving factor influencing the desire of tourists to visit again.

B. Second hypothesis

1. Ho2 = there is no effect of Attractive Factors on the desire of tourists to visit again.
 2. Ha2 = There is a pull factor influence on the desire of tourists to visit again.
- C. Third hypothesis
1. Ho3 = There is no influence of Push and Pull Factors on the desire of tourists to visit Pahawang Island again.
 2. Ha3 = There are push factors and pull factors on the desire of tourists to visit Pahawang Island again.

RESEARCH METHODS

His study uses a quantitative approach in the form of numbers or numbers. The quantitative approach emphasizes the existence of variables as objects of research and these variables must be defined in terms of the operationalization of each variable.

The sampling technique in this study uses 2 sampling techniques, namely: probability sampling and incidental sampling. According to Sugiono (2019) probability sampling is a sampling technique that provides equal opportunities for each element (member) of the population to be selected as a member of the sample, while incidental sampling is a sampling technique based on chance, that is, anyone who coincidentally/incidentally meets the researcher can be used as a sample, if it is deemed that the person who happened to be met is suitable as a data source. The required sample size was obtained using the Slovin (1990) formula. the number of respondents required in this study as many is as 100 respondents.

This study involved 100 respondents who were taken from the total tourist population who visited Pahawang Island during the 2019 period. The determination of the number of respondents was obtained using the Slovin formula with a standard error of 10%. The selection of this formula is considered ideal because it is not too much and not too little, considering the limitations of this research due to the limited time and difficulty in obtaining data and communicating directly with tourists. The questionnaire was distributed by meeting directly with tourists visiting Pahawang Island and using Google From for respondents who had visited Pahawang Island to get valid data. In general, the percentage of respondents based on the male gender is 52 people or 52% and female respondents are 48 people or 48%. The data analysis technique with multiple regression and T test and F test using (Statistical Package for the Social Sciences) SPSS 25.

RESULTS AND DISCUSSION

Results

Table 3. T-Test Results of Push Factor Variables

Variable	t _{count}	Sig	t _{table}	Description
Push Factor	7,796	0,000	1,984	Significance

[Source: Processed Data 2021]

Based on Table 1.3 the results of the t-test, the significance value of the push factor for the revisit intention is 0.000, smaller than 0.05 and $t_{count} (7.796) > t_{table} (1.984)$, then H_{o1} is rejected and H_{a1} is accepted. It can mean that individually, the driving factors have a significant effect on the revisit intention.

Table 4. T Test Results for Pull Factor Variables

Variable	t_{count}	Sig	t_{table}	Description
Pull Factor	10,904	0,000	1,984	Significance

[Source: Processed Data 2021]

Based on Table 1.4 the results of the t-test, the significance value of the Attractor Factor on Revisiting Interest is 0.000 smaller than 0.05 and $t_{count}(10.904) > t_{table}(1.984)$ then H_{o2} is rejected and H_{a2} is accepted. It can mean that individually, the Attractor Factor variable has a significant effect on the revisit intention.

Tabel 5. T Test Results

Variable	t_{count}	Sig	t_{table}	Description
Push Factor	2,988	0,004	1,984	Significance
Pull Factor	6,907	0,000	1,984	Significance

[Source: Processed Data 2021]

From Table 1.5 above, it can be interpreted with T calculated and then compared to t_{table} . For Error 5% or 0.05 and $dk = n-2$. The results of the t-test, the significance value of the push factor for revisit intention is 0.004 smaller than 0.05 and $t_{count} (2,988) > t_{table} (1,984)$ then H_{o1} is rejected and H_{a1} is accepted. It can mean that individually, the push factors have a significant effect on the revisit intention. The results of the t test, the significance value of the effect of pull Factors on revisit intention is 0.000 smaller than 0.05 and $t_{count} (6.907) > t_{table} (1.984)$ then H_{o2} is rejected and H_{a2} is accepted. It can mean that individually, the pull factor variable has a significant effect on the revisit intention.

Tabel 6. F Test Results

F Count	Sig	F Table	Description
68,717	.000 ^b	3,09	Significance

[Source: Processed Data 2021]

From Table 1.6 above, it can be interpreted with the f_{count} then compared to table. For Error 5% or 0.05 and $dk = n-2$. The results of the tester f the significance value of the influence of Push and Pull Factors on revisit intention is 0.000 smaller than 0.05 and $f_{count} (68.717) > f_{table} (3.09)$ then H_{o3} is rejected and H_{a3} is accepted. It means that push factors and pull factors have a significant effect on revisit intention.

Discussion

This study aims to determine whether the push factors and pull factors affect the revisit intention. Based on the empirical testing that has been carried out on the hypothesis in the study, the results show that all of the independent variables above have an effect on the dependent variable.

The Influence of Push Factors on Revisit Intention to Pahawang Island, the results of the analysis of this study indicate that the push factors have a positive and significant influence on the revisit intention of the island of Pahawang, both tested with one independent variable and two independent variables. These results are in accordance with the research of Azman & Elsandra (2020) Wen & Huang (2019) Khuong et al. al., (2014) which state that the push factors have a significant effect on the revisit intention.

The Influence of Pull Factors on Revisit Intention to Pahawang Island, the results of the analysis of this study indicate that the Pull Factor has a positive and significant influence on revisit intention to Pahawang Island, both tested by one independent variable and two independent variables with values. These results are consistent with the research of Azman & Elsandra (2020), Khuong et al., (2014), He & Luo (2020), Rojan Baniya et al., (2017), Wen & Huang (2019), Taher et al., (2015) and Aridayanti et al., (2020) which state that the pull Factor has a significant effect on revisit intention.

Push Factors and Pull Factors Together Revisit Intention Pahawang Island, the results of the analysis of this study indicate that the Push and Pull Factors together have a positive and significant influence on the revisit intention of Pahawang Island. These results are in accordance with Azman & Elsandra's (2020) research which states that Push and Pull Factors have a significant effect on revisit intention. In paying intention to the revisit intention of tourists, destinations have a system to monitor and publicly report visitor satisfaction with the quality and sustainability of a destination (GSTC 2019). Tourism has a special relationship with the environment, as it relies heavily on a clean and attractive environment but also consumes natural resources. It is ideally placed as a source of income related to nature conservation. As a sector that is vulnerable to the impacts of climate change and needs to be part of adaptation strategies and activities, creating this requires good governance and it is very important to create innovation and collaboration between the government and the private sector (UNWTO 2013).

CONCLUSION

Based on the research conducted, the researchers can draw conclusions, the individual T-test, the Push Factor variable has a significant effect on the Revisit Intention. Based on the individual T test, the Pull Factor variable has a significant effect on the Revisit Intention. Based on the F test, the Push Factors and Pull Factors jointly affect the Revisit Intention Pahawang Island. For Pahawang Island tourist destinations, attention from the government is needed to maintain and preserve the available natural potential, collaboration with the community to maintain the natural beauty under the sea with a conservation program, providing guidance to managers and the public so that they can maintain the beauty of the underwater world, especially tour guides so that tourists do not step on coral when snorkeling and clean the beach and sea,

especially from plastic waste, the government should program a public transportation route from Bandar Lampung to Ketapang Port so that tourists can easily find visited Pahawang Island and repaired road access to Pahawang Island

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