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Determinants of Tourist Attraction of the Heritage Tourism

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Abstract:

Heritage tourism is a journey where the purpose of the trip is to see or witness heritage ceremonies and enriches, strengthen faith. The research result on the effect of Tourist's motivation on tourist decision to heritage tourism in Dairi, it was discovered that there is an increase in the effect of tourist's motivation on tourist decision to heritage tourism in Dairi. Based on this research regarding the effect of service quality on tourist decision to heritage tourism in Dairi, it was discovered that there is an effect of service quality on tourist decision on heritage tourism in Dairi. With the improvement of Service Quality, tourist decision to heritage tourism in Dairi can be increased. Based on the findings of this research, it was discovered that tourist satisfaction has no effect on tourist decision to heritage tourism in Dairi. The decreased Tourist Satisfaction leads to a decline in tourist's decision. With regard to the effect of the tourist's motivation, service quality, and Tourist satisfaction on tourist decision to heritage tourism in Dairi, it was revealed that these three variables (Tourist's Motivation, Service Quality, and Tourist Satisfaction) have simultaneous effects on tourist decision to heritage tourism in Dairi.

Keywords: tourist's motivation; service quality; tourist satisfaction; tourist decision; attraction tourist; heritage tourism.

JEL Classification: Z32; Z11; M20.

Introduction

The development of tourism in Indonesia is directed at increasing the role of tourism in economic activities, namely increasing investment in the tourism sector that can create jobs and business opportunities with the aim of increasing people's income and foreign exchange earnings. The efforts made by the government are through the development and utilization of various national tourism potentials, so as to increase the number of visits, length of stay and total expenditure of foreign tourists during their tour to Indonesia. Building tourism is not just about controlling and managing the negative impacts of the industry. However, placing this sector in a special

position to provide economic and social benefits for local communities, and to raise awareness and support for environmental conservation. In the tourism sector, economic development and environmental protection must not be seen as opposing forces but must be interconnected with each other as aspirations that can and must strengthen each other (UNWTO 2015). Heritage tourism is a tourism product that is closely related to religion adopted by humans. Heritage tourism is used as a tourism activity to a place that has specificity for heritage people, usually in the form of places of worship, heritage tombs or ancient sites that have advantages. The advantages of heritage tourism, seen from the side of history, the existence of myths and legends. Tourism industry is the largest market segment in the world, viewed from the number of people involved in it and the money circulated around it (La *et al.* 2015). Tourism industry is composed of 7 elements: Tours information, travel agency, transportation, accessibility, tourism destination, tourist attractions, supporting elements (such as tourism education and marketing). Infrastructure and natural resources and culture are essential prerequisites in the success of tourism. So are public goodwill and friendly society in the tourism destination. These factors support the implementation heritage tourism (Utama 2015). Tourism development is one of the ways in developing a region or area. Tourism development is inseparable from the existence of natural resources as well as artificial resources of a region. In general, (Underwood *et al.* 2010) stated that there are 6 stages of development programs. This step is implemented on the destination identified to have no tourist's attraction and objects. The steps include: Identification of resources; investigation on available potentials; making programs plans and its governance; product development; marketing and communication and research. In 2019, tourists visiting Dairi Regency were dominated by archipelago tourists (99.8 percent). The peak of tourist visits occurs in January 2019. Tourists who visit can enjoy eleven tourist destinations in Dairi Regency. There are 31 accommodations available in Dairi Regency with a total of 720 rooms. Hotels in Dairi Regency consist of two-star hotels and 29 jasmine hotels. The statistics data on foreign tourists in Dairi Regency in 2019 was recorded to be only 215 foreign tourist 118 294 Indonesian Tourist and totally about 118 509 people (BPS Dairi Regency 2019). This number is scanty and has failed to meet the expected number desired by the Dairi Regency people. However, these tourism potentials are not yet maximized. Therefore, it is necessary to put service quality as the basis for measuring the success of running the heritage tourism (Романова *et al.* 2013) and tourists' satisfaction is highly needed in enjoying the beauty of cultural heritage displayed in each region and cities in Dairi Regency. Tourist-oriented marketing effort is aimed at understanding the needs and desires of foreign tourists in travelling. Yang *et al.* (2016) discovered that Tourist-oriented marketing has become an indispensable element since it determines Tourist behavior after purchase or consumption. Factors on the quality of tourist destinations are the quality of natural attraction, building attractiveness, cultural appeal, and social appeal. It is used to measure the level of satisfaction of foreign tourists, we conducted direct response questionnaires comprehensively in which it mentions how satisfied and unsatisfied they are with the overall tourism products during their stay in Dairi Regency. Foreign tourists who felt satisfied during their tour in Dairi Regency will be highly likely pay a return visit in the future. Foreign tourists who are not satisfied will lead to Tourist exit and potentially lead to reduced number of foreign tourists visiting the tourism destinations in the long term. On the contrary, foreign tourists who felt satisfied during and after the tour will create a positive image towards the tourism services and promotes Tourist loyalty for tourists in the future, so that in the end will have a very significant contribution to the success of the development of tourism sector such as the increased number of tourists, longer stay, the amount of tourists spending, tourism industry product requests, image and performance of tourism industry. Dairi Regency is located in the Bukit Barisan Highlands with an altitude of about 400 - 1,700 meters above sea level (Portal Dairi, 2012). So far, people know Dairi district with its agricultural commodities, especially Sidikalang coffee which has become a product that is known to almost all over the world. But lately the marketing of sidikalang coffee has begun to decrease, due to the drop in coffee prices in the world market. People have started to turn to other commodities. Apart from the agricultural sector, Dairi Regency has good potential in the tourism sector. Dairi Regency has many tourism locations, both those that are well known to the community and those that are not yet known and are still potential and have not been touched by development as befits a tourism location. Tourism natural resources that are owned are very diverse including culture, natural beauty, fauna and flora so that it is believed to have the potential to support the increase in the prosperity of the people of Dairi. Dairi Regency is one of the regencies in North Sumatra which generally has hilly and mountainous topography covered with forests with invaluable biological wealth. Naturally, the natural panorama and river water resources that bring a beautiful and pleasant atmosphere of life has become a necessity for everyone. Dairi Regency has a beautiful natural panorama, a wealth of fauna and flora that can fascinate tourists, but it has not been exploited with a touch of tourist principles so that it has not received many tourist visits. Meanwhile, if the tourism sector is developed, it will increase other sectors including agriculture. Basically, Dairi Regency has a lot of potential heritage tourism

that has the potential to be developed, with a variety of attractions in the form of beautiful natural scenery of forests, mountains, lakes, caves, rivers, flora and fauna. Butterflies and orchids are commodities that are found in many tourist objects and have the opportunity to be developed as tourist mascots in Dairi Regency. There are also quite a lot of tourism potentials besides ecotourism that have the potential to be developed, including those related to culture, history and artificial tourism parks and agro-tourism. One example is the development of all tourist destinations in Dairi Regency that reflect the religious harmony and obedience of the Dairi people, as well as play a role in creating a conducive climate for Dairi development, especially in the development of the tourism sector. The development of tourism in the District of Dairi has generally not received an optimal touch according to the principles of tourism, as well as the packaging and marketing. Improving the quality of tourist objects through the readiness of facilities in accordance with tourism standards, packaging tourism packages and establishing an aggressive marketing strategy through domestic and foreign tourism channels. It is necessary to promote local cultural events and sports that support tourism in accordance with the carrying capacity of each developed area. Therefore, it is necessary to explore more deeply about the determinants of tourist attraction in the heritage tourism in Dairi Regency.

1. Literature Review

1.1 The Heritage Tourism

Understanding cultural heritage tourism depends on coming to grips with the meaning and definition of tourism. Connect culture, heritage, and tourism to the word. A broader cultural meaning expands it to include Transformed into a heritage, the historic town (Ashworth 1991). This is most widely used in tourism terminology. A combination of preserved houses preserved urban landscapes, morphological trends, as well as a location connected to historical incidents and personalities. It was also reported by Ashworth (1995). It may be expanded to include cultural products of past and contemporary culture and performances described as Cultural patrimony. It is also possible to subsume art into heritage, but heritage requires more than it is Generally known as art. Heritage is a central part of the national identity of every country and thus influences it. Core principles and critical topics. This means that the ancestry is not, and cannot be a part of One market, a particular group or culture, and definitely not to any commercial benefit that it wishes. To make use of a specific feature of the shared heritage. Generally, the heritage is agreed It includes all facets of natural and man-made heritage, including not easily described immaterial heritage. Aspects of life such as customs, ceremonies and beliefs. Cultural heritage also contains content Aspects such as clothing, food, arts and crafts. It can be seen within these limited definitions That, across all countries, there may be groups with their own unique heritage' that is specific Geographical region, maybe with its own customs, food specialties and language (Mapisammeng, in Spanish). As Butts observed in Hall and Macarthur in 1996, 'Cultural heritage consists of both. Tangible and intangible elements that is strongly interlinked. Traditions or tradition Objects, buildings or historic sites must be protected if they are to maintain their significance. Some kind of the plan for the protection of material cultural heritage should also consider the value of cultural heritage Maintaining the connection between the tangible and intangible elements of cultural heritage;" Cultural heritage tourism is indeed in fact part of the type of cultural object, either visible or tangible. Intangible at a tourist destination that is inspired by a desire to observe, learn, or learn. To engage in the culture of the destination (Swarbrooke, in Robinson 1996).

1.2 The Tourist Motivation

Before someone goes on a tour, they are certainly motivated by the motive to travel. Motivation is very basic in the study of tourists and tourism, because motivation is a "trigger" of the tour process. Internal motivation is the driving factor of a tourist, and the next motivation is external motivation which is an attractive factor derived from the attributes of a destination. A person's decision to travel is influenced by strong push factors and pulls factors. Motivation on the internal of the tourists is the driving factor for tourists to visit and the next motivation is external motivation which is an interesting factor of the destination attribute. A person's decision to travel is influenced by strong motivating and pulls factors. The driving factors are generally social-psychological, or the motivation of a particular person, while the pull factor is the specific attribute of the goal. With the motivating factor, someone wants to take a tour, but it is not yet clear which regions / countries to visit. Basically, a person travelling is motivated by several things, these motivations can be grouped into four major groups as follows: 1. Motivation that is physical, among others, for relaxation, health, comfort participate in sports activities, relaxing and so on. 2. The desire to know the culture, customs, traditions and arts of other regions. 3. Social motivation, such as visiting friends and family, meeting partners, doing things that bring prestige (prestige), making pilgrimage. 4. Motivation in other areas / destinations a person will be able to escape from the tedious daily

routine and provide psychological satisfaction. 5. Self-actualization motivation. 6. Safety motivation. (Zhang et al., 2015) argues that there are two desires in travelling motivational tourists namely the desire to know other areas, visiting historic buildings and the desire to get sunlight on this trip depends on how the place is a pleasant place, highlighting certain activities namely sports. Travel motivation, there are nine travel motivations, seven including socio-psychological motivation groups and two including cultural motivation, namely escape from the normal environment that is felt, recognition and self-assessment, relax nerves or called relaxation, dignity, regression, needs, education, relationship development kinship according to Crompton in (Zhang *et al.* 2015). People's decisions during a tour are influenced by push factors called pull factors and pull factors. Actually, the factors mentioned are also called internal and external factors in making a decision to travel that is motivation the nature of person-specific motivation or social-psychological. Destination-specific attributes are the attractor (Hamzah *et al.* 2013)

1.3 Service Quality

Service quality or services is one of the most important factors in measuring Tourist satisfaction (Alditia Detmuliati and Syofia Achnes 2014). To measure the services quality, there are several methods used including servqual Berry, Parasuraman and Zeithaml (Lupiyoadi, Rambat dan Hamdani, 2006). Servqual Model was developed out of the comparison of two factors: Tourists perception on the real services they received (perceived service) and services that are expected (expected service). Salma & Ratnasari (2015) if reality is more than expected, then the service is categorized as excellent. While if the reality is less than expected, then the service is categorized as not excellent. And it is categorized as satisfying if the reality is the same as expectation. The quality of service according to Berry, Parasuraman and Zeithaml (Lupiyoadi, Rambat dan Hamdani, 2006) is, (1) tangibility; (2) reliability; (3) responsive; (4) guarantees; and (5) empathy.

1.4 Tourist Satisfaction

William Band (Musanto 2009), states that the Tourist satisfaction is a level where the needs, desires and expectations of Tourists can be fulfilled which in the end lead to re-purchase or sustainable loyalty and the most important factor to create Tourist satisfaction is the performance of the agent which is usually interpreted as the quality of the agent (Musanto 2009). The main factors that determine consumer or Tourist satisfaction is Tourist perception towards service quality. Tourist satisfaction is the level of feeling where someone reveals the results of the comparison of product performance (services) as received and expected (Kotler & Keller 2013). While according to Tjiptono & Chandra (2018), services quality can be defined as the effort to fulfill Tourists' needs and desires and the statutes to balance Tourist expectations. Tourist perception towards services quality can be the tourist's perception towards service quality or tourism services received. According to Achrol & Kotler (2012), company will be act wisely to measure Tourist satisfaction on a regular basis since one of the keys to maintain Tourist is through Tourist satisfaction. According to (Kotler & Keller, 2013) there are 5 dimensions to measuring satisfaction Tourists namely: Re-purchase, telling good things about the company to others and recommend it less attention paid to brands and advertisements of competitor's products, purchases of other products from the same company, offering the idea of products or services to the company.

1.5 Tourist Decision

Consumer Decision Making is a basic part of consumer behavior that leads to the purchase of a product or service. Durán (2016) explains that consumer decision making is a process in which consumers evaluate various alternative choices and choose one or more alternatives that are needed based on certain considerations. While Dixit (2017) explains about purchasing decisions as follows: consumer decision making to buy a product begins with awareness or fulfillment of needs and desires. Thus, it can be concluded that the purchasing decision is a process of fulfilling the needs and desires of consumers and confronted by various alternative choices and choose one based on certain considerations. Visiting decisions are decisions taken by someone before visiting a place or region by considering several factors according to Du *et al.* (2010). In this case the visiting decision theory is taken from the purchase decision theory of a product, so that in several categories of visiting decisions applied to the purchase decision mode.

2. Methodology

This research applies quantitative and associative natures. Seen from the types of data, then the research uses quantitative approach, but also when viewed from the explanation method, this research uses associative approach. The quantitative research is deeply conducted. The population of this research are foreign tourists with an unidentified number and the samples obtained were 98 people (Suharsimi 2010). The data collection

techniques is observation, interview and questionnaires. Data Analysis Methods are Classical Assumption Test, Normality Test, Multicolonearity test, Heteroscedasticity test, Autocoerelation test (Sugiyono 2012).

Data Analysis Techniques are:

1. Multiple Regression Analysis

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

2. F Test

3. T Test

4. Results and Discussions

Classical Assumption Test

1. Normality test

Based on Normality Test value of 0.949 > 0.05 indicates that the data is normally distributed, so, it can be concluded that the model meets the normality assumption.

2. Multicollinearity Test s as follows:

Table 1. Multicollinearity Test

	Correlations			Collinearity Statistics	
	Zero-order	Partial	Part	Tolerance	VIF
	.152	.142	.125	.949	1.054
	.306	.346	.323	.985	1.016
	.352	.348	.324	.963	1.038

Source: Data processed, 2019

Based on Table 1 above, it is shown that all independent variables have a tolerance value > 0.10, as well as the results of the calculation of VIF values, all variables have a VIF value < 10. This means that in the regression model created, there are no symptoms of multicollinearity.

Multiple Regression Analysis

The results of regression analysis are:

Table 2. Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	4.182	4.616		.906	.367	-4.983	13.347
	Tourist Motivation	.084	.060	.129	1.391	.168	-.036	.204
	Service Quality	.185	.052	.325	3.576	.001	.082	.287
	Tourist Decision	.317	.088	.330	3.593	.001	.142	.492

a. Dependent Variable: Tourism Decision

Source: Data processed, 2019

$$Y = 4,182 + 0,082X_1 + 0,185 X_2 - 0,317X_3$$

The above equation leads to the following interpretation: If the value of tourist motivation to heritage tourism in Dairi will be accomplished and if the value of tourists motivation is 8,4%, This shows that the motivation of tourists to go to the area is very minimal. The quality of service in tourist areas is very low with a test result of 18.5%, which is an obstacle for domestic tourism. In the Tourist Satisfaction, the resulting test value is 31.7%, where tourists are not too satisfied with domestic tourism and must be further improved. In the travel decision test value, tourists tend to want to travel to the area if all tourist facilities have been repaired by showing a value of 4.182.

Hypothesis Testing

F Test

The results of the calculation of F test obtained is presented on the following table:

Table 3.F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	282.447	3	94.149	9.637	.000 ^b
	Residual	918.369	94	9.770		
	Total	1200.816	97			

a. Dependent Variable: Tourism Decision

b. Predictors: (Constant), Tourist Satisfaction, Quality Service, Tourist Motivation

Source: Data processed, 2019

The level of confidence significance of 0.05 is 2.700409063. Based on the results of the F test, the calculated F value is 9,637 with a significance level of 0,000. Because F count = 9.255 > F table = 2.700409063 and significance probability 0.000 < 0.05, then Ha is accepted which means that Tourist Satisfaction, Service Quality, Tourist Motivation simultaneously have a positive and significant effect on: Travel Decisions in the Dairi Regency area.

T Test

The results of the calculation of T test obtained is presented on the following table:

Table 4. T Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.182	4.616		.906	.367
	Tourist Motivation	.084	.060	.129	1.391	.168
	Service Quality	.185	.052	.325	3.576	.001
	Tourist Decision	.317	.088	.330	3.593	.001

Dependent variables: Tourism Decision

Source: Data processed, 2019

The purpose of t test is to see whether there is a significant relationships in the relationship of X₁, X₂, X₃ on Y based on table 4 above.

The variable of Tourist's Motivation (X₁)

Ho: Tourist's Motivation influences tourist decisions to heritage tourism in Dairi. Test results obtained the value of t for Tourist's Motivation variable is 1,391 with the significance value of =0,168 > 0.05, thus the value of significance of 0,168 is bigger than 0.05 which indicates that The Tourist's Motivation has no significant effect on tourist decisions to heritage tourism in Dairi, thus Ha is accepted.

The variable of Service Quality (X₂)

Ho: Service Quality has an effect on tourist decisions to heritage tourism in Dairi. Test results obtained the value of t for the independent variable is 3,576 with the significance value of 0,001 < 0.05, thus that significance value of 0,001 is smaller than 0.05 which indicates that service quality has a significant effect on tourist decisions to heritage tourism in Dairi, thus Ho is rejected.

The Variable of Tourist Satisfaction (X₃)

Ho: Tourist satisfaction has an effect on tourist decisions to heritage tourism in Dairi, Test results obtained the value of t for tourist's satisfaction variable is 3,593 with the significance value of = 0,001 < 0.05, thus it means that significance value of 0,000 is smaller than 0.05, indicating that tourists satisfaction has a significant effect on tourist decisions to heritage tourism in Dairi, thus Ha is rejected

Coefficient of Determination (R-Square)

This coefficient of Determination is used for the purpose of discovering the extent of the effect of the independent variables on the dependent variables. The value of coefficient of Determination is determined by the value of *adjusted R square*.

Table 5. Coefficient of Determination Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change
1	.485 ^a	.235	.211	3.126	.235

Source: Data processed, 2019

From data processing result above, it can be seen that the value of R-Square (Adjusted R Square) is 0,211, this means 21,1 % tourist decisions to heritage tourism in Dairi is absolutely determined by the variation of the value of the tourist's motivation, service quality and tourist's satisfaction.

4 Discussions

The effect of the tourist's motivation on Tourist decisions to heritage tourism In Dairi Based on research results above concerning the effect of the tourist's motivation, service quality and tourist's satisfaction on tourist decisions to heritage tourism in Dairi thus making H₀ accepted which indicates that the tourist's motivation has an effect on tourist decisions to heritage tourism in Dairi. This means that the increased the tourist's motivation has an effect on tourist decisions to heritage tourism in Dairi. The Effect of service quality on Tourist decisions to heritage tourism in Dairi. Based on the results of this research findings concerning the Effect of service quality on tourist decisions to heritage tourism in Dairi thus making H₀ is accepted. This indicates that service quality has an effect on tourist decisions to heritage tourism in Dairi. With the improvement of Service Quality, tourist decisions to heritage tourism in Dairi can be increased. The Effect of Tourists' Satisfaction on Tourist decisions to heritage tourism in Dairi. Based on the results of this research finding concerning the effect of Tourists Satisfaction on tourist decisions to heritage tourism in Dairi thus making H₀ rejected, this indicates that there is no effect of Tourist Satisfaction on tourists' decision. With the decreased Tourist Satisfaction, Tourist decisions to heritage tourism in Dairi are also decreased. The effect of the tourist's motivation, service quality and tourists satisfaction on tourist decisions to heritage tourism in Dairi. This research has clearly proven that the tourist's motivation, service quality and tourist's satisfaction has simultaneous effects on tourists' decision in Dairi Regency, then Ho is accepted which means that The tourist's motivation, Service Quality and Tourist Satisfaction have effect on tourist decisions to heritage tourism in Dairi from the research results, the most prominent thing from the decision to travel in heritage of dairi regency is tourist satisfaction. This must be addressed by all aspects of tourism management in the district of dairi, so that the tour can be recognized and satisfy the visiting tourists.

Conclusions

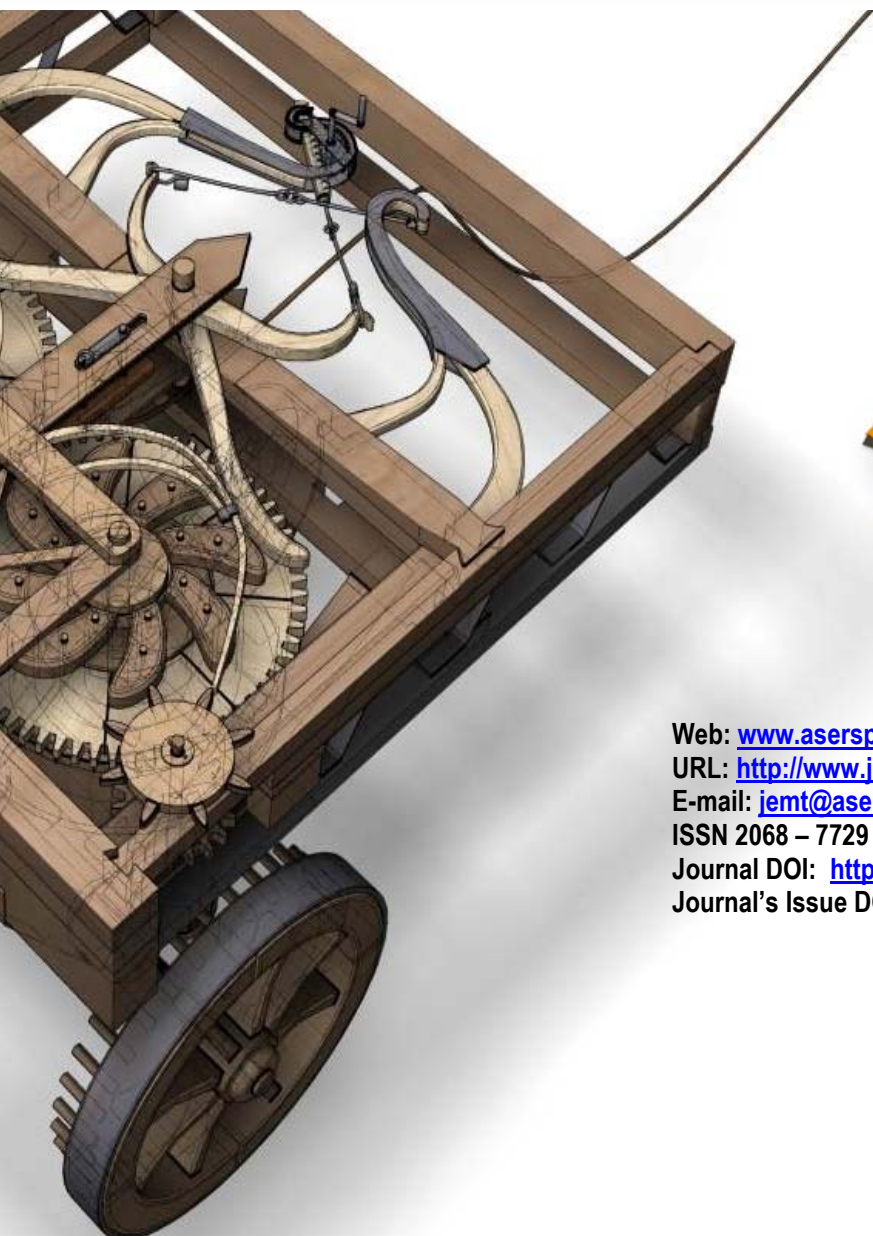
Based on the results of the research above, it was concluded that discovered that the tourist's motivation has an effect on tourist's decisions. This means that the increased the tourist's motivation has an effect on tourists' decisions. The Effect of service quality on tourist decisions to heritage tourism in Dairi Based on the findings of this research, it was revealed service quality has an effect on tourist's decision. With the improvements of Service Quality, tourist decisions to heritage tourism in Dairi can be increased. Based on findings of this research, it was discovered that tourist satisfaction has no effect on tourist's decisions. With the decreased Tourist Satisfaction, Tourist decisions to heritage tourism in Dairi is also decreased. Based on the findings of this research, it was discovered that the tourist's motivation, Service Quality and Tourists Satisfaction have effects on tourist decisions to heritage tourism in Dairi.

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