PUSH AND PULL MOTIVATION FACTOR OF TOURIST INTENTION TO VISIT MELAKA

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ABSTRACT

The number of tourist who visits Malaysia has been increase every year. Tourism is one of the main contributors to Malaysia’s economy. The purpose of this study is to investigate on motivation factor push and pull factor that lead to tourist intention to visit Melaka. The motivation factor push and pull factors can help destinations to meet the desired needs of individual travelers from different markets. Knowledge of tourist’s motivation is critical to predict future travel patterns and enable destination marketers to plan and execute effective marketing strategies. Using the framework of push and pull motivation to determine tourist intention to visit Melaka, 200 questionnaire has been distributed and only 150 were returned. The result shows that there are negative relationship between push and pull factor of motivation that encourage tourist intention to visit Melaka.

Field of Research: Push and pull factor, motivation, tourist , intention to visit

1.0 Introduction

Malaysia is one of well known country for vacation and Malaysia also receive high number of tourist every year (Salleh et al., 2007; Pinkborneo, 2011), and tourism industry is the second biggest outside income worker for Malaysia. Today the tourism business in Malaysia is getting advancement and getting to be noticeably one of the world most appealing travel goals, and additionally in the financial and social improvement has likewise turned out to be critical. Ukessays, (2014); Khan et al, (2013), expressed that tourism has turned into a well-known worldwide relaxation action and it is fundamental for some nations, for example, Malaysia, Thailand, Lebanon, Egypt, Spain, Greece, because of the extensive admission of cash for business with their merchandise and ventures. Yang et al., (2013), declared that the rate of tourism clearly affected by voyager's decision to travel. In addition, as indicated by Sirakaya et al., (2001), voyagers are sensible boss and they will be affected by both inside and external drivers. These drivers go about as the push-pull motivation which impacts their decision to travel (Romao, et al.,,(2014); Uysal, Li and Sirakaya, (2008).

According to Al-Haj Mohammad & Mat Som, (2010) knowing about both push and force components can help goals to meet the coveted needs of individual voyagers from various markets. Learning of vacationer's inspiration is basic to foresee future travel designs and empower goal advertisers to design and execute powerful showcasing techniques. Jang et al., (2009), gaining by goals' qualities in push and force inspirations renders an upper hand in the travel business. A goal can underwrite with an ideal blend of push and force elements to pull in and hold vacationers. Thus, this study aimed to identify what push and pull motivational factors of tourists in making decision to select Melaka as their destination choice.
2.0 LITERATURES REVIEW

According to Hung & Petrick, (2012), researchers discovered that travel inspiration shows the importance of push-pull inspiration where push factors alludes to voyaging in view of inward needs and draw factor implies an engaging quality of goal. Dayour, (2013), the push thought processes disclose visitor craving to travel, the pull intentions rather clarify the decision of goal with respect to its traits. According to George (2004) as well as March and Woodside (2005) travel motivations can be considered as one of the most important psychological influences of tourist behavior. Decrop (2006), inspirations are the inward condition of a man, or certain necessities and needs of a man, which constrains them to act or carry on particularly and accordingly supporting human conduct and vitality levels of the human body. According to Kozak, (2002) Jang & Namkung, (2009), travel inspiration is additionally viable and basic mediator of traveler conduct which forcefully influence travel goal. Mohamed & Othman (2012), motivations are possible to identify tourist intentions as widely discussed and accepted in the study of travel motivation. Mak et al. (2009), to every visit away from home there is a driving motive. An evaluation of the writing on traveler inspirations for going to goals present a number of common broad factors including novelty seeking. Mansfeld, (1992) Rittichainuwat, (2008); Ooi & Laing, (2010), search for cultural experience (Kim, Eves & Scarles, 2009; Amuquandoh, 2011), escape from routine environments (Mak, Wong & Chang, 2009; Niggel & Benson, 2007; Prayag & Ryan, 2010), and relaxation (Jonsson & Devonish, 2008; Hsu, Cai & Li, 2010). These are in line with the argument that tourist motivations to travel. Chiang & Jogratnam, (2006), research in leisure travel has also recognized “a wide variety of motivators ranging from the psychologically based motivations to physical characteristics of tourist destination”. Although most researchers assume that both push and pull factors are inspiration factors, a few analysts separate amongst push and draw ideas and just acknowledge push factors as inspiration (e.g., Nicolau & Mas, 2006), while treating pull factors as destination attributes or attractions. C. H. C. Hsu and Huang (2008) argued, “Even those studies that claim pull factors are an inspiration shows them as goal traits and attractions.” Pizam, Neumann, and Reichel (1979) contended that push factors did not assume any part in inspiration and to be disposed of from the investigation of genuine tourism, since pull factors are quite recently sound judgment clarifications of a specific traveler exercises. In this case, the study seeks to examine and better understand the travel motivation of travelers to visit Melaka.

Novelty seeking is one of the reasons why tourists visit a destination. The literature considers novelty as the degree of contrast between the known and unknown, making it the opposite of familiarity that leads to little or no experience. Park (2008), novelty seeking is an inward urge that invigorates people to take part in perception, investigation, control, and addressing. Trauer & Ryan, (2005), desire to acquire new knowledge and new sensory experiences are central to tourists in search of novelty. McIntosh, Goeldner and Ritchie (1995) put forward various sources of novel experiences, ranging from the discovery of nature-based attractions, events and activities, innovative physical places, to the gaining of prestige and attention from others. Sangpikul’s (2008) contention that a specific motivation to venture out abroad is to look for changed understanding or way of life that individuals can’t get in their standard condition.

According to Jarvis and Peel (2010), the desire to travel is often associated with the yearning to escape. Kim & Ritchie, (2012) state that is to “break from routine” activities of the home and work. Ritchie, Tkaczynski & Faulks, (2010), this break bears individuals the chance to invigorate their brains by taking part in non-routine types of recreation exercises. Closely related to escapism is the travel for relaxation. It has to do with resting from one’s day-to-day activities. Grimm & Needham, (2012), it is also seen as a state of being liberated from tension and anxiety. Leonard and Onyx (2009) found that relaxation aside escape is the most focal mental inclining factor for vacationer development. Maslow’s theory is one of the most frequent used to explain the premise of motivation. Maslow uses five sets of goals...
which are also referred to as basic needs: physiological needs, safety needs, social needs, self-esteem and self-actualisation (Tikkanen, 2007). Tourists may need to escape, relax, to gain relief of physical- and mental tension and for typical sun lust reasons. Crompton (as cited by Saayman, 2006), identified seven socio-psychological factors which motivate a tourist to travel: escape from an everyday environment, discovery and evaluation of oneself, relaxing or participation in recreational activities, gaining a certain level of prestige, for the purpose of regression, strengthening family ties and facilitating their level of social interaction.

For quite a long time the influences of environment and safety for tourism had been ignored in literature, particularly the issue of safety in the destination country as a determinant of tourism demand. Health hazards are also regarded as potential issues that can undermine tourism development. All disasters can divert tourism flows away from affected destinations.

Reynolds and Braithwaite, (2001); Bresler, (2007); Powell and Ham, (2007), stated that the increment in nature-based tourism and the quantity of vacationers heading out to secured ranges, for example, national parks, is the after effect of a larger amount of valuation for the common habitat and the resulting yearning of voyagers to take part in rich, brilliant, nature encounters. Chhetri et al. (2004) explain that tourist experiences stem from a variety of sensory information found in natural areas. Tourists travelling to national parks already have positive feelings and perceptions because they are on holiday and will seek to match these expectations and emotions with just such a positive nature. Cole (2001) says a positive tourism encounter is one where sightseers see add up to fulfillment, which implies a superior personal satisfaction. According to Borrie and Birzell, (2001); Yu and Goulder, (2006), this level of fulfillment is in this way an imperative part of nature-based tourism if return visits are to be secured and the tourism item managed. Buultjens et al., (2005); Marion and Reid, (2007), giving amazing nature encounters is crucial for overseeing national stops effectively.

The study tries to establish cultural and historical attractions attributes which influence tourist as they take their trips to these destinations. Andersen, Prentice et al, (1997), studied the cultural tourism of Denmark. The properties that were chosen by them included verifiable structures, exhibitions, theatres, celebrations and occasions, historical center, renowned individuals, for example, authors, shopping, royal residences, nourishment, palaces, sorts lastly old towns. They named castle, exhibition halls, verifiable structures lastly cultivates as the fundamental and most vital characteristics which voyagers are most enthusiasm with when they go to Denmark. For the purpose of analyzing European cultural tourism, he selected some attributes identifying with cultural/heritage destinations which, through investigating them, faced a rapid rise in the production as well as the consumption of what is known as heritage attraction. Nuryanti, (1996) described the influence of cultural/heritage tourism together with management responses through reviewing the features of those tourists who visited Oxford. Peleggi, (1996) investigated the connection between the historical attractions of Thailand and the international along with domestic tourism. These investigations included the analysis of both the ideological consequences of heritage which was involved in visiting tourist attractions regarding the official historical narrative and the state tourism agency's promotion of heritage. Several attributes such as monuments, museums, temples and finally the traditional villages were the results of this research. Many other researches, apart from the above mentioned, have examined the cultural/heritage destination attributes. Huh and Usual, (2004), highlighted the significance of the occasions through various traits including chronicled houses, music, celebrations conventional functions, craftwork, moving, sustenance lastly encountering the customary life straightforwardly.
3.0 Theoretical Framework

PUSH FACTORS
- Novelty and knowledge seeking
- Rest and relaxation

FULL FACTORS
- Environment and safety
- Cultural and historical attraction

4.0 Methodology

4.1 Sample and data collection method

This survey was conducted at Bandar Hilir Melaka by distribute 200 set of questionnaire randomly to the international tourist. However, only 150 questionnaires were returned.

5.0 Finding & Discussion

5.1 Reliability analysis

The reliability test result for travel intention which consists of 5 questions is 0.893. According to Alpha Coefficient Range, 0.893 is indicated as very good. Thus the researcher concludes that the questions regarding travel intention are acceptable. Second, the reliability test result for novelty and knowledge-seeking which is consisting of 8 questions is 0.741. According to Alpha Coefficient Range, 0.741 is indicated as good. Thus the researcher concludes that the questions regarding travel intention are acceptable. Third, the reliability test result for rest and relaxation which is consisting of 4 questions is 0.953. According to Alpha Coefficient Range, 0.953 is indicated as excellent. Thus the researcher concludes that the questions regarding travel intention are acceptable. Fourth, the reliability test result for environment and safety which is consisting of 8 questions is 0.601. According to Alpha Coefficient Range, 0.601 is indicated as moderate. Thus the researcher concludes that the questions regarding travel intention are acceptable.
5.2 Regression Analysis

Model Summary

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<th>Std. Error of the Estimate</th>
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<td>.950</td>
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a. Predictors: (Constant), NOVELTY AND KNOWLEDGE-SEEKING, REST AND RELAXATION, ENVIRONMENT AND SAFETY, CULTURAL AND HISTORICAL ATTRACTIONS

The linear regression analysis been presented in Table 4.6. The linear regression test of the model reveals that the R-square of the model is .950. This mean the model explains 95.0% of the variance in the dependent variable, travel intention. Meanwhile, the remaining 0.5% cannot be explained. This means there were other factors that can be used to determine tourist travel intention to Melaka.

6.0 Conclusion and Future Recommendation

Based on findings of the study, several recommendations can be made to improve the tourist arrivals to Melaka. Tourism companies should take into consideration to diversify vacation packages and develop destination programs and activities to provide more different choices for tourists. Therefore, tourist providers can increase their tourists’ satisfaction and/or reduce the risk of dissatisfaction, and offer interesting and unforgettable tourism experiences for them. Putting more efforts to train employees is necessary in order to enhance their performance in the way of delivering services to customers. A qualified employee is not only expert in foreign languages and tourism knowledge, but also has flexible problem-solving skills to serve customers in their interest. In order to increase the awareness of tourism organizations about the role of push and pull factors and their positive influences on tourist’s intention to visit Melaka, they should pay attention on both push and pull motivational factors why people make decision to travel, and their needs and expectations about that trip as well. Thereby, Melaka tourism destination marketers can design efficient marketing strategies and tools to attract more potential visitors. They should invest in impressive tourism advertisements and attractive promotional programs to raise potential customers’ travel motivation. Investing in social media, especially tourism websites and video clips with a variety of tourist information and images are also effective ways to introduce Melaka destination for foreigners. Everyone should feel that he or she is welcome. Marketing and awareness campaign should go on and target wider regions. Various media including the internet should be utilized. There should be positive news about Malaysia from all sources so that all should know about the country. Tourism should not be only in the urban areas and other regions of Malaysia should be opened up to tourists. Local people should make various artifacts, which they can then sell to the tourists. Local materials such as batik should also be marketed.

References


