THE INFLUENCE FACTORS OF TRUNYAN VILLAGE VISITORS

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Abstract

This research aimed to find out factors that influenced tourist visit to Trunyan village that could give a brand image toward the present of Trunyan Tourism Village. This research was analyzed using statistic and was processed using computer program package, a sub-program of SPSS (Statistical Package for Social Science) 15.0 for Windows. The factors that influenced the tourist visit to Trunyan village were the eminent factor, the additional value factor, and the supportive factor. It could be concluded that based on the three factors above, the eminent factor was the most dominant factor that determined the tourists perception in visiting Trunyan village. It was formed by the buildings and the facilities have a high historical value, the location, the promotion by travel agencies, the security of the area and the surrounding of the tourism object, the tourism object has many venues to be visited, and the life experience.

Keywords: eminent factor, additional value factor, supportive factor.

Introduction

Nowadays, tourism sector contributes approximately 4% of Indonesian total economy. In 2019, Indonesian Government will double it into 8% of GDP which implies that in the next 4 years, the total visitors needs to be doubled into approximately 20 million visitors. To achieve this goal, the government will focus on

improving the infrastructures (including information and communication technology infrastructures), accesses, health and hygiene, and increasing online promotion (marketing) campaigns abroad. The government also revises a free visa access policy in 2015 to attract more foreign tourists (*https://www.indonesia-investments.com/id/bisnis/industri-sektor/pariwisata*).

From dozens of Indonesia tourism destinations, Bali is the main tourism destination for the foreign tourists. It is because the uniqueness of Bali in form of culture and nature panorama. Its uniqueness spreads to almost all over Bali including Trunyan Village in Bangli Regency. Trunyan Village is an ancient village located on the shore of Lake Batur. It is a Bali Aga village or also known as Bali Mula village with its unique and interesting society life. Trunyan society keeps its tradition and heritage that can be enjoyed by the visitors. The most interesting place for the visitors is the Trunyan cemetery.

Trunyan tourism object experiences a quite sharp fluctuation on the tourist visit because many problems caused by the brand image which is not too good. By understanding the importance of a brand image influence in a tourism industry and toward the development of a society economy, therefore each tourism attraction has to have a good brand image. Its aim is to develop a strong attraction from a destination because when a tourist assesses and evaluates a destination, the perception toward the destination is the main component in determining a visit. The consequence is that the destination image will play an important role in attracting and keeping the tourists (Andreassen & Lindestad, 1998).

An example of a brand image importance is increasing the interest of tourist visit. A good brand image accompanied by the potential of Trunyan Village Cemetery will increase the tourist visit interest, thus the development of Trunyan tourism village can be increased. Brand image is very important to be developed by a business for its continuity in attracting tourists to use their products and services and to compete with the other competitors. Brand image is the representation of the whole perception toward a brand that is formed by information and experiences toward the brand. Brand image can be formed if the tourists have a positive

vision or perception toward a brand that enables the tourist to do a purchase or even repurchase for many times.

Other than brand image, another factor which becomes tourists' assessment that is also important in the success of a company is the perceived quality. Perceived quality or also called as quality impression is a part of service quality but focuses more on the impression of the tourists toward the whole quality or the eminence of a product or service related to the expected goal. Therefore, it can be inferred that brand image and perceived quality become the consideration factors for consumer in taking a decision in purchasing a product or service. It is similar to Trunyan Village which is famous for its culture and uniqueness which become the strength in attracting tourist interest to visit the object.

Based on the description above, therefore, it is interesting to examine factors which influence tourist visit to Trunyan village which give brand image toward the present of Trunyan Tourism Village.

A. Literature Review

b.1 Definition of Tourism Marketing

Tourism marketing is a management process which is conducted by a travel agency to determine actual and potential tourists, conduct a communication in order to be able to determine and influence the interest, need, motivation, like and dislike of a tourism package which is offered by the travel agency and then formulate and adjust it to achieve the optimal satisfaction of the tourists (Yoeti, 1990:30; Kotler, 2001; Wahab, 1997; Yoeti, 2002:1).

b.2 Brand Image

Brand image according to Kotler (2000:404) is a set of scores of a brand, while according to Aaker (1997:69), brand image is how a consumer and others understand and accept a brand. Keller (2003:166,167) explains that a positive brand image can be developed through a strong marketing program toward a product which is unique and having a highlighted advantage which can differentiate it from other products.

b.3 Perceived Quality Theory

Aaker (1991) states that perceived quality refers to the quality impression of a brand. Zeithaml and Bitner (in Umar 2003:237) define five dimensions in determining a service quality; they are Reliability, Responsiveness, Assurance, Empathy, and Tangibles. Durianto (2004) states that quality impression has an important role in a brand, therefore the effort to develop a strong quality impression needs to get a serious attention so that the company can seize and conquer the market in every of product category.

b.4 Purchase Decision Making

Simamora (2002;15) states that there are five roles happen in a purchase decision, they are Initiator, Influencer, Decision Maker, Purchaser, and User. Kotler (2004:204) states that there are five steps taken by consumer in the purchasing process, they are problem identification, searching information, increasing attention, and searching information. The consumer information is categorized into four groups, they are private source, commercial source, public source, and experience source. Related to purchase decision, Kotler (2002) states that the purchase decision is a consumer act to buy or not to buy a product.

B. Theoretical Framework and Research Concept
c.1 Theoretical Framework

The influence of brand image will become an important factor in influencing tourist decision in visiting a tourism destination. Basically, the good or bad quality of a brand image depends on the good or bad the service quality of various parties of the destination. In making a decision in visiting a tourism destination, a consumer will consider two factors, internal factor and external factor. Internal factor is a factor which comes from the tourist him/herself which covers education, job, health, life style, motivation, perception, and financial. External factor is a factor which is influenced by the condition outside of the tourist him/herself which covers social, culture, demography, natural environment, politic, government, and technology. The factor analysis technique used was the confirmatory analysis technique toward 21 variables and the two factors, internal and external. There were 21 variables from

those two factors which covered the needs of the tourist to visit the destination, needs to get destination information, tourist experience, accuracy of choosing destination, the uniqueness of the destination, tourist satisfaction, tourist behaviour after the visit, the total expenses, destination reputation, the provided facilities, location and access, promotion done by the related parties, different attraction, the hospitality of the society, the way the society communicate, the accuracy of the society in giving information, the readiness of the society, the tourist safety assurance, and the public concern

Based on the analysis result toward the variables and the factors, it was determined which variables that gave quite big influence toward the factors and the role of each factor. Thus, from the average role of each factor, the strength of Trunyan Village brand image could be identified. This research also examined whether the brand become the determining factor for the tourists to visit Trunyan Village. By identifying each variable roles, then a recommendation could be given on which variables that should be improved or revised. It is expected that Trunyan Village is able to maintain its service quality and uniqueness so that it can create a positive image and brand image in the tourist perception to do a visit. The theoretical framework is as follows.
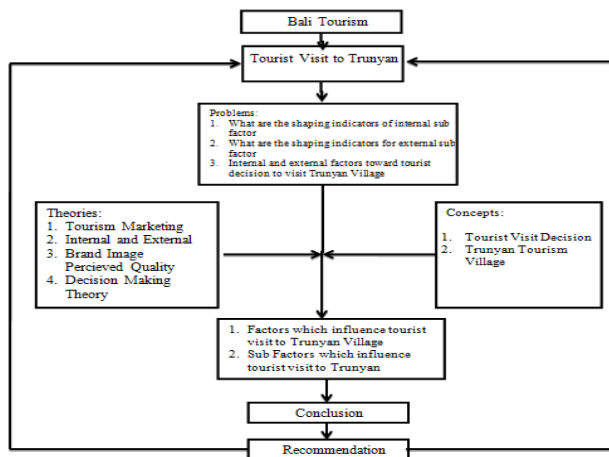
Figure: Theoretical Framework

Figure: Theoretical Framework

c.2 Research Concepts

Homer and Swarbook (in Sudibya, 2004:96) state that there are two determining factors in taking holiday decision; they are internal factor and external factor. Internal factor is a factor that drives the tourist visit which comes from him/herself or a personal motivation which consists of personality, income, health, family decision, past experience, hobby and passion, knowledge of potential holiday, life style, habit, opinion, and perception. External factor is a factor that drives the tourist visit which comes from outside of the person him/herself, or a recommendation of a travel agency, information obtained from the destination, through tourism organization, recommendation from colleagues and family, politic policy, health condition factor of the destination, special promotion, and climate. Factors in this research were internal and external factors which influenced the tourist decision in choosing a tourism destination.

C. Research Method

d.1 Research Approach

The approach used was the qualitative method supported by qualitative data and was designed using survey research design which involved foreign tourists and domestic tourists who visited Trunyan Village.

d.2 Research Location and Length

The research location was in Trunyan Village, Kintamani District, Bangli Regency. By considering the size of the total respondents of the research, therefore, it was determined that the length of the research was 3 months which was divided into time for collecting data and time for processing the data.

d.3 Types of Data and Sources of Data

The types of data of the research covered (1) quantitative data and (2) qualitative data. The sources of data covered (1) primary data and (2) secondary data.

d.4 Population and Sample

The population of tourist visit to Trunyan Village in 2016 was 12,989 visitors, and in a month, it can be calculated into

12,989 : 12 = 1,082 visitors. The sample was taken using accidental sampling technique.

d.5. Variable Types and Indicators

Variable is something which can differentiate or change a value (Kuncoro, 2003:41). To answer the problem formulations on the analysis of factors which influence tourist decision to visit Trunyan Village, the variables used in this research was factors analysis which influence the tourist decision.

The research instruments used to collect the data were the structured questionnaire and unstructured questionnaire. The structured questionnaire was used to find out tourist opinion toward the brand image and the perceived quality in Trunyan Village. The list of questions gave the respondent a chance to choose some alternative answers. The unstructured questionnaire was used to obtain in-depth data from the tourists. The list of questions gave the respondent a chance to answer the questions using his/her own words, thus the obtained answers were vary. The research instruments were tested using Validity Test and Reliability Test.

d.7 Data Analysis

The data were analyzed using descriptive statistics and factor analysis techniques. Descriptive statistics are statistics which have functions to describe or give a brief picture about the examined object through a real sample data without conducting analysis and making a general conclusion.

Factor analysis is a statistical technique which can be used to give a relative simple description through variable numbers reduction which is called factor. Factor analysis is a procedure to identify an item or a variable based on its similarity. The research results were analyzed using qualitative descriptive analysis method using SPSS 23. Factor analysis is one of multivariate analysis techniques which is part of variable relationship model which is independent. Multivariate method consists of a relation model of independent model and dependent model. According to Hair *et al* (in Widarjono 2010: 240), they steps are 1) Calculating the correlation between indicators which are observed, 2) conducting factor extraction, and 3) conducting factor rotation.

Matrix correlation analysis between indicators was used to find out whether the indicators of tourism destination area (DTW) satisfaction was valid to be analyzed using factor analysis. The first suffice requirement is from KMO MSA (Kaiser Mayer Olkin Measure of sampling adequacy and Barlett's test). If KMO MSA is greater than 0.5 then it is sufficient for factor analysis. It is a statistical test for the total significance of all correlations in the correlation matrix, its value is (sig=0.000). The measurement of KMO can be seen on the table as follows.

Table: KMO Measurement

KMO Values	Recommendation
.>0.90	Very good
0.80-0.89	Useful
0.70-0.79	Can be used
0.60-0.69	Sufficient
0.50-0.59	Bad
<0.50	Unaccepted

Source: Widarjono, 2010: 242

It is advised to use a high KMO as required which is 0.7, however, value above 0.5 can still be used in determining factor analysis (Widarjono, 2010:242). KMO indicates the correlation coefficient in factor analysis and Bauerlett's test of sparicity is a statistical test to find out the total significance of all correlations on the correlation matrix. The correlation coefficient is (sig 0.000).

After all of the requirements of factor analysis are fulfilled, then the next step is looking at the indicators which are valid for factor analysis. If the MSA score is higher than or equal to 0.5, then the indicator is valid to be used. In contrary, if the MSA score is less than 0.5, then the indicator is invalid. The steps taken if an indicator is less than 0.5 is by conducting Anti Image Correlation by giving an "a" symbol which forms a diagonal line. The indicator which is less than 0.5 must be taken out and a re-analysis is conducted by omitting the

invalid indicators, thus it will form a new KMO MSA and Anti Image Matrices.

The second step in factor analysis is the factor extraction, a method used to reduce some indicators of the data to produce lesser factors which are able to explain the correlation between the observed indicators. There are many methods that can be used, however, the most common and simplest method is the Principal Components Analysis (PCA). This method forms a linear combination from the observed indicators. The first main component is the combination which explains the biggest total variance from the sample and so on. The factor extraction will produce the score of communalities and total variance explained. The score of community shows the indicator variance percentage which can be explained by the formed factor, for example 70 percent or 80 percent. The initial eigenvalues can be identified from the total variance. The score of eigenvalues > 1 shows that the factor can well explain the indicator and needs to be included in the forming of indicator (Widarjono, 2010:250).

The next procedure of factor analysis is conducting factor rotation to produce a clear main component. The purpose of the rotation is to obtain a factor structure which is simpler so that it can be easily interpreted. The methods used are the varimax method, quantimax method, and equamax method. The commonly used method is the Varimax Method which is an orthogonal rotation to minimalize the number of indicators which has a high loading factor in each factor (Widarjono, 2010:244).

D. RESULT AND DISCUSSION

e.1 Descriptive Statistics

Based on the research results toward 130 respondents in Trunyan Village Tourism Object, it can be identified some characteristics of the respondents which cover the characteristics of the respondents based on gender, age, and source of information.

1. Respondents characteristics based on gender.

The respondents characteristics based on gender is shown in the table below.

RESPONDENTS CHARACTERISTICS

BASED ON GENDER

No.	Gender	Total	
		Total	Percentage (%)
1	Male	76	58.5
2	Female	54	41.5
	Total	130	100

Source: Processed data

Based on the above information, the respondent of the research was dominated by male respondent as many as 76 persons or 58.5 %, while female was only as many as 54 persons or 41.5%.

2. Respondents characteristics based on age.

The respondents characteristics based on age can be seen in the following table.

TABLE

RESPONDENTS CHARACTERISTICS

BASED ON AGE

No.	Age (Years old)	Total	
		Total	Percentage (%)
1	< 25	75	57.3
2	35 – 45	30	23.1
3	> 45	25	19.2
		130	100

Source: Processed data

Based on the table above, it can be explained that the dominant age was 25 - 35 years old as many as 75 persons or 57.3%, followed by 35 - 45 years old as many as 30 persons or 23.1%, and > 45 years old as many as 25 persons or 19.2%.

3. Respondents characteristics based on source of information.

The respondents characteristics based on source of information related to Trunyan Village Tourism Object can be seen in the table as follows.

TABLE 2:

RESPONDENTS CHARACTERISTICS BASED ON INFORMATION

	Information	Total	
		Total	Percentage (%)
1	Family or colleague	65	49.2
2	Brochure	49	37.7
3	Other promotions	16	13.1
		130	100

Source: Processed data

Based on the table above, it can be explained that respondents obtained the information about Trunyan Village Tourism Object from brochure as many as 64 persons or 49.2%, then those who obtained the information from family or colleague as many as 49 persons or 37.7%, and those who obtained the information from other promotions as many as 17 persons or 13.1%.

e.2 Data Quality Test

Before conducting factor analysis, the data quality test was conducted first by using validity test and reliability test toward the statement items to obtain a valid and reliable

research result. The validity test was conducted to find out whether the questionnaire which had been made was the correct tool to measure the data and could reveal data from the examined variables precisely. The questionnaire of the research was designed to measure the tourist perception in taking decision to visit Trunyan Village Tourism Object.

The validity was determined by looking at the questionnaire result between each score item. According to Masrun (quoted by Sugiono, 2001:124), an instrument is called valid if it has the Pearson Product Moment correlation coefficient (r) > 0.3 with alpha score of 0.05. Thus, if the correlation of the item score and the total score is less than 0.3 then the questionnaire is invalid. The validity test was conducted using sub-program package SPSS version 15.0 for Windows.

To conduct a statistical analysis, validity and reliability tests need to be conducted first on the research instruments so that the researcher will be able to continue the analysis to solve the problem formulations. According to Masrun, a research instrument is called valid if it has Pearson Product Moment correlation coefficient (r) > 0.3 with alpha score of 0.05 (quoted by Sugiyono, 2001:124) and reliable if it has reliability coefficient of 0.60 or higher (Arikunto, 1998 : 129). The result analysis of validity and reliability tests of the instruments of the research can be seen in the table as follows.

TABLE 3:

VALIDITY AND RELIABILITY TESTS RESULTS

OF THE RESEARCH INSTRUMENTS

Variable	Question Item	Reliability Coefficient	Information	Correlation Coefficient	Information

Tourist perception in visiting Trunyan Village Tourism Object	X1			0.793	Valid
	X2			0.377	Valid
	X3			0.814	Valid
	X4			0.832	Valid
	X5			0.519	Valid
	X6			0.565	Valid
	X7	0.899	Reliable	0.858	Valid
	X8			0.051	Invalid
	X9			0.869	Valid
	X10			0.460	Valid
	X11			0.414	Valid
	X12			0.382	Valid
	X13			0.842	Valid

Source: Processed data

Based on table 3 above, only the X8 research instrument which was invalid, therefore it was invalid to be analyzed further, while the rest of the instruments were valid and reliable because the correlation coefficient were above 0.3 and reliable because the reliability coefficient score were above 0.6, therefore the analysis could be continued.

e.3 Factor Analysis Result

In solving the research problems, the statistical analysis was processed using sub-program package SPSS (Statistical Package for Social Science) 15.0 for Windows. The obtained research results are as follows.

a. Setting the Correlation Matrix

The valid data were processed using factor analysis which produced correlation matrix. By the present of correlation matrix, the relation between the examined

variables could be identified. The variables which had low correlation toward other variables were reduced from the analysis. To test the variables, the score of KMO (Keiser Meyer Olkin), Bartlett of Sphericity test and MSA (Measure of Sampling and Adequacy) test were used. The tests results of the variables is served in the table below.

TABLE

RESEARCH VARIABLES RELIABILITY

Variables	KMO	Bartlett of Sphericity	MSA	Valid or Invalid
X1			0.805	Valid
X2			0.649	Valid
X3			0.818	Valid
X4			0.834	Valid
X5			0.804	Valid
X6	0.815	1060.728	0.914	Valid
X7		Sig. 0.000	0.872	Valid
X9			0.856	Valid
X10			0.866	Valid
X11			0.786	Valid
X12			0.658	Valid
X13			0.840	Valid

Source: Processed data

Based on the table above, it can be explained that the KMO was 0.815 and Bartlett of Sphericity was 1060.728 with significance score of 0.000. The scores of KMO and MSA of all variables were already above 0.5 and the significance score were 0.000 (less than 0.05), therefore, the variables could be processed further.

b. Determining the Total Factor

Total factor is the combination of some variables which correlates each other which is based on eigenvalue score. The eigenvalue score is the sum of variance of

correlation scores of each factor toward each variable which forms the related factor. The bigger the eigenvalue score, the more representative the factor as the representation of the variable group. The chosen factor for the further analysis in a model was based on the limitation of the factor which had eigenvalue score >1. Thus, there were three factors which explained 84.090 % of the total variance factor which determined the tourist perception in visiting Trunyan Village Tourism Object.

TABLE 5:

TOTAL FACTOR

Factor	Eigenvalue	Percentage of Variance	Percentage of Cumulative
1	6.476	53.964	53.964
2	2.564	21.364	75.328
3	1.052	8.763	84.090

Source: Processed data

Based on table 5 above, it can be concluded that factor 1 had eigenvalue score of 6.476 with variance contribution of 53.964 %, factor 2 was 2.564 with variance contribution of 21.364 %, factor 3 had eigenvalue score of 1.052 with variance contribution of 8.763, therefore, cumulatively the total variance which was formed by the three factors was 84.09 %.

c. Factor Rotation

The factor matrix was transformed into simpler matrix so that it was easier to be interpreted through factor rotation. The factor rotation was analyzed using varimax rotation technique.

TABLE 6:

FACTOR ROTATION RESULT

No	Variables	Eigenvalue	Loading factor	Percentage of Variance

1	X1	6.476	0.925	53.964
	X3		0.866	
	X4		0.935	
	X7		0.923	
	X9		0.950	
	X13		0.944	
2	X2	2.564	0.974	21.364
	X5		0.918	
	X12		0.976	
3	X6	1.052	0.596	8.763
	X10		0.587	
	X11		0.874	

Source: Processed data

On the factor rotation above, it shows that there were 12 variables which had loading factor > 0.45 which were grouped into three factors which achieved cumulative variation of 84.090 %. It means that the percentage which determined the tourist perception to visit Trunyan Village Tourism Object was 84.090 % could be explained by the three factors mentioned above.

d. Factor Interpretation

The factor interpretation was done by categorizing variables which had loading factor minimum of 0.45. Maholtra Naresh (1996:75) suggests that the higher the loading factor, the stronger the correlation between variables with the factor. Determining the minimum of loading factor is relative and there is no general agreement on the requirements.

Based on the SPSS Ver. 15.0 output, it was obtained three factors which determined tourist perception in visiting Trunyan Village Tourism Object, they were:

The first factor had eigenvalue of 6.476 with a determining variance percentage score of 53.964 %. This factor was formed by the provided building and facilities have a high

historical value (X1) with loading factor of 0.925. Location which is easy to be reached (X3) with loading factor of 0.866. Promotion by travel agency (X4) with loading factor of 0.935. The security of the area and the surrounding of the tourism object (X7) with loading factor of 0.923. The tourism object has many venues to be visited (X9) with loading factor of 0.950. The life experience (X13) with loading factor of 0.944. This factor is then called as The Eminent Factor.

The second factor had eigenvalue of 2.564 with variance percentage score of 2.564 which determined the tourist perception in visiting Trunyan Village Tourism Object. This factor was formed by the availability of supporting facilities such as the ticket fare which is equal to the quality (X2) with loading factor of 0.974, Promotion through internet media (X5) with loading factor of 0.918, Purchase ability (X12) with loading factor of 0.976. This factor is then called as the Additional Value Factor.

The third factor had eigenvalue of 1.052 with variance percentage score of 8.763 % which determined tourist perception to visit Trunyan Village Tourism Object. This factor was formed by the condition and politic relationship of the country which is being visited (X6) with loading factor of 0.596, the variable of tourist intensity who conducts a tourism visit (X10) with loading factor of 0.587, Family group (X11) with loading factor of 0.874. Therefore, the third factor is called as The Supportive Factor. This factor was formed by the variable of quite comfortable buildings, variable of company's strategic location, and variable of famous company name.

From the three factors above, the eminent factor was the most dominant one which determined the tourist perception to visit Trunyan Village Tourism Object. It was formed by the provided buildings and facilities have a high historical value, location which is easy to be reach, promotion through travel agency, the security of the area and the surrounding of the tourism object, and Bali has many tourism objects.

e. **Model Accuracy Test**

Model accuracy test is the final step in factor analysis. Model accuracy can be identified from the size of residual which occurs. Residual is the correlation difference which is observed and produced based on the result of factor matrix estimation. In this research, the residual percentage was 9 % or as many as six residuals based on the absolute score > 0.05. It indicated that the model had an accuracy of 91 % on error level of 5 % or in other words, the model can be accepted with the accuracy of 91 %.

E. Conclusion

Based on the analysis results and discussion above, it can be concluded that factors which influenced the tourist to visit Trunyan Village which gave a brand image were the eminent factor, the additional value factor, and the supportive factor. From the three factors above, the eminent factor was the most dominant factor which determined the tourist perception in visiting Trunyan Village Tourism Object which was formed by the provided buildings and facilities have a high historical value, the location, the promotion through travel agency, the security of the area and the surrounding of the tourism object, the tourism object has many venues to be visited, and the life experience.

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