

MOTIVASI WISATAWAN MANCANEGARA LANJUT USIA BERWISATA DI BALI: STUDI KOMPARASI WISATAWAN MANCANEGARA ASIA DAN NON-ASIA

Faustina Lianto

liantofaustina@yahoo.com

Program Managemen Perhotelan, Fakultas Ekonomi, Universitas Kristen Petra, Surabaya,
Indonesia

Abstrak: Tujuan penelitian ini adalah untuk mengidentifikasi faktor-faktor pendorong dan penarik motivasi wisatawan mancanegara lanjut usia Asia dan non-Asia dalam memilih Bali sebagai destinasi wisata, serta mengkaji apakah terdapat perbedaan faktor pendorong dan penarik antara 2 kelompok kebangsaan ini. Jenis penelitian yang dilakukan adalah kuantitatif deskriptif dengan metode analisa faktor, yang selanjutnya dilakukan analisis komparatif. Hasil analisis faktor membentuk 6 faktor pendorong, yaitu 1) *explore and increase knowledge about the local culture*, 2) *quality time and visiting nostalgic places with close accompanies*, 3) *relaxation and having fun*, 4) *spending time with family members*, 5) *rejuvenation and health*, 6) *sharing destination experience*. Selain itu terungkap 4 faktor penarik baru, yaitu 1) *hospitality services and tourism attractions*, 2) *local culture*, 3) *natural scenery and climate*, 4) *quite rest area*. Lebih lanjut, terdapat 2 faktor dengan perbedaan yang signifikan dan 4 faktor dengan perbedaan yang tidak signifikan pada analisis komparasi faktor pendorong, sedangkan untuk faktor penarik ditemukan tidak terdapat perbedaan yang signifikan faktor pendorong antara wisatawan mancanegara lanjut usia Asia dan non-Asia.

Kata kunci:

motivasi, faktor pendorong, faktor penarik, wisatawan lanjut usia, Bali.

Abstract: This research focused on senior foreign travelers aiming to identify the push and pull factors of Asian and non-Asian travelers in choosing Bali as their travel destination. It also aimed to review whether there were differences between push and pull factors. Factor analysis was applied to identify the push and pull factors, while independent sample t-test was chosen to determine those significant differences between those 2 nationality groups. The results showed that there were 6 push factors, they were 1) *explore and increase knowledge about the local culture*, 2) *quality time and visiting nostalgic places with close accompanies*, 3) *relaxation and having fun*, 4) *spending time with family members*, 5) *rejuvenation and health*, 6) *sharing destination experience*. And another 4 pull factors, they were 1) *hospitality services and tourism attractions*, 2) *local culture*, 3) *natural scenery and climate*, 4) *quite rest area*. Those are motivating respondents to choose Bali as their travel destination. The comparative analysis of the push factors also showed that there were significant differences of motivation; whereas for the pull motivational factors, there were no significant differences for the Asian and non-Asian senior tourists.

Keywords:

motivation, push factors, pull factors, senior travelers, Bali

DAFTAR REFERENSI

- Andreu, L., Bigne, E., & Cooper, C. (2000). Projected and perceived image of Spain as a tourist destination for British travellers. *Journal of Travel and Tourism Marketing*, 9(4), 47-67.
- Antara. (2016). Jumlah Turis Asing ke Bali Melonjak, dari Mana Saja?. *Tempo.Co*. (2016, Oktober 10) Retrieves from <https://m.tempoco.com/read/news/2016/10/10/090810981/jumlah-turis-asing-ke-bali-melonjak-dari-mana-saja>
- Badan Pusat Statistik Bali. (2015). Statistik Wisatawan Mancanegara ke Bali 2015. Laporan BPS Prov Bali
- Badan Pusat Statistik Indonesia. (2016). Jumlah Kunjungan Wisatawan Mancanegara menurut Pintu Masuk dan Kebangsaan.
- Dewi, Udayantini. (2015). Pengaruh Jumlah Wisatawan dan Tingkat Hunian Hotel Terhadap Pendapatan Sektor Pariwisata di Kabupaten Buleleng Periode 2010-2013. *Skripsi*. Jurusan manajemen Universitas Pendidikan Ganesa. Singaraja.
- Frankel, J., & Wallen, N.(1993). *How to Design and Evaluate Research in Education* (2nd ed.). New York. McGraw-Hill.
- Ghozali, I. (2005). *Aplikasi Analisis Multivariate dengan Program SPSS*. Jakarta: Badan Penerbit UNDIP.
- Harper, S., & Leeson, G. (2009). Introducing the Journal of Population Ageing. *Oxford Institute of Ageing, University of Exford*, 1-5.
- Hermantoro, Hengky. (2011). *Creative based tourism: dari wisata rekreatif menuju wisata kreatif*. pp.53-54.
- Iso-Ahola, S. E. (1989). Motivation for leisure. In E. I. Jackson & T.I. Burton (EDs.), *Understanding leisure and recreation: Mapping the past, charting the future* (pp.247-280). State Collage, PA: Venture Publishing.
- Jonsson, C., & Devonish, D. (2008). Does Nationality, Gender, and Age Affect Travel Motivation? A Case of Visitors to The Caribbean Island of Barbados. *Journal of Travel & Tourism Marketing*, Vol 25 (3-4), 398-407.
- Kabassi, K. (2010). Personalizing Recommendation for Tourists. *Telematics and Informatics* 27.
- Kassean, H., & Gassita, R. (2013). Exploring tourists push and pull motivations to visit Mauritius as a tourist destination. *African Journal of Hospitality, Tourism and Leisure* Vol.2 (3).
- Kartikaningrum, Natalia Indah. (2016). Tahun Lalu Tercapai, Bali Naikkan Target Wisman pada 2016. *Industri Bisnis*. (2016, Februari 2016). Retrieves from <http://industri.bisnis.com/read/20160202/12/515410/tahun-lalu-tercapai-bali-naikkan-target-wisman-pada-2016>
- Kinsella K, He W. (2009). *An Aging World: 2008*. Washington, DC: National Institute on Aging and U.S. Census Bureau.
- Kuncoro, M. (2003). *Metode Riset untuk Bisnis dan Ekonomi*. Jakarta: Erlangga.
- Kim, K. (2008). Analysis of Structural Equation Model for The Student Pleasure Travel Market: Motivation, Involvement, Satisfaction, and Destination Loyalty. *Journal of Travel & Tourism Marketing*, Vol. 24 (4), 297-313.
- Kusnendi (2008). *Model-Model Persamaan Struktural*. Bandung: Alfabeta.
- Kozak, M. (2002). Comparative Analysis of Toursit Motivations by Nationality and Destination. *Tourism Management* 23, 221-232.
- Meng, F., Tepanon, Y., & Uysal, M. (2008). Measuring tourist satisfaction by attribute and motivation: The case of a nature-based resort . *Journal of Vacation Marketing*.

- McGehee, N. G., Loker-Murphy, L., & Uysal, M. (1996). The Australian international pleasure travel market: Motivations from a gendered perspective. *The Journal of Tourism Studies*, 7(1), 45-57.
- Nursastri, Sri Anindiati. (2017). Bali Dinobatkan sebagai Destinasi Terbaik di Dunia. *Kompas.com*. (2017, April 14). Retrieves from <http://travel.kompas.com/read/2017/04/14/200540027/bali.dinobatkan.sebagai.destinasi.wisata.terbaik.di.dunia>
- Norman, W.C., Daniels, M.J., McGuire, F., & Norman, C.A. (2001). Whither the mature market: An Empirical examination of the travel motivations of neo-mature and veteran mature markets. *Journal of Hospitality and Leisure Marketing*, 8,113-130.
- Patterson, Ian. (2006). *Growing Older: Tourism and Leisure Behaviour of Older Adults*. School of Tourism and Leisure management University of Queensland, CABI is a Trading Name of CAB Internasional.
- Pitana, I Gde dan Gayatri, Putu G. (2005). *Sosiologi Pariwisata*. Yogyakarta: Andi Offset.
- Pusdatin Kemenparekaf & BPS. (2015). Profil Wisatawan Mancanegara 2009-2014. Laporan BPS Indonesia. Retrieves from <http://www.kemenpar.go.id/asp/detil.asp?c=110&id=1417>
- Responden Asia, wawancara personal, Mei 8, 2017.
- Schiffman. (2008). *Perilaku Konsumen*. Edisi 7. Jakarta: Indeks.
- Staab, D., & Kleiner, B. (2005). Effective Management of Pension Plans. *Management reseach News*, Vol 28, 127-135.
- Sugiono (2009). *Metode Penelitian Bisnis*. Bandung: CV. Alfabeta.
- United Nation-World Tourism Organization (WTO). (2005). Tourism Highlight UNWTO, *Tourism Barometer Volume 12, January 2014*
- Utama, I Gusti Bagus Rai. (2012). Motivation and Satisfaction of Senior Tourist in Bali. *International Call Paper for Cluster on Internasional Aspect of tourism: "Global regulation of Tourism" May 18-29, 2012*, Udayana University Bali.
- Utama, I Gusti Bagus Rai. (2014). Loyalitas Wisatawan Mancanegara lanjut Usia Berwisata di Bali (Destination Loyalty Model of senior Foreign Tourist Visiting Bali Tourism Destination). *Skripsi*. Universitas Udayana, Denpasar.
- Wardiyanta (2006). *Metode Penelitian Pariwisata*. Yogyakarta: C.V. Andi Offset.
- Yoon, Y., & Uysal, M. (2005). An Examination of The Effects of Motivation and Satisfaction on Destination Loyalty: a Structural Model. *Tourism Management*, pp. 45-56.