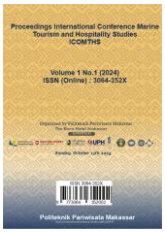

Proceedings International Conference On Marine Tourism and Hospitality Studies, Page 69-75, Volume 1 No.1 (2024)
ISSN (Online) : 3064-352X
https://doi.org/10.33649/iconmths.v1i1.328
Received: October 2024/ Revised: December 2024/ Accepted: December 2024

PROCEEDINGS INTERNATIONAL CONFERENCE ON MARINE TOURISM AND HOSPITALITY STUDIES
https://journal.poltekparmakassar.ac.id/index.php/IConMTHS

Examining The Impact of Accessibility Perceptions on Prestige Motivation Among Visitors to Bromo Tengger Semeru National Park

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Abstract

This study aims to examine the influence of perceptions of accessibility to tourism on the prestige motivation of visitors to Bromo Tengger Semeru National Park, categorizing accessibility into physical and non-physical. This research employs a quantitative approach, utilizing multiple regression statistical analysis to explore the relationship between independent and dependent variables. 200 samples were obtained through a questionnaire distributed to Bromo Tengger Semeru National Park visitors who had visited at least once. The collected data were subsequently analyzed using multiple linear regression testing. The findings of this study reveal that: 1) perceptions of both physical and non-physical accessibility simultaneously influence the prestige motivation of visitors to Bromo Tengger Semeru National Park; 2) perceptions of physical accessibility, when analyzed separately, do not have an impact on prestige motivation, while perceptions of non-physical accessibility do have a significant effect; 3) the combined influence of perceptions of physical and non-physical accessibility on prestige motivation is relatively low, accounting for only 15.7%, while the remaining 84.3% is influenced by other variables not addressed in this study. This research recommends that future studies expand on the concepts of physical and non-physical accessibility by incorporating additional indicators based on other tourism theories.

Keywords: Facebook, physical accessibility, non-physical accessibility, and prestige motivation.

1. INTRODUCTION

Indonesia, located in the Ring of Fire, significantly impacts the tourism industry, particularly in mountain tourism, due to its numerous attractive mountains. One popular activity is mountain climbing. According to Holt (2008), in the early 20th century, mountain climbing was an elite activity for those wanting to connect with nature. However, changing lifestyles have transformed climbing into a mass activity accessible to everyone (Beedie & Hudson, 2003), as seen in Indonesian mountain tourism.

The growing interest in climbing has prompted managers of these areas to improve tourist accessibility. As society evolves, so do perceptions of accessibility, which can influence travel motivation (Cole et al., 2019). Understanding tourists' perceptions of accessibility is crucial for studying human behavior and travel motivation (Kruger et al., 2007; Zondag & Pieters, 2005).

Accessibility can be categorized into physical and non-physical aspects (Wang, 2015; Apollo, 2017). Physical accessibility includes tangible factors such as distance, travel costs, transportation, accommodation, information, and natural conditions, which are essential for tourists (Rahmafitria et al., 2020). Non-physical accessibility involves age, social status, economic status, skills, health, and safety (Wang, 2015; Apollo, 2017). These factors shape individuals' perceptions of accessibility, affecting their travel decisions.

Modern lifestyle changes influence behavior through complex motivations, not just pursuing new experiences typical of mass tourism (Sayangbatti, 2015). Travel motivations can stem from social norms, attitudes, culture, and perceptions created through communication. Theories of motivation suggest that both intrinsic factors and external support influence travel decisions. Dann (1977) highlights that motivation is driven by both push and pull factors. Accessibility can serve as

a pull factor that destination managers enhance to attract tourists (Wirajaya et al., 2021), while intrinsic motivations may include a desire for prestige, reflecting social status (Ryan & Deci, 2000).

Bromo Tengger Semeru National Park is a unique and popular mountain tourism destination incorporating physical and non-physical accessibility dimensions. Therefore, examining the accessibility concept (Wang, 2015; Apollo, 2017; Lättman et al., 2018) and prestige motivation in this context is particularly relevant. This study explores tourists' perceptions of accessibility at TNBTS and how these perceptions affect their prestige motivations. Additionally, it will identify empirical accessibility conditions in TNBTS, considering different backgrounds, social statuses, and other indicators supported by Wang and Apollo's research.

The following hypotheses proposed in this research are:

H1: Physical accessibility impacts tourists' prestige motivation.

H2: Non-physical accessibility impacts tourists' prestige motivation.

H3: Both physical and non-physical accessibility influence tourists' prestige and motivation.

2. RESEARCH METHODOLOGY

2.1 Location of The Study

In this study, the author selected Bromo Tengger Semeru National Park (TNBTS) as the research location due to its unique mountain tourism characteristics and various climbing activities available to visitors. TNBTS is also rich in natural and cultural attractions that draw tourists. It is located in East Java, encompassing several administrative regions: Pasuruan, Malang, Lumajang, and Probolinggo.

a. Sampling and Data Analysis

This research employs a quantitative method, converting respondents' perceptions into numerical data for statistical analysis using IBM SPSS 25. Quantitative data is numerical and measured through scoring. The analysis will use multiple regression techniques, with data collected via questionnaires. Before distribution, the questionnaires will be tested for validity and reliability. Once these criteria are met, the questionnaires can be distributed. After data collection is complete, the next step is data processing.

The sampling technique used is purposive sampling, which selects samples based on specific criteria (Sugiyono, 2012). The criterion for this study is that respondents must be at least 17 years old. Sample size calculations follow Hair et al. (2010), suggesting a sample size of 90 to 180 based on 18 indicators. Questionnaires were distributed over one month.

The research instrument is a closed questionnaire using a Likert scale (Sugiyono, 2011), divided into five sections. The first section includes screening questions, followed by a respondent profile section to assess characteristics like age, gender, education level, occupation, income, travel expenses, transport options used to reach and within TNBTS, accommodation, tour packages, length of stay, visit frequency, and previous climbs. The third section contains seven statements related to physical accessibility factors based on sources like Wang et al. (2015), Apollo (2017), and Cole et al. (2019). The fourth section includes eight statements regarding non-physical factors, also referencing Wang et al. (2015) and Apollo (2017). The final section contains three statements measuring tourists' prestige motivation.

The researcher will use SPSS for analysis, employing bivariate Pearson correlation (Pearson product-moment). After collecting data and information, the author will process the data according to the necessary steps for quantitative research. Data analysis will use regression analysis to examine the relationship between one dependent variable and one or more independent variables, aiming to predict the average value of the dependent variable based on known independent variable values. Before conducting multiple regression analysis, the author will perform validity and reliability tests on the research instruments, followed by using the Successive Interval Method (MSI) to convert ordinal data to interval data before hypothesis testing.

3. FINDINGS AND DISCUSSION

3.1. Respondent Profile

Out of 200 respondents, the majority were female, comprising 53%. Most respondents were tourists from East Java (45%), primarily aged 17 to 25 (77%). Additionally, 63% had a diploma or bachelor's degree. Most respondents were students, totaling 104 (52%). The study mainly included 151 low-income respondents, earning less than Rp5,000,000, primarily due to the student demographic. Among the respondents, 171 (86%) spent less than Rp3,000,000 on their trip. Most Bromo Tengger Semeru National Park visitors traveled by private car (32 respondents, 16%), and over 50% used jeeps to explore the area. Many tourists chose homestays for accommodation (33%). Additionally, 179 respondents spent 1 to 3 days in the park, and 103 opted not to use tour packages, preferring to plan their trips. Most respondents had visited Bromo Tengger Semeru National Park only once, and 98 out of 200 respondents had at least completed one hike.

3.2. Classical Assumption Testing

During the classical assumption testing phase, three tests were conducted: normality test to check data distribution, multicollinearity test to assess intercorrelation among variables, and heteroscedasticity test to check for heteroscedasticity in data distribution. The normality test indicated that the data was normally distributed, with a significance value of 0.07 based on the Kolmogorov-Smirnov criteria (threshold 0.05). The multicollinearity test showed no multicollinearity, with a tolerance value of 0.748 and a VIF of 1.337. Finally, the heteroscedasticity test revealed no signs of heteroscedasticity, as indicated by a scatter plot showing a random distribution. Since all three tests met the criteria, hypothesis testing could proceed.

3.3. Hypothesis Testing

The correlation test results presented in Table 1 showed a correlation of 0.291 between physical accessibility (X1) and prestige motivation (Y), a correlation of 0.378 between non-physical accessibility (X2) and prestige motivation, and a correlation of 0.502 between physical and non-physical accessibility.

Table 1. Result of Correlation Test

Correlation				
		X1	X2	Y
X1	Pearson Correlation	1	.502**	.291**
	Sig. (2-tailed)		.000	.000
	N	200	200	200
X2	Pearson Correlation	.502**	1	.378**
	Sig. (2-tailed)	.000		.000
	N	200	200	200
Y	Pearson Correlation	.291**	.378**	1
	Sig. (2-tailed)	.000	.000	
	N	200	200	200
**. Correlation is significant at the 0.01 level (2-tailed).				

3.4. Multiple Regression Analysis

Based on the data processing results shown in Table 2 from the questionnaire distribution, the constant coefficient is 5.349, the regression coefficient for Physical Accessibility on Prestige Motivation is 0.072, and the regression coefficient for Non-Physical Accessibility is 0.149. From this data, the regression equation can be formulated as follows:

$Y = a + b1X1 + b2X2 + \ldots + bnXn$

$Y = 5.349 + 0.072X1 + 0.149X2$

Where:

Y: Prestige Motivation

X1: Physical Accessibility

X2: Non-Physical Accessibility

The constant value of 5.349 indicates that if there is no change in the variables of Physical and Non-Physical Accessibility (when X1 and X2 are both 0), the prestige motivation of tourists in

Bromo Tengger Semeru National Park would be 5.349. The regression coefficient for Physical Accessibility (X1) of 0.072 means that for every increase of 1 in Physical Accessibility, the prestige motivation increases by 0.072. The regression coefficient for Non-Physical Accessibility (X2) of 0.149 indicates that for every increase of 1 in Non-Physical Accessibility, the prestige motivation increases by 0.149.

Table 2. Result of multiple regression

Coefficients[a]					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
(Constant)	5.349	1.179		4.538	.000
Faktor_Fisik	.072	.040	.135	1.782	.076
Faktor_NonFisik	.149	.036	.310	4.103	.000

From Table 3, the significance value for the effect of Physical Accessibility (X1) on Prestige Motivation (Y) is 0.076, which is greater than 0.05. Thus, we can conclude that H0 is accepted and Ha1 is partially rejected. This indicates that the Physical Accessibility variable (X1) does not have a positive effect on the Prestige Motivation variable (Y), as the calculated t-value is less than the table t-value (1.782 < 1.972).

The significance value for the effect of Non-Physical Accessibility (X2) on Prestige Motivation (Y) is 0.00, which is less than 0.05. Therefore, we can conclude that Ha2 is accepted and H02 is rejected. This indicates that the Non-Physical Accessibility variable (X2) has a positive effect on the Prestige Motivation variable (Y), as the calculated t-value is greater than the table t-value (4.103 > 1.972).

Table 3. Result of T-test

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.349	1.179		4.538	.000
	X1	.072	.040	.135	1.782	.076
	X2	.149	.036	.310	4.103	.000
a. Dependent Variable: Y						

Referring to the previous calculations and the ANOVA table (Table 4), the calculated F-value for this study is 18.286, while the previously calculated F-table value is 3.040. This indicates that the calculated F-value exceeds the F-table value (F calculated > F table). According to the established criteria, when F is calculated > F table, Ha3 is accepted, and Ho3 is rejected. Therefore, we conclude that the Physical Factor (X1) and Non-Physical Factor (X2) of Accessibility jointly have a positive effect on the Prestige Motivation variable (Y) in Bromo Tengger Semeru National Park.

Table 4. Result of F Test (Simultan)

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	146.463	2	73.232	18.286	.000[b]
	Residual	788.957	197	4.005		
	Total	935.420	199			
a. Dependent Variable: Y						
b. Predictors: (Constant), X2, X1						

Based on Table 5, the coefficient of determination is indicated by an R Square value of 0.157. This means that the ability of the physical and non-physical accessibility variables to influence the prestige motivation variable is 15.7%, while 84.3% of the variance is not explained in this study.

Table 5. Result of Determination Coefficient test

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.396[a]	.157	.148	2.001

a. Predictors: (Constant), Non-physical factor, Physical factor

b. Dependent Variable: Prestige Motivastion

Based on statistical analysis using SPSS, the variable of physical accessibility does not have a positive and significant effect on the prestige motivation of tourists in Bromo Tengger Semeru National Park. The indicators used for this variable are adopted from the research by Wang (2015). The presence of indicators of physical accessibility, such as cost and distance, contradicts previous studies, including those by Wang et al. (2015) and Hanqin & Lam (1999), which found that cost and distance influence an individual's motivation, particularly prestige motivation. However, this study found that physical accessibility does not have a significant impact unless supported by indicators present in non-physical accessibility. Previous studies by Mc Kercher (2008) and IHME (2013) also identified factors influencing tourist interest, such as distance, travel time, and travel costs, which are primary considerations for tourists planning to visit a destination; however, these factors did not play a significant role in influencing prestige motivation in this research.

In this study, non-physical accessibility shows a partial effect on the prestige motivation of tourists. This may occur because prestige motivation is closely related to indicators of non-physical accessibility such as age, economic status, social status, skills, health, and safety. Since prestige motivation is tied to one's status, statements regarding non-physical accessibility indicators influence the prestige motivation of tourists in Bromo Tengger Semeru National Park. The influence of non-physical accessibility on prestige motivation supports the findings of Wang et al. (2015) and Cole et al. (2019), which indicate that non-physical accessibility also plays a role in motivating individuals to travel.

This study conducted a simultaneous test to examine the influence of the perception of physical accessibility (X1) and non-physical accessibility (X2) on the prestige motivation variable (Y) of tourists in Bromo Tengger Semeru National Park. The simultaneous effect of the two independent variables in this study supports the findings of Wang et al. (2015), which state that the perception of both physical and non-physical accessibility can influence an individual's travel motivation. The regression test results yielded a relatively high constant value of 5.349, without additional contributions from physical and non-physical accessibility. However, combining accessibility perceptions with other factors can enhance the prestige motivation of tourists in Bromo Tengger Semeru National Park. The simultaneous test results indicate that perceptions of both physical and non-physical accessibility together influence the formation of tourist prestige motivation. This signifies that the perceptions of physical and non-physical accessibility can affect motivation (Napitupulu et al., 2021), precisely prestige motivation, as both have supporting indicators related to prestige motivation. For instance, research by Handayani et al. (2019) and Rossadi & Widayati (2018) found that accessibility, including the availability of information and services in tourist areas, transportation availability, economic aspects, social aspects, and psychological aspects, are crucial in forming an individual's prestige motivation. Tourists require physical and non-physical accessibility to prove something they can be proud of, enhancing their status in the eyes of others. However, like two sides of a coin, this can also become a dangerous boomerang, as tourists may do anything to fulfill their prestige motivation. Tourist behavior will naturally evolve, similar to findings by Apollo (2017), where contemporary mountain tourism tends to shift towards mass tourism, prioritizing human elements and motivations, unlike past mountain tourism that emphasized the interaction between humans and nature as living beings that must respect each other.

4. CONCLUSION

Perceptions of accessibility (both physical and non-physical) can influence the prestige motivation of visitors to Bromo Tengger Semeru National Park. However, only non-physical accessibility has a significant partial effect on this motivation. Therefore, it can be concluded that to effectively influence the prestige motivation of visitors, particularly at Bromo Tengger Semeru

National Park, attention to physical and non-physical accessibility must be aligned. As lifestyles evolve, accessibility is no longer just about distance, cost, or tangible factors; it also encompasses intangible aspects of an individual's attributes. While both types of accessibility can impact prestige motivation, the R Square value of this study is only 15.7%. This indicates that these variables account for just 15.7% of the variance in prestige motivation, while 84.3% remains unexplained by factors not addressed in this research. Consequently, the indicators for physical and non-physical accessibility in this study are insufficient to fully explain the accessibility factors that influence the prestige motivation of tourists

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