Tourists' Decisions Factors to Visit Spiritual Tourism Destinations: Case of St. Mary Grotto Kerep Ambarawa

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ABSTRACT

Spiritual tourism is a form of tourism where one of the objectives is to seek peace of mind and spirituality. Spiritual tourism has been around for a long time, but recently it has experienced an increasing trend with many young people needing a break from their routine and seeking spiritual peace. There are various choices of spiritual tourism destinations, but there are still few studies that find out the background of tourists' decision making to visit. This study was conducted to try to find out this. This study uses two price and attractiveness variables as the antecedent variables of the decision to visit. The study was carried out by distributing questionnaires to tourists taking spiritual tourism trips to St. Mary Grotto Kerep Ambarawa. The results of the questionnaire were then processed using multiple linear regression methods. The results of the study show that both price and attractiveness have an influence on tourists' visiting decisions to a spiritual tourism destination.

KEY WORDS: Prices, Tourist Attractions, Visiting Decision, Spiritual Tourism

INTRODUCTION

Tourism is in fact a sector or field that continues to grow every era. Data from the Central Statistics Agency (BPS) (2022), states that the number of visits by foreign tourists to Indonesia through the main entry gate in April 2022 reached 111.06 thousand visits, a sharp increase of 499.01 percent compared to the number of visits in April 2021. When compared with the previous month, the number of foreign tourist visits in April 2022 increased by 172.27 percent. From January to April 2022, the number of foreign tourist visits to Indonesia through the main entrances reached 185.44 thousand visits, a significant increase of 350.09 percent compared to the number of foreign tourist visits through the main entrances in the same period in 2021.

People are starting to make tourism not just a lifestyle but a part of life. Tourism can be an option to eliminate boredom, relieve fatigue, relieve stress, increase enthusiasm, relax, to add insight, and know historical heritage. One of the tourist objects that can be visited is spiritual tourism, where this tour focuses on finding one's personal identity and inner peace.

St. Mary Grotto Kerep Ambarawa is a tourist destination with spiritual overtones for place seekers to improve or even seek a life goal of peace of mind or spirituality to go beyond existing self-limitations (Smith, et. al, 2010). Spiritual tourism itself has actually existed since ancient times. This tour appears and is becoming a trend nowadays because many young people or the millennial generation choose to travel because they need time to rest from their routines or we often hear the words escape or healing (travel.kompas.com, 2022).

Figure 1. St. Mary Grotto Kerep Ambarawa

Source: www.hidupkatolik.com

It can be seen in the table above that the level of visits at the beginning of 2020 has a fairly high level, it can also be seen that there are foreign tourists visiting in January and February. Going from April to September, there were no

visits at all due to the temporary closure of the Kerep Cave tourist spot, Ambarawa. The data shows that tourists have started looking for places to do what is called healing. Of course, with the demand that is starting to emerge, the providers of spiritual tourism services must start paying attention to several aspects or decisions taken by tourists to visit.

Some decisions in visiting a tourist attraction can be influenced by several factors, such as; Facilities, Accessibility, Attraction, and even the price offered by each place. Price and Attractiveness are two things that are quite important and are discussed in this study. Heri (2020) says that price has several policies in pricing itself internally (marketing objectives, costs and other organizational considerations) and externally (market characteristics, demand and competition).

The problems in this research are, as follows; 1) Prices that are easy and affordable at the spiritual tourism destination St. Mary Grotto Kerep Ambarawa; 2) Attractions in the spiritual tourism destination St. Mary Grotto Kerep Ambarawa as an artificial tourist destination; 3) Prices and Tourist Attractions in the spiritual tourism destination St. Mary Grotto Kerep Ambarawa.

The objectives in this study are, as follows; 1) To determine the effect of price on tourists' visiting decisions at the spiritual tourism destination St. Mary Grotto Kerep Ambarawa; 2) To determine the effect of tourist attraction on tourists' visiting decisions at the spiritual tourism destination St. Mary Grotto Kerep Ambarawa.

LITERATURE REVIEW

Sulistiyana et al (2015) said that consumers tend to look at the final price and only then decide whether the value they will receive is indeed good. The price perception indicators according to Kotler (2016) are as follows: (1) Price affordability, (2) Price compatibility with product quality, (3) Price competitiveness, (4) Price compatibility with product benefits, (5) Price affects purchasing power consumers, (6) Prices can influence consumers in making decisions.

Another consideration besides price is whether the tourist attractions offered are in accordance with the wishes and interests of these tourists. There are other interesting things that make tourists visit a tourist destination including: (1) Objects that are available and found in the universe such as climate (sun, coolness, dryness, heat and rain), the shape of the land and the landscape (valleys, mountains and waterfalls), grove forests, flora and fauna, health centers (hot springs, mineral springs and sulfur), (2) Human creations, both historical, cultural and religious in nature, such as historical monuments, museums, folk crafts, traditional events, art festivals and places of worship (3) People's way of life is one of the most important resources to offer tourists.

Tourist attraction becomes the main determining value in bringing in tourists so that the concepts of something to see, something to do, and something to buy are created. These three concepts are based on the encouragement of tourists in deciding to visit tourist destinations. Decision making can be considered as a consumer activity choosing a product or service to make a purchase decision (Kotler, 2012). Before traveling, a tourist first makes a plan to arrive at a final decision such as when to travel, how long to stay there, where to go and how to reach it. This decision-making process is very important because it will affect the decision to visit a tourist destination.

Cook, Hsu, and Taylor (2018) state that Tourism is the temporary movement of people to a destination outside where the person usually lives or works, all activities that occur while the person is in the destination, and all facilities made to meet the needs of that person. . tourism includes a variety of people, activities, and facilities that occur because of one thing that binds them, namely tourists (Cook, Hsu, and Taylor, 2018).

Religious tourism can be defined as visits to holy places, participating in or following religious ceremonies and pilgrimage trips to fulfill spiritual responsibilities. (Heidari et al., 2017). Furthermore, religious tourism includes tourist trips to perform religious beliefs and/or see the center of a religious attraction. (Heidari et al., 2017).

There are several types of tourist destinations that can be grouped into (Cook, Hsu, and Taylor, 2018):

1) Far from the Maddening Crowd (attraction far from the crowd).
2) Links to the Past (attraction with links from the past).
3) Seasonal Delights (seasonal delights).
4) Spotlight on Sporting Activities (attraction of sporting events).
5) Year-round Playgrounds (year-round attraction).
6) Bright Lights and City Sights (urban appeal).

Based on the destination category above, spiritual tourism can be included in the Links to the Past group. Cook, Hsu, and Taylor (2018) stated that tourists have been doing spiritual tourism by visiting religious sites for centuries. Greeks and Romans worshiped their Gods and Goddesses by traveling to temples, Jews still travel to Jerusalem to make pilgrimages, and Muslims make the Hajj Pilgrimage to Mecca.

Behaviorally, tourists who go on spiritual tourism trips generally travel with family members, or in organized groups, trips are usually seasonal, influenced not only by climate and weather but also by holidays, religious ceremonies, and work schedules. (Heidari et al., 2018). Furthermore, Heidari et al. (2018) stated that traveling to spiritual tourism sites is an aesthetic experience, where tourists can be bound emotionally, physically, intellectually, or to different faiths.

Furthermore, Heidari et al. (2018) stated that although the main purpose of spiritual tourism is to pray and worship, several studies have found spiritual motivation is not the only reason for tourists to take a spiritual journey. Other factors are no planning or impulsiveness (most answers), family connection with the site visited (visiting tombs), famous people associated with the site visited, and personal interest in architecture or art history such as stained glass (Heidari et al. 2017).

METHOD

This research was conducted at the spiritual tourism destination St. Mary Grotto Kerep Ambarawa. The time of the research was carried out from July 1 2022 to October 31 2022. In collecting data in this study using a questionnaire as primary data. According to Sugiyono (2019), a questionnaire is a technique for collecting data which is carried out by providing instruments in the form of questions or a written statement which is answered by the respondents.

The whole population that became the sample for the study was selected using a non-probability sampling method using purposive sampling. Purposive sampling is sampling that is carried out with the assumption that it is representative of the population being studied (Budijanto, 2013). The population used in this study were all tourists who had visited the spiritual tourism object Kerep Cave, Ambarawa, with a predetermined sample of 100 respondents (Arikunto, 2016).

Figure 2. First Order Confirmatory Factor Analysis (Loading Factor)
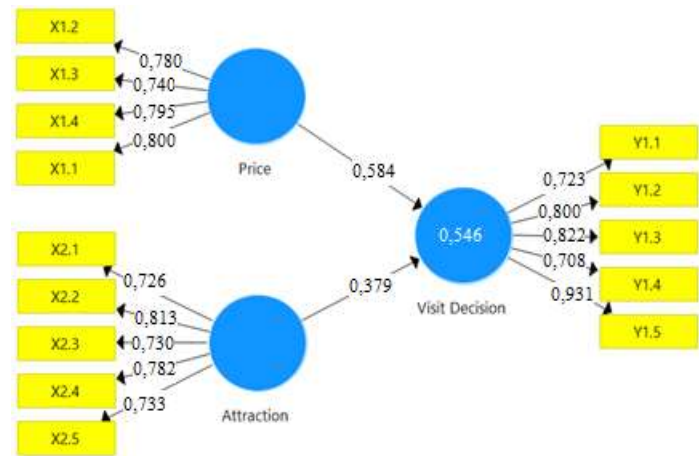
Source: Data Process (2022)

This study processes data using the multiple linear regression method using SmartPLS 10 software. The data in this study is quantitative data to facilitate data processing, a Likert scale is used with a scale of 1 to 4, which consists of; (1) Strongly Disagree, (2) Disagree, (3) Agree, and (4) Strongly Agree (Sugiyono, 2018). The decision to use a Likert scale of 4 points is to eliminate neutral or undecided words in the hope of getting results that tend to be pro or con.

RESULT AND DISCUSSION

Validity Test (Outer Model)

The outer model is a measurement model to assess the validity and reliability of the model. Abdillah and Hartono (2015) said the Outer model or measurement model describes the relationship between the indicator blocks and their latent variables. A concept and research model cannot be tested in a relational and causal relationship prediction model if it has not passed the purification stage in the measurement model. The outer model is used to test construct validity and instrument reliability. According to Abdillah and Hartono (2015) Measurements were carried out through a measurement model, namely convergent validity, discriminant validity, composite reliability (Cronbach's alpha).

Table 1. Loading Factor

	Price (X1)	*Attraction (X2)*	*Visit Decision (Y)*
X1.1	0.788		
X1.2	0.748		
X1.3	0.795		
X1.4	0.800		
X2.1		0.726	
X2.2		0.813	
X2.3		0.730	
X2.4		0.782	
X2.5		0.733	
Y1.1			0.723
Y1.2			0.800
Y1.3			0.822
Y1.4			0.708
Y1.5			0.931

Source: Data Process (2022).

Convergent validity

This validity relates to the principle that the measures of a construct should be highly correlated. Convergent validity occurs if the scores obtained from two different instruments that measure the same construct have a high correlation. The rule of thumb used for convergent validity is outer loading > 0.7, communality > 0.5 and Average Variance Excracted (AVE) > 0.5. This means that a correlation tested by the convergent validity test must have a score of AVE and Communality worth > 0.5 to 0.7, but a loading factor of 0.50 - 0.60 can still be tolerated as long as the model is still in the development stage.

Based on the Figure 1, the overall loading factor value indicates that the model above meets the requirements for convergent validity because the overall value is greater than 0.7. This indicates that all the indicators tested are

valid with the variables being price, attractiveness, and decision to visit. The data above also shows that the Average Variance Extracted (AVE) that is owned is also of good value because it has a value above 0.5.

Table 2. Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)	*Standard Minimum AVE*	*Description*
Price (X1)	0.743	0.500	*Valid*
Attraction (X2)	0.738	0.500	*Valid*
Visit Decision (Y)	0.771	0.500	*Valid*

Source: Data Process (2022).

Table 2 shows that the overall AVE value of each variable is greater than 0.5 and is in accordance with the convergent validation criteria.

Discriminant validity

This validity relates to the principle that measures of different constructs should not correlate with height. Discriminant validity occurs when two different instruments that measure two constructs that are predicted to be uncorrelated produce scores that are not correlated. Discriminant validity test is assessed based on cross loading measurements with the construct. Another method used to assess discriminant validity is to compare the AVE roots for each construct with the correlation between the construct and the other constructs in the model. The model has sufficient discriminant validity if the AVE root for each construct is greater than the correlation between the construct and the other constructs in the model.

Composite Reliability

In addition to validity testing, PLS also conducts reliability tests to measure the internal consistency of measuring instruments. Composite Reliability measures the true value of the reliability of a construct. Rule of thumb composite reliability must be greater than 0.7 although a value of 0.6 is still acceptable.

Table 3. Cronbach's Alpha and Composite Reliability

	Cronbach Alpha	Composite Reliability	Description
Price (X1)	0.827	0.856	Reliable
Attraction (X2)	0.814	0.836	Reliable
Visit Decision (Y)	0.855	0.882	Reliable

Source: Data Process (2022).

The results obtained from the reliability test listed in table 3 show that the overall value of each variable with Cronbach's alpha value has a value greater than 0.7 and its Composite Reliability has a value of more than 0.8, which means that all variables tested is declared reliable and can be continued for the Structural Model (Inner Model) test.

Direct Effect Hypothesis Testing Test (Direct Effect)

The following is a model equation that can be made based on the data in Figure 2

$$Y = 0,584\ X1 + 0,379\ X2$$

Y represents the dependent variable, namely the decision to visit, X1 represents the first independent variable, namely price, and X2 represents the second independent variable, namely attractiveness. The results of the model test above show that the price and attractiveness variables have a positive influence on visits. It can be seen from the path that the coefficient value on the price variable is 0.584 and the attractiveness variable shows a positive value of 0.379 which has a positive effect on the visiting decision variable.

The price variable has stronger influence than attraction. From this it can be said in terms of spiritual tourism, especially in St. Mary Grotto Kerep Ambarawa Price variable have more impact than attraction when Tourist make visit decision. This may be because for spiritual tourism tourists place more emphasis on spiritual matters than the attractions available in the destination.

The data generated from this study found a significant influence of the price variable and the attractiveness variable on the decision of tourists to visit a spiritual tourism destination. The price variable is found to have a stronger influence than the attractiveness variable. Regarding price, tourists tend to look at the final price and

only then decide what value they will receive. It is indeed good in determining which tourist destination to choose (Sulistiyana et al., 2015).

In relation to spiritual tourism, it can be said that tourists who take spiritual tourism trips look more at the price factor offered rather than the existing attractions. This may be closely related to the purpose of spiritual tourism itself, namely visiting holy places, participating in or participating in religious ceremonies and pilgrimage trips to fulfill spiritual responsibilities (Heidari et al., 2017). So tourists generally look more at price when faced with two choices of similar spiritual tourism destinations.

Furthermore, in terms of the behavior of tourists who travel for spiritual tourism, they generally travel with family members, or in organized groups, trips are usually seasonal, influenced not only by climate and weather but also by holidays, religious ceremonies, and work schedules. (Heidari et al., 2018). This behavior of traveling in groups may also make Price a consideration in making visiting decisions by tourists taking a spiritual journey.

The attractiveness variable was found to have a significant effect. And have an influence on the decision to visit. Even though the influence is not as strong as price, tourists also consider the attractiveness of a spiritual tourism destination. This is in line with the statement of Heidari et al. (2017) where another factor for a tourist traveling on a spiritual tour is interest and a family connection with the site visited (visiting tombs), famous people associated with personal sites with architecture or art history such as stained glass.

This research was conducted within the limitations of the pandemic and also the time available. The research location also only focuses on one spiritual tourism destination of St. Mary Grotto Kerep Ambarawa which is a spiritual tourism destination for Christians. Future research can expand the research locus. Because it is possible that by taking samples from several spiritual tourism locations, the results obtained will be different, given the diverse demographic and cultural backgrounds of the Indonesian people which will certainly result in different tourist behavior.

CONCLUSIONS

The results of the study found the effect of Price for tourists in making decisions to visit a spiritual tourism destination, in this case the spiritual tourism destination

St. Mary Grotto Kerep Ambarawa. Furthermore, the results of the study also found the influence of Attractiveness for tourists in making decisions to visit a spiritual tourism destination. The price variable was found to have a stronger influence than attractiveness. However, both have an influence in a tourist making a decision to visit a spiritual tourism destination.

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