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Analysis of The Influence of Motivation, Facilities and Location on Visiting Decisions (Case Study MH Museum. Good location"

Catur Widayati[1], Sri Vandayuli Riorini[2], Kornelia Johana Dacosta[3], Amirudin Wibowo[4*]
[1,4] Universitas Mercu Buana, Jakarta, Indonesia
[2] Trisakti University, Jakarta, Indonesia
[3] Universitas Dian Nusantara, Jakarta, Indonesia

(*) Correspondent Author: amirudinwibowo29@gmail.com

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Abstract

MH Museum. Thamrin Jakarta was established in the 20th century as the Building of the Indonesian National Political Association (PPPKI). In the period 3 (three) years from 2013-2015 the number of visitors visited mh museum. Thamrin continues to experience significant declines. This is because visitors tend to be more interested in going to shopping centers or to more familiar tourist attractions. Therefore the authors conducted research on the Museum. This research aims to determine the influence of motivation, facilities and location on visiting decisions (case study at MH Museum. Thamrin Jakarta). The object of this research is visitors to the MH museum. .11 miles away The study was conducted on 170 respondents using a quantitative descriptive approach. The data collection technique used is a questionnaire using purposive sampling. The data analysis used is SEM where data processing uses SmartPLS 3.0.

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INTRODUCTION

Tourism is a journey undertaken by a person in a certain period of time from one place to another by planning in advance, the purpose is for recreation or for an interest so that his desires can be fulfilled. Or tourism can also be interpreted as a journey from one place to another for recreation or fun and then returning to the starting place.

According to ICOM (International Council of Museums), a museum is a permanent institution that is open to the public, does not seek profit, in its development it collects, records, maintains, researches, exhibits, communicates and publishes objects that are the result of evidence of humans and their environment for the purposes of study, education and recreation.

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But in reality, at this time there are still many people including educational institutions who view museums as only a place to store and maintain historical relics and become a monument to decorate the city. As a result, many people do not want to spend time visiting museums because they are old, quiet and the buildings seem haunted (Sumarwan, 2011).

According to Kotler and Armstrong in Kiswanto (2011) stated that the purchasing decision is a stage in the buyer's decision process where consumers actually buy. Tourist attractions are service products offered by a service company with the hope that consumers will come to visit and enjoy the tourist attractions offered.

There are several reasons why people are not interested in visiting museums because of more external factors. In the current digital era, it is not supported by museum guards who are conservation and preservation in the sense that visitors are not allowed to take pictures, are not allowed to touch and are not given education by the guards (Astini, 2014).

In the last three years, the National Museum ranks first, which continues to experience an increase in the number of tourists by 681,734. In second place is the Jakarta History Museum, which experienced a decrease in the number of tourists in 2014 to only 196,433, then in 2015 experienced a significant increase from the previous year to 535,144. In third place is the Satria Mandala Museum, which is almost the same as the Jakarta History Museum, in 2014 there was a decrease in the number of tourists to 38,756 and in 2015 there was another increase in the number of tourists by 49,964. In fourth place is the MH Thamrin Museum with the lowest number of tourists compared to the previous 3 museums from 2013-2015 which continues to experience a significant decrease. In 2013, there were 1,655 tourists, then in 2014 the number of tourists decreased to 1,265 and in 2015 the number of tourists decreased again to only 947. From the data listed in Table 1.1 above, it can be seen that tourists are less interested in going to museums, especially the MH. Thamrin museum (Wuryandari & Endah, 2014).

Tourists tend to prefer going to shopping centers such as malls or to more famous tourist attractions that have modern technology-based facilities so that it is undeniable that museums are increasingly being displaced along with the rapid development of technology and the influence of foreign cultures. This is one proof that museums are less popular with tourists, so strategies and efforts are needed to increase the interest of tourists to visit historical tourist attractions like this. To strengthen this phenomenon, researchers conducted a pre-survey that was distributed randomly with 30 samples of people.

Based on the description of the background of the problem above, the formulation of the problem in this study is:

Does motivation influence tourists' decisions to visit the MH. Thamrin Museum in Jakarta?

Do facilities influence tourists' decisions to visit the MH. Thamrin Museum Jakarta?

Does location influence tourists' decision to visit the MH. Thamrin Museum Jakarta?

LITERATURE REVIEWS

Decision to Visit

According to Kotler & Keller (2009) explains that the decision-making process is a basic psychological process that plays an important role in understanding how consumers actually make purchasing decisions. According to Kotler & Armstrong (2008) purchasing decisions are about which brand to buy. According to Sumarwan (2011)

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purchasing decisions are various decisions about life activities that consumers often have to do every day. According to Schiffman & Kanuk (2007) decisions are the selection of an action from two or more alternative choices.

Motivation

According to Suryani (2008) motivation comes from the Latin word movere which means to move. A consumer is moved to buy a product because there is something that moves them. The process of the emergence of encouragement so that consumers are moved to buy a product is what is called motivation.

According to Wells and Prensky in Fauziah (2015) motivation is defined as a process in which individuals recognize their needs and take action to satisfy those needs. According to Setiadi in Sangadji & Sopiah (2014) motivation is the willingness to expend a high level of effort towards the goals to be achieved, which is conditioned by the ability of the effort to meet an individual need.

Location

According to Kotler & Armstrong (2008) one of the keys to success is location, location begins with choosing a community. This decision is highly dependent on the potential for economic growth and stability, competition, political climate and so on.

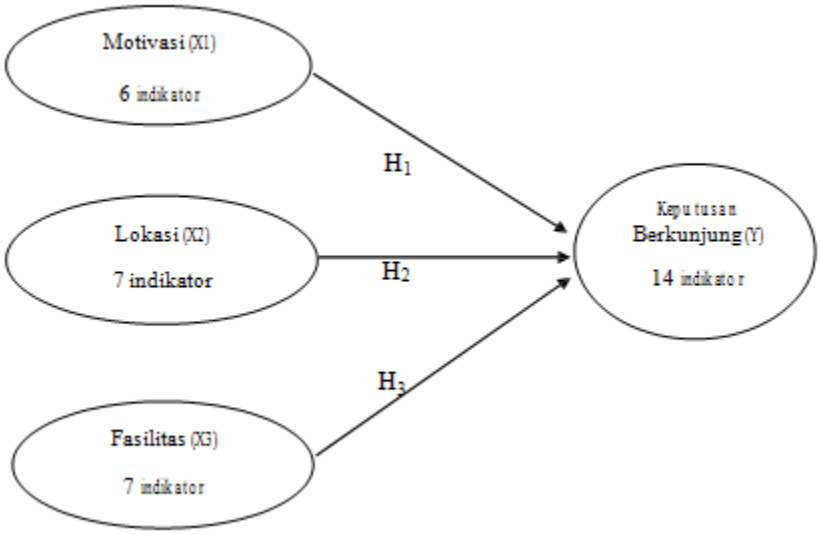
According to Swastha in Rahmani (2020), location (place) shows various activities carried out by companies to make their products accessible and available to consumers.

Facility

According to Yoeti in Mardiyani & Murwatiningsih (2015) Facilities are everything, both objects and services that accompany the services provided by companies, both service companies, trade companies and industrial companies. According to Kotler & Keller (2006) defines facilities as everything that is physical equipment and provided by the service provider to support consumer comfort.

Conceptual Framework

Figure 1. Conceptual Framework



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Based on the image above, the number of indicators of each variable can be seen. According to Hair et al. (2014), the minimum sample size is recommended to be 5 times the number of indicator items. This study has 34 indicators, so a minimum sample size of 5 x 34 or 170 samples is required.

Hypothesis

Based on the literature review and conceptual framework, the hypothesis of this study is:
H1: Motivation has a positive and significant influence on the decision to visit.
H2: Location has a positive and significant influence on the decision to visit.
H3: Facilities have a positive and significant influence on the decision to visit.

RESEARCH MODEL AND METHODOLOGY

Research design

In compiling this research, the author uses the causal analysis method. Causal Analysis is a study to find out about the causal relationship with the presence of Independent Variables or Free Variables and Dependent Variables or Bound Variables (Sugiyono, 2015).

Data collection for this research was carried out by distributing questionnaires to determine how much influence Motivation, Location and Facilities have on the Decision to Visit.

Data collection technique

The data collection technique used in this study was a questionnaire, which is a data collection technique by providing or distributing a list of questions to respondents in the hope that they will provide a response to the list of questions (Noor, 2011).

Research Population

The population in this study were tourists visiting the MH. Thamrin Museum in Central Jakarta.

Research Sample

The sampling method used in this study is Purposive Sampling, which is a technique for collecting information from available population elements without any effort. Someone is taken as a sample by chance, or anyone who happens to meet the researcher who is considered to match the characteristics of the specified sample will be used as a sample (Noor, 2011).

The following steps will be tested:

1. Evaluate the Measurement (outer), Model Outer models are often called (outer relations or measurement models) defining how each block of indicators relates to their latent variables. Blocks with reflexive indicators can be written as follows: (a) Convergent validity; (b) Discriminant validity; (c) Composite reliability

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2. Structural Model Testing or Hypothesis Test (Inner Model): (a) R-square Value; (b) Goodness of Fit Model' (c) Hypothesis Testing Results (Estimated Path Coefficient)

RESULTS AND DISCUSSION

Table 1. Convergent Validity Test Results

Variables	Indicator	Outer Loading	Keterdream
Motivation	M1	0.683	Valid
	M2	0.801	Valid
	M3	0.844	Valid
	M4	0.823	Valid
	M5	0.769	Valid
	M6	0.775	Valid
Location	L1	0.692	Valid
	L2	0.587	Valid
	L3	0.759	Valid
	L4	0.733	Valid
	L5	0.750	Valid
	L6	0.784	Valid
	L7	0.626	Valid
	L8	0.773	Valid
Fasility	F1	0.837	Valid
	F2	0.860	Valid
	F3	0.824	Valid
	F4	0.802	Valid
	F5	0.861	Valid
	F6	0.845	Valid
	F7	0.649	Valid
Decision to Visit	KB1	0.719	Valid
	KB2	0.740	Valid
	KB3	0.684	Valid
	KB4	0.773	Valid
	KB5	0.799	Valid
	KB6	0.790	Valid
	KB7	0.779	Valid
	KB8	0.811	Valid
	KB9	0.780	Valid
	KB10	0.609	Valid
	KB11	0.811	Valid
	KB12	0.793	Valid
	KB13	0.818	Valid
	KB14	0.789	Valid

Source: SmartPLS 3.0 Output Data Results

Based on Figure 4.1 and Table 4.9 above, it can be seen that all indicators have loading factor results above 0.50 so they are valid.

Discriminant Validity

Discriminant validity is conducted to ensure that each concept of each latent variable is different from other variables. A construct that has good discriminant validity if each loading factor value of each indicator of a latent variable has the largest loading factor value with other loading values against other latent variables (Ghozali, 2013). The results of the discriminant validity test are obtained as follows:

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Table 2. Discriminant Validity Test (Fornell Larcker)

Variables	Motivation	Location	Facility	Decision to Visit
Motivation	0.784			
Location	0.822	0.716		
Facility	0.782	0.814	0.814	
Decision Visiting	0.831	0.857	0.851	0.766

Source: SmartPLS 3.0 Output Data Results

The measurement of discriminant validity uses the criteria presented by Fornell-Larcker and Cross loading. Fornell-Larcker states that a latent variable shares more variance with its underlying indicators than with other variables. This is interpreted statistically, so the AVE value of each first latent variable must be greater than the value of the other latent variables.
The second criterion for discriminant validity is that the loading for each indicator is expected to be higher than its respective cross loading. If the Fornell-Larcker criterion assesses discriminant validity at the construct level (latent variable), then cross loading is possible at the indicator level (Monecke & Leisch, 2012).

Average Variance Extracted (AVE)

Table 3. Average Variance Extracted (AVE) Test Results

Variables	AVE
Motivation	0.615
Location	0.513
Facility	0.663
Decision to Visit	0.587

Source: SmartPLS 3.0 Output Data Results

Based on Table 3, the AVE value for each variable is >0.50 in accordance with the recommended value in the Average Variance Extracted (AVE), which is >0.50 for all constructs contained in the research model. Thus, there is no need to modify the loading factor of each variable.

Reliability Test (Composite Reliability)

Composite reliability testing aims to test the validity of the instrument in a research model. Or measure internal consistency and the recommended value must be >0.60. If all latent variable values have a composite reliability value of >0.70, it means that the construct has good reliability or the questionnaire used as a tool in this study has been reliable or consistent (Ghozali, 2013). According to Sugiyono (2015) who uses the degree of reliability can be seen below:

Table 4. Degree of Reliability

Range	Information
0.90 – 1.00	very high degree of reliability
0.70 – 0.90	high degree of reliability
0.40 – 0.70	moderate degree of reliability
0.20 – 0.40	low degree of reliability
0.00 – 0.20	very low degree of reliability

Source: Sugiyono (2013)

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The following is the output data for composite reliability testing using SmartPLS 3.0:

Table 5. Composite Reliability Test Results

Variables	Composite Reliability	Information
Motivation	0.905	Very high reliability
Location	0.893	High reliability
Facility	0.932	Very high reliability
Decision to Visit	0.952	Very high reliability

Source: SmartPLS 3.0 Output Data Results

Based on Table 5, it shows that the composite reliability value for all constructs is >0.80, which means it has a high degree of reliability. The highest composite reliability value is 0.952, which is in the construct of the decision to visit, which means the degree of reliability is very high. While the lowest composite reliability value is 0.893, which is in the location construct, which is still classified as a high degree of reliability.

Hypothesis Testing (Inner Model)

a. R-Square Value

Table 6. R2 Value of Endogenous Variables

Endogenous Variables	R-Square Value
Decision to Visit	0.821

Source: SmartPLS 3.0 Output Data Results

Based on Table 6, it is known that the R-Square value is 0.821 or 82.1%, which means that the decision to visit can be explained by the variables of motivation, location, and facilities. While the remaining 17.9% of the decision to visit is explained by other variables not used in the study.

b. Hypothesis Testing Results (Path Coefficient Estimation)

This hypothesis testing is carried out based on the results of data management that has been carried out using the PLS (Partial Least Square) program in bootstrapping testing. The results of this study are to see how much influence each variable has, by looking at the coefficient (P-value) and t-value columns.
The results of the bootstrapping hypothesis testing can be seen in Figure 2 below:

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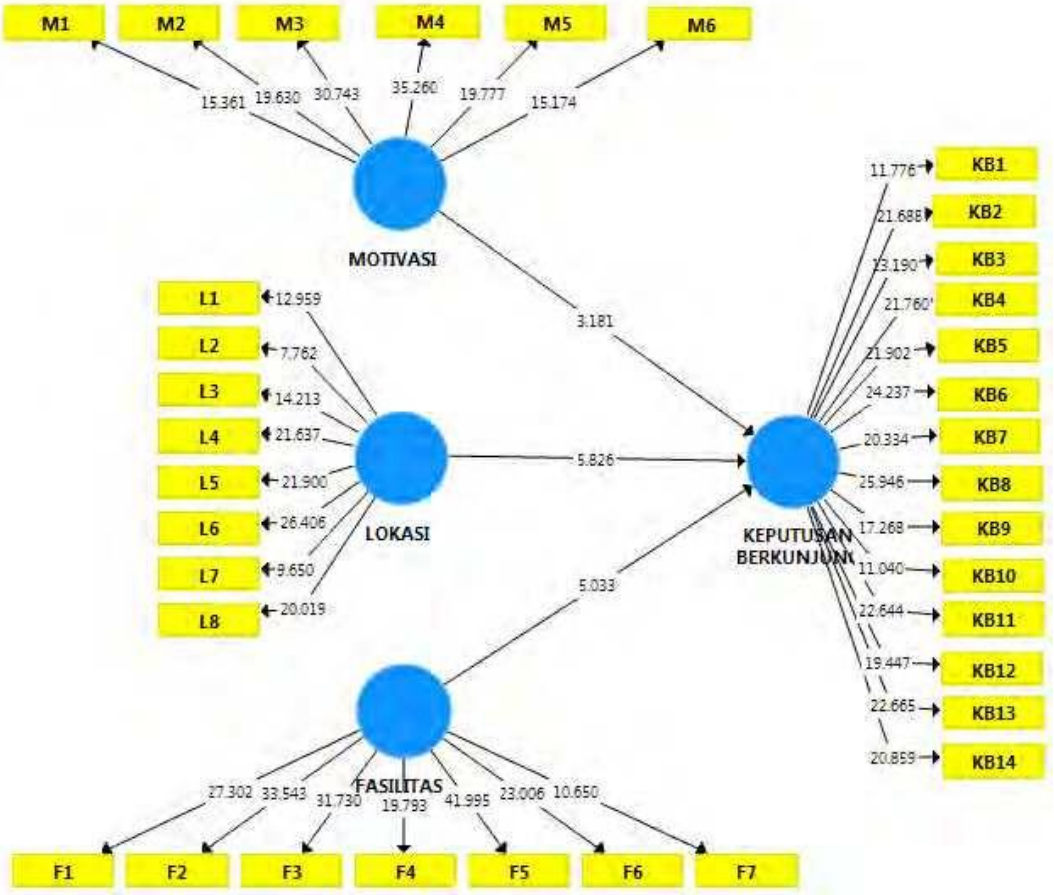
Figure 2 Hypothesis Testing Results (Bootstrapping) Source: SmartPLS 3.0 Output Data Results



The results of the hypothesis test (bootstrapping) for each variable can be seen in Table 7 below:

Table 7. Hypothesis Testing Results (Bootstraping)

	Relationship	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistic	P Values
H1	M → KB	0.263	0.268	0.081	3,243	0.001
H2	L → KB	0.342	0.343	0.054	6,335	0,000
H3	F → KB	0.367	0.363	0.073	5,015	0,000

Source: SmartPLS 3.0 Output Data Results

Based on Table 4.15, it shows that motivation has a positive and significant effect on the decision to visit. This can be seen from the T-count result of 3.243, which is greater than the T-table of 1.96 with an error rate of 0.05 (5%). Second, the relationship between location and the decision to visit has a positive and significant effect. This can be seen from the T-count result of 6.355, which is greater than the T-table of 1.96 with an error rate of 0.05 (5%). Third, the relationship between facilities and the decision to visit has a positive and significant effect. This can be seen from the T-count result of 5.015, which is greater than the T-table of 1.96 with an error rate of 0.05 (5%).\

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Discussion

Motivation Influence on Visit Decision

Based on the first hypothesis test, the proposed H1 is accepted. Thus, H1 in this study shows that motivation influences the decision to visit. This is in line with the phenomenon in this study, namely that people prefer to visit shopping centers or other tourist attractions that have more modern facilities that are supported by more sophisticated technological advances.

Thus, the results of this hypothesis are in line with research conducted by Sari et al. (2014) which states that the high motivation of tourists to visit the Aek Martua waterfall tourist attraction is more driven by the presence of motivators, while motivation that comes from within the individual themselves is only considered sufficient in motivating the tourists themselves.

Influence of Location on Visit Decision

Based on the second hypothesis test, the proposed H2 is accepted. Thus, H2 in this study shows that location influences the decision to visit.

Thus, the results of this hypothesis are in line with research conducted by Lempoy et al. (2015) which states that location has a significant positive influence and makes a significant contribution to the decision to use the Toar Lumimuut Tourism Park services.

Influence of Facilities on Visiting Decisions

Based on the second hypothesis test, the proposed H3 is accepted. Thus, H3 in this study shows that facilities influence the decision to visit.

The results of this hypothesis are in line with research conducted by Yusendra (2015) which states that main and supporting facilities are one of the important variables that influence visiting decisions.

CONCLUSION

Based on the results of the research and discussion in the previous chapter, it can be concluded regarding the influence of motivation, location and facilities on the decision to visit the MH. Thamrin Museum as follows:

1. Motivation has a positive and significant influence on the Decision to Visit the MH. Thamrin Museum.
2. Location has a positive and significant influence on the Decision to Visit the MH. Thamrin Museum.
3. Facilities have a positive and significant influence on the Decision to Visit the MH. Thamrin Museum.

Suggestion

Based on the research results, discussions, and conclusions, researchers can provide suggestions or input to companies and subsequent researchers, including:

1. Suggestions for MH. Thamrin Museum
   a. MH. Thamrin Museum is expected to use this research as a reference material for improvements in improving facilities such as adding signs to the Museum so that people's motivation to visit increases. As well as rearranging the Museum's

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collection and renewing the Museum's design to increase the interest of young people and attract people to visit the MH. Thamrin Museum.

b. In addition, to increase the number of tourists visiting the MH. Thamrin Museum, additional facilities should be added for the comfort of visitors, such as expanding the place of worship and adding quotas to access wifi for visitors.
c. It would be better if the road access to the MH. Thamrin Museum was made clearer because the location of the MH. Thamrin Museum is in the middle of a densely populated settlement, making it difficult for tourists who have not visited before.

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