

THE INFLUENCE OF PUSH AND PULL MOTIVATIONS ON GASTRO TOURISM in WEST SUMATERA

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Abstract: *Gastro-tourism is a recreational trip that is done solely to taste food at a region. Gastro-tourism is also referred to as (culinary tourism). A country with a culinary culture and its diversity use it to motivate tourists to increase tourist visits. Tourist motivation is influenced by driving factors (push factors) and pull factors (pull factors). The driving factor is the factors that come from within the traveler. Meanwhile, towing factors are factors that come from outside the tourist, usually in the form of the conditions of the destination to be visited. This type of research is explanatory. The research method used a questionnaire on 195 domestic tourists visiting West Sumatra. The sampling technique is purposive sampling based on certain criteria. This study confirms that the overall push motivations (novelty, social) variables and pull motivations (products, main services and support services) do not significantly influence push and pull motivations in culinary tourism in West Sumatra. In push variables social dimension motivations. Does not give a significant influence that pushes the motivation of tourists to West Sumatra. This indicates that the social dimension is not a push motivating tourists to visit West Sumatra. Many other factors push the motivations of tourists visiting West Sumatra.*

Key Words: *Motivation, push factors, pull factors and culinary tourism.*

1. INTRODUCTION:

Culinary is often used as a tourist attraction to invite the international community to be motivated to come to visit a region. Not a few people choose to visit an area with the aim of tasting food and also the typical drinks in the region. This is called gastro-tourism or also called culinary tourism.

West Sumatra, which is known for its unique culinary and interesting way of presentation, can be expected to be a motivation for tourists to visit West Sumatra. However, when tourists take a decision to travel, they must have gone through certain considerations and motivations that underlie even though in reality this is very complex and rarely stated (implicit).

Yoon and Usyal (2003), the motivation of one's travel trip is divided into two, push factors and pull factors. Push factors (push factors) are factors associated with the desire of someone to travel from within (intrinsic motivation), while the pull factor (pull factors) is an external factor (extrinsic motivation) that motivates tourists to travel. Attractive factors are related to the quality of destinations that are of interest to tourists (destination-specific attributes).

Based on the background above, the problems that want to be studied and analyzed in this study are how the influence of push and pull motivates the gastro tourism in West Sumatera " .

2. LITERATURE REVIEW:

2.1 Definition of Culinary Tourism

Culinary tourism is related to food and eating experiences that occur when people travel. During a trip or vacation, some travelers might look for types of food similar to those that they eat at home. In contrast, there will be travelers who might be passionate to try foods of other cultures or those who are curious about different foods. The term culinary tourism was developed by Lucy Long in 1998 (Wolf, 2002). Long (2004) defined culinary tourism as experiencing and participating in the foodways of other people which include but are not limited to consumption, preparation, and presentation of food items. Hall and Mitchell (2001) defined food tourism as "visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which food and tasting and / or experiencing the attributes of a specialist food production region are the primary motivating factors for travel" (p. 308).

Culinary or gastronomical activities of a destination are also categorized as part of cultural tourism (Corigliano, 2002). Richards (1996) claimed that cultural tourism may include experiencing the cultural attractions as well as sampling the local food. Long (2004) emphasized that savoring the food of others is the way one can really experience and accept different culture without reluctance.

Push factors have been conceptualized as motivational factors or needs that arise due to a disequilibrium or tension in the motivational system. That is, as factors that motivate or create a desire to travel (Crompton, 1979; Dann, 1977, 1981; Iso-Ahola, 1982, 1989; Pearce & Caltabiano, 1983; Pyo, Mihalik, & Uysal, 1989; Uysal & Hagan, 1993; Yuan & McDonald, 1990).

Iso-Ahola (1982,1989) suggested that it is a central basis in tourist behaviour study to identify motivational.

2.2 Push and Pull Motivations Tourism:

2.2.1 Gayatri Manik (2016), identified eight push factors:

- a. Facilitations of social interaction are social motivations with various activities that aim to strengthen kinship relations, conduct social interactions with peers or with the local communities visited.
- b. Self-fulfillment is motivation that is related to one's desire to find themselves (self-discovery).
- c. Relaxation is physical motivation because it aims to break away from the saturation of daily work, relaxation, and enjoy joy through various games / activities in tourist destinations.
- d. Prestige is a motivation that is related to someone's desire to show prestige, namely by visiting a destination that shows the class and lifestyle of the culprit.
- e. Adventure is an interesting activity that challenges
- f. Novelty is an activity or business to look for something new to visit or travel to an object or a tourist destination with the aim of having fun.

2.2.2 Pull Motivation Tourism

Pull factors, according to Crouch (in Kassean and Gassita 2013), contributing to give the impression the experience for tourists both positive and negative image of the destination. These factors are comprehensively summarized by various factors that together contribute to tourist destinations. factors are:

1. Pulling Cultural / Historical is a cultural attraction owned by a destination in the form of history, customs and culinary.
2. Affordable prices are the economic attraction that the destination has in the form of affordable prices for tourists.
3. Variety seeking is a variety of shopping centers, attractions and culinary variety.
4. Tourism facilities such as room facilities and equipment for outdoor activities.
5. Safety and clean are safe and clean tourist destinations.
6. Environment is a natural attraction of a destination. For example climate, beach and natural scenery.

3. METHOD:

3.1 Research Design Research

on the Effects of Push and Pull Motivations Tourists Against Gastro Tourism in West Sumatra are carried out using non-probability sampling methods (purposive sampling) using purposive sampling technique. This technique was chosen because of population and sample taken has certain characteristics. These characteristics include:

- a. Tourists of the Archipelago
- b. Originating from outside West Sumatra
- c. ≥ 17 years old
- d. Minimum tourist tourists who have visited West Sumatra more than once

If the population is unknown, according to Hair et al in Prawira (2010: 46) recommend a minimum sample size of 5 times of the number of question items contained in the questionnaire. The variables in this study consisted of 2 independent variables and 1 dependent variable. The total questions in this study were 39 questions, so that the minimum sample size of this study was $39 \times 5 = 195$ So the number of samples taken in this study was 195 respondents.

3.2 Data Analysis and Hypothesis Testing Data

analysis aims to interpret and draw conclusions from the results of data processing. In order to answer the problem statement in this study, multiple regression analysis was used with the SPSS program. Multiple linear analysis is basically a study of the dependence of the dependent variable with one or more independent variables (independent variables) with the intention to estimate and predict the average or value of the dependent variable based on the value of the known variable (Ghozali, 2011)

Multiple linear analysis used to determine the effect of independent variables (novelty, socialization, products, main services, support services) on culinary tours in western Sumatra. The mathematical form of multiple linear regression as berikut.

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5$$

Description:

- Y = Culinary tourism
- a = Constant number
- b_n = Variable regression coefficient n
- X₁ = Novelty
- X₂ = Socialization
- X₃ = Products
- X₄ = Main services
- X₅ = Support services

In the analysis of determination coefficient it is used to see the feasibility of the research conducted by looking at the independent variable on the dependent variable. Determination coefficient R^2 is used to find out what percentage of the dependent variable can be explained by the independent variable. The value of R^2 is located between 0 and 1. When the value of R^2 approaches 0 then there are very few variable variables explained by the independent variable. If the value of R^2 approaches 1 means the greater the variation that can be explained by the independent variable. If R^2 is equal to 0 then the dependent variable cannot be explained by the independent variable. In proving the presence or absence of the influence of independent variables on the dependent variable, the t test is carried out. The t test is to determine the significance of the influence of independent variables on the dependent variable individually and assume that other dependents are constant. Significance of the influence can be estimated by comparing the value of t table with t count. If the value of t count is greater than t table, the variables individually affect the dependent variable. Vice versa. The testing steps are as follows:

- a. Determine the significant level (alpha) of 5%.
- b. Determining the value of significant value significantly obtained from the count SPSS
 - a. If the value of the significant > 5% then H_0 accepted
 - b. If the value of the significant < 5%, H_1 received

4. RESULT:

4.1 Demographic profile of respondents

Table 1 summarizes the demographic profile of the study respondents. Most of the respondents were male (57,90%), in the less than 30-39 (54.9%) age groups, worked as a civil servant (29,7%), had at least a bachelor(50,3%)

Socio-demographic variables	Percent (%)
Gender	
Male	57,9
Female	42,1

Age	
20-24	14,9%
25-29	12,3 %
30-39	54,9
40-49	17,9%

Occupation	
Employe	6,7%
Student	17,9%
Enterpreneur	29,2%
Civil Servant	29,7%
Others	16,4%

Educational level	
Senior high school	19.5
University or above	8.7
Bachelor	50.3
Master	21.5

4.2 Effect of Push and Pull Motivations Against Gasrto Tourism in West Sumatra

Multiple regression analysis is used to look the influence of all independent variables on the dependent variable. In this study to see the effect of push and pull motivational variables consisting of dimensions: novelty, socialization for push motivations and food products, main services and support services for push motivations on culinary tourism as in the following table.

Table 2
Summary of the Results of Multiple Regression Analysis
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.020	2.115		1.900	.059
	Novelty	.458	.109	.418	4.197	.000
	Socialization	.061	.185	.033	.327	.744
	Product	.279	.130	.171	2.143	.033
	Master Service	-.158	.077	-.154	-2.056	.041
	Support services	.321	.082	.273	3.905	.000

a. Dependent Variable: Wisata_Kuliner
 Data Source: Processed SPSS 2018

In the novelty variable (X1) there is a positive influence on the Y variable of 0.458. This shows a unidirectional relationship between novelty of culinary tourism. While on the social variable (X2) there is also a positive influence on the Y variable of 0.061. This shows a unidirectional relationship between novelty of culinary tourism. In the product variable (X3) there is a positive influence on the Y variable of 0.279. This shows a unidirectional relationship between products to culinary tourism. But the main service variable (X4) also has a negative effect on variable Y of -0.158. This shows that there is no direct relationship between the main services for culinary tourism. On the supporting service variables (X5). there is a positive effect on the variable Y for 0.321 This shows the relationship between the direction of support services to the culinary travel

4.3 Analysis Determination coefficient

Testing coefficient R^2 is useful to see how big this research like that done by looking at the independent variable on the dependent variable. Determination coefficient R^2 value is between 1 ($0 < R^2 < 1$) If $R^2 = 0$, then the dependent variable cannot be explained by independent variables. If R^2 approaches 1 means that there is a strong relationship between independent variables and dependent variables (Ghozali, 2011)

Table 3
Determination Coefficient
(Model Summary^b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.649 ^a	.422	.406	4,192

a. Predictors: (Constant), Services_Support, Novelty, Services_Time, Products, Socialization

Data Sources: Processed SPSS 2018

In the table above it can be seen, the value of coefficient of determination R^2 is equal to 0.422. This shows that the relationship between the variables independent push motivations (novelty, social) and pull motivations (products, main services and support services) with the dependent variable (culinary tourism) is not very strong. Adjusted R^2 value that has been adjusted, the value is 0.406. In this study R^2 does not show a very strong relationship between the independent variables and the dependent variable so the variables studied are the variables of motivational (novelty, social) and pull motivations (products, main services and support services) able to explain positively but have no relationship which is too strong against the influence of West Sumatra culinary tourism.

This shows very little push motivations (novelty, social) variables and pull motivations (products, main services and support services) so that they can only explain the influence of culinary tourism that is equal to 42.2%. While the remaining 57.8% is explained by other variables not examined in this study. This proves that the push and pull motivational variables are not too strong explaining the variables of culinary tourism with only 42.2%. Many variables influence the intention of culinary tourism in addition to push and pull variables motivations such as promotion, WoM, e-WoM and integrated marketing communication variables and other variables.

4.4 Test T

Test The t test is to find out the significance of the effect of the independent variable on the dependent variable. If the value is significant ≥ 0.05 or $t \text{ count} < t \text{ table}$, then H_0 is accepted and H_a is rejected. This means that the independent variable does not affect the dependent variable. If the value is significant ≤ 0.05 or $t \text{ count} > t \text{ table}$ then H_0 is rejected and H_a is accepted. The following are the results of processing data using SPSS 16.0.

Table 4
Test t: Coefficients
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.020	2.115		1.900	.059
	Novelty	.458	.109	.418	4.197	.000
	Socialization	.061	.185	.033	.327	.744
	Product	.279	.130	.171	2.143	.033
	Master Service	-.158	.077	-.154	-2.056	.041
	Support services	.321	.082	.273	3.905	.000

a. Dependent Variable: Wisata_Kuliner

Data Source: Processed SPSS 2018

In table 30 above can be seen the value of t count with significant from each dimension of the independent variable. The novelty dimension has a t count of $4.197 >$ from t table 1.65279 with a significant $0.000 < 0.05$, which means that the novelty dimension has a positive effect on culinary tourism push factors. The socialization dimension has t count $0.327 <$ from t table 1.65279 with a significant $0.744 > 0.05$, which means that the socialization dimension does not affect the push factor of culinary tourism. Product dimensions have t count $2.143 >$ from t table 1.65279 with significant $0.033 < 0.05$ which means that product dimensions have a positive effect on pull factor culinary tourism. The main service dimension has t count $-2.056 >$ from t table 1.65279 with a significant $0.041 < 0.05$, which means the main service dimensions have a significant effect on the pull factor of culinary tourism. The support service dimension has a t count of $3.075 >$ from t table 1.65279 with a significant $0.000 < 0.05$, which means the service supporting dimensions have a significant effect on the pull factor of culinary tourism.

Table 5
Summary of Results of Testing Hypotheses

Variable	T Table	T count	Sig	Beta	Decision
Novelty	1,65279	4.197	.000	.418	Accepted
Socialization	1,65279	.327	.744	.033	Rejected
Product	1,65279	2.143	.033	.171	Accepted
Master Service	1,65279	-2.056	.041	-.154	Received
Support services	1,65279	3.905	.000	.273	Received

Source: Adapted from a questionnaire with SPSS 16.0

Based on table 32 above shows how variable the push motivations (novelty, social) and pull motivations (product, main services and support services) as a whole did not significantly influence culinary tourism in West

Sumatra with only 42.2%. In the push variable motivation (socialization) has a significant value above 0.05 so that it does not significantly influence but positively influences the push motivations of culinary tourism in West Sumatra. While for the push motivation variable the novelty dimension has a significant effect because of the value of 0.05 and has a positive effect on push motivations for culinary tourism in West Sumatra. For variable pull motivations (products, main services and supporting services) have a significant influence and have a positive effect on pull motivations in culinary tourism in West Sumatra.

5. CONCLUSION:

This study examines the assessment of archipelago tourists on the concept of Push and Pull Motivation on Culinary Tourism in West Sumatra. Based on the analysis in chapter IV, the following conclusions can be drawn:

In the push variable the novelty dimension motivations have a positive influence on culinary tourism in West Sumatra, while the push variables of socialization dimension motivations also have an influence on culinary tourism in West Sumatra but have no significant effect. While the variable pull motivations on product, service and support services dimensions significantly influence.

In this study it was proved by the hypothesis testing that showed a not strong influence between the push and pull variables motivations for culinary tourism in West Sumatra which was only able to explain 42.2% overall while for 57.8% explained by other variables not examined in this research such as destination image, WOM, e-WOM variables, integrated marketing which is expected to have a strong influence can be a tourist motivation for culinary in West Sumatra.

Based on the results of the study, it can be suggested as follows: 1) To the manager of the West Sumatra destination to further improve destination marketing about West Sumatra cuisine. 2) creating integrated communication between destination managers, the government, local communities and visitors so that mutual cooperation can be mutually beneficial so that they increase their interest in visiting West Sumatra again. 3) Add a new theme for each event. For example: in culinary tourism events, the event does not have to focus on culinary, other events can be added which contain elements of regional culture. Whether it's in the form of music shows or regional games. 4) Include visitors at each event. This can make visitors remember the event events in West Sumatra so that it is possible to come back to the big West Sumatra.

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