

Analysis The Influence of Visitor Motivation on Visitor Satisfaction and Its Impact on Revisit Intention at Hype Pantai Indah Kapuk

Gio Sandro Aritonang

International Marketing, School of Business Management, Universitas Bina Nusantara
Jl. Kebon Jeruk Raya No. 27 Kebon Jeruk, Jakarta Barat 11530, Indonesia

Giosandroaritonang@gmail.com

ABSTRACT

The development of the times provides changes in consumer behavior in keeping with current trends. In Indonesia, thematic bazaar is a trend that is quite popular where it is indicated by the number of thematic bazaars that have sprung up today, one of which is Hype Pantai Indah Kapuk. The purpose of this study is to determine the effect of Visitor Motivation to Visitor Satisfaction and its impact on re-visit intention on Hype Pantai Indah Kapuk. The method of analysis of the study using analysis path with a sample of 100 respondents in Jakarta. The result of this research shows that there is influence of Visitor Motivation to Visitor Satisfaction at Hype Pantai Indah Kapuk, there is influence of Visitor Motivation towards Revisit Intention on Hype Pantai Indah Kapuk, there is no influence of Visitor Satisfaction toward Revisit Intention on Hype Pantai Indah Kapuk, and there is influence of Visitor Motivation and Visitor Satisfaction towards Revisit Intention on Hype Pantai Indah Kapuk.

Keywords: *Visitor Motivation, Visitor Satisfaction, Revisit Intention, Path Analysis*

A. INTRODUCTION

The rapid development of the times has caused changes in many sectors such as technology, education, economy and even culture in society. This rapid development affects changes in people's behavior through culture. This change in community behavior requires business people to be more responsive to what consumers really need and want. According to the Journal (Christina, 2015) there are several aspects that influence changes in consumer behavior in this era, as follows:

1. Demographic changes (the growth of population and life expectancy, has the same result in consumer behavior: more needs to be satisfied).
2. Evolution of technology (because people now have more ways to travel, they discovered other cultures and lifestyles, so their needs became more diverse).

3. Multiplicity (because more and more variables are integrated in everyday activities - for example the movie industry has evolved from a onedimensional to a multi-dimensional experience - also the buying act needs to become a complex experience).
4. Hyper efficiency (space-time efficiency is also a daily problem, so people need faster and cheaper ways to satisfy their needs).
5. Risk and stress (people have too many options to choose from to satisfy their needs).

Looking at some of these aspects, one of the most significant changes in consumer behavior is the way how a consumer views a product and what kind of method is used to obtain the product. The important thing that consumers consider today is not only the benefits of using a product but the value obtained when using the product.

Consumer behavior today is more likely to follow trends and is very responsive to changes in trends that occur. In response to this, there are many ways that business people take advantage of changes in consumer behavior to gain profits, one of which is holding thematic bazaars. By holding a thematic bazaar, business people intend to provide a different experience when consumers come to visit to make purchases of available products by enjoying the atmosphere that is formed.

Thematic bazaar is an effort to respond to changes in consumer behavior that likes more trendy and contemporary things by providing an event that not only provides unique and contemporary product exhibitions but also provides entertainment for visitors. In fact, to attract the attention of visitors, unique themes are also applied with attractive decorations so as to add to the visitor's experience when visiting the bazaar. This thematic bazaar is also known as urban bazaar and pop up market.

Hype is one of the most popular pop-up markets in Jakarta. In fact, when compared to its competitors, Hype has a different target which is all age groups. Where Hype also provides a play area for children to entertainment and tenants for adults. Hype is a thematic bazaar that provides a large selection of fashion tenants, food and beverages and entertainment for its visitors. Hype

thematic bazaar is held for 3 days at the beginning and end of the month regularly. Using a fixed location at Pantai Indak Kapuk (PIK) where a lot of people come to spend time on weekends, influences the number of visitors who come to Hype. By maximizing the decoration with a unique theme in each implementation, Hype is able to become the Top 3 pop up market in Jakarta. (Kanya, 2016).

Over time, there was a decline in the number of visitors to Hype. A total of 38,891 visitors came in December 2015, but the number of visitors to 20,018 in early January 2016, and the highest number of visitors ever reached in 2016 was 28,182 people, the number did not even reach the average number of visitors in 2015 which was 37,724 visitors.

Therefore, with the number of declining visitors, it is necessary to explore of course with the science of consumer behavior (Consumer Behavior), so that Hype can find out what the behavior of its visitors and even prospective visitors is like, it is very important for business people to know the behavior, nature / characteristics, and habits of their consumers, so that business people can devise a strategy to make consumers like the company or product, which in this study consumers are interested in coming to Hype Pantai Indah Kapuk.

Understanding consumer behavior is important to know the factors that are the reason consumers/visitors want to visit Hype Pantai Indah Kapuk, the reason that makes consumers/visitors visit Hype is called Motivation, this is the driving force for visitors, according to (Schiffman, Kanuk, & Wisenblit, 2010, p. 106) "Motivation is the driving force within individuals that drives them to act.

After the fulfillment of the need, a response or an action will arise that describes the feelings of the consumer, commonly called satisfaction. Satisfaction occurs after the consumer's needs have been met and according to the consumer's expectations, but if it does not match expectations then it will be unsatisfied, when the consumer is satisfied, a reply will arise in the form of retention, "Customer satisfaction can also be used as the main driver for customer retention and loyalty,

(Sofjan Assuari, 2012), This sentence explains that it is not only necessary to know what motivates but also needs to understand how to make consumers satisfied and come back in the future. Therefore, through this research, Hype focuses on finding out whether the cause of the decline in the number of visitors.

Revisits or in this study called (Re-visit Intention) can be influenced by several things, namely visitor motivation (Visitor Motivation) and visitor satisfaction (Visitor Satisfaction) (Savinovic, Sangkyun, & Long, 2012). In addition, visitor motivation (Visitor Motivation) itself can be a variable that affects the creation of visitor satisfaction (Visitor Satisfaction). (Obaid, 2015)

B. OBJECTIVES

1. To determine the effect of Visitor Motivation on Visitor Satisfaction at Indak Kapuk Beach Hype.
2. To determine the effect of Visitor Motivation on Revisit Intention at Hype Pantai Indak Kapuk.
3. To determine the effect of Visitor Satisfaction on Revisit Intention at Hype Pantai Indak Kapuk.

C. METHOD AND IMPLEMENTATION

Based on the purpose of the research, the type of data approach collected is quantitative research. This research period uses cross sectional, and the data source is primary data. In the implementation of the research, it was carried out through distributing questionnaires to respondents using a Likert scale where respondents determine the level of agreement or disagreement with statements expressing either pleasant or unpleasant characteristics of the concept under study. The sampling technique used is probability sampling with simple random sampling, a sampling technique where each element in a population has the same probability of selection. The results of the questionnaire

from respondents who fill out the questionnaire questions will then be processed using the validity test, reliability test, normality test and path analysis using the SPSS20 application.

D. RESULT AND DISCUSSIONS

The results of the study indicate that there is an influence between the Visitor Motivation variable on Visitor Satisfaction. The results of this study are in line with previous research conducted by Mohamed Ali (Obaid, 2015). The results showed that there was an influence between the Visitor Motivation variable on Revisit Intention. The results of this study are in line with previous research (Savinovic, Sangkyun, & Long, 2012). The results showed that there was no influence between Visitor Satisfaction on Revisit Intention. The results of this study are in line with research previously conducted by (Herstanti, Suhud, & Fery, 2014). This can be due to many factors that influence the level of return visits or Revisit Intention of Hype visitors besides their satisfaction from previous arrivals. The function of the visitor satisfaction variable as a mediator or link between the visitor motivation variable and revisit intention is not successful, so to influence revisit intention only requires an increase in things in visitor motivation, so it can be concluded that the satisfaction variable does not affect the level of visitor return visits. But even so, the results of this study show that there is an influence between the Motivation and Visitor Satisfaction Variables on Revisit Intention simultaneously. Although Visitor Satisfaction does not affect Revisit Intention partially, together with the motivation variable, both can have an influence on revisit itention. The results of this study are in line with research conducted by (Savinovic, Sangkyun, & Long, 2012).

Variables	Research Result	Practical Implication
X → Y	The results of the study indicate that there is an influence between the Visitor Motivation variable on Visitor Satisfaction of 2.85%.	There is an influence if Hype pays attention to things that will affect visitor motivation, and these things must be improved because they will affect the satisfaction of Hype visitors themselves.

X → Z	The results showed that there was an influence between the Visitor Motivation variable on Revisit Intention of 11.62%.	There is an influence if Hype pays attention to things that will affect visitor motivation, and these things must be improved because it will affect the level of return visitors to Hype PIK.
Y → Z	The results showed that there was no influence between Visitor Satisfaction on Revisit Intention.	The satisfaction created by Hype and also felt by visitors has no effect on the level of return visits, so Hype does not need to develop visitor satisfaction to increase the level of return visits.
X → Y → Z	The results showed that there was an influence between the Visitor Motivation and Visitor Satisfaction variables on Revisit Intention simultaneously by 12%.	The results showed that creating revisit intention can be influenced by motivation variables and satisfaction variables simultaneously.

E. SUMMARY

After conducting research on the analysis, the following conclusions can be drawn:

1. There is a significant relationship between the relationship between Brand Experience and Satisfaction
2. There is a significant relationship between the relationship between Brand Experience and Brand Trust
3. There is no significant relationship between the relationship between Brand Experience and Brand Loyalty
4. There is a significant relationship between the relationship between Brand Communication and Brand Trust

5. There is a significant relationship between the relationship between Satisfaction and Brand Loyalty
6. There is a significant relationship between the relationship between Brand Trust and Brand Loyalty

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