

The Motivation and Satisfaction of Elderly Tourists Visiting Bali Tourism Destination Indonesia

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Abstract

Now days, the elderly tourist has become a new market segment for the tourism industry because it has the power in two ways, i.e. purchasing power and leisure time. To be able to manage the elderly market, it must to be known what the needs and wants of them. Therefore, conducted a study about the consumer behavior is urgent to be done. This research is focused on the study of the elderly tourist, by in depth about the effect of motivation of the elderly tourist on the destination image, and also their satisfaction. The destination loyalty research is conducted by mixed methods both quantitatively and qualitatively. The core problem explored in the current research is whether there is a relationship between the motivation and satisfaction of foreign senior tourists vacationing in Bali. This is a confirmatory study built on the tourist loyalty model developed by Yoon and Uysal (2003) and Chi (2005), based on the theory of consumer behavior and its application for tourism. The current study is an in-depth confirmation on the effects of travel motivation of the senior tourism segment on the segment's satisfaction because satisfaction, in turn, affects tourist loyalty as the basis for repeat visits and recommendations for friends and relatives. A survey of 400 respondents was conducted, using field survey method, combining quantitative and qualitative data. The analytical tools utilized were descriptive statistical analysis, multivariate analysis (Structural Equation Modeling), and qualitative descriptive analysis. The tests on confirmation model revealed a relationship model between motivation and satisfaction of foreign senior tourists vacationing in Bali. The goodness of fit tests revealed that the model is replicable for similar research settings. Motivational push factors affect the satisfaction of foreign senior tourists vacationing in Bali, comprising of: (1) the push to visit new places, (2) the push to gain new knowledge and experience, and (3) the push to get out of the daily routine. In addition, motivational pull factors also affect the satisfaction of senior foreign tourists vacationing in Bali, comprising of: (1) health facilities, the quality of travel agency services, and (3) the quality of tour guides. The study also revealed that the opinions of senior tourists on Bali are not all positive; several respondents criticized the various problems that threaten the sustainability of Bali's tourism. Crowded streets and traffic congestions are seen to be detrimental to Bali's reputation as island paradise.

Keywords: *foreign tourists, senior tourism, motivation, push factors, pull factors, tourist satisfaction*

1. Introduction

The phenomenon that gave rise to this research was the rapid growth of senior tourism. The United Nations noted that the elderly or senior segment is significantly increasing in number, expected to reach two billion individuals worldwide by 2050. The rise of the elderly generation has a serious effect on the composition of the population in Europe, Japan, and China (United Nations, 2000; Peterson, 2006). Senior foreign tourists are travelers or visitors aged 55 and above (World Tourism Organization, 2005), in accordance to the Indonesian Presidential Order no. 31 year 1998, chapter 1. Peterson (2006) asserted that, on a global scale, the growth of the senior segment will have a material impact on the future of tourism in the near future. As a consequence, tourism destinations should look at this segment as a new market opportunity for entertainment, recreation, and tourism businesses. The Indonesian government grasped the importance of the senior tourism segment because of the substantial population of this segment, the substantially higher purchasing power when compared to the younger segments, and the significantly longer vacation time—all of which suggesting that the senior segment represent a high quality market segment for tourism.

Understanding such phenomenon, the government of Indonesia enacted a policy to attract senior foreign tourists to travel to and within Indonesia. The regulation, which includes the easing of attaining stay permits for seniors, to anticipate the needs of overseas senior tourists coming to Indonesia. With such facility, it is hoped that senior visitors will stay longer. The government policy enables senior tourist groups to stay in Indonesia for up to one year. This decision was finalized by the Presidential Order Keppres No. 31/1998 regarding the ease of stay permits for foreign senior tourists. In practice, the initiative of both the national and provincial government has not been fully supported by the availability of information regarding senior tourism, especially for senior visitors

in Bali, even though the senior tourism segment has a great potential today and an even increasing potential in the near future (Pettersen, 2006; Nirwandar, 2010).

Someone who is considered elderly does not always limit herself in travelling or visiting travel destinations (Peterson, 2006:3). The uniqueness of this market segment calls for research on senior tourism, especially in relations to the motivational factors in choosing a travel destination. According to Fandeli (2001:41), motivation is one's intrinsic force that provokes her to travel. Aside from intrinsic motivational factors, destination appeals as extrinsic motivational factors could also encourage someone to travel (Iso-Ahola, 1991). An individual's motivation to travel is diverse and is a combination of various forms of motivation. Knowing these various forms of motivation helps to identify the push and pull factors influencing one's decision to travel to a certain destination, in particular the senior segment traveling to and vacationing in Bali.

In addition to motivational factors, tourism consumer satisfaction is affected by the various attributes of a travel destination. This is important to study further because satisfaction has a direct implication on loyalty, and loyalty is a positive sign for a travel destination's sustainability (Yoon and Uysal, 2003; Chi, 2005:70). Further, Marpaung (2002:48) argued that senior travelers have higher expectations than youth and middle-aged travelers. He stated that senior tourists have considerable expectations for comfort during their travel, for ease of facility access and for adequate health services. One measure of satisfaction is how well expectations are met or fulfilled. By conducting a study on tourism consumer satisfaction, a research study could sketch a picture about the traveler's loyalty on the destination visited. From such study, the tourism industry as the service provider would be able to anticipate the wants, hopes, and needs of tourists (Chi, 2005:84).

Research on senior tourists' satisfaction on the various attributes of Bali as a destination is expected to fill the existing information gap regarding the potential of senior tourism market segment that has yet to be managed optimally. The current research serves as an early step to identify, in depth, the influential attributes that should be prioritized in tourism development, ultimately to realize the satisfaction of the senior tourist segment in visiting Bali as a travel destination. Satisfied tourists are likely to become loyal in terms of repeat intention, willingness to recommend the destination to friends and relatives, and willingness to take their friends and relatives to visit the same destination (Yoon and Uysal, 2003; Chi, 2005; Som and Badarneh, 2011:38). Based on the abovementioned background, the core problem explored in this study is the influence of motivation on the satisfaction of foreign senior tourists vacationing in Bali, with several sub-problems including: (1) which motivational push factors influence the satisfaction of foreign senior tourists vacationing in Bali?, (2) which motivational pull factors influence the satisfaction of foreign senior tourists vacationing in Bali?

2. Literature Review

This research is based on the theory of consumer behavior, which states that purchase satisfaction is influenced by past experience with a product and by the motivation that cause a consumer to choose one product over the others (Anahita and Badaruddin, 2011). The travel motivation of foreign senior tourists is an amalgamation of push- and pull-factors that motivate the tourists in their decision making process when choosing a travel destination. Both push and pull factors complement one another in shaping the motivation comprising of a combination of internal motivation (push factors) and external motivation (pull factors), which in turn are factors made up of the various attributes of a travel destination (Gnoth, 1997:283). Previous research that explored the relationship between tourists' satisfaction with a travel destination suggested that a destination's attributes consist mainly of three parts (i.e., attraction, amenities, and accessibility) that could be quite similar across destinations. Yet the fourth part (i.e., ancillary), particularly intangible services offered, is very dynamic. Tourists tend to demand higher quality over time, thus the current research is expected to explore such dynamism.

3. Methodology

The research was conducted in the province of Bali, particularly in five tourism areas namely Kuta, Nusa Dua, Sanur, Ubud, and Lovina. The respondents were elderly or senior tourists, aged 55 and above, vacationing in Bali.

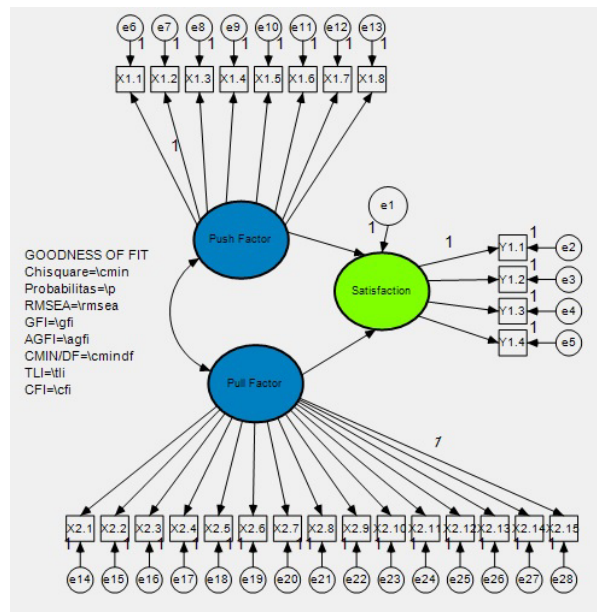


Figure 1. Construct of Research on Motivation and Satisfaction.

The novelty of this research was the use of mixed research methods, which enabled the research findings to be generalized or specialized on certain aspects. The quantitative findings are accompanied by qualitative findings to discover which factors contribute to tourists' satisfaction, why they are satisfied, and other emphases that could be interesting for further exploration.

The research utilized two latent exogenous variables and one latent endogenous variable. The construct offered two hypotheses: (H₁) push factors X₁ influence the satisfaction Y₁ of foreign senior tourists vacationing in Bali; (H₂) pull factors X₂ influence the satisfaction Y₁ of foreign senior tourists vacationing in Bali. Identification of exogenous variables, latent or unobserved variables, for X₁ (push factors) consists of eight indicators (observed variables) as follows:

Table 1. Indicators of Motivational Push Variables

| Code | Indicator |
|------------------|-----------------------------------|
| X _{1.1} | rest and relaxation |
| X _{1.2} | visit new places |
| X _{1.3} | gain new knowledge and experience |
| X _{1.4} | get out of the daily routine |
| X _{1.5} | meet people and socialize |
| X _{1.6} | improve my health and fitness |
| X _{1.7} | physical training/ exercise |
| X _{1.8} | visit family and friends |

Source: (Esichaikul, 2012), adopted and modified to the context and situation in Bali

Identification of exogenous variables, latent or unobserved variables, for X₂ (pull factors) consists of 15 indicators (observed variables) as follows:

Table 2. Indicators of Motivational Pull Variables

| Code | Indicator |
|-------------------|--|
| X _{2,1} | the history of Bali |
| X _{2,2} | the culture of Bali |
| X _{2,3} | the nature of Bali |
| X _{2,4} | the prices in Bali |
| X _{2,5} | events and festivals in Bali |
| X _{2,6} | take advantage of vacation in Bali |
| X _{2,7} | transportation has grown |
| X _{2,8} | the proximity |
| X _{2,9} | various types of food and beverage |
| X _{2,10} | the facilities and services for hotels |
| X _{2,11} | health facilities in Bali |
| X _{2,12} | the ease and service of the immigration procedures |
| X _{2,13} | the security of the island of Bali |
| X _{2,14} | the quality travel agency services |
| X _{2,15} | the services of qualified tour guides |

Source: (Esichaikul, 2012), adopted and modified to the context and situation in Bali

Identification of endogenous variables, latent or unobserved variables, for Y₁ (total satisfaction) consists of 4 indicators (observed variables) as follows:

Table 3. Indicators of Satisfaction Variables

| Code | Indicator |
|------------------|---|
| Y _{1,1} | the existing tourist attractions |
| Y _{1,2} | the trip from / to Bali |
| Y _{1,3} | the availability of the facilities provided by the Bali tourism |
| Y _{1,4} | the services during vacation |

Source: (Chi, 2005), adopted and modified to the context and situation in Bali

To answer the core problems in this research, 400 senior respondents vacationing in Bali were involved through the method of survey, and the research data was analyzed using The Structural Equation Modeling (SEM) analysis tool. SEM is a multivariate analytical technique, which tests the precision of a model and the influence of each factor in the model.

4. Result and Discussion

Based on age group, a significant proportion of the 400 senior tourists surveyed were in the age group between 55 to 65 years old, at 72%. The age group 65 and above was represented by 28% of the respondents. Based on nationality, senior tourists who participated in the study were dominated by tourists from Australia with a total of 158, followed by the Netherlands with 41 tourists, Germany with 27 tourists, the United States with 23 tourists, Japan with 21 tourists, and the rest from other nationalities. The top ten countries from which the respondent senior tourists originated were, in order: Australia, the Netherlands, Germany, United States, Japan, France, the United Kingdom, Italy, Switzerland, and Russia. The proportion of respondents who have visited Bali more than twice was 62%, while the percentage of those who have visited Bali twice was 16%, and the proportion of respondents who were on their first trip to Bali was 22%.

In the first step of model testing the model had not met the goodness of fit criteria, thus a reduction step was taken to eliminate indicators that were not significant. The second step also had not achieved goodness of fit. To increase the goodness of fit another model testing was conducted, which included only three indicators on each latent variable that were ranked as the first, second, and third in the weight assigned to each factor. This third model testing was able to produce a model according to the goodness of fit standards. The analysis of said results is illustrated by Figure 2 below.

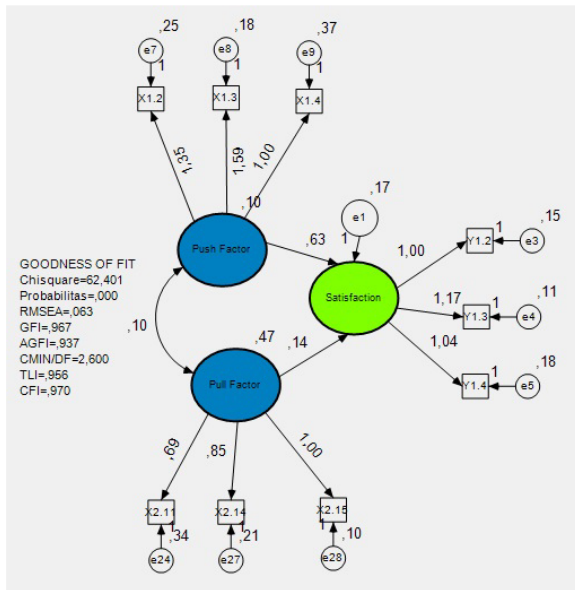


Figure 2. Model of Motivation and Satisfaction.

Table 4. Goodness of Fit Results

| Criteria | Standards | Test Results | Model Determination |
|---|-----------|--------------|---|
| CMIN/df | ≤ 5.00 | 2.600 | Goodness of fit |
| RMSEA (Root Mean Square Error of Approximation) | ≤ 0.08 | 0.063 | Goodness of fit (improving the results of chi square) |
| GFI (Goodness of Fit Index) | ≥ 0.90 | 0.967 | Goodness of fit |
| AGFI (Adjusted Goodness of Fit Index) | ≥ 0.90 | 0.937 | Goodness of fit |
| TLI (Tucker Lewis Index) | ≥ 0.95 | 0.956 | Goodness of fit |
| CFI (Comparative Fit Index) | ≥ 0.95 | 0.970 | Goodness of fit |

Source: Primary Research, 2014

Based on the analysis above, the model has achieved confirmation in agreement with the theoretical model. The new model produced from this analysis is illustrated by Figure 3 below.

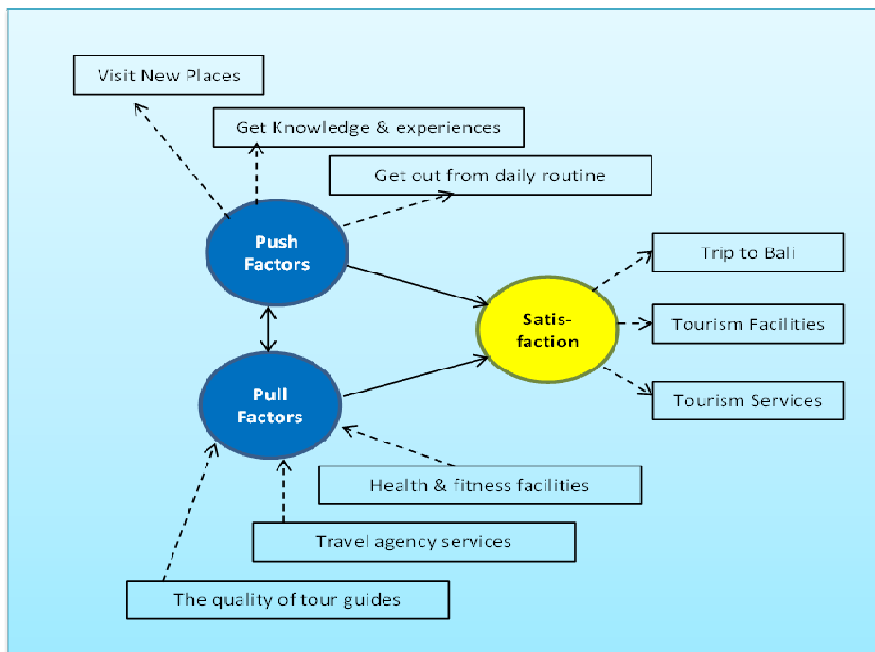


Figure 3. Final Model of Motivation and Satisfaction

The model constructed was determined to have goodness of fit indicating that all the research hypotheses could be answered, which signifies real influence between the exogenous variables (X_1 and X_2) and the endogenous variable (Y). On the third and final testing, the two hypotheses expressed to answer the main research questions were proven. First, motivational push factors influence the overall satisfaction of foreign senior tourists vacationing in Bali with probability value of $(***) < 0.05$ and the existing relationship indicated by regression coefficient of $0.630 \neq 0$. Second, motivational push factors also have real influence the overall satisfaction of foreign senior tourists vacationing in Bali with probability value of $(0.002) < 0.05$ and the existing relationship indicated by regression coefficient of $0.140 \neq 0$.

The quantitative analysis is strengthened by qualitative data analysis in the form of opinion from senior tourists regarding their experience and satisfaction while vacationing in Bali. The various appeals that Bali possesses, including hotels, restaurants, tourism amenities, accessibility to and from Bali, and ancillaries in the form of travel-related services, in actuality were able satisfy travelers. The qualitative analysis revealed that not all the opinions of senior tourists about Bali's tourism were positive. Some senior tourists criticized the various problems seen as threats to the sustainability of tourism in Bali. The crowded street conditions coupled with traffic congestions could decrease Bali's reputation. Several respondents criticized the large amount of funds flowing into Bali, but the tourism is yet to be optimized. Tourists feel burdened with too much retribution but the service to tourists are still lacking, particularly in the arrival and departure terminals of Bali International Airport.

Several senior tourists also expressed concerns about the disparity of tourism development across the different regencies in Bali. South Bali is seen as well-developed, even over-developed, while North Bali is less developed. Many recently built hotels are not constructed with the Balinese style, rendering them unappealing for tourists while Balinese architectural style is one of the cultural appeals of Bali. Respondents also noted that many facilities to support tourism, such as malls, shopping centers, and other modern markets, seemed to be built uncontrollably that could diminish the uniqueness of Bali's tourism. Meanwhile tourism information center is a rarity, which makes it difficult for tourists to attain information. Many police officers are also collecting unofficial retribution, especially from visitors. According to several respondents, the exponential increase of garbage in tourism destinations throughout Bali is also distracting their enjoyment. A few notes from the negative responses of foreign senior tourists about Bali include: (1) trash and waste problems, (2) traffic congestions, (3) immigration services, (4) unofficial retrubutions from several police officers, (5) the development of new facilities that do not reflect the Balinese culture, and (6) the overuse of plastic materials.

5. Conclusion

Motivational push factors that influence the satisfaction of foreign senior tourists vacationing in Bali include: (1) the push to visit new places, (2) the push to gain new knowledge and experience, and (3) the push to get out of the daily routine. Meanwhile, motivational pull factors that influence the satisfaction of foreign senior tourists vacationing in Bali include: (1) adequate health facilities, (2) the quality of travel agency services, and (3) the quality of the tour guides in Bali. Thus, this study recommends that tourism destination practitioners from various components such as hotel managers, tour and travel professionals, government officials in the front line of tourism services particularly the immigration office and tourism bureau to pay close attention to the findings presented in this research.

Although the theory models supported by empirical data, but there is a weaknesses, which the research constructs were represented respectively by each three-point indicator to produce a model of goodness of fit because of the multidimensional construct that turned most of the indicators overlap each others. For this, it is advisable for researchers to conduct further analysis of the content validity prior to the indicators on each latent variable by conducting a literature review related to tourist motivation, and measured indicators to measure tourist satisfaction. There are still many problems to be answered by the researcher with a quantitative approach that is expected to still be able to use a combined approach (mixed method). The next suggestion is, so that subsequent researchers using qualitative data analysis techniques are capable of forming patterns on research relationship problems.

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