

The Influence of Push and Pull Factor Motivation on Foreign Tourists' Revisit Intention in Religious Tourism

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The Influence of Push and Pull Factor Motivation on Foreign Tourists' Revisit Intention in Religious Tourism

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ABSTRACT

Religious tourism is a type of tourism categorized under special interest tourism. Special interest tourism emphasizes the push factors and specific interests or pull factors that greatly motivate tourists to visit the destination. This study aims to examine the influence of push motivation factors including education, interpersonal, physiological, and pull factors including tourist attractions, amenities, accessibility, and ancillary services on the revisit intention of foreign tourists to religious tourism destinations, specifically mosques in Batam City. This research is quantitative in nature, employing an explanatory method. Sampling was done using purposive sampling with accidental sampling method. Sample size determination was conducted using the Slovin formula with a margin of error of 10%, resulting in a minimum sample size of 100. Data was collected from 102 respondents through questionnaires. Data analysis was performed using multiple linear regression. The results indicate that push factors such as education, interpersonal, physiological, and pull factors such as tourist attractions, amenities, accessibility, and ancillary services have a positive and significant influence on the revisit intention of foreign tourists to religious tourism destinations, specifically mosques in Batam City. These findings imply that tourism management or local governments can enhance pull factors, particularly the amenity variable. Focus should be on improving the completeness of facilities for religious tourism activities.

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1. INTRODUCTION

Religious tourism is a type of tourism categorized under special interest tourism. Religious tourism is one of the significant segments in the tourism industry that has experienced significant growth over the last few decades. It attracts the interest of many international tourists who are interested in visiting sacred places, places of worship, and historical sites with religious significance (Soljan & Liro, 2020).

The concept of religion as a tourist destination has undergone a shift due to changes in socio-cultural factors and the development of religious tourism. Religious tourism or pilgrimage, initially of a sacred nature, has shifted to a combination of sacred and secular elements (Liro, Soljan, & Bilska-Wodecka, 2018). Therefore, research should not focus solely on places and dichotomies but on the individual attributes of religious tourists (Bond, Packer, & Ballantyne, 2014). Hence, it is important to note that from the perspective of tourists and

destinations, travel to religious sites should be treated like any other form of tourism (Naumov, 2020), especially for international tourists.

The revisit intention of international tourists to religious tourism destinations is crucial for the sustainability and development of religious tourism destinations. Such studies are important for understanding the revisit intention of religious tourism destinations accurately, by understanding the participants' expectations, motivations, behaviors, and experiences. Religious motivations may have different meanings for visiting one of the many religious tourism destinations (Liro et al., 2018).

Religious tourism is a type of tourism categorized under special interest tourism. Special interest tourism emphasizes the very specific interests of travelers (Marsono, Prihantara, Irawan, & Sari, 2016). Religious practices may accompany travel, and tourism behavior can occur within religious travel (Liro, Sołjan, & Bilska-Wodecka, 2017). Therefore, religious tourists' motivations coexist and can shift between tourism and religion and vice versa at times, even without the tourists' awareness (Bond et al., 2014).

Understanding tourist motivations is crucial because the number of people traveling solely for religious purposes is relatively small (Amaro, Antunes, & Henriques, 2018). Visits to religious tourism destinations are also not motivated by a desire to communicate with God or perform religious acts but by a desire to experience something spiritual, supernatural, authentic, transcendental, or to achieve long-term positive impacts. These spiritual experiences are sometimes considered unique and very important. Such activities provide opportunities for self-exploration and self-transformation, which can influence happiness, self-satisfaction, and fulfillment (Sołjan & Liro, 2020).

Religious tourists may be motivated to participate in religious ceremonies and festivals, which are also considered cultural tourist attractions. Religious tourism often involves culturally significant heritage sites beyond their religious significance, visited for social, historical, and cultural reasons, where tourists seek authenticity and reinforce their identities. Like in many other forms of tourism, religious tourism also involves individuals seeking escape from everyday life, spending leisure time with family or friends, or relaxing in peaceful places (Bond et al., 2014).

Based on these studies, religious tourism is not only aimed at visitors seeking blessings, lessons, religious teachings, and life wisdom, but also at visitors motivated not by religious elements but by leisure, fun, and relaxation. This means that religious tourism is not only for tourists with the same religious elements but can be universal.

Motivation is the starting point for all travel-related activities. Religious motivation and other tourism motivations can occur simultaneously and complement each other (Liro et al., 2017). According to Maslow's theory, motivation is the desire that drives or prompts individuals to do something (Dessler, 2015; Robbins & Judge, 2015). Therefore, it can be assumed that pilgrims and religious tourists hope that the journey will bring them religious, spiritual, touristic, cultural, recreational, social, and many other satisfying experiences (Nikjoo & Ketabi, 2015).

Crompton (1979), as cited in Khuong & Ha (2014), proposed a theoretical motivation model to understand behavior and decision-making in tourism. It is a milestone that distinguishes push and pull factors. Push factors are psychological towards the inner needs of individual tourists, while pull factors are defined as motivations generated by destinations that do not originate from tourists.

This framework has been used for religious tourism by Wang, Chen, & Huang (2015) in China to define religious beliefs and mental relaxation as push factors and cultural and touristic enjoyment as pull factors. Furthermore, Khuong & Ha (2014) researched the causal relationship between push and pull motivation, destination satisfaction, and intention to return for international recreational tourists in Ho Chi Minh City, Vietnam, showing that push and pull factors directly positively influence tourists' intention to return to Vietnam. In contrast, Baniya's (2017) research showed that international tourists were motivated to visit Nepal by its pull factors, while its push factors were not significant. Consistent with Muthmainnah & Rubiyanti's (2020) research, push factors did not affect interest but were more determined by pull factors.

This study develops push factors for religious tourism referring to Afriesta et al. (2020) research, which states that a person's internal motivations for visiting historical sites are driven by three factors, including education, i.e., a high curiosity that drives someone to visit historical areas to gain new knowledge; interpersonal, i.e., the desire to contemplate, follow historical activities, or participate in spiritual events; physiological, i.e., personal needs such as relieving fatigue or for photography purposes.

This study also develops the motives for religious tourism through pull factors of travel motivation, which are predicted to influence tourists' revisit intentions. In this study, tourism attributes used are from Cooper, Fletcher, Gilbert, Fyall, & Wanhill (2008), stating that there are 4 (four) (4A) components that a tourism destination must possess, namely: attraction, amenities, accessibility, and ancillary services.

Several studies use pull factors through the components of tourism attraction to predict revisit intentions, such as Ramadhani et al.'s (2021) research concluding that tourist attractions and ancillary services significantly influence revisit intentions, while tourism amenities and accessibility do not affect revisit intentions. Alfitriani, Putri, & Ummasyroh's (2021) research shows that tourist attractions and amenities have a significant influence, while accessibility and ancillary services do not significantly influence tourists' revisit intentions. Other studies use accessibility and facilities (Lustono & Permatasari, 2022), tourist attractions, accessibility, and facilities (Miarsih & Anwani, 2018), attractions, amenities, and ancillary services positively influence tourists' visitation interest and accessibility negatively influences visitation interest (Mahendra & Althalets, 2022).

Based on the research gap, this study re-examines the motivations and revisit intentions of international tourists to mosque religious tourism destinations in Batam City from the perspectives of push and pull factors. This research is expected to serve as a benchmark or overview to assess the quality of a mosque religious tourism destination in Batam City. Therefore, this study aims to determine the responses of international tourists through push and pull factors of travel motivation with various motives such as education, interpersonal, and physiological, and tourism attributes such as attractions, amenities, accessibility, and ancillary services at mosque religious tourism destinations in Batam City.

The text is written in Cambria font with a size of 10 pt. It is bold and has a spacing of 1.0. There is a spacing of 10 pt before the text. The introduction should include a comprehensive examination of the circumstances pertaining to the necessity of the research being conducted or pertinent to the subject matter of the study. Your introduction should be comprehensive and include background information that is backed up by real facts. This will enable you to incorporate specific results from your initial observations, which are an integral component of your research process.

To enhance the background exposition, it is advisable to include literature reviews or pertinent research findings that are directly referenced to the topic of your research. Each paragraph should provide citations to substantiate the main material pertaining to each relevant study.

2. RESEARCH METHOD

This study adopts a quantitative approach. The population observed in this research comprises international tourists who have visited Batam City. The determination of the population size is based on the latest data from the Batam City Central Bureau of Statistics (BPS) in 2021, as data for 2022 has not yet been released. According to the BPS data, the number of international tourists who have visited Batam City is 2046 individuals.

Sampling was conducted using Purposive Sampling technique, which involves selecting samples based on specific considerations, and questionnaire distribution using Accidental Sampling method. The sampling technique in this study employs the Slovin formula with a margin of error of 10%. Based on the Slovin calculation, the minimum sample size in this study is 95.34, rounded up to 100 samples.

The primary data collection method involved distributing questionnaire forms to international tourists visiting Sultan Mahmud Riayat Syah Mosque, Batam Grand Mosque, Jabal Arafah Mosque, and Sukajadi Mosque accidentally over a period of 2 weeks.

Responses to the questionnaire were measured using a Likert scale with a four-point range to avoid bias or respondent response centralization tendencies. The rating criteria range from 1, indicating "Strongly Disagree," to 4, indicating "Strongly Agree." The analytical technique used in this research is multiple linear regression.

3. RESULTS AND DISCUSSIONS

Validity and Reliability Test

Validity testing was conducted on each statement item of the questionnaire for each variable. The sample size (n) = 102 and α = 0.05 (5%), thus obtaining a tabled value (r_{table}) = 0.1966. Reliability testing stipulates that the examined variables are considered reliable if the Cronbach's alpha (α) value is above 0.6. The validity test results obtained in this study are shown on the Table 1.

Table 1. Instrument Validity Test Results

Variabel	Item	r calculated	Criteria
Education (X_1)	ED1	0,756	Data Valid
	ED2	0,772	Data Valid
Interpersonal (X_2)	IN1	0,734	Data Valid
	IN2	0,725	Data Valid
Physiological (X_3)	FS1	0,750	Data Valid
	FS2	0,741	Data Valid
Tourism Attraction (X_4)	AW1	0,684	Data Valid
	AW2	0,754	Data Valid
	AW3	0,623	Data Valid

Variabel	Item	r calculated	Criteria
	AW4	0,774	Data Valid
	AW5	0,676	Data Valid
	AW6	0,699	Data Valid
Amenities (X ₅)	AM1	0,651	Data Valid
	AM2	0,704	Data Valid
	AM3	0,748	Data Valid
	AM4	0,636	Data Valid
	AM5	0,630	Data Valid
	AM6	0,498	Data Valid
Accessibility (X ₆)	AK1	0,665	Data Valid
	AK2	0,636	Data Valid
	AK3	0,690	Data Valid
	AK4	0,689	Data Valid
Ancillary Service (X ₇)	AS1	0,383	Data Valid
	AS2	0,399	Data Valid
	AS3	0,511	Data Valid
	AS4	0,574	Data Valid
	AS5	0,358	Data Valid
Revisit intention (Y)	MKU1	0,903	Data Valid
	MKU2	0,877	Data Valid
	MKU3	0,876	Data Valid

Tabel 2. Instrument Reliability Test Results

Variabel	Cronbach's Alpha	Remarks
Education (X ₁)	0,812	Reliabel
Interpersonal (X ₂)	0,657	Reliabel
Physiological (X ₃)	0,692	Reliabel
Atraksi Wisata (X ₄)	0,836	Reliabel
Amenities (X ₅)	0,788	Reliabel
Accessibility (X ₆)	0,732	Reliabel
Ancillary Service (X ₇)	0,616	Reliabel
Revisit intention (Y)	0,862	Reliabel

Table 2 presents the results of the instrument reliability test. It includes various variables along with their corresponding Cronbach's Alpha coefficients, which are measures of internal consistency reliability. The Cronbach's Alpha values range from 0 to 1, where higher values indicate greater reliability. All variables are Reliable, suggesting that they demonstrate satisfactory internal consistency.

Results of Classical Assumption Test

a. Normality Test

Based on the results of the normality test between variables using the Kolmogorov-Smirnov test, the Kolmogorov-Smirnov statistic obtained an Asymp. Sig. (2-tailed) value

of 0.200, which is greater than 0.05. Therefore, it can be concluded that the regression model of Education (X1), Interpersonal (X2), Physiological (X3), Tourism Attraction (X4), Amenities (X5), Accessibility (X6), Ancillary Service (X7), and Revisit intention (Y) follows a normal distribution..

b. Multicollinearity Test

Based on the multicollinearity test, it is found that all variables have tolerance values > 0.10 and VIF < 10, indicating that in the regression model of the Education (X1), Interpersonal (X2), Physiological (X3), Tourism Attraction (X4), Amenities (X5), Accessibility (X6), Ancillary Service (X7) variables, multicollinearity does not occur.

c. Heteroskedasticity Test

The heteroskedasticity test results show that there is no clear pattern and the points are scattered above and below the number 0 on the Y-axis. Therefore, it can be concluded that in the regression model of the Education (X1), Interpersonal (X2), Physiological (X3), Tourism Attraction (X4), Amenities (X5), Accessibility (X6), Ancillary Service (X7), and Revisit intention (Y) variables, heteroskedasticity does not occur.

d. Hypothesis Testing

Table 3 displays the significance levels (Sig.) of each independent variable in the multiple regression model. The significance level indicates the probability of observing the relationship between each independent variable and the dependent variable (Revisit intention). Lower significance levels suggest stronger evidence for the relationship. In this case, all independent variables (Education, Interpersonal, Physiological, Tourism Attraction, Amenities, Accessibility, and Ancillary Service) show significant relationships with the dependent variable Revisit intention, as their significance levels are less than the conventional threshold of 0.05.

Tabel 3. Multiple Regression Test

Model/Variables	Sig.
Education (X ₁)	0,010
Interpersonal (X ₂)	0,018
Physiological (X ₃)	0,019
Atraksi Wisata (X ₄)	0,001
Amenities (X ₅)	0,002
Accessibility (X ₆)	0,014
Ancillary Service (X ₇)	0,017

Discussion

Educational motivation significantly influences international tourists' revisit intention to the religious tourism destination of the mosque in Batam City, with a positive regression coefficient value of 0.149. This implies that educational motivation contributes significantly to changes in international tourists' revisit intention towards the religious tourism destination of the mosque in Batam City. The higher the educational motivation, the more likely international tourists are to revisit the religious tourism destination of the mosque in Batam City. The study highlights that knowledge or education is crucial in enhancing international tourists' interest in revisiting the religious tourism destination of the mosque in Batam City. It recommends that the managers provide engaging and unique knowledge and experiences to tourists by showcasing photos and historical information about the mosque and offering local guides like the imam or congregation to explain the site, especially to non-Muslim tourists.

Interpersonal motivation significantly influences international tourists' revisit intention to the religious tourism destination of the mosque in Batam City, with a positive regression coefficient value of 0.120. Interpersonal motivation contributes significantly to changes in international tourists' revisit intention towards the religious tourism destination of the mosque in Batam City. The higher the interpersonal motivation, the more likely international tourists are to revisit the religious tourism destination of the mosque in Batam City. Interpersonal motivation is a significant factor in enhancing international tourists' interest in revisiting the religious tourism destination of the mosque in Batam City. The managers offer religious tourism encouragement that provides prestige to international tourists while fostering relationships with partners, family, relatives, or friends. This aligns with Amaro et al. (2018), which noted that tourists visit religious tourism destinations not solely for religious sentiment but to escape daily routine societal pressures and explore different lifestyles, resembling backpackers.

Physiological motivation significantly influences international tourists' revisit intention to the religious tourism destination of the mosque in Batam City, with a positive regression coefficient value of 0.143. Physiological motivation substantially contributes to changes in international tourists' revisit intention towards the religious tourism destination of the mosque in Batam City. The higher the physiological motivation, the more likely international tourists are to revisit the religious tourism destination of the mosque in Batam City. Physiological motivation is an important predictor of increasing international tourists' revisit intention to the religious tourism destination of the mosque in Batam City. The managers provide religious tourism that offers beauty and grandeur to the mosque, making it iconic of Batam City. The

managers should enhance the mosque's appearance not only to be beautiful, grand, and iconic but also to provide relaxation stimuli or create happy memories, as tourists sometimes need refreshing by revisiting the religious tourism destination they previously visited.

Tourist attractions significantly influence international tourists' revisit intention to the religious tourism destination of the mosque in Batam City, with a positive regression coefficient value of 0.139. Tourist attractions significantly contribute to changes in international tourists' revisit intention towards the religious tourism destination of the mosque in Batam City. The more attractions available, the more likely international tourists are to revisit the religious tourism destination of the mosque in Batam City. Tourist attractions are crucial in enhancing international tourists' interest in revisiting the religious tourism destination of the mosque in Batam City. The managers provide religious tourism attractions that tourists can observe and activities that international tourists can do. By maintaining and enhancing the offered attractions, the managers can increase international tourists' revisit intention. Attractive attractions provide positive experiences, making tourists feel satisfied, comfortable, and enjoy their visit, encouraging them to return to the destination. Ramadhani et al. (2021) indicate that tourist attractions significantly influence tourists' revisit intention.

Amenities significantly influence international tourists' revisit intention to the religious tourism destination of the mosque in Batam City, with a positive regression coefficient value of 0.144. Amenities substantially contribute to changes in international tourists' revisit intention towards the religious tourism destination of the mosque in Batam City. The more comprehensive the amenities or facilities, the more likely international tourists are to revisit the religious tourism destination of the mosque in Batam City. Amenities or facilities are crucial in enhancing international tourists' interest in revisiting the religious tourism destination of the mosque in Batam City. Tourists are attracted to the availability of facilities and basic infrastructure, such as infrastructure, transportation, accommodation, and information centers that provide comfort and safety. According to Utama (2017), tourism facilities are all primary and basic facilities that allow tourism to thrive, providing services to tourists. Holloway and Humphreys (2016) note that amenities or facilities are essential services that meet tourists' needs. These include accommodation and food, nighttime entertainment like theaters, discos, and bars, local transportation, and infrastructure to support tourism roads, public utility services, and parking facilities. Naturally, these facilities will vary according to the destination's nature.

Accessibility significantly influences international tourists' revisit intention to the religious tourism destination of the mosque in Batam City, with a positive regression

coefficient value of 0.134. Accessibility substantially contributes to changes in international tourists' revisit intention towards the religious tourism destination of the mosque in Batam City. The better the accessibility, the more likely international tourists are to revisit the religious tourism destination of the mosque in Batam City. Accessibility is crucial in increasing international tourists' interest in revisiting the religious tourism destination of the mosque in Batam City. Tourists are attracted to easy and convenient access, including the airport's proximity to the destination, clear directional signs, easy road access, and public transport availability at the destination. Miarsih and Anwani (2018) indicate that accessibility positively influences tourists' visiting intentions.

Ancillary service significantly influences international tourists' revisit intention towards the religious tourism destination of the mosque in Batam City, with a positive regression coefficient value of 0.081. Ancillary service substantially contributes to changes in international tourists' revisit intention towards the religious tourism destination of the mosque in Batam City. The more comprehensive the ancillary service, the more likely international tourists are to revisit the religious tourism destination of the mosque in Batam City. Ancillary service is crucial in enhancing international tourists' interest in revisiting the religious tourism destination of the mosque in Batam City. Tourists are attracted to additional supporting facilities that enhance their comfort during tourism, such as tour guides who provide information about the destination, good communication facilities, guaranteed security, adequate trash bins, and ATM availability. This finding supports the research of Ramadhani et al. (2021), which shows that ancillary service significantly influences revisit intention. The better the ancillary service provided, the higher the interest in revisiting the destination.

Overall, the findings indicate that the revisit intention of international tourists to the religious tourism destination of the mosque in Batam City, from the perspective of push and pull motivation factors, can be predicted by the variables of education, interpersonal, physiological, tourist attraction, amenities, accessibility, and ancillary service. In terms of contribution influence, based on the Standardized Coefficients Beta value, tourist attraction and amenities have the most dominant contribution in increasing international tourists' revisit intention to the religious tourism destination of the mosque in Batam City. This means that the pull factors through the variables of tourist attraction and amenities can be considered as pull strengths that will attract more tourists to intend to revisit the destination. In line with Terzidou et al. (2018), tourists visit sacred places due to push and pull motivation. Pull motivation makes people prefer one destination over another when deciding to travel, such as for low travel costs or historical attractions. According to Ramadhani et al. (2021), a tourist attraction can be

interesting to tourists if it meets the conditions for developing its area, such as visible attractions, tourist activities, things to buy, transportation, and facilities.

The results indicate that international tourists interested in revisiting the religious tourism destination of the mosque in Batam City tend to prefer the attraction of the destination's attributes over their internal push. This is possible because religious tourism is a type of special-interest tourism, making the pull more important to tourists than their personal push. The logical consequence is that if international tourists want to fulfill their internal needs, they do not have to visit religious tourism but would instead choose a destination that offers challenges or relieves stress, like nature tourism. Consistent with the research of Baniya (2017) and Khuong and Ha (2014), pull factors strongly determine international tourists' interest in revisiting. Tourist attractions and facilities will attract tourists to travel to a destination, where they can spend time enjoying product features and services. Not only should the attraction be authentic, unique, and distinct from what is offered at other destinations, but it should also have essential services to meet tourists' needs, easy access, and additions to facilitate exploration. In particular, telecommunications signals should be reachable when tourists are at the destination, with guaranteed security, adequate trash bins inside and outside the destination area, and available ATMs for easy money withdrawal or transactions, which respondents still rated low.

The second most meaningful variable is the pull factor of amenities. This indicates that the main reason tourists are interested in revisiting the religious tourism destination of the mosque in Batam City is that the necessary facilities and infrastructure for tourists are met. This finding aligns with the research of Alfitriani et al. (2021) and Lustono and Permatasari (2022), which indicate that amenities significantly influence tourists' revisit intention. Amenities enhance the completeness of supporting facilities for tourism activities. Amenities encompass all facilities to meet tourists' needs during tourism, such as eating and drinking facilities, entertainment, shopping centers, and others. This is reinforced by Government Regulation No. 50 of 2011 concerning the National Tourism Development Master Plan 2010-2025, which implicitly emphasizes that destination product amenities consist of three categories: general infrastructure, public facilities, and tourism facilities.

These results imply that the tourism managers or local governments can strengthen the pull factor with the variable of amenities. The aspects that should be reinforced include enhancing the completeness of supporting facilities for religious tourism, such as providing eating and drinking facilities for tourists, ticket counters for the religious tourism destination of the mosque, information centers at the destination, public toilet facilities, ample parking space, and souvenir vendors around the religious tourism destination. Additionally, attention

should be given to accommodation availability around the destination, information centers, and other comfort facilities. Observations indicate that the Tourist Information Center (TIC) is not operating effectively because activities like brochures and familiarization trips have not effectively increased visits. The tourism office should use alternative methods for the tourism information center, such as making films about religious tourism and immediately launching the TIC in the port area.

4. CONCLUSION

The results of this study indicate that motivational factors and drivers play a role in predicting the revisit intention of international tourists to mosque religious tourism destinations in Batam City. The variables that significantly contribute are tourism attraction and amenities. Tourism attraction encompasses the attractiveness and uniqueness of the destination, while amenities include supporting facilities for tourist activities.

Tourists tend to be interested in revisiting mosque religious tourism destinations in Batam City because of the attractions and facilities offered. Authentic and unique attractions, as well as the uniqueness of the destination, are the main drawing factors. Additionally, amenities that fulfill tourists' needs, such as food and beverage facilities, entertainment, shopping centers, and others, also play a crucial role in increasing revisit intention. These findings are consistent with previous research and indicate that attracting factors have a strong influence on the revisit intention of international tourists. Attractions and amenities are the main factors that attract tourists to visit tourism destinations and spend time there.

The implications of these research results are important for tourism managers and local governments to strengthen attracting factors by improving amenities. This can be done by enhancing the completeness of supporting facilities for religious tourism activities, such as food and beverage facilities, ticket counters, information centers, public toilets, parking areas, and souvenir shops around mosque religious tourism destinations.

Additionally, attention should also be given to the availability of accommodations, information centers, and other comfort facilities. Tourism managers and local governments also need to improve tourism information centers to be more effective in increasing visits. Efforts such as creating films about religious tourism and operating information centers in port areas can be effective alternatives. By strengthening attracting factors, it is hoped that the revisit intention of international tourists to mosque religious tourism destinations in Batam City can increase.

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