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ANALYSIS OF THE INFLUENCE OF MOTIVATION ON TOURISTS' VISITING DECISIONS TO THE MANGROVE KETAPANG URBAN AQUACULTURE MAUK, TANGERANG REGENCY

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Abstract

This research was prompted by a decline in tourist visits to the Ketapang Mauk mangrove ecotourism area between May and September 2024, suggesting potential issues related to tourists' motivation in making visitation decisions. The aim of this study is to determine whether motivation has an influence on tourists' decisions to visit the area. A quantitative descriptive approach was employed, and data were collected through questionnaires distributed to 100 respondents. The data were analyzed using a simple linear regression method to examine the relationship between motivation and visiting decisions. The analysis also included supporting tests to measure the strength and direction of the influence. The results of the study indicate that motivation has a significant and positive influence on tourists' decisions to visit Ketapang Mauk mangrove ecotourism. This finding highlights that motivational factors play a vital role in shaping tourists' behavior. Based on this, it is recommended that tourism managers improve strategies that enhance visitor motivation. These may include improving tourism infrastructure and services, enhancing promotional activities, and offering unique, environmentally based educational experiences that align with tourists' interests and values. Motivation should remain a key consideration in sustainable tourism planning for this destination.

Keywords: Motivation, Visit Decision, Ecotourism, Mangrove

1. INTRODUCTION

Indonesia has made significant progress in the tourism sector, as evidenced by the 24.85% increase in the number of foreign tourists from January to April 2024, compared to the same period last year according to BPS. This increase indicates a growing attraction to tourist destinations in Indonesia, driven by various factors such as infrastructure improvements, more aggressive tourism promotion, and government policies supporting this sector. This certainly has a positive impact on Indonesia's economy, particularly in terms of job creation and sectors related to tourism. However, this surge certainly has negative implications, especially related to the exploitation of natural resources and environmental damage. If not managed properly, these implications will actually be more detrimental than beneficial to the tourism sector. In an effort to address these issues, the

concept of sustainable tourism was introduced and began to be implemented in various tourist destinations in Indonesia.

Based on The International Ecotourism Society, ecotourism as one form of tourism can serve as a foundation for the implementation of sustainable tourism in Indonesia. Ethically, the concept of sustainable tourism is not only applied to ecotourism but also to almost all types of tourism. However, ecotourism specifically is always based on the principles of sustainable tourism. Ecotourism is travel undertaken responsibly to natural environments with the aim of preserving nature and enhancing the well-being of local communities. This definition highlights three main aspects of ecotourism, namely environmental preservation, community involvement, and sustainable tourism practices(Kia, 2021).

The natural state of Indonesia is dominated by islands, which makes Indonesia very distinctive in terms of maritime characteristics, especially in the field of tourism. Marine ecotourism resources are natural potentials related to the ocean or marine environment that can be explored and managed for the development of marine tourism products. The marine ecotourism zone consists of three areas: coastal or beach areas, sea (waters around and offshore), and seabed (Sasongko et al., 2020). One of the areas with such potential is Tangerang Regency because it has many coastal areas, some of which have become tourist destinations, one of which is Mauk District. Mangrove Ketapang Urban Aquaculture is one of the newly popular tourist destinations in Tangerang Regency. This 14.5-hectare Mangrove Ketapang Urban Aquaculture is located in Mauk District, specifically in Ketapang Village.
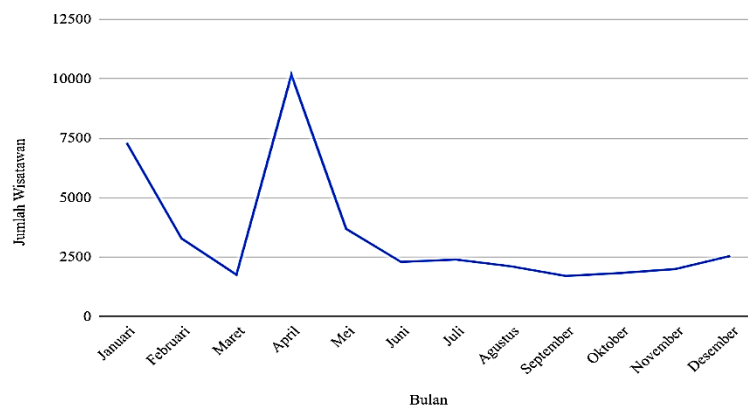

Figure 1. Visitor Statistics for Mangrove Ketapang Urban Aquaculture Mauk in 2024
Source: Mangrove Ketapang Urban Aquaculture Visit Data (2024)

The decline in the number of tourist visits to Mangrove Ketapang Urban Aquaculture is influenced by various factors such as the relatively difficult accessibility to reach Mangrove Ketapang Urban Aquaculture and inadequate facilities. Additionally, the lack of understanding of visitor behaviour by the destination can be a factor that influences the psychological aspects of tourist decision-making, both before, during, and after the visit. Tourist motivation is a factor that drives someone to travel to a tourist destination. This motivation can stem from internal drives, such as the desire to relax, seek new experiences, or satisfy curiosity about a place. Additionally, motivation can also come from external factors, such as invitations from friends or family, recommendations from social media, or work and educational demands (Suhartapa & Sulistyo, 2021). Meanwhile, the decision to visit is the process in which someone evaluates and makes choices based on various considerations before deciding to visit a place.

Previous research by Sabiote-Ortiz et al. (2024) published in the Journal of Destination Marketing & Management has proven that tourist motivation has a significant influence on the intention to visit, especially during various stages of a public health crisis. Although the dependent variable used is the intention to visit, this research remains relevant because, in consumer behavior theory, intention is a direct precursor to the decision to visit. This study emphasizes that, in both normal and crisis conditions, motivation remains an important variable in determining tourists' decisions.

Research on the influence of motivation on visiting decisions was also conducted by Wulandani (2023) at Kebun Raya Bedugul, Bali, during the pandemic. The research confirmed that push and pull motivations have a significant influence on tourists' decisions, especially in the face of rising entrance fees during the crisis. However, this research is still limited to the pandemic period and does not specifically address the context of mangrove ecosystem-based tourism. Meanwhile, the Ketapang Mauk Mangrove Ecotourism Area experienced a decline in visits in May 2024 without any major crisis or price changes. This indicates that there is still a lack of research examining how tourist motivations influence visit decisions at coastal ecotourism destinations in the post-pandemic normal situation.

With the decrease in the quantity of visitors Mangrove Ketapang Urban Aquaculture (KUA), it is important to understand whether motivational factors have an influence on tourists' decisions to visit that destination. Therefore, research on the influence of motivation on the decision to choose the ecotourism destination at Mangrove Ketapang Urban Aquaculture will play a crucial part in understanding and developing sustainable tourism in this area. This research is urgent because most of the community is already aware of the destination's existence, but has not yet shown high visitation behaviour. By understanding tourists' motivations, destination managers can design more targeted promotion strategies, environmental education, and conservation-based program development, particularly to attract first-time visitors and enhance tourist involvement in the preservation of mangrove ecosystems. In addition, the outcome of this study are also expected to provide practical contributions to the development of environmentally conscious ecotourism and theoretical contributions to the study of tourist behaviour.

2. LITERATURE REVIEW

Ecotourism brings benefits to local communities and their surroundings in various ways, encompassing the development of new jobs, extra revenue, and prospects for regional goods, infrastructural upgrades, equipment, and community services, the introduction of new technologies and skills, the promotion of culture and environmental awareness, as well as the protection, conservation, and enhancement of land use (Kia, 2021).

In the context of tourism, motivation refers to an internal psychological force that guides a person's behavior and decision-making related to travel activities. Although it is not directly observable, motivation is reflected through tourists' actions and choices when selecting and engaging with destinations (Weerasekera & Assella, 2023). Another perspective suggests that push motivation originates from within the individual, driven by psychological or emotional needs that inspire a person to engage in travel. In contrast, pull motivation is associated with external factors inherent to the destination (such as natural scenery, cultural experiences, or available amenities) that can influence a tourist's interest in selecting a specific location as a travel destination (Hoang et al., 2022). According to Alghamdi, tourism motivation does not originate from a single source, but

rather is the result of a combination of internal factors (push factors) and external factors (pull factors). There are two dimensions in Motivation (Alghamdi, 2007), namely:
a. Push Factors (escape motives, relaxation, time with family and friends, education, sports motivation, adventure, and enjoying natural resources).
b. Pull Factors (history, natural environment and weather, low costs and expenses).

This theoretical framework has been widely applied in various tourism studies. For instance, Wulandani (2023) applied the push–pull motivation model to examine tourists' visit decisions to Kebun Raya Bedugul during the COVID-19 pandemic. Her study confirmed that both push and pull motivations influenced tourists' decision-making, with relaxation and natural environment being the dominant motivators in a crisis context. These findings support the applicability of Alghamdi's model in tourism research and highlight the relevance of motivational dimensions under different situational conditions.

The visit decision includes the decision when an individual travels to a certain area or tourist destination. According to Kotler and Keller (2016), the visit decision is the process of making a decision by individuals or groups who choose, evaluate, and decide to visit a place or destination, considering needs, preferences, and external factors. As explained by Kotler and Armstrong (Kotler & Armstrong, 2020), the visit decision represents the final stage of the decision-making process, where consumers commit to their choice and proceed with visiting the selected destination. The integration of cognitive and affective responses plays a critical role in shaping consumer behavior. As noted by Kimiagari & Malafe (2021), consumers synthesize rational evaluations and emotional impressions when exposed to internal and external cues, these responses interact and are integrated within the consumer's internal processing stage before a behavioral decision is made. Santos & Gonçalves (2021), identify five essential stages in the consumer decision-making process: need recognition, information search, evaluation of alternatives, the act of purchasing, and post-purchase behavior. This sequential model constitutes a foundational paradigm frequently referenced in consumer behavior literature. The decision to visit has 6 dimensions (Kotler & Keller, 2016), including:
a. Product Choice: The users have the freedom to decide whether to purchase a product or use their money for other needs.
b. Brand Choice: After determining the product, the next step is to choose the brand.
c. Distributor Choice: The user's decision in selecting a seller when making a purchase is influenced by various aspects that can be taken into consideration.
d. Purchase Quantity: In the purchasing process, the quantity of products to be bought becomes one of the factors considered.
e. Purchase Timing: The users will review the right timing before making a product purchase. Each individual has different time considerations.
f. Payment Method: The users will choose the payment method to be used during the transaction. The main considerations in this selection include convenience, efficiency, and effectiveness.

3. RESEARCH METHODS
In this study, descriptive analysis is combined with a quantitative methodology. The purposive sampling method was used in this study to take samples by selecting respondents based on specific criteria that align with the research objectives (Sugiyono, 2020). With the criteria of being over 17 years old and having previously visited Mangrove Ketapang Urban Aquaculture. This criterion is applied because tourists aged 17 years are considered adults and have a good understanding of the motivations that

influence their travel experiences. One hundred respondents were given questionnaires as part of the data collection method. The sample calculation results in this study using the Slovin formula are:

$$n = \frac{N}{1 + Ne^2}$$

Note:

n : Sample Proportion

N : Population Proportion

e : The tolerable sample error rate (10%)

$$n = \frac{41.143}{1 + 41.143 \cdot (0,10)^2}$$
$$n = \frac{41.143}{1 + 411.43}$$
$$n = \frac{41.143}{412.43}$$
$$n = 99,75 \text{ or } 100 \text{ respondents}$$

The method of gathering data is a questionnaire with a 4-point Likert scale (Sugiyono, 2020), which includes: 1) SD (Strongly Disagree), 2) D (Disagree), 3) A (Agree), 4) SA (Strongly Agree). Descriptive Statistical Test in this study is used to determine the average (mean) value of the collected data. The interpretation of the Likert scale in this study is presented as follows:

Table 1. Mean Interpretation Range

Scale Range	Answer Category
$1.00 \leq \underline{X} < 1.75$	Very Low
$1.75 \leq \underline{X} < 2.50$	Low
$2.50 \leq \underline{X} < 3.25$	High
$3.25 \leq \underline{X} < 4.00$	Very High

Source: Widoyoko in Purnomo (2018)

The motivation variable is the independent variable in this study, and the visit decision variable is the dependent variable. The research paradigm is as follows:
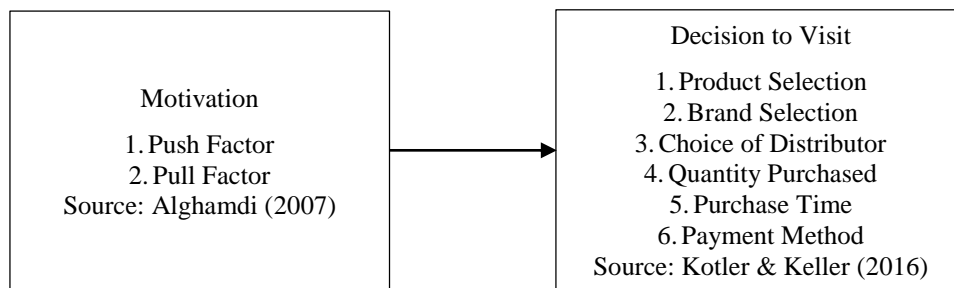

Figure 2. Research Paradigm
Source: Researcher (2025)

The research hypothesis is a temporary assumption regarding the defined problem statement that needs to be proven through statistical analysis (Kurniawan & Puspaningtyas, 2016). Based on the above paradigm, the hypothesis in this research is as follows:

a. H0: Motivation does not have a significant effect on the decision to visit.
b. Ha: Motivation has a significant effect on the decision to visit.

The collected data were subsequently analysed using SPSS version 23 software. The statistical tests used include simple linear regression to determine the direct effect of the motivation variable on the decision to visit. In addition, a t-test was conducted to examine the significance of the relationship between variables, as well as the coefficient of determination (R^2) to measure the extent of the contribution of the motivation variable in explaining the decision to visit. All analysis procedures were conducted to ensure the validity of the results and support an accurate interpretation of the phenomenon being studied.

4. FINDINGS AND DISCUSSION
4.1 Characteristics of Respondents

The characteristics of the respondents in this study consist of age, domicile, motivation for tourism purposes, and the source of information about Mangrove Ketapang Urban Aquaculture. Here are the results of the respondents' characteristics in this study:

Table 2. Characteristics of Respondents

Characteristic	Categories	Total	Percentage
Age	18 - 22 years	55	55%
	23 - 27 years	15	15%
	28 - 32 years	5	5%
	33 - 37 years	7	7%
	38 - 42 years	3	3%
	43-47 years	8	8%
	>48 years	7	7%
Domicile	Kab. Tangerang	31	31%
	Jakarta	11	11%
	Bogor	6	6%
	Depok	4	4%
	Tangerang	46	46%
	Bekasi	1	1%
	Others	1	1%
Tourist Motivation	Recreation and relaxation	69	69%
	Education and learning	16	16%
	Adventure and physical activities	3	3%
	Participating in special programs	2	2%
	Photography and socmed content	9	9%
	Others	1	1%
Source of Information	Social media	42	42%
	Friends or family	43	43%
	Tourism blog or website	1	1%
	Passed by or seen from the main road	12	12%
	Print media	0	0%
	School or Community Events	1	1%
	Others	1	1%

Source: Researcher (2025)

The majority of visitors to Mangrove Ketapang Urban Aquaculture Mauk fall within the age group of 18–22 years (55%), indicating that younger individuals dominate the tourist demographic. Most respondents reside in Tangerang City (46%) and Kab. Tangerang (31%), suggesting the area attracts primarily local or nearby visitors. The primary motivation for visiting is recreation and relaxation (69%), followed by education

and learning (16%), which reflects a dual interest in leisure and environmental awareness. In terms of information sources, social media plays the most influential role (42%), while recommendations from friends or family follow at 33%.

4.2 Results of Validity and Reliability Test

In this study, the instruments used are the Validity Test and the Reliability Test. Reliability using SPSS version 23 with a total of 2 variables and a total of statements from both variables, with 23 statements for variable X and 31 statements for variable Y.

Table 3. Results of the Motivation Validity Test (X)

Motivation Dimension	Total of Statement	Range of R-Count	R-Table	Status
Push Factor	16	0,516-0,693	0,194	Valid
Pull Factor	7	0,575-0,737	0,194	Valid

Source: Output SPSS Ver.23 Researcher Processed (2025)

Table 4. Results of the Visit Decision Validity Test (X)

Motivation Dimension	Total of Statement	Range of R-Count	R-Table	Status
Product Selection	6	0,460-0,673	0,194	Valid
Brand Selection	6	0,528-0,705	0,194	Valid
Choice of Distributor	6	0,581-0,708	0,194	Valid
Quantity Purchased	2	0,485-0,617	0,194	Valid
Purchase Time	6	0,523-0,769	0,194	Valid
Payment Method	5	0,568-0652	0,194	Valid

Source: Output SPSS Ver.23 Researcher Processed (2025)

Based on Table 3 and Table 4, the calculated R values from 23 statements on variable X (motivation) and 31 statements on variable Y (visit decision) are all greater than the table R value. Therefore, it may be said that the research tool is reliable and can subsequently undergo reliability testing.

Table 5. Reliability Test

Variable	Total of Statements	Cronbach's Alpha	Standard	Status
Motivation (X)	23	0,922	0,70	Reliable
Visit Decision (Y)	31	0,940	0,70	Reliable

Source: Output SPSS Ver.23 Researcher Processed (2025)

Based on the reliability test results, the Motivation variable (X) has a Cronbach's Alpha value of 0.922 and the Visit Decision variable (Y) has a value of 0.940. Both exceed the standard threshold of 0.70, indicating that all statement items for both variables are reliable.

4.3 Hasil Analisis Statistik Deskriptif

Table 6. Descriptive Analysis of the Motivation Variable

Indicators	Total of Statement	Mean	Status
Escape motive	3	3.58	Very High
Relaxation	2	3.58	Very High
Togetherness with family & friends	2	3.56	Very High
Education	2	3.66	Very High
Sport motivation	3	3.43	Very High
Adventure	2	3.56	Very High
Enjoying natural resources	2	3.62	Very High
History	2	3.59	Very High
Natural environment & weather	2	3.58	Very High
Low cost & expenditure	3	3.51	Very High

Source: Output SPSS Ver.23 Researcher Processed (2025)

Considering the descriptive statistical analysis of the motivation variable, all indicators fall into the "Very High" category, indicating that each motivational aspect strongly contributes to tourist interest. The indicator with the highest mean score is Education, with a mean of 3.66, suggesting that educational value is the main attraction for tourists visiting the Mangrove Ketapang tourism area.

Table 7. Descriptive Analysis of the Visit Decision Variable

Indicators	Total of Statement	Mean	Status
Product superiority	2	3.42	Very High
Product benefits	2	3.51	Very High
Product selection	2	3.45	Very High
Brand appeal	2	3.46	Very High
Brand familiarity	2	3.49	Very High
Price suitability	2	3.61	Very High
Accessibility	2	3.64	Very High
Service quality	2	3.67	Very High
Product availability	2	3.61	Very High
Determining product quantity based on needs	2	3.59	Very High
Suitability to needs	2	3.63	Very High
Benefits received	2	3.50	Very High
Personal factors	2	3.64	Very High
Efficiency	3	3.67	Very High
Effectiveness	2	3.74	Very High

Source: Output SPSS Ver.23 Researcher Processed (2025)

The descriptive statistical analysis of the visit decision variable shows that all indicators fall into the "Very High" category. This indicates that a variety of factors strongly influence tourists' decision to visit. Among all the indicators, Effectiveness has the highest mean score of 3.74, suggesting that effectiveness is the main attraction driving tourists to make the decision to visit the destination. The term *effectiveness* here refers to an aspect of the payment method dimension, which includes the ease, speed, and convenience of systems such as digital or cashless payments. This indicates that the ease of making transactions at the tourism site plays a significant role in attracting tourists.

4.4 Results of the Classical Assumption Test
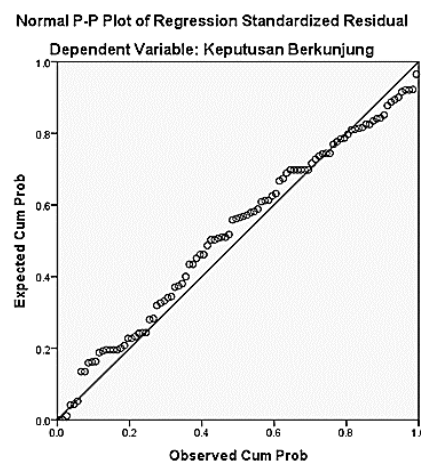## 4.4.1 Results of the Normality Test

Figure 3. Normal P-Plot
Source: Output SPSS Ver.23 Researcher Processed (2025)

Based on the results of the normality test using the Normal P-P Plot graph, the residual points are observed to follow the diagonal line consistently from the bottom left to the top right. This pattern suggests that the residuals are approximately normally distributed. Therefore, it can be concluded that the assumption of normality in the regression model is satisfied. This indicates that the regression model is appropriate for further analysis, as it fulfills one of the key assumptions in linear regression-normal distribution of residuals.

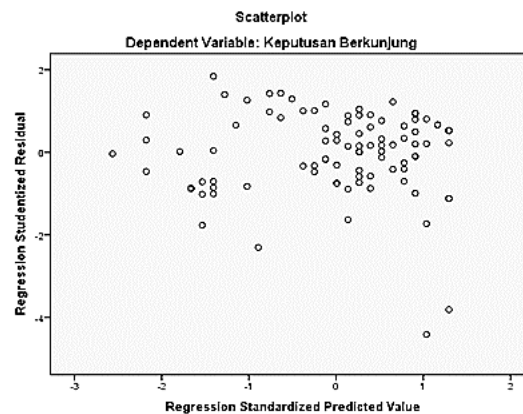## 4.4.2 Results of the Heteroscedasticity Test

Figure 4. Scatterplot Graphic
Source: Output SPSS Ver.23 Researcher Processed (2025)

Based on the scatterplot graph, it can be seen that the residual points are randomly scattered around the horizontal zero line, without forming any specific patterns such as curves, slants, or other systematic shapes. This indicates that there is no occurrence of heteroscedasticity symptoms.

4.5 Results of Simple Linear Regression Test

Table 8. Results of Simple Linear Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	33.825	7.210		4.691	.000
	Motivasi	.942	.088	.736	10.753	.000

Coefficients[a]

Source: Output SPSS Ver.23 Researcher Processed (2025)

Based on the results of the simple linear regression test displayed in the table above, it is stated that the constant value is 33.825 and the motivation value is 0.942, so the regression equation can be written as follows:

Y = a + bX
Y = 33.825 + 0,942
Note:
Y = Visiting Decision
X = Motivation
a = Constant
b = Regression Coefficient

a. 33.825 is a constant, which means that if the motivation variable (X) is absent (value 0), the visit decision value (Y) will be 33.825.

b. 0.942 is the regression coefficient of the motivation variable, which indicates that every 1-unit increase in motivation will increase the visit decision by 0.942 units.

The regression coefficient of 0.942 indicates a strong positive effect of motivation on visit decisions. This supports Alghamdi's (2007) theory, which posits that both intrinsic and extrinsic motivations shape tourist behavior. In this study, intrinsic factors such as learning appear particularly influential, highlighting the internal psychological drivers emphasized in Alghamdi's framework. The strength of the coefficient further suggests that motivation is not only present but plays a dominant role in determining tourist choices, especially in nature-based tourism settings.

4.6 Result of Hypothesis Test

Table 9. Results of T-Test

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	33.825	7.210		4.691	.000
Motivasi	.942	.088	.736	10.753	.000

Source: Output SPSS Ver.23 Researcher Processed (2025)

000 < 0.05, indicating that motivation significantly affects the decision to visit. In other words, there is sufficient evidence to state that statistically, motivation significantly contributes to the increase in a person's decision to visit. Therefore, it can be concluded that from the above t-test results, H0 is rejected and Ha is accepted. This finding aligns with Wulandani (2023), who also reported that push and pull motivations significantly influenced visit decisions during the COVID-19 pandemic. While her study highlighted relaxation and natural environment as key motives in a crisis context, this research (in a post-pandemic ecotourism setting) finds that escape, adventure, education, and family time remain influential. This suggests that although core motivations persist, their relative influence may shift depending on situational factors. The result affirms the continued role of intrinsic and extrinsic motivation in shaping tourist behavior beyond crisis conditions. Furthermore, the results support the motivational framework proposed by Alghamdi (2007), which categorizes tourist motivation into intrinsic and extrinsic dimensions. Push factors such as escape, education, and togetherness with family and friends (intrinsic), along with pull factors such as natural environment and low cost and expenditure (extrinsic), were found to influence the decision to visit Mangrove Ketapang. These findings confirm Alghamdi's assumption that both internal and external factors jointly shape tourist behavior, and validate the application of this framework in a local ecotourism context.

4.7 Results of the Determination Coefficient Test

Table 10. Results of the Determination Coefficient Test

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.736[a]	.541	.537	6.77958

Source: Output SPSS Ver.23 Researcher Processed (2025)

$DC = R^2 \times 100\%$
Note:
DC : Determination Coefficient
R^2 : R Square
$DC = 0{,}541 \times 100\% = 54{,}1\%$

Based on the analysis results in the Table Model Summary, an R Square value of 0.541 or 54.1% was obtained. This indicates that motivation contributes 54.1% to the variable decision to visit Mangrove Ketapang Urban Aquaculture. Meanwhile, the remaining 45.9% is explained by other factors outside the motivation variable that are not discussed in this study.

5. CONCLUSION

This study aims to analyse the influence of motivation on tourists' decisions to visit the Urban Mangrove Ketapang Aquaculture, Mauk. Based on the characteristics of the respondents, the majority of visitors are in the age group of 20–29 years, dominated by students and individuals with a high school education level, indicating that the location attracts a relatively young and educated demographic. From the descriptive statistical analysis, the highest average score in the motivation variable is 3.66, represented by the education indicator. This indicates that educational factors, such as learning opportunities and environmental awareness, serve as the main motivators for tourists. Meanwhile, in the visit decision variable, the highest average score of 3.74 was given to the effectiveness of payment methods, highlighting the importance of a convenient and accessible transaction system in shaping visitor decisions. The results of the simple linear regression analysis revealed a regression coefficient of 0.942, indicating a strong positive influence of motivation on the decision to visit. The significance value (p-value) of 0.000 confirms that this relationship is statistically significant. Furthermore, the R Square value of 54.1% indicates that motivation explains more than half of the variation in the decision to visit, while the remaining 45.9% is influenced by other factors not examined in this study. The high mean score for *education* indicates that visitors to Mangrove Ketapang are motivated by learning-oriented experiences, suggesting the need for educational programs such as guided tours or conservation workshops. Similarly, the prominence of *payment effectiveness* highlights the importance of a seamless transaction process, where efficient and transparent digital payment systems can improve visitor satisfaction. Theoretically, these findings suggest that tourism motivation includes not only recreation but also education, supporting value and experience-based approaches. Visit decisions are also shaped by both psychological and service-related factors, highlighting the role of motivation and operational ease. Future research is encouraged to explore how different demographic segments respond to intrinsic and extrinsic motivations, or to examine changes in tourist motivation patterns over time and across various types of destinations.

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