



Identify the factors pushing and pulling interest in revisiting millennial tourists to the Kintamani tourist area, Bali

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ABSTRACT

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One of the determining factors in the success of a tourism destination is the emergence of tourists' interest in visiting again, because it can have a significant impact on the local economy and tourism industry. In recent years, a new trend has emerged in the world of traveling where the majority of people traveling are young people, known as the millennial generation. This study aims to analyze the push factors and pull factors for millennial generation tourists in making repeated tourist visits to the Kintamani Tourism Area in Bali. The method used in this research is an exploratory descriptive method. The variables used are tourist characteristics and motivation to visit which are divided into two sub-variables, namely push factors and pull factors. Data was obtained through a survey by distributing questionnaires using purposive sampling to 80 millennial tourists who visited the Kintamani Tourism Area. Next, data analysis was carried out using descriptive statistics in the form of tables and graphs to draw conclusions. The research conclusion is that there are 4 push factors (escape/looking for entertainment, relaxation, romance, educational opportunity) and 2 pull factors (natural beauty and climatic conditions) that determine the interest of millennial tourists in returning to the Kintamani Tourism Area.

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1. INTRODUCTION

Tourism is one type of industry that can accelerate economic growth (Ahmad, 2022; Lestari et al., 2023). Tourism activities are very instrumental in the process of development and development of certain areas that have tourism potential (Huda, 2020; Rudina & Dyastari, 2022). The decision to visit is a decision taken by a person or group to travel to certain tourist destinations with the aim of vacationing or recreation, improving self quality, studying historical sites and finding out the uniqueness of an area, to enjoy a tourist attraction at the destination visited within a certain period of time (Camelia & Begawati, 2020; Manurung et al., 2023). Intention to revisit is an important

factor in the success of a tourism destination because returning visitors often have a significant impact on the local economy and tourism industry (Burhanudin & Yusuf, 2023; Li & Liu, 2020; Nurhayati et al., 2023). Return visits to the same destination are one of the main indicators of customer loyalty, which is very important to ensure the economic sustainability of tourism destinations in an increasingly tight competitive environment. As the number of repeat visitors increases, destination profits increase and marketing costs decrease (Nasution, 2022). The propensity influenced by key individual factors to revisit includes satisfaction, perceived quality, past holiday experiences and cultural differences (Burhanudin & Yusuf, 2023). Authentic experiences within tourists will create value for tourists (Park & Widyanta, 2022; Rahmawati et al., 2019).

In recent years, a new trend has emerged in the world *traveling* where the majority of the perpetrators of the activity *traveling* are young people or known as the millennial generation (Iflah & Putri, 2019). In terms of terminology, the millennial generation was first coined by two American historians and writers, William Strauss and Neil Howe. According to them, the millennial generation represents those born from 1980 onwards (Parhusip & Arida, 2018). The UN even said that 20 percent of all world tourists are those who are still young, millennials (Azman & Elsandra, 2020). They are much more interested *traveling* as much as possible than the older generation. Seeing this great potential should be taken seriously by tourism managers because they have huge economic implications for tourist destination areas (Azman & Elsandra, 2020). This opinion is reinforced by the statement that millennial tourists are tourists who were born and grew up along with existing technological developments (Hanafia et al., 2020). The phenomenon that is currently occurring is that there are many young tourists visiting areas outside their area of origin. This occurs as a result of the generational shift that has occurred from generation X to generation Y or what is usually called the millennial generation. Currently, traveling has become an activity that is of interest to many people, especially the millennial generation (Suargita & Sudarsana, 2017).

The explanation above implies the importance of efforts for tourist destination managers to prepare appropriate strategies to increase interest in revisiting (revisit intention), especially among the millennial generation (Arlinda & Sulistyowati, 2021; Sagantoro, 2022; Suryaningsih et al., 2020). Some previous literature explains that almost all millennial tourists choose tourist destinations by word of mouth and they share them on social media, apart from that, almost 31% of millennial tourists travel suddenly and 21% of them are willing to earn a small income as long as they travel frequently and work at the same time (Azman & Elsandra, 2020). Apart from that, research results (Parhusip & Arida, 2018) found the fact that their main motivation for visiting tours was dominated by driving factors in the form of *novelty* and *knowledge seeking*, while the pull factor is dominated by *safety*, *cleanliness* and *variety of attractions*. Meanwhile research results (Azman & Elsandra, 2020) came to that conclusion. The most dominant driving factor for millennial tourists to revisit is wanting to enjoy the excitement of traveling to Bukittinggi, while the most dominant pulling factor is that the weather conditions in the Bukittinggi area are very supportive for the tourism area. These findings are certainly very interesting for further exploration in other tourist destinations to generalize the results that have been found previously.

Kintamani is a tourist destination that is very popular among foreign and domestic tourists (Damayanti et al., 2023; Filina et al., 2023; Karta, 2023). Kintamani offers enchanting natural beauty and is far from the hustle and bustle of urban areas because you have to travel a distance of 80 kilometers (km) for 2 hours driving from Denpasar City. The Kintamani tourist area has a variety of attractions that are of interest to tourists (Pamularsih, 2021; Waruwu et al., 2020), including: 1) Charm and natural beauty (Kintamani has Mount and Lake Batur as its main attractions. This mountain in Batur Village is the second highest and still active, Mount Batur presents natural beauty in the form of a wide and cool expanse of trees, at the foot of Mount Batur there is Lake Batur which is shaped like a crescent moon. Along the way to Lake Batur, tourists can

enjoy the view of grass between boulders of frozen larvae); 2) Friendliness of the Local Residents (The friendliness of the local residents of Kintamani Bali is a special attraction for tourists. People who are humble, full of smiles, and have soft words help tourists feel well received in Kintamani. Of course, apart from being friendly, Kintamani residents adhere to village rules and regulations. honor); 3) Still thick with tradition and culture (Kintamani Bali is still thick with local traditions and culture. This is indicated by the many cultural tourist attractions there. One of the popular cultural tourist attractions in Kintamani Bali is Trunyan Village. This village is famous for its traditions unique burial.

Apart from offering attractions that are superior compared to other tourist destinations, the Kintamani Tourism Area also has many choices of tourist activities that are suitable for the millennial generation, for example: sunrise hunting on Mount Batur, canoeing on Lake Batur, camping with the sensation of 'The Land Above the Clouds' at Pinggan Paradise, enjoy the sunset while drinking coffee at Paperhills Cafe, visit the Batur Volcano Museum, breathe fresh air in the Glagahlinggah Lestari Pine Forest, soak and do water sports such as jet skiing to flyboarding at Toya Devasya Hot Spring Waterpark & Camping Ground, relax at Eco Bike Coffee while enjoying views of three mountains at once, namely Mount Batur, Mount Abang, and Mount Agung, camping at Rasa Hotel in Bobocabin, visiting the Cemetery Area in Trunyan Village (www.detik.com, 2023)

The aim of conducting research is to analyze the push factors and pull factors for millennial generation tourists when making repeated tourist visits to the Kintamani Tourism Area in Bali. It is hoped that the results of this research can provide contributions and additional information for related parties to develop and improve tourism performance in the Kintamani Tourism Area. This research aims to understand the factors that influence millennials' revisit intentions, which can help in increasing revisit rates to the Kintamani Tourism Area. By identifying the most influential factors, tourism managers can implement strategies aimed at increasing millennial traveler loyalty and engagement. Analysis of the push and pull factors for millennials' repeat visits can help tourism managers in designing sustainable tourism development strategies. By understanding the preferences and motivations of tourists, they can develop tourism products and services that are more in line with the needs and expectations of the millennial generation, as well as paying attention to environmental sustainability and local culture.

2. RESEARCH METHOD

The method used in this research is an exploratory descriptive method. Exploratory research aims to explore broadly the causes or things that influence the occurrence of something (Arikunto, 2013). This study was conducted to determine the push and pull factors for millennial tourists' interest in revisiting the Kintamani Tourism Area and what push and pull factors dominate most. The variables used are tourist characteristic variables and visiting motivation variables which are divided into two sub-variables, namely driving factor sub-variables including: escape, looking for entertainment, relaxation, play, taking part in the race, strengthening family bonds, prestige, social interaction, romance, educational opportunity, self-fulfillment, wish-fulfillment. As well as sub-variable pull factors including: Natural beauty with its various variations. 2. Climatic conditions. 3. Culture and attractions. 4. Historical and legendary. 5. Ethnicity with its tribal nature. 6. Accessibility.

To obtain data in this study, questionnaire and literature survey data collection techniques were used. This study uses a questionnaire distributed to millennial tourists visiting the Kintamani Tourism Area. Determination of sample size uses theory from Hair, et al (2014). That is, the number of indicators for the observation variable is multiplied by 5 or 10. In this study there are two sub-variables, namely push factors (10 indicators) and pull factors (6 indicators), so the total indicators are 16. To get the number of

respondents, the number of questions is multiplied by 5 or 10. In this case, the researcher chose the number of questions multiplied by 5 to be $5 \times 16 = 80$ respondents. Questionnaires were distributed purposively to 80 millennial tourists visiting the Kintamani Tourism Area.

Data analysis carried out in this research used percentages of each variable. So that the percentages of these variables can be calculated, what must be done is to determine the empirical indicators of each variable. The results of determining empirical indicators will be used as a questionnaire which will contain statements. Next, the variables in the questionnaire will be measured using a Likert scale consisting of five alternative answers (Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree). Next, analysis will be carried out using descriptive statistics, presented in the form of tables and graphs so that general conclusions can then be drawn.

3. RESULTS AND DISCUSSIONS

The profile of respondents surveyed in the research was identified based on gender, age, marital status, and number of visits to the Kintamani tourist area. In detail, it can be seen from the following table:

Table 1. Respondent Profile

Profile	Category	Amount	Percentage
Gender	Man	47	58.8%
	Woman	33	41.3%
Age	25-30 Years	25	31.3%
	31-35 Years	34	42.5%
	36-40 Years	16	20.0%
	> 40 Years	5	6.3%
Marital status	Not married yet	28	35.0%
	Marry	52	65.0%
Number of Visits	1 time	51	63.8%
	2 times	23	28.8%
	More than 2 times	6	7.5%

Source: Data processed

As for the profile of respondents based on gender, the majority of respondents in this study were men, namely 58.8% and the remaining 41.3% were women. Furthermore, in terms of age, the majority of respondents met when conducting the survey were between 31-35 years old, 42.5%. Judging from marital status, field data shows that most respondents are married, 65%. Based on the number of visits to the Kintamani Tourism Area, the highest answer from respondents was once, 63.8%.

1. Driving Factors

Push factor motivating factors are factors related to a person's desire to travel which originates from within him (intrinsic motivation). The table below shows respondents' assessments of 10 factors that drive interest in returning to the Kintamani Tourism Area.

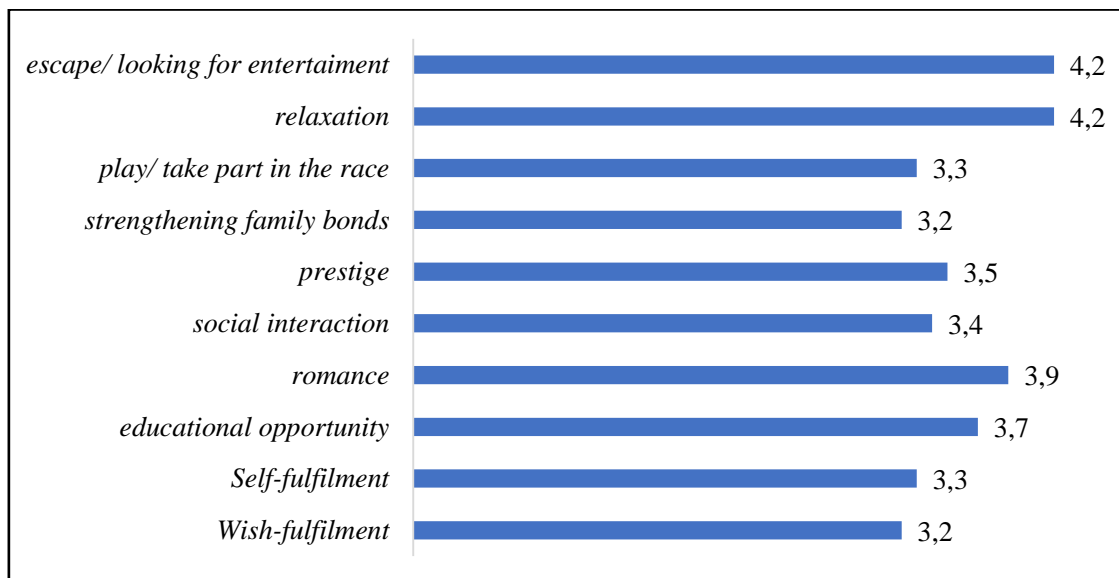


Figure 2. Respondents' assessment of driving factors
Source: processed data

Based on Figure 2, the first factor, *escape/looking for entertainment*, received an average rating of 4.2, meaning this factor is included in the "high" category, this shows that millennial tourists are interested in returning to the Kintamani Tourism Area because they really want to escape from an environment that is felt to be boring or boring from daily work. The second factor, *relaxation*, received an average rating of 4.2, meaning this factor is also included in the "high" category, this shows that millennial tourists are interested in returning to the Kintamani Tourism Area because you are very motivated to refresh your mind, this is also related to motivation or desire temporarily escape from the boring school or work environment.

The third factor is *play/take part in the race*, getting an average rating of 3.3, meaning this factor is included in the "medium" category, this shows that you want to enjoy the excitement, through various games which are a reappearance of childishness and release. Taking a moment away from various serious matters is not a driving factor that strengthens the interest of millennial tourists to return to the Kintamani Tourism Area. The fourth factor, *strengthening family bonds*, received an average rating of 3.2, meaning this factor is included in the "medium" category, this shows the desire to strengthen kinship relationships, especially in the context of VFR (Visiting Friends and Relations). This close kinship relationship also occurs between family members who travel together, because togetherness is very difficult to obtain in a daily work atmosphere in industrial countries and is not a driving factor for millennial tourists to return to the Kintamani Tourism Area. Furthermore, the fifth factor, namely *prestige*, received an average rating of 3.5, meaning this factor is included in the "medium" category, this shows that there is an interest in showing prestige by visiting destinations that show class and lifestyle, which is also an encouragement to increase status or rank. Social media is also not a driving factor in millennial tourists' interest in returning to the Kintamani Tourism Area. The sixth factor, *social interaction*, received an average rating of 3.4, meaning this factor is included in the "medium" category, this shows that the reasons for being able to have social interaction with colleagues or with the local community visited are not among the factors driving millennial tourists' interest in visiting revisit the Kintamani Tourism Area.

The seventh factor, *romance*, received an average rating of 3.9, meaning this factor is included in the "high" category, this shows that the desire to visit a place that can provide a romantic atmosphere with loved ones is one of the driving factors for

millennial tourists' interest in visiting tourist areas again. Kintamani. The eighth factor is educational opportunity which received an average rating of 3.7, meaning this factor is included in the "high" category, this shows the emergence of a desire to see something new, learn about other people or other areas, or know other ethnic cultures can also be a factor. driving the interest of millennial tourists to return to the Kintamani Tourism Area. Meanwhile, the ninth and tenth factors, namely self-fulfillment and wish-fulfillment, respectively, received an average rating of 3.3 and 3.2, meaning that these two factors are included in the "medium" category, so that the desire to find oneself and the desire to realize dreams -long-cherished dreams are not included as a driving factor that strengthens millennial tourists' interest in visiting the Kintamani Tourism Area again.

It is known that there are 4 factors driving the interest of millennial tourists to return to the Kintamani Tourism Area which are included in the "high" category, including: escape/looking for entertainment, relaxation, romance, educational opportunity. Millennial tourists have an interest in revisiting the Kintamani Tourist Area because they are motivated by the desire to relieve boredom from boring daily activities, whether at school or work, they want to refresh and relax by visiting a place with cool air and beautiful views typical of the mountains. This is in line with what Kintamani tourism has, which has destinations in the form of mountains and lakes as the main attraction. Apart from that, millennial tourists also admit that the Kintamani Tourist Area can provide a romantic atmosphere when visiting with their partner, for example enjoying the sunset while drinking coffee at Paperhills Cafe or relaxing at Eco Bike Coffee while enjoying the view. Another driving factor is the educational opportunity, where in this area there is a Sustainable Glagahlinggah Pine Forest, making it possible to get to know biodiversity more closely.

2. Pull Factor

Pull factors or pull factors are external factors (extrinsic motivation) that motivate tourists to travel, this factor is related to the quality of the destination that is attractive to tourists. The table below shows respondents' assessments of 6 factors that attract interest in returning to the Kintamani Tourism Area.

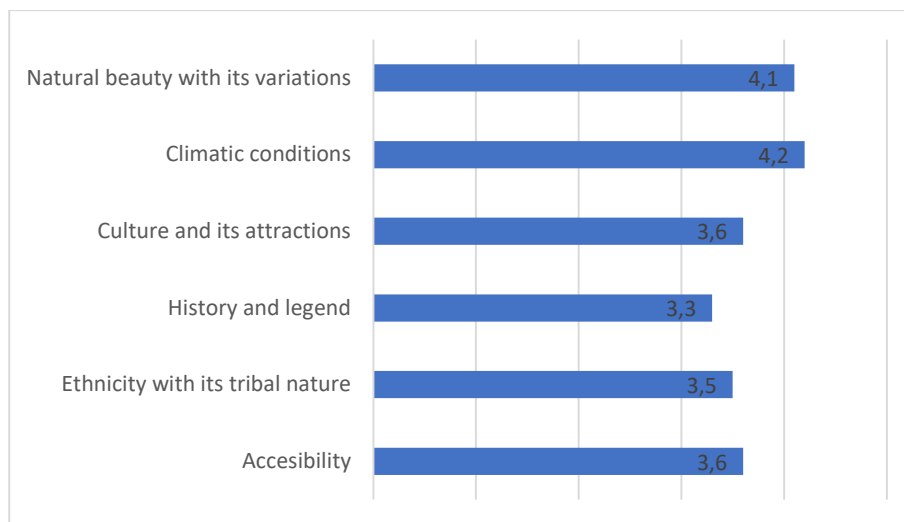


Figure 3. Respondents' assessment of pull factors
Source: processed data

Based on Figure 3, the first factor is natural beauty which received an average rating of 4.1, meaning this factor is included in the "high" category, this shows that millennial tourists are interested in returning to the Kintamani Tourism Area because they have a very deep impression of natural beauty. in the Kintamani Tourism Area. The

second factor is climate conditions which received an average rating of 4.2, meaning this factor is included in the "high" category, this shows that millennial tourists are interested in returning to the Kintamani Tourism Area because this tourist area has cool and fresh air.

The third factor is culture and attractions which received an average rating of 3.6, meaning this factor is included in the "medium" category, this shows that the current culture and attractions are still not able to become a pulling factor that strengthens the interest of millennial tourists to return to the area. Kintamani Tourism. The fourth factor, history and legends, received an average rating of 3.3, meaning this factor is included in the "medium" category, this shows that the history and legends about the Kintamani Tourist Area cannot be interpreted as a factor attracting millennial tourists' interest in returning to the Tourist Area. Kintamani. The fifth factor is ethnicity and ethnicity, with an average rating of 3.5, meaning this factor is also included in the "medium" category, this shows that the presence of ethnic and indigenous tribes in the Kintamani Tourism Area is not a strong attracting factor for millennial tourists visiting the area again. Kintamani Tourism. The sixth factor is accessibility, with an average rating of 3.6, meaning this factor is also included in the "medium" category. In fact, access to the Kintamani Tourist Area is easy to reach and the road conditions are relatively good, but this is not an attractive factor for millennial tourists visiting the Kintamani Tourist Area again.

It is known that there are 2 factors that attract the interest of millennial tourists to return to the Kintamani Tourism Area which is included in the "high" category, namely natural beauty and climatic conditions. The Kintamani tourist area offers enchanting natural views and the cool cool air typical of the mountains, far from the noise of cities and industrial areas. These two factors can be attractive factors for millennial generation tourists to return to the Kintamani Tourism Area in the future.

4. CONCLUSION

This research was conducted with a focus on identifying the factors that encourage and attract the interest of tourists, especially the millennial generation, in returning to the Kintamani Tourism Area. The findings in the research show that there are 4 driving factors (escape/looking for entertainment, relaxation, romance, educational opportunity) and 2 pulling factors (natural beauty and climate conditions) for interest in visiting again. Another finding in this research is that there are no pull factors related to local culture as factors attracting millennial tourists' interest in revisiting, for example factors: culture & attractions, history & legends, and ethnicity & ethnicity. This is a consideration and recommendation for interested parties in developing the Kintamani Tourism Area, so that various cultural offerings, legendary stories, unique traditions and local wisdom can be packaged and displayed more attractively.

The results of this study can provide valuable insights for tourism destination managers on what can enhance the experience of tourists, especially the millennial generation. By strengthening the factors that influence repeat visit intentions, they can create more attractive and satisfying tourism environments and experiences for tourists. The implications of this research can also extend to the development of more effective tourism marketing models. By understanding the preferences and behaviors of millennial tourists, tourism managers can optimize the use of social media platforms and digital technology in promoting their destinations.

Although this study identified several push and pull factors for repeat visits, there may still be other variables that were not considered. Expanding the scope of variables analyzed may provide a more comprehensive understanding of tourist behavior. Future research could focus more on the influence of cultural factors in attracting tourists to revisit. This could involve research on how cultural experiences, local traditions, and

cultural activities influence tourists' revisit intentions as well as understanding the role of digital technologies, such as social media and online booking platforms, in influencing revisit intentions could be an interesting research subject. This involves analyzing how tourists use technology to search, review and plan their return visits.

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