

## The Effect Of Motivation, Perceived Quality, Perceived Of Risk And Attitude On Border Country Tourist Behavior In Batam - Riau Archipelago

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**Abstract:** This study aims to analyze the effect of motivation, perceived quality, perceived risk, and attitude on tourist behavior in border areas. The approach to this research uses quantitative methods and refers to the theory of planned behavior, motivation, perceived quality, perceived risk and tourist behavior. Data were collected through questionnaires, literature studies and documentation. Primary data were obtained from tourists who visited the five port entry point areas (jetty) Batam Center, Harbor Bay, Sekupang, Marina and Nongsa, with the number of samples in this study amounting to 250 samples of tourists from Singapore and Malaysia. In contrast, secondary data were obtained from secondary sources such as books, journals and photos related to Batam; further quantitative data were analyzed using SEM-AMOS. The results showed that there was an influence of motivation on perceived quality.

**Keywords:** Motivation, Perceived quality, Perceived risk, Attitude, Tourist behaviour

**Suggested Citation:** Pristiwasa, I.W.T.K., Pitana, I.G., Suardana, I.W. & Wijaya, N.M.S. (2022). The Effect Of Motivation, Perceived Quality, Perceived Of Risk And Attitude On Border Country Tourist Behavior In Batam - Riau Archipelago. *TEAM Journal of Hospitality and Tourism*, 19(1), 91-96

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### Introduction

One of the main issues in understanding the motivation for Border Country Tourist behavior in Batam is implementing an effective marketing characteristic strategy for each segment, that is, the target market; a good destination identity has the benefit of meeting the needs and satisfying the desires of tourists. Travel motivation plays a vital role in analysing tourist behavior and decision-making for a destination. Competition in the world of tourism also requires destination managers to understand the factors that influence the process of selecting tourist destinations, including the needs of potential tourists that must be met. This understanding can assist managers in developing and implementing effective marketing strategies for potential tourists by understanding border tourist behavior beyond attitudes through three components: 1) Cognitive (belief), 2) Affective (feelings), and 3) Behavior (response tendency), where the cognitive component consists of consumer confidence in an object or area, the affective component is a feeling or emotional reaction to an object or area, and the behavioral component is a tendency to respond with specific behavior to an object or activity (Hawkins and Mothersbaugh, 2010).

The importance of motivation, perceived quality, perceived risk and attitudes towards tourist behavior in traveling can be further explained as encouraging tourists to travel to find out every phenomenon they face. This can help to identify problems, provide information and knowledge to answer problems and find solutions needed to make decisions. It will also overcome feelings of “alienation” due to loss of synchrony with the environment,

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usually which has been compounded and emphasized. The desire to escape from the situation arises and is also one of the benchmarks for tourist perceptions. Regarding the quality of services, infrastructure, hospitality and supporting facilities such as accommodation from a destination, the perceived quality of a tourist destination is seen as a combination of tourist travel experience and experience. Attitude is an enduring organization of motivational, emotional, perceptual, and cognitive processes for some aspect of the individual's world (Pike *et al.*, 2010; Vinh *et al.*, 2015).

## Problem Statement

Border Country Tourist behavior in Batam is related to the tourism service sector. It is a pattern of travel that emphasizes the desire of tourists to get more new experiences and is more meaningful because of motivational drives in general. Tourism behavior needs to have many conditions and is influenced by many factors. Motivation is a prerequisite for the occurrence of travel behavior, while demand is a crucial factor influencing motivation. In addition, motivation is usually divided into physiological motivation and psychological motivation. Physiological motivation comes from one's physical demands; while psychological motivation comes from the social environment. (Ling, 2016).

Based on this, border country tourist in Batam is between neighboring countries established through good bilateral relations because it can create mutually beneficial cooperation through the development of the Exclusive Economic Zone (EEZ). EEZ is determined through the following criteria: 1) strategic distance and direct proximity to neighboring countries (i.e., Singapore and Malaysia), 2) spend not too long with a more relatively affordable cost in traveling, 3) enjoy a shopping tour without taxes and excise fees or free from customs (i.e., duty free), 4) stay close to the place of origin of tourists, and 5) Traveling is carried out during holidays (leisure) on weekends and can directly impact international peace and security and is mutually beneficial in terms of technology, environment and resources in the region (Romanova *et al.*, 2015).

## Literature Review and Hypotheses

Motivation in traveling can be further explained as an encouragement for tourists to travel to find out every phenomenon they face, identify problems and can provide information and knowledge to answer problems and get solutions needed to make decisions, and overcome feelings of "alienation". It can also be interpreted as a decision-making process for physical activities involved in evaluating and obtaining income from goods and services so that the basic assumptions are used to understand the motivation for behavior (Pitana, 2005). The driving factors that motivate tourists to travel consist of escape motives, relaxation, play, prestige, family and friend togetherness (i.e., strengthening family or friend bonds), knowledge (e.g., educational opportunity), sport motivations, adventure, self-fulfilment, wish fulfilment and enjoying natural resources (Alghamdi, 2007). Escapes motives are tourists' desire to escape from the environment and boredom from work or daily routines. Relaxation is the desire of tourists to refresh themselves mentally and physically. Play is wanting to enjoy joy through various games, which are a re-emergence of childishness and a break from hectic life. Family and friend togetherness is the desire of tourists to strengthen kinship. This closeness of kinship also occurs among family members or friends who travel together because togetherness is very difficult to obtain in a daily work atmosphere. Prestige is to show prestige, by visiting a destination will show a class and a lifestyle that is also encouraged by other regions. The natural environment and man-made environment are environmental conditions, either natural or man-made. A comfortable, clean and pleasant environment that usually becomes a tourist spot (Zeng, 2015).

Perceived quality of a tourist destination is seen as a combination of experiences from tourist trips, and perceptions of the services received about tourist expectations of actual service performance and the total consumer assessment of the superiority of products or services by perceiving consumer expectations and attitudes is a learned tendency. Attitude is an enduring organization of motivational, emotional, perceptual, and cognitive processes concerning some aspects of the individual's world (Pike *et al.*, 2010; Vinh *et al.*, 2015). Perceived

quality is defined as the consumer's perception of the overall quality or superiority of products and services about the expected intentions. Perception of quality cannot be determined easily because perceived quality is a perception that involves what is desired and necessary to customers (Aaker, 2018).

Perceived risk for tourists will be found starting from the initial departure and arrival until the return of the tourist to their country of origin. However, not all these risks are perceived and understood equally by tourists. This difference is essential to understand because the perception of risk directly affects tourists' decisions in choosing tourist destinations. Basically, the tendency to avoid risk arises because of the need for tourists to get safety, peace, comfort and stability when choosing a travel destination (Garg, 2015). Perceived risk is behavior in a person's risky situation that influences behavior and decisions in determining behavior in the risky situation they face, including 1) Social risk, 2) Psychological risk, 3) Physical risk, 4) Performance risk, 5) Financial risk, 6) Time risk, 7) Health risk and 8) Travel risk. Based on the behavior that affects the perception of risk, it can also be explained as a subjective evaluation of the risk of a situation that threatens something and plays a specific role in making travel intentions (Bhasin, 2018).

An attitude is a feeling of supporting or taking sides (favorable) and feeling unfavorable about an object. Attitude is a pattern of behavior, anticipatory tendencies or readiness, a predisposition to adjust to social situations, or simply a response to coordinated social stimulation. Attitude can also be interpreted as a positive or negative aspect or assessment of an object cognitively based on perceptions, thoughts, memories, thoughts for an individual to gain knowledge, conative the tendency to act or behave in an individual and affective, namely the tendency based on something related to emotions such as appreciation, value, interest in an object (Rinaldi, 2016). The process of forming an attitude has three main components: 1) Beliefs, ideas, and concepts towards an object, 2) Emotional life or evaluation of the object, 3) Tendency to act.

Attitude is a readiness to react to objects in specific ways. Attitude is defined as a certain regularity in terms of feelings (affects), thoughts (cognition) and predisposition to actions (conation) of a person towards an aspect of the surrounding environment (Azwar, 2013). Behavior is all the biological manifestations of individuals interacting with the environment, starting from the most visible behavior to the invisible one, from what is felt to the most that are not felt (Okviana, 2015). Behavior results from all kinds of experiences and human interactions with their environment manifested in knowledge, attitudes and actions. Behavior is the response/reaction of an individual to a stimulus that comes from outside or within himself (Notoatmojo, 2010). Behavior is an action that can be observed and has a specific frequency, duration and purpose, whether consciously or not. Behavior is a collection of various interacting factors (Wawan, 2011).

Behavior can be divided into two, namely: 1) Passive form or closed behavior (covert behavior), a person's response to a stimulus in the form of veiled or closed. The response or reaction to this stimulus is still limited to attention, perception, knowledge or awareness and attitudes that occur in someone who receives the stimulus and cannot be clearly observed by others and 2) Overt behaviour, the response to the stimulus is evident in the form of action or practice, which can easily be observed or seen by others (Notoatmoho, 2011).

Various factors influence buying behavior as follows: 1) Cultural factor is the underlying cause of a person's desires and behaviour, 2) Social factors that influence behavior include reference group and family. The group has always been the primary source of information in explaining behavioral norms. We can determine the position of an individual in each group of which he is a member according to role and status. 3.) Personal factors include age and stage in the consumer's life cycle, livelihood and economic conditions, temperament and self-concept, as well as lifestyle and values. Psychological factors include motivation, perception, learning, beliefs, and behaviour (Novita 2011).

Border country tourists here are defined as activities with a clear purpose, namely to seek satisfaction or to relax by traveling not far from their place of residence bordering a country. Tourists and temporary visitors for at least 24 hours with the intent and purpose of traveling for recreation, vacation, health and sports, and viewed in the context of national boundaries as a geographical space and state boundaries as socio-cultural space (Prajogo in Abdillah, 2017).

## Research Method

The respondents of this research are border country tourists from Singaporean and Malaysian. The self-administered questionnaire collected data from 250 participants, and all questionnaires were considered valid for the study. The data collected show more males (61.6%) than females (38.4%).

## Data Analysis and Results

The judging criteria obtained from the statements with the following steps:

- 1) The cumulative score is the sum of the scores for each of the 250 respondents' questions,
- 2) Percentage is the cumulative value of the item divided by the frequency value and multiplied by 100 per cent,
- 3) Respondents who found 250 people with the largest measurement scale were seven and the smallest scale was one, so that:
  - a. The greatest cumulative sum  $250 \times 7 = 1750$
  - b. The smallest cumulative sum  $250 \times 1 = 250$
  - c. The value of the largest proportion  $(1.750:1.750) \times 100 = 100\%$
  - d. Smallest value  $(250:1750) \times 100 = 14.28\%$
  - e. Value range  $100\% - 14.28\% = 85.72\%$

## Structural Equation of the Hypothesized Final Model

Based on the CFA modification index, the exogenous and endogenous measurement model and the final model as the hypothesized model assessment verified the constructs of motivation (MV), perceived quality (PQ), perceived risk (POR), attitude (AT), and the tourist behaviour (TB) of the hypothesized paths. SEM measures factor analysis and hypotheses in the same process. SEM methods also give more extensive evidence on how much evidence supports the study model.

The goodness of fit indices for the five measured variables of motivation (MV), perceived quality (PQ), perceived risk (POR), attitude and tourist behaviour (TB) that reading is excellent if the significance of standardized regression weight varies from 0.506 to 0.784. For each measurement, the standard error (SE) indicates the fitness goodness and low-level reading from 0.022 to 0.494, explained in the following table:

Table 1: Loading Factor of the Variables in the Study

Variable	Indicator	Loading Factor	Error	CR	AVE
MV	MV1	0.506	0.494	0.59	0.53
	MV2	0.571	0.429		
	MV3	0.714	0.286		
	MV4	0.635	0.365		
	MV5	0.753	0.247		
PQ	PQ1	0.751	0.249	0.67	0.59
	PQ2	0.706	0.294		
	PQ3	0.708	0.292		
	PQ4	0.561	0.439		
	PQ5	0.669	0.331		

POR	POR1	0.654	0.346	0.66	0.58
	POR2	0.729	0.271		
	POR3	0.586	0.414		
	POR4	0.742	0.258		
	POR5	0.658	0.342		
AT	AT1	0.791	0.209	0.68	0.60
	AT2	0.678	0.322		
	AT3	0.740	0.260		
	AT4	0.687	0.313		
	AT5	0.518	0.482		
TB	TB1	0.646	0.35	0.60	0.53
	TB2	0.569	0.43		
	TB3	0.657	0.40		
	TB4	0.784	0.22		
	TB5	0.561	0.44		

## Discussion

The results of hypothesis testing prove that the influence of motivation on attitudes has a positive and significant influence; research findings prove that the motivational factor on the attitudes of border tourists in Batam is built by five indicators, namely characterization ( $\Lambda = 0.791$ ), experience (improved image) ( $\Lambda = 0.678$ ), interest ( $\Lambda = 0.740$ ), trust with loading ( $\Lambda = 0.687$ ) and value ( $\Lambda = 0.518$ ). On top of that, the highest loading factor for perceived quality is politics ( $\Lambda = 0.65$ , followed by society ( $\Lambda = 0.729$  and finance ( $\Lambda = 0.586$ ). Next, for perceived risk, the highest loading factor is dominant time ( $\Lambda = 0.742$ ), while for perceived quality, the highest is product ( $\Lambda = 0.708$ )

## Conclusion

Motivation has a positive and significant effect on perceived quality in Batam. The influence of motivation on perceived quality means that motivation is needed as a trigger for tourist trips in Batam and a disposition to act positively on an object. Motivation has a positive and significant effect on the perceived risk in Batam. The influence of motivation on perceived risk has given meaning to tourist behavior in Batam and has a positive and significant effect on tourist attitudes in Batam.

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