



The Influence of Tourist Motivation Dimensions on the Decision-Making Dimensions to Visit Posbloc Jakarta

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ABSTRACT

Motivation is very basic in the study of tourists and tourism, because motivation is a trigger for the process of traveling, although this motivation is often not fully realized by tourists or travelers themselves. One of the tourist destinations in Jakarta that attracts the motivation of the public (travellers) to travel is Posbloc Jakarta. The purpose of this study was to determine the influence of motivation on the decision to visit Posbloc Jakarta.

The operational definition of the variable used in this study is travel motivation which consists of two sub-variables push factor (X1), pull factor (X2), and visit decision variable (Y). Data collection was carried out using observation, literature study, documentation, interviews and distributing questionnaires with the help of Googleform to 97 respondents by purposive sampling. The types of data used are qualitative data and quantitative data. The data analysis technique in this study used multiple linear regression analysis.

Based on the results of the study, it is known that partially the motivational variables consisting of push factors (X1) and pull factors (X2) influence the decision to visit the Jakarta Posbloc. Furthermore, based on the results of the F test, it shows that simultaneously the variable tourist motivation influences the decision to visit the Jakarta Posbloc with a coefficient of determination of 79% and the rest is influenced by other factors..

Keywords: *tourist motivation, visiting decision, posbloc*

1. Introduction

Tourism is one of the growing important sectors. Etymologically, the word "tourism" comes from Sanskrit, namely "pari" and "wisata". "Pari" means "many" or "around", and "wisata" means "go" or "travel". Therefore, tourism is defined as a journey that is done repeatedly or in a circuit, from one place to another, which in English is called a "tour". Meanwhile, the term "tourism" can be translated as "tourisme" or "tourism" (Yoeti, 1996 in Suwena and Widyatmaja, 2017). Tourism is a temporary travel activity from the original residence to a destination area for reasons other than settling or seeking livelihoods, but only for pleasure, curiosity, leisure time, or other purposes (Meyers, 2009 in Suwena and Widyatmaja, 2017).

Tourism is one of the key sectors for Indonesia. This is evident because tourism has contributed as a foreign exchange earner for the country. Currently, various efforts are being made and have also been made by the government to develop and preserve existing tourism, and to explore the potential of tourism to be developed into a tourist attraction (Jayadi et al., 2017). This will further stimulate the interest of tourists to visit these attractions.

Tourism in Indonesia is currently growing and innovating with new attractions emerging that can attract tourists to visit Indonesia. Currently, the community has many creative ideas which have produced works that can attract a lot of people. Like creative economy, which is an integrative part of knowledge that is innovative, creatively using technology, and also culture (UNDP, 2008 in Suparwoko, 2010). In addition, the creative economy and the tourism sector are two things that mutually influence and can synergize (Suparwoko, 2010). Creative-Based Tourism in Chairunnisa, 2012 explains that attention to creativity is currently intriguing. Creativity is considered capable of driving business opportunities for the community and with the development of creative tourism, it also provides various benefits such as a new source for tourism activities, business development, opportunities for the community to develop their creativity. And these activities can provide opportunities for tourists to further develop their potentials in the field of creativity and gain more experiences.

Undang-Undang Republik Indonesia Nomor 10 Tahun 2009 tentang Kepariwisata, Article 4, outlines the objectives of tourism in Indonesia, which include: to stimulate economic growth; enhance the welfare of the people; eradicate poverty; address unemployment; preserve nature, the environment, and resources; promote culture; elevate the nation's image; and strengthen international friendship. Suwena and Widyatmaja (2010) explain that tourism products are complex service products with special characteristics that differentiate them from manufactured products, such as electronic goods or agricultural produce. The characteristics of tourism products include Intangibility, Perishability, Inseparability, Complementarity of tourist service,

Marketing requiring official organizational support, and requiring after-sales service. In this era, as tourism, creative industries, and the creative economy continue to develop, the term "creative tourism" has become a trend. This condition provides hope and opportunities for the tourism industry in Indonesia to creatively develop destinations, institutions, and tourism marketing, considering that the global trend of tourists is moving towards creative tourism (Musthofa, 2018). The development of creative tourism is also believed to offer various benefits not only from an economic perspective but also in terms of national image and identity, providing a new source of tourism activities, driving the growth of a sustainable development atmosphere, providing opportunities for local communities to develop their innovation and creativity, and serving as a constantly renewable resource (Purnomo, 2016).

One of the creative-based tourism ventures in Jakarta is Posbloc Jakarta. Officially opened in October 2021, Posbloc Jakarta is a creative hub and an artificial tourist attraction in Jakarta with a unique concept that has drawn the interest of both Jakarta residents and visitors from outside the city. It is located at Jl. Pos, Pasar Baru, Sawah Besar, Central Jakarta, in the former building of the Indonesian Post Office. Posbloc Jakarta is a commercial creative space established by PT. Radar Ruang Riang (Bloc Group), which consists of several creative professionals and architects. They have successfully revitalized neglected historical spaces into public areas, including M-Bloc Space Jakarta, Jogja(jnmbloc), Fabriekbloc, and Posbloc Medan. PT. Radar Ruang Riang collaborated with PPI (PT Pos Indonesia) to repurpose the assets into public creative spaces and tourist destinations for the people of Jakarta. Posbloc serves as a hub for the creative and cultural industries, a space for musicians, artists, and local creative practitioners to engage in artistic and creative activities across various media. Activities at Posbloc include exhibitions, music, culinary events, and educational programs. Posbloc's vision and mission are to celebrate local Indonesian products as a step towards supporting Indonesia's creative industry for the enjoyment of all segments of society. Visitors to Posbloc include young people and families seeking to spend their leisure time enjoying the various events and facilities offered by Posbloc Jakarta.

Posbloc Jakarta has an Instagram social media account, @posblocjkt, with 25.9 thousand followers on Instagram. This indicates the public's interest in Posbloc Jakarta and the creative activities offered within it that can be enjoyed during a visit. Based on the comments section of the photos or videos posted on Posbloc's Instagram account, it is evident that there is a high level of enthusiasm from the public, demonstrating their desire to participate in creative activities or simply relax and enjoy their leisure time, as well as indulge in various culinary offerings and local brands. According to Google reviews (2022), visitors come to Posbloc for various reasons, including spending leisure time with friends, exploring culinary options, visiting local brands, participating in creative events, and enjoying the colonial building atmosphere.

Based on various reviews found on social media and Google reviews, each visitor to Posbloc Jakarta has unique characteristics and motivations for their visit. Tourist characteristics can be divided into three categories: socio-demographic, geographic, and psychographic (Seaton and Bennet, 1996 in Suwena and Widyatmaja, 2017). Motivation is a fundamental aspect in the study of tourists and tourism, as it acts as the catalyst for the tourism decision-making process. However, tourists often may not be fully aware of their motivations (Sharpley, 1994 and Wahab, 1975 in Dewanti et al., 2018). Based on these background issues, the author aims to investigate the influence of tourists' travel motivations on their decision to visit Posbloc Jakarta

2. Methodology

This research employs a quantitative approach, where data can be expressed in numerical form, making it easily applicable for analysis using SPSS 21. The data analysis tools used are as follows:

Classical Assumption Tests

a. Normality Test

The normality test aims to determine whether the residual variables in the regression model follow a normal distribution. This can be tested using the Kolmogorov-Smirnov test on the unstandardized residuals of the research model. Normality of the data can be assessed by examining the spread of data on the diagonal axis of the graph or histogram of the residuals (Ghozali, 2013:160).

b. Multicollinearity Test

According to Ghozali (2013:105), the multicollinearity test aims to assess whether there is correlation between independent variables. A good regression model should not exhibit correlation among independent variables. This can be evaluated by examining the Variance Inflation Factors (VIF) and tolerance values. A decision can be made based on the tolerance value. If the tolerance value is greater than 0.10, then there is no multicollinearity; otherwise, if the tolerance value is less than or equal to 0.10, then multicollinearity is present. Multicollinearity is a condition that violates the assumption of linear regression. Therefore, multicollinearity is unlikely to occur in simple linear regression where there is only one independent variable.

c. Heteroskedasticity Test

According to Ghozali (2013:139), the heteroskedasticity test aims to determine whether there is unequal variance in the residuals or observations from one to another. If the variance remains constant from one observation to another, it is called homoskedasticity. A good regression model should exhibit homoskedasticity or the absence of heteroskedasticity. This test is one of the classical assumption tests that must be conducted in linear regression. If the assumption of heteroskedasticity is not met, then the regression model is deemed invalid as a forecasting tool.

Statistical Hypothesis Testing

The hypothesis testing in this research utilizes multiple linear regression analysis. This analysis is used to determine the influence of several independent variables (X) on the dependent variable (Y). Multiple linear regression analysis is performed using partial (t-test) and simultaneous (F-test) tests formulated as follows:

a. Partial Influence Test (t-Test)

The partial influence test (t-test) aims to determine the extent of the influence of the independent variable (X) on the dependent variable (Y) individually (Ghozali, 2011). This is done using the statistical tool SPSS for Windows release 12, by comparing the significance of each independent variable against the dependent variable. If the p-value calculation is less than 0.05, then the null hypothesis is rejected, meaning the independent variable has an influence on the dependent variable.

b. Simultaneous Influence Test (F Test)

The simultaneous influence test is used to determine whether the independent variables collectively or simultaneously affect the dependent variable (Ghozali, 2005:127). This is done using the statistical tool SPSS for Windows release 12, by comparing the significance level (p-value) against the threshold of 5%.

c. Coefficient of Determination (R²)

The coefficient of determination (R²) essentially measures how well the model explains the variation in the dependent variable. The value of R² ranges between zero and one. A small R² value indicates that the ability of the independent variables to explain the variation in the dependent variable is very limited. A value approaching one means that the independent variables provide nearly all the information needed to predict the variation in the dependent variable (Ghozali, 2006:87).

3. Results

Overview

Posbloc Jakarta is a commercial creative space and live music venue for the local community, founded by Bloc Group consisting of Handoko Hendroyono, Lance Mengong, Wendi Putranto, Jacob Gatot Sura, and Mario. It is located at Jalan Pos No. 2 Pasar Baru, Central Jakarta. Posbloc Jakarta serves as a melting pot for the creative and cultural industries, providing a space for local musicians, artists, makers, and creative freelancers to connect, collaborate, and cultivate their practices. It also offers opportunities for the community to participate in artistic and creative activities across various media. The target demographic for Posbloc Jakarta is millennials and Generation Z.

The vision for Posbloc Jakarta is to make the space a regional hub for cultural vitality, where art and culture bring the community together through education, participation, creativity, and economics.

Posbloc Jakarta was formerly the Dutch colonial-era Post Office building, which served as the first post office in Batavia. The building has been standing since the early 1600s during the VOC era. Seeing the success of the collaboration between Bloc Group and Peruri in creating M-Bloc, Bloc Group was offered a collaboration by PT Pos Property Indonesia (PPI) to utilize Pos Indonesia's building assets in creating Posbloc.

In collaboration with Bloc Group, which includes several artists such as Handoko Hendroyono, Lance Mengong, Wendi Putranto, Glenn Fredly, Jacob Gatot Sura, and Mario, the Indonesian Philately Building was designed as a public creative space primarily driven by the creative industry, arts and culture, and retail independently, sustainably, with diversity, inclusivity, content awareness, science and technology, intellectual property rights, community empowerment, support for economic entrepreneurship, social impact on the broader community, and benefiting and prospering all.

Posbloc also aims to connect the community through education, participation, creativity, and economics. It was inaugurated in October 2021, transforming the former site of Batavia's first post office into a shopping destination featuring a curated selection of local brands in the culinary, fashion, comics/anime, and music industries. The space also hosts various creative activities such as performances, talk shows, workshops, as well as areas like the main entrance and wadegang (a relaxation space).

Kementerian Pariwisata dan Ekonomi Kreatif has identified 17 sub-sectors within the creative economy. Here are the sub-sectors of the creative economy present in Posbloc Jakarta:

1. Music

Music is one of the sub-sectors of the creative economy in Posbloc Jakarta. It is a promising industry in the world of showbiz. The high interest and enthusiasm of young musicians to venture into the music industry indicate its potential for further growth. In Posbloc Jakarta, several artists showcase their musical creations and introduce them to visitors. Most of the major events in Posbloc Jakarta feature musical elements, such as art markets which combine artists' creations for sale to the public, including musical performances to provide entertainment and introduce the music of artists to tourists, among other large events.

2. Photography

Photography is another sub-sector of the creative economy present in Posbloc Jakarta. Photography has become an art form that is highly popular among young people. The enthusiasm for learning photography among young people aligns with the development of social media and the increasing accessibility

of equipment. Activities at Posbloc Jakarta can also assist tourists in gaining knowledge about photography. This is because Posbloc Jakarta offers not only exhibitions but also various workshops, discussions, and many other opportunities for learning from experienced artists in the field of photography.

3. Crafts

Crafts are one of the sub-sectors of the creative economy in Posbloc Jakarta. Crafts are a characteristic of Indonesian culture closely related to the tourism industry and the creative economy. The main factors contributing to the advancement of this sector are the availability of raw materials and the creativity of industry players. In the area, there are several shops in Posbloc Jakarta that sell craft products created by local artists. These include SOVLO and D'craft Indonesia. SOVLO is a local shop and one of the craft shops in Posbloc Jakarta, offering various accessories and other products. D'craft Indonesia is a local shop that sells items made from wooden props, all of which are 100% handmade. They offer customization options according to customer preferences. There are several craft activities in Posbloc Jakarta, including exhibitions, workshops, and discussions where tourists can try their hand at creating crafts with the guidance of experienced artists. This allows tourists not only to view the works of art but also to learn and try new things, expanding their knowledge and experiences.

4. Fashion

Fashion is one of the sub-sectors of the creative economy in Uma Seminyak. It is a dynamic sub-sector due to the continuous emergence of fashion trends every year and the increasing creativity of young designers. There are several fashion stores in Posbloc Jakarta, including SOVLO and Communion. SOVLO is a local shop and one of the craft shops in Posbloc Jakarta, offering various accessories and other products. Communion is a brand under Communion Management that sells various types of fashion brands produced in Indonesia (local products).

5. Culinary

Culinary is one of the sub-sectors of the creative economy present in Posbloc Jakarta. The culinary sector significantly contributes to tourism revenue and the creative economy, and has great potential in promoting Indonesia's diverse cuisine to the international community. In the Uma Seminyak area, there are several culinary tenants that can be visited by tourists, including Tauto Kedung Rasa, Twalen, and KopiKren. Tauto Kedung Rasa is one of the restaurants in Posbloc Jakarta, offering a variety of Javanese dishes such as noodles (fried and boiled), Soto Tauto as the signature dish of the restaurant, and Nasi Meguno (Komplit Meal). Twalen is another restaurant in Posbloc Jakarta, offering a variety of Balinese dishes, allowing tourists in Jakarta and its surroundings to enjoy Balinese cuisine at Twalen. KopiKren is a coffee shop located in Posbloc Jakarta. It is situated within the Posbloc Jakarta area, and tourists must enter Posbloc Jakarta to find KopiKren. Many tourists visit KopiKren to relax with friends or work and hold meetings.

Tourist Characteristics at Posbloc Jakarta

Based on gender, the majority of visitors to Posbloc Jakarta are female, totaling 82 individuals, accounting for 84.5% of the total. Meanwhile, there are 15 male visitors, making up 15.5% of the total. This data indicates that the majority of visitors to Posbloc Jakarta are female.

In terms of age, the majority falls within the 17 to 24 age group, totaling 16 individuals, making up 16.5%. The 25 to 44 age group constitutes the largest portion with 61 visitors, accounting for 62.9%. The 45 to 64 age group is the smallest, with 20 visitors, making up 20.6%. This suggests that the most common age group among visitors to Posbloc Jakarta is 25 to 44 years old.

Considering marital status, the majority of visitors are unmarried, totaling 52 individuals, making up 53.6%. On the other hand, there are 45 married visitors, accounting for 46.4%. This indicates that the majority of visitors to Posbloc Jakarta are unmarried.

In terms of educational level, the majority have completed a Bachelor's degree (S1), totaling 65 individuals, accounting for 67%. The second highest is Master's degree (S2) with 19 individuals, making up 19.6%. Finally, the Diploma 1/2/3 level constitutes the smallest portion with 13 individuals, accounting for 13.4%. This data reveals that the most common educational level among visitors to Posbloc Jakarta is a Bachelor's degree (S1).

Considering occupation, the majority are employed in the private sector, totaling 47 individuals, making up 48.5%. Entrepreneurs come second with 31 individuals, accounting for 32%. Civil servants (PNS) are the third largest group with 10 individuals, making up 10.3%. Students fall in fourth place with 8 individuals, accounting for 8.2%. Finally, retirees constitute the smallest group with 1 individual, accounting for 1%. This data indicates that the majority of visitors to Posbloc Jakarta are employed in the private sector.

Characteristics of tourists visiting Posbloc Jakarta based on area of origin, the majority are from Central Jakarta with a total of 45 people with a percentage of 46.4%, second place is from West Jakarta with a total of 31 people with a percentage of 32%, third place is from Jakarta South with a total of 12 people with a percentage of 12.4%, the fourth place is from Central Jakarta with a total of 5 people with a percentage of 5.2%, and the last place is from East Jakarta with a number of 4 people each, with a percentage of 4, 1%. From these results it can be concluded that tourists visiting Posbloc Jakarta based on area of origin are dominated by tourists from Central Jakarta.

Characteristics of tourists visiting Posbloc Jakarta based on information sources, mostly from Instagram with a total of 53 people with a percentage of 54.6%, second place is from Facebook with a total of 29 people with a percentage of 29.9%, third place is from the Website with a total of 12 people with a percentage of 12.4%. The last sequence is from Friend Recommendations with a total of 3 people with a percentage of 3.1%. From these results it can be concluded that tourists who visit Posbloc Jakarta based on information sources are dominated by information via Instagram.

Analysis Results

A. Push Factor

- a. The first statement "Desire to break free from daily routines and seek a new atmosphere" indicates that 13 respondents disagreed with the statement, 14 respondents somewhat agreed with the desire to break free from daily routines and seek a new atmosphere, 14 other respondents chose to agree with the advertisement of M-Bloc Space Jakarta providing easy information, and 56 respondents strongly agreed with the desire to break free from daily routines and seek a new atmosphere.
- b. The second statement "Desire to relax the body and mind from daily activities" shows that 9 respondents disagreed with the desire to relax the body and mind from daily activities, 14 respondents somewhat agreed with the desire to relax the body and mind from daily activities, 22 other respondents chose to agree with the desire to relax the body and mind from daily activities, and 52 respondents strongly agreed with the desire to relax the body and mind from daily activities.
- c. The third statement "Desire to visit for enjoyment" indicates that 5 respondents disagreed with the desire to visit for enjoyment, 16 respondents somewhat agreed with the desire to visit for enjoyment, 29 other respondents chose to agree with the desire to visit for enjoyment, and 47 respondents strongly agreed with the desire to visit for enjoyment.
- d. The first statement "Desire to spend leisure time with family" reveals that 11 respondents stated that they disagreed with the desire to spend leisure time with family, 8 respondents disagreed with the desire to spend leisure time with family, 26 other respondents chose to agree with the desire to spend leisure time with family, and 52 respondents strongly agreed with the desire to spend leisure time with family.
- e. The second statement "Posbloc Jakarta has a prestigious image" indicates that 2 respondents strongly disagreed with the statement, 9 respondents disagreed with the statement, 10 somewhat agreed that Posbloc Jakarta has a prestigious image, 27 other respondents chose to agree that Posbloc Jakarta has a prestigious image, and 49 respondents strongly agreed that Posbloc Jakarta has a prestigious image.
- f. The third statement "Desire to meet new people at Posbloc Jakarta" shows that 10 respondents disagreed with the desire to meet new people at Posbloc Jakarta, 9 respondents somewhat agreed with the desire to meet new people at Posbloc Jakarta, 27 other respondents chose to agree with the desire to meet new people at Posbloc Jakarta, and 51 respondents strongly agreed with the desire to meet new people at Posbloc Jakarta.
- g. The first statement "Desire to get closer to a partner" reveals that 1 respondent strongly disagreed with the desire to get closer to a partner, 10 respondents disagreed with the desire to get closer to a partner, 10 other respondents somewhat agreed with the desire to get closer to a partner, 18 respondents agreed with the desire to get closer to a partner, and 58 respondents strongly agreed with the desire to get closer to a partner.
- h. The first statement "Desire to gain new knowledge/expertise at Posbloc Jakarta" indicates that 1 respondent strongly disagreed with the desire to gain new knowledge/expertise at Posbloc Jakarta, 9 respondents disagreed with the desire to gain new knowledge/expertise at Posbloc Jakarta, 12 other respondents somewhat agreed with the desire to gain new knowledge/expertise at Posbloc Jakarta, 21 respondents agreed with the desire to gain new knowledge/expertise at Posbloc Jakarta, and 54 respondents strongly agreed with the desire to gain new knowledge/expertise at Posbloc Jakarta.
- i. The third statement "Visiting to express oneself" shows that 3 respondents disagreed with visiting to express oneself, 13 respondents somewhat agreed with visiting to express oneself, 30 other respondents chose to agree with visiting to express oneself, and 51 respondents strongly agreed with visiting to express oneself.
- j. The first statement "Realizing the desire to visit Posbloc Jakarta that has been wanted for a long time" indicates that 3 respondents disagreed with realizing the desire to visit Posbloc Jakarta that has been wanted for a long time, 14 respondents somewhat agreed with realizing the desire to visit Posbloc Jakarta that has been wanted for a long time, 33 other respondents chose to agree with realizing the desire to visit Posbloc Jakarta that has been wanted for a long time, and 47 respondents strongly agreed with realizing the desire to visit Posbloc Jakarta that has been wanted for a long time.

B. Pull Factor

- a. The first statement "The presence of a different climate from the place of origin" indicates that 1 respondent strongly disagrees with the presence of a different climate from the place of origin, 5 respondents disagree with it, 15 other respondents somewhat agree with the presence of a different climate from the place of origin, 31 respondents agree with it, and 45 respondents strongly agree with the presence of a different climate from the place of origin.
- b. The first statement "The presence of promotion from Posbloc Jakarta" shows that 8 respondents disagree with the presence of promotion from Posbloc Jakarta, 13 respondents somewhat agree with it, 22 other respondents agree with it, and 54 respondents strongly agree with the presence of promotion from Posbloc Jakarta.
- c. The first statement "The presence of advertisements offering tours to Posbloc Jakarta" indicates that 6 respondents disagree with the presence of advertisements offering tours to Posbloc Jakarta, 10 respondents somewhat agree with it, 25 other respondents agree with it, and 56 respondents strongly agree with the presence of advertisements offering tours to Posbloc Jakarta.
- d. The first statement "The presence of tour packages offered by service providers" reveals that 6 respondents disagree with the presence of tour packages offered by service providers, 12 respondents somewhat agree with it, 33 other respondents agree with it, and 46 respondents strongly agree with the presence of tour packages offered by service providers.

e. The first statement "The presence of events held in Posbloc Jakarta" indicates that 1 respondent strongly disagrees with the presence of events held in Posbloc Jakarta, 3 respondents disagree with it, 18 other respondents somewhat agree with it, 25 respondents agree with it, and 50 respondents strongly agree with the presence of events held in Posbloc Jakarta.

f. The first statement "The presence of incentives/special invitations given to visit Posbloc Jakarta" shows that 9 respondents disagree with the presence of incentives/special invitations given to visit Posbloc Jakarta, 10 respondents somewhat agree with it, 36 other respondents agree with it, and 42 respondents strongly agree with the presence of incentives/special invitations given to visit Posbloc Jakarta.

g. The first statement "Visiting Posbloc Jakarta to meet friends" indicates that 1 respondent strongly disagrees with visiting Posbloc Jakarta to meet friends, 9 respondents disagree with it, 12 other respondents somewhat agree with it, 31 respondents agree with it, and 44 respondents strongly agree with visiting Posbloc Jakarta to meet friends.

h. The first statement "Visiting Posbloc Jakarta to meet family" shows that 1 respondent strongly disagrees with visiting Posbloc Jakarta to meet family, 4 respondents disagree with it, 16 other respondents somewhat agree with it, 33 respondents agree with it, and 43 respondents strongly agree with visiting Posbloc Jakarta to meet family.

i. The first statement "Interest in the activities available in Posbloc Jakarta" indicates that 1 respondent strongly disagrees with the statement, 9 respondents disagree with it, 12 other respondents somewhat agree with it, 34 respondents agree with it, and 41 respondents strongly agree with the interest in the activities available in Posbloc Jakarta.

j. The first statement "The presence of unique culture in the Posbloc Jakarta area" shows that 1 respondent strongly disagrees with the presence of unique culture in the Posbloc Jakarta area, 9 respondents disagree with it, 11 other respondents somewhat agree with it, 35 respondents agree with it, and 41 respondents strongly agree with the presence of unique culture in the Posbloc Jakarta area.

k. The first statement "Interest in the environment in Posbloc Jakarta" indicates that 1 respondent strongly disagrees with the statement, 5 respondents disagree with it, 10 other respondents somewhat agree with it, 39 respondents agree with it, and 42 respondents strongly agree with the interest in the environment in Posbloc Jakarta.

C. Tourist Characteristics Variable

a. The first statement "Problem Recognition" indicates that 2 respondents disagreed regarding Problem Recognition, 11 respondents stated they somewhat agree about Problem Recognition, 30 other respondents chose to answer agree about Problem Recognition, and 54 respondents chose to answer strongly agree about Problem Recognition.

b. The first statement "Information Search" indicates that 1 respondent strongly disagrees regarding Information Search, 8 respondents disagree about Information Search, 11 other respondents chose to answer somewhat agree about Information Search, 33 respondents chose to answer agree about Information Search, and 44 respondents chose to answer strongly agree about Information Search.

c. The first statement "Alternative Evaluation" indicates that 3 respondents disagree about Alternative Evaluation, 14 respondents state they somewhat agree about Alternative Evaluation, 42 other respondents chose to answer agree about Alternative Evaluation, and 38 respondents chose to answer strongly agree about Alternative Evaluation.

d. The first statement "Purchase Decision" indicates that 1 respondent strongly disagrees regarding Purchase Decision, 3 respondents disagree about Purchase Decision, 14 other respondents chose to answer somewhat agree about Purchase Decision, 30 respondents chose to answer agree about Purchase Decision, and 49 respondents chose to answer strongly agree about Purchase Decision.

e. The first statement "Post-Purchase Behavior" indicates that 1 respondent strongly disagrees regarding Post-Purchase Behavior, 7 respondents disagree about Post-Purchase Behavior, 13 other respondents chose to answer somewhat agree about Post-Purchase Behavior, 37 respondents chose to answer agree about Post-Purchase Behavior, and 39 respondents chose to answer strongly agree about Post-Purchase Behavior.

The result of the Simultaneous Test (F Test) indicates that both the driving factor variable (X1) and the attracting factor variable (X2) have a significant influence on the visiting decision (Y) to Posbloc Jakarta. This is evidenced by the obtained significance level (sig) of 0.000, which is less than 0.05, and the calculated F value of 183.278, which is greater than the critical F value of 0.021.

Looking at the Partial Test results (t Test), it can be concluded that both the driving factor variable (X1) and the attracting factor variable (X2) individually have a significant influence on the visiting decision (Y) to Posbloc Jakarta. This is indicated by the obtained significance levels (sig) of 0.000, which is less than 0.05, and the calculated t values of 3.755 (greater than the critical t value of 1.985) for the driving factor variable (X1) and 3.131 (greater than the critical t value of 1.985) for the attracting factor variable (X2).

4. Conclusion

The characteristics of visitors to Posbloc Jakarta, based on the data obtained through the questionnaire, are predominantly female visitors, mostly aged between 24 and 44 years old, and are unmarried. The visitors are mainly individuals with a Bachelor's degree education level and are employed in the private sector. The majority of visitors come from Central Jakarta, and their primary source of information about Posbloc Jakarta is Instagram.

Regarding the factors influencing visitors' motivation to visit Posbloc Jakarta, based on the analysis, there are two factors at play: driving factors and attracting factors, encompassing a total of 21 indicators. The driving factors include Escape, Relaxation, Play, Strengthening Family Bonds, Prestige, Social Interaction, Romance, Educational Opportunity, Self Fulfillment, and Wish Fulfillment. On the other hand, the attracting factors involve Location Climate, Tourist Attraction, Culture & Natural Environment Made Environment, National Promotion, Retail Advertising & Whole Marketing, Special Area, Incentive Schemes, Visiting Friends, and Visiting Relatives.

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