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# The Portrait of Tourism Preference on Ecotourism and Its Impact to Satisfaction: Case in Yogyakarta

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***Abstract:*** *This research is an exploratory study of the preferences of tourists interested in ecotourism attractions (eco-tourists) in Yogyakarta. Its aim is to map the activities or interests most favored by tourists and whether this leads to satisfaction with their visit. The method used is quantitative with Confirmatory Factor Analysis as a mechanism for selecting tourist preferences, and a regression approach to prove whether these preferences influence tourist satisfaction. The survey was conducted on 221 respondents randomly selected at the visited object locations. The results of the CFA testing revealed that there is a group of pull factors, which are related to everything available at the visited object, and a group of push factors, which are factors related to the tourists' psychology. Regression testing confirmed that these factors do indeed influence tourist satisfaction.*

## INTRODUCTION

Based on its definition, ecotourism is the activity of visiting natural destinations to enjoy the beauty of nature, with the aim of participating in nature conservation by minimizing potential negative impacts and benefiting local communities (Ajuhari et al., 2023; Cheia, 2019). Ecotourism is a tourism activity that also educates tourists to be more responsible towards the preservation of nature and the environment, including improving the welfare of local communities (Alarc´on-del-Amo et al., 2023). Unlike the characteristics of mass tourism, which tends to be destructive because it emphasizes visitor numbers and economic value, ecotourism should have a different development direction. Ecotourism is not focused on the number of tourists, but rather on the quality of visits with a responsible number of visitors (Chen et al., 2021). Ecotourism also doesn't emphasize low cost so that everyone can 'buy' it, but rather focuses on 'prestige' that the buyer is someone who cares about the environment even if the price is high (Fennel, 2002).

Understanding the interests of ecotourists is essential to knowing exactly what this segment enjoys. The hope for the destination is that it will be able to better understand the characteristics of ecotourism enthusiasts. Understanding these market preferences will be very helpful for market players in making decisions, especially those involved in destination marketing (Atmari & Putri, 2021). There are preferences related to pull factors and preferences related to push factors (Carvache-Franco et al., 2022). Attractions are related to various activities offered at the visited location. Meanwhile, drive is closely related to internal motivation, which is highly individual.

Both are closely related to achieving satisfaction for tourists.

In Yogyakarta, there are many ecotourism destinations located in the Sleman Regency, Kulon Progo Regency, Bantul Regency, and Wonosari Regency, as illustrated in Table 1. Based on visitor numbers at each destination, the population of tourists visiting ecotourism destinations is quite high, averaging almost half of the total visits to the area. However, when looking at the distribution across each object, not many objects receive a high frequency of tourist visits, meaning there is still much untapped ecotourism potential that is not popular with tourists. This is what then became one of the important reasons for seeing what ecotourism enthusiasts in Yogyakarta are actually interested in.

**Tabel. 1 Number of Visitor Arrivals on Ecotourism Destination in Yogyakarta**

| Sleman Regency | Tourist Arrivals (2023) | Bantul Regency | Tourist Arrivals (2023) | Kulon Progo Regency | Tourist Arrivals (2023) | Wonosari Regency | Tourist Arrivals (2023) |
|---|---|---|---|---|---|---|---|
| Kaliurang | 408.968 | Parangtritis Beach | 1.789.520 | Glagah Beach | 364.826 | Baron Beach | 909.203 |
| Tourism Villages | 2.506.870 | Samas Beach | 254.850 | Trisik Beach | 25.022 | Siung Beach | 54.508 |
| Kaliadem | 408.560 | Selarong Cave | 37.467 | Congot Beach | 37.968 | Wediombo Beach | 78.688 |
| TN Gn Merapi | 125.870 | Cerme Cave | 6.788 | Kiskendo Cave | 13.368 | Sadeng Beach | 2.610 |
| Volcano Tour | 251.322 | Pandansimo Beach | 96.987 | Suroloyo Peak | 12.987 | Ngrenehan Beach | 63.401 |
| Agrowisata Merapi | 198.725 | Kuwaru Beach | 44.852 | Kalibiru | 20.517 | Cerme Cave | 587 |
| | | Goa Cemara Beach | 52.143 | Orangutan Center | 528 | Gunung Gambar Hill | 752 |
| | | Pinus Jungle | 1.589.723 | Tourism Villages | 211.296 | Tourism Villages | 235.412 |
| | | Agro Mangunan | 241.520 | Nglinggo Peak | 50.589 | Watugupit Hill | 165.700 |
| | | Tourism Villages | 492.650 | Dolan Deso Boro | 43.851 | Nglanggeran Hill | 51.230 |
| | | Pantai Baru Beach | 36.241 | Kedhung Pedut | 67.752 | Bleberan | 18.230 |
| | | Agrowisata Argorejo | 4.172 | Mudal | 13.741 | Kalisuci | 74.520 |
| | | Selopamioro Adventure | 23.968 | Sewu Waterfall | 66.032 | Pindul Cave | 49.870 |
| | | | | Rafting Progo | 1.287 | Timang Beach | 3.011 |
| | | | | Mangrove Wanatirta | 33.287 | Wanasadi Jungle | 104 |
| | | | | Tubing Kali Serang | 7.520 | Bejiharjo | 6.782 |
| | | | | Menoreh Hill | 163.504 | Tritis Ecotourism | 7.920 |
| | | | | | | Bunder Jungle | 365 |
| | | | | | | Watu Gedong Nature View | 7.634 |
| **Total Eco-tourist** | **3.900.315** | | **4.670.881** | | **1.134.075** | | **1.730.527** |
| **Total Tourist Arrivals** | **10.378.154** | | **8.012.666** | | **2.036.170** | | **3.680.803** |
| **% Ecotourist** | **38%** | | **58%** | | **56%** | | **47%** |

Source : Cited from Statistic of Tourist Arrivals Year 2024 (DINPAR, 2024)

## LITERATURE REVIEW

This research utilizes the theory developed by Crompton (1979), which was later expanded by Iso-Ahola (1982) regarding motivation and behavior prediction, and has since been widely adopted by other researchers such as Carvache-Franco et al. (2022) and Carvache-Franco et al. (2021). According to Crompton, behavior is divided into two motivations combined in the push and pull factors of opinion. Push factors are related to an individual's external factors, while pull factors are related to an individual's internal factors. Push factors include, among others, escaping from daily life and experiencing novelty. Take a break, engage in introspection, and learn something new. Other researchers mention that push factors include knowledge/education, relaxation, family time, and being away from home and seeing.

Meanwhile, pull factors include activities undertaken by individuals in tourism, such as sports activities, adventure, and experiencing nature. Pull factors can also be enjoyable atmosphere, natural scenery, different culture, enjoyable amenities, culinary, shopping, rest and relaxation, and nightlife. Several studies show that both push and pull factors have a strong influence on tourist satisfaction after visiting a destination, with even those who are satisfied planning to revisit.

## METHOD

The survey was conducted using a questionnaire administered to 221 respondents who visited several ecotourism sites in Yogyakarta. The sampling method used is random, with the target being adults. Instrument testing was conducted using Confirmatory Factor Analysis (CFA), a factor analysis method used to test one-dimensionality, or whether the indicators used can confirm a construct or variable. Meanwhile, hypothesis testing was conducted using the multiple linear regression method. Schematically, the research design can be illustrated as follows:

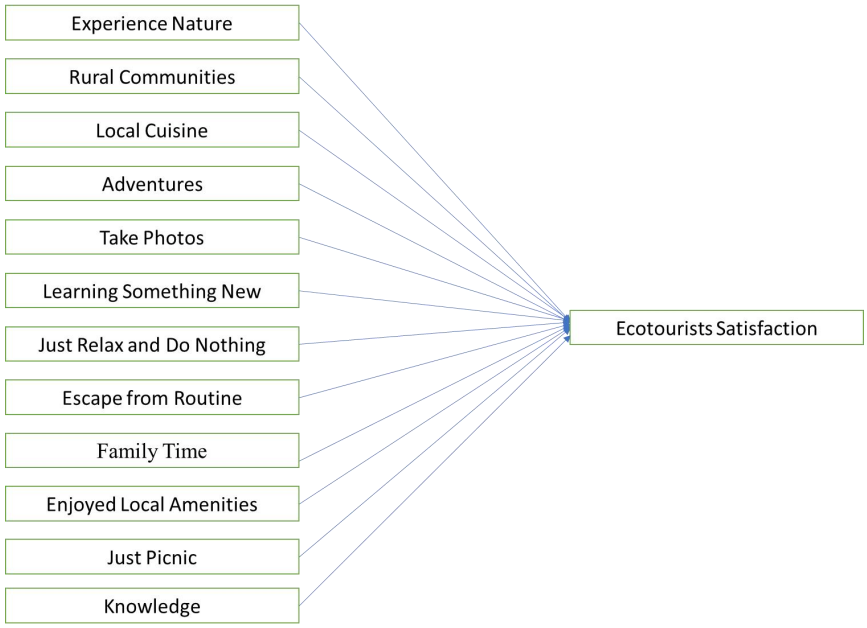


**Figure 1. Conceptual Framework**

## RESULT AND DISCUSSION

*Demographic Analysis of Responden*

Based on the observed respondent profile (Table 2), the majority are male (65%), aged between 20 and 40 years old, with an average education level of college student or university graduate (194%), and most are groups arriving with family (43%). The visits were also between 1-3 times, with first-timers being the most numerous (45%), and on average, they did not stay overnight (86%), and spending per visit was less than 300,000 IDR (70%).

**Table 2. Demographic of Respondents**

| Demographics | Categories | N=221 | % |
|---|---|---|---|
| Gender | Man | 144 | 65% |
| | Woman | 77 | 35% |

| | | | |
|---|---|---|---|
| Age | < 20 years old | 27 | 12% |
| | 21 - 30 years old | 57 | 26% |
| | 31 - 40 years old | 71 | 32% |
| | 41 - 50 years old | 42 | 19% |
| | > 50 years old | 24 | 11% |
| Education | Elementary | 0 | 0% |
| | Junior High School | 9 | 4% |
| | Senior High School | 18 | 8% |
| | University | 194 | 88% |
| Companion | None | 27 | 12% |
| | Relative / Friend | 62 | 28% |
| | Family | 95 | 43% |
| | Group | 38 | 17% |
| Number of Visits | 1x | 99 | 45% |
| | 2x | 80 | 36% |
| | 3 or more | 42 | 19% |
| Days Stay | None | 190 | 86% |
| | 1 day | 31 | 14% |
| | 2 day or more | 0 | 0% |
| Total Spending | < 300.000 IDR | 155 | 70% |
| | 301.000 - 500.000 IDR | 35 | 16% |
| | 501.000 - 800.000 IDR | 27 | 12% |
| | More than 800.000 IDR | 4 | 2% |

Upon closer examination of this low spending amount, it indicates that there are still not many items that can be purchased at the visited destination. Additionally, ecotourism enthusiasts turned out to have a good level of education, whether they were students or university graduates. Most people enjoy ecotourism for family time, making the family segment an important market for ecotourism

*Principal Component Analysis*

Variable validity testing was conducted using Confirmatory Factor Analysis (CFA) with the aim of testing whether the one-dimentionality of the indicators used could confirm a variable. The validity of the instrument items is measured based on the loading factor value. The software used is SPSS. If the loading factor value is ≥0.5, then the indicator is valid. Meanwhile, to test the correlation between variables, the Bartlett Test of Sphericity was used. If the result is ≥0.5, it means the correlation matrix has a significant correlation with a number of variables (Table 2).

**Table 2. Validity Test Result**

| Motivation | Varimax Rotated Component | | Factor |
|---|---|---|---|
| | 1 | 2 | |
| Experience Nature | 0.815 | | Pull |
| Rural Communities | 0.790 | | |
| Local Cuisine | 0.716 | | |
| Adventures | 0.704 | | |

| | | | |
|---|---|---|---|
| Take Photos | 0.702 | | |
| Learning Something New | 0.701 | | |
| Just Relax Do Nothing | 0.640 | | |
| Escape from Routine | | 0.768 | Push |
| Family Time | | 0.763 | |
| Enjoyed Local Amenities | | 0.756 | |
| Just Picnic | | 0.694 | |
| Knowledge | | 0.663 | |
| **Eigenvalues** | **4.812** | **1.890** | |
| **% of Explained Variance** | **40.099** | **15.748** | |
| **KMO** | **0.865** | | |
| **Sphericity test of Bartlett** | **Chi-Square = 1032.129 Sig. = 0.000** | | |
| Extraction method: Analysis of principal components Rotation method: Varimax with Kaiser | | | |

Based on the CFA measurement of variable validity in Table 2, it can be explained that the KMO value and loading factor of 0.865 or greater than 0.5 means the variable being tested is valid. Indicators are able to represent the dimensions of the variables used. Meanwhile, based on the varimax rotated component, the pull factor is the novelty factor or the main motivation for tourists to visit ecotourism destinations, with a % of explained variance value of 40.099 (40%). Meanwhile, the push factor is the second factor that motivates tourists to visit ecotourism destinations, with a % of explained variance of 15.748 (15.7%).

The results of this CFA test show that most of the drivers of ecotourism enthusiasts visiting the object are more related to the pull factor, which is everything related to what is available at the destination, namely attractive nature (experience nature), communities with authentic rural life (rural communities), culinary tourism and local food (local cuisine), provided adventure activities (adventures), photo spots (take photos), unique attractions (learning something new), and space to relax with family (just relax do nothing).

The next factor is internal motivation or the push factor, which is more related to the individual tourist, such as the desire to escape from routine, family time, enjoy local amenities, just picnic, and knowledge. In this case, the main thing is the need to always provide the latest information regarding the condition of the object through various information media that are available and easily accessible to potential tourists. Consumers will easily access destination information and are likely to be interested in visiting. Information related to attractions suitable for families can be used as featured information in promotions.

So, how do these two factors then have impact to tourist satisfaction? Referring to the theory of satisfaction, satisfaction can be achieved when what is expected aligns with reality (Quynh et al., 2021). By simultaneously bringing together pull and push factors, it is hoped that this will support the achievement of tourist satisfaction. To test whether these two variables have an influence on tourist satisfaction, a reliability test needs to be conducted first. Based on calculations using Cronbach's Alpha, it was found that the reliability values for both groups of variables were above 0.7, which means that both variables meet the requirements for further testing.

**Table 3. Reliability Test Result**

| Variables | *Cronbach's Alpha* | Comments |
|---|---|---|
| Pull Factor | 0,864 | Reliable |
| Push Factor | 0,793 | Reliable |

*Market Preference Impact to Satisfaction*

To determine the influence of motivation related to pull and push factors on satisfaction, multiple linear regression analysis will be used. In this analysis model, both simultaneous (F-test) and partial tests (T-test) will be conducted, with the condition that the hypothesis is accepted if the probability value (p) ≤ 0.05. Here are the results of the regression test performed:

**Table 4. Regression Test Result**

| Variables | B | Std. Error | Beta | t-hitung | Sig t | Comments |
|---|---|---|---|---|---|---|
| (Constant) | 2.261 | | | | | |
| Pull factor | 0.106 | 0.026 | 0.228 | 4.071 | 0.000 | Significant |
| Push factor | 0.342 | 0.036 | 0.528 | 9.413 | 0.000 | Significant |
| F hitung | 82,161 | | | | | |
| Sig F | 0,000 | | | | | |
| Adjusted R Square | 0,425 | | | | | |

Based on the results of the regression test conducted, it shows that according to the F-test, both factors simultaneously influence satisfaction, with an F-statistic value of 82.161 and a p-value of 0.000 or 0.000 ≤ 0.05. This means that both pull and push factors significantly influence tourist satisfaction. In the partial testing using the T-test, the pull factor has a t-value of 4.071 with a probability value (p) of 0.000 or (p) < 0.05, indicating that the pull factor has a significant partial influence on satisfaction. Similarly, the push factor has a t-value of 9.413 with a probability value (p) of 0.000 or (p) < 0.05, indicating that the push factor also has a significant partial influence on satisfaction. Push and pull factors are able to explain the influence on satisfaction up to 0.425 or 42% of the total variables (R Square). The remaining satisfaction is influenced by other factors outside of these two factors.

## CONCLUSION

There are many types of motivation that interest tourists in visiting a tourist attraction. In ecotourism destinations, there are motivations related to both pull and push factors. Pull factors are factors related to the attraction of the destination, including all activities that tourists can enjoy, such as experiencing nature, rural communities, local cuisine, adventures, taking photos, learning something new, and simply relaxing and doing nothing. Push factors are factors related to tourists' internal motivations, such as escaping from routine, family time, enjoying local amenities, simply picnicking, and gaining knowledge. These two motivations are certainly a challenge for destinations to be able to meet consumer or tourist expectations. If both can be captured as a hope for consumers, then fulfilling these two things can support achieving the quality of visit, which ultimately leads to tourist satisfaction. In the regression test, both of these factors have a significant influence on tourist satisfaction, both partially and simultaneously. Therefore, striving to realize what motivates tourists at ecotourism destinations, especially in Yogyakarta, is expected to provide satisfaction to tourists. A further benefit of general satisfaction is repeat visits.

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