Comparison of the Influence of Motivation for Foreign Tourists' Visits to Bali with the Inauguration of the Garuda Wisnu Kencana Statue

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Abstract: There is a growing expectation for the iconic statue to emerge as a tourism icon, particularly in Bali, Indonesia; following the completion of the Garu-da Wisnu Kencana Statue in 2018. Therefore, this quantitative study was car-ried out to answer the two key research questions; Are potential tourists aware of the presence of this new landmark after the development and whether there is an influence on motivation to visit, particular-ly for foreign tourists? The study was conducted using an online survey that was sent to 80 foreign tourists from all around the world. The findings revealed that the majority of respondents in this survey were uninformed of the statue's presence, and that if they were aware of its presence, it had an impact on their desire to visit Bali. This makes it critical to raise public awareness about the Garuda Wisnu Kencana Statue, which located at the Garuda Wisnu Kencana Cultural Park in Bali, Indonesia and suggested that the presence of Garuda Wisnu Kencana Statue can be op-timally used as a significant marketing tools by Indonesian Ministry of Tourism. Theo-retical implications include summarizing the key elements of a tourism destination with a tourism icon that at-tracts potential tourists. Practical implica-tions include presenting measurement on steps to maximize the presence of a tourism icon with a variety of expectations from potential tourists.

Keywords: Tourism, Icon, Motivation, Foreign Tourists, Bali

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Introduction

Tourism is the most specially developed sector in Indonesia, one of the real aspects to consider is the issued Cabinet Secretariat letter Number B 652/Seskab/Maritim/2015 dated 6 November 2015 regarding the Indonesian President's Directive on Tourism and the President's Direction at the Early Years Cabinet Session on 4 January 2016 to determine ten priority desti-nations also known as ten new Bali (Rahayu & Sulistyawati, 2021). The rapid development of ten leading tourist destinations has even become a successful model for other Indonesian tour-ist destinations. This is due to the fact that, when compared to competitors in the comparison portfolio of Indonesian tourist destinations, Bali has always been able to attract a large number of foreign tourists (Hermawati et al, 2017).

The importance of this research is focused on the Inauguration of the Garu-da Wisnu Kencana Statue and its impact on foreign tourists who have visited or have never vis-ited Bali, both for foreign tourists who have physical motivation, cultural motivation, social mo-tivation, or fantasy motivation in connection with Bali having the main attraction, namely the beach, followed by the culture, which includes the presence of the Garu-da Wisnu Kencana Statue.

This research also emphasis on the presence of the Garuda Wisnu Kencana statue has in-creased the discussion that Bali is a tourist destination which is rich in culture, and the presence

of the Garuda Wisnu Kencana statue has also passed the cultural signs in Bali, generating controversy.

Most importantly, the distinctiveness of Bali's may be found not only in traditional dances, traditional dwellings, traditional events or many other cultural arts, but also in the Garuda Wisnu Kencana (GWK) Cultural Park, which serves as a center for cultural tourism and historical tourism. This statue is very significant and viral as only after 28 years of development The Garuda Wisnu Kencana Statue at the Garuda Wisnu Kencana (GWK) Cultural Park was inaugurated in Ungasan, Bali on September 22, 2018 (Asdhiana, 2018).
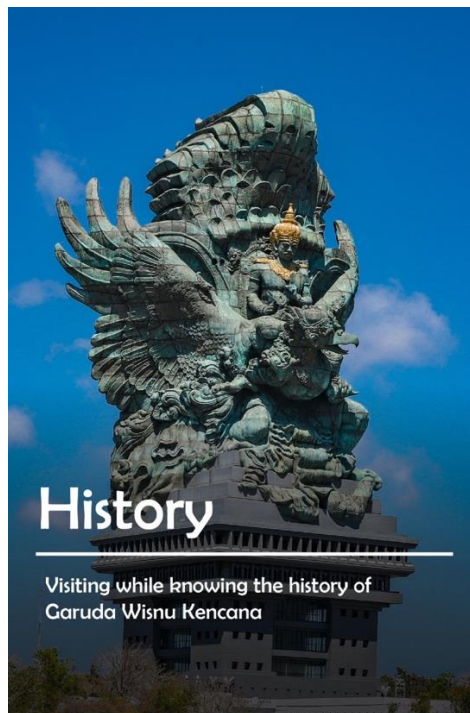
(source: https://www.gwkbali.com)
Figure 1. Garuda Wisnu Kencana Statue

The statue was designed by renowned Balinese artist Nyoman Nuarta and is made of copper and brass, with 754 modules and 25 steel segments totaling a whopping 900 tons, with a steel weight of 1300 tons. Garuda's wingspan gives the statue and pedestal a height of 120.9 meters and a breadth of 64 meters. The Garuda Wisnu Kencana statue depicts Vishnu riding a Garuda is shown in the Kencana statue. Lord Wisnu is regarded as the Universe's defender in Hindu mythology, while his trusted companion, the gigantic eagle-like Garuda, signifies loyalty and selfless devotion. Kencana means gold, and both are crowned with gold mosaic crowns. The Garuda is also Indonesia's national symbol, representing freedom (Garuda Wisnu Kencana, The Icon of Civilization, 2021).

The importance of this research is focused on the Inauguration of the Garuda Wisnu Kencana Statue and its impact on foreign tourists who have visited or have never visited Bali, both for physical, cultural, social, or fantasy motivation in connection with Bali having the main attraction, namely the beach, followed by the culture, where the presence of the Garuda Wisnu Kencana Statue itself increases the assertiveness that Bali is a must-see destination. Assuredly, the inauguration of the GWK Statue raises expectations for an increase in incoming tourists numbers, particularly foreign tourists to Bali, given that the island previously lacked a specific icon for tourists to visit and take photos or selfies with, such as the Eiffel Tower in Paris or the Statue of Liberty in New York, for example according to a study conducted by (Ramukumba, 2014), the closure of tourism icons has had a negative impact on businesses in the research area. These businesses believe it is critical to discover ways to bring the icon back to life in or-

der to boost tourism. Even before full construction, (Supaat & Hidayati, 2011) was successful in demonstrating that the presence of the Garuda Wisnu Kencana Statue and associated cultural park had a major impact on the surrounding property value.

With that majesty, more research is highly needed to determine whether the inauguration of the GWK Statue will have a good impact on the motivation of foreign tourists to visit Bali. (Tang et al, 2009) stated that icon attractions can be assessed based on three factors: icon qualities, organizational structure, and impact. Meanwhile (Akolkar & Bhutkar, 2017), establishing a tourist icon in India using expert-based and user-based methodologies. Mainly, According to Pitana & Gayatri (2005) in Dian & Sunarti (2018), motivation is divided into four categories: physical motivation, cultural motivation, social motivation, and fantasy motivation. The findings of this study are expected to be used as a tool for assessing the success of the euphoria surrounding the inauguration of the Garuda Wisnu Kencana Statue for domestic tourists, but not necessarily for foreign tourists, and to serve as a model for other tourist destinations before placing an icon on a tourist destination in order to avoid placing an inappropriate icon, and possibly even to break the rules at the tourist destination as many discussed before the development process was completed. This debate arose throughout the creation of this wonderful icon, but by the time the park and statue were completed in October 2018, the local Balinese opposition had vanished totally (Verheijen & Putra, 2020). Instead, many people praised the statue as a source of pride for both Balinese and Indonesian culture.

Methodology

The method used in this study is a descriptive method with a quantitative approach, due to the huge population; where the number of foreign tourist visits reached 5.7 million in 2017 (BPS Bali, 2017), the number of samples was determined using Roscoe (1975) as described in Uma Sekaran (2006). Therefore the number of samples for research is 80 foreign tourist respondents. with online questionnaires being distributed, as this study will include foreign tourists as respondents, so it will not be limited to a certain region. The questionnaire items were evaluated for validity and reliability before being widely circulated.

Subsequently, the paired two-sample t-test was employed to evaluate the hypothesis. This difference test is done to see if there is a substantial difference in the motivation of international tourists to visit based on the presence of the Garuda Wisnu Kencana statue. Before testing the hypothesis, the data is subjected to a normality test to decide the type of statistics to be employed, whether parametric or non-parametric statistics (Sugiyono, 2013).

The Kolmogorov-Smirnov test is used to determine if the data is normal (K-S). Making hypotheses is how the K-S test is done out: Ho: The information is generally dispersed. The data isn't dispersed normally. Guidelines for making decisions: A distribution with a substantial or significant value or profitability value of less than 0.05 is anomalous or a normal distribution has a significant or significant value or profitability > 0.05.

Following the normality test, the data was processed in pairs using the two-sample difference test with the following conditions: (1) The t-test (paired sample t-test) is employed if the data is regularly distributed. (2) The Wilcoxon signed rank test (non-parametric test) is employed if the data is not regularly distributed. The Kolmogorov-Smirnov test is used to determine if the data is normal (K-S) (Massey, 1951).

Results and Discussions
Results
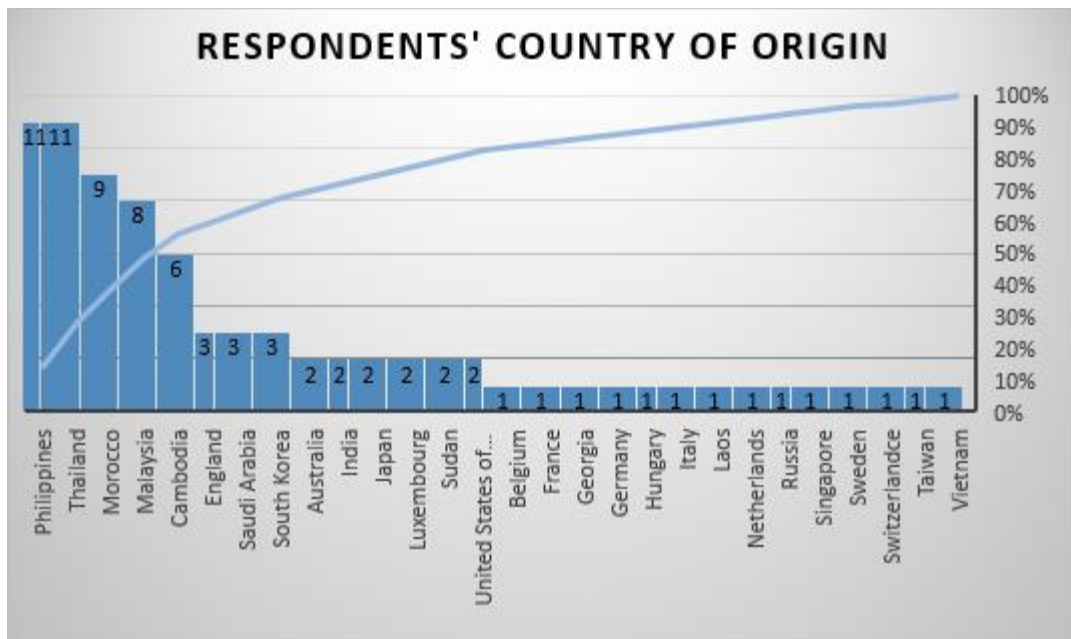
(Source: The result of processed research data)
Figure 2. Profil Respondents' Country of Origin

Figure 2 defines that the respondents in this study came from five continents and 28 nations, with 11 respondents from the Philippines, 11 from Malaysia, and 11 from the Marocco. The research was carried out through online media using a simple random sampling method, so that the distribution of the origin of the continents and countries of the respondents did not show a specific trend towards that continent/country, but with the largest number of respondents coming from the Asian continent, it shows that the distribution of this questionnaire is more widely spread to foreign tourists from Asia.
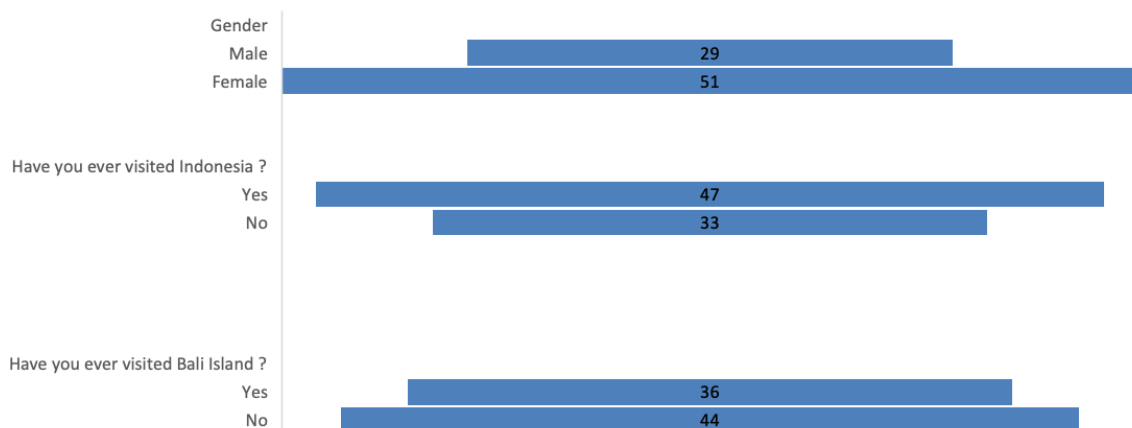
(Source: The result of processed research data)
Figure 3. Gender, have or not visited Indonesia and Bali

Figure 3 reveals that the majority of respondents are female, with 59 percent of them having visited Indonesia but just 45 percent having visited Bali. This is because researcher was inces-

santly distributing questionnaire links to the three countries and foreign tourists from these three countries are willing to fill out the questionnaire

Discussions

Research hypotheses:

Hypothesis one:

The Physical Motivation of Foreign Tourists in the Inauguration of the Garuda Wisnu Kencana Statue Tourists from other countries come to visit.

Table 1. Descriptive Statistics of Physical Motivation

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
PB	80	15.37	2.905	7	20
PA	80	11.11	4.252	5	20

From the table above, it can be seen that the mean or average value of the post test (11.11) is smaller than the pretest value (15.37).

Table 2. Wilcoxon Signed Ranks Physical Motivation Test

Ranks

		N	Mean Rank	Sum of Ranks
PA - PB	Negative Ranks	61[a]	34.40	2098.50
	Positive Ranks	4[b]	11.63	46.50
	Ties	15[c]		
	Total	80		

a. PA < PB
b. PA > PB
c. PA = PB

The values obtained from table 2 above show Negative ranks which means the sample with the second value (post test) is lower than the first value (pretest).

Table 3. Statistical Test of the Effect of Physical Motivation after the after The Inauguration of the Garuda Wisnu Kencana Statue

Test Statistics[a]

	PA - PB
Z	-6.714[b]
Asymp. Sig. (2-tailed)	.000

a. Wilcoxon Signed Ranks Test
b. Based on positive ranks.

Because asymp sig = 0.000 and a = 0.05, Ho is rejected, implying that there is a difference in the impact of tourists' physical motivation before and after the Garuda Wisnu Kencana Statue's inauguration.

Hypothesis two:

The Cultural Motivation of International Tourists in the Inauguration of the Garuda Wisnu Kencana Statue

Table 4. Descriptive Statistics of Cultural Motivation

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
CB	80	12.71	2.852	5	16
CA	80	10.12	3.473	4	16

From the table above, it can be seen that the mean or average value of the post test (12.71) is smaller than the value of the pretest (10.12).

Table 5. Wilcoxon Signed Ranks Cultural Motivation Test

Ranks

		N	Mean Rank	Sum of Ranks
CA - CB	Negative Ranks	54[a]	36.06	1947.50
	Positive Ranks	13[b]	25.42	330.50
	Ties	13[c]		
	Total	80		

a. CA < CB
b. CA > CB
c. CA = CB

The values obtained from table 5 above show Negative ranks which means the sample with the second value (post test) is lower than the first value (pretest).

Table 6. Statistical Test of the Effect of Cultural Motivation after The Inauguration of the Garuda Wisnu Kencana Statue

Test Statistics[a]

	CA - CB
Z	-5.066[b]
Asymp. Sig. (2-tailed)	.000

a. Wilcoxon Signed Ranks Test
b. Based on positive ranks.

Because asymp sig = 0.000 and a = 0.05, Ho is rejected, implying that there are changes in the impact of visitor cultural motivation before and after the Garuda Wisnu Kencana Statue's inauguration.

Hypothesis three:
The Social Motivation of International Tourists in the Inauguration of the Garuda Wisnu Kencana Statue

Table 7. Descriptive Statistics of Social Motivation

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
SB	80	9.49	2.917	4	16
SA	80	7.89	3.330	4	16

From the table above, it can be seen that the mean or average value of the post test (7.89) is smaller than the value of the pretest (9.89).

Table 8. Wilcoxon Signed Ranks Social Motivation Test

Ranks

		N	Mean Rank	Sum of Ranks
SA - SB	Negative Ranks	54[a]	31.33	1692.00
	Positive Ranks	8[b]	32.63	261.00
	Ties	18[c]		
	Total	80		

a. SA < SB
b. SA > SB
c. SA = SB

The values obtained from table 8 above show Negative ranks which means the sample with the second value (post test) is lower than the first value (pretest)

Table 9. Statistical Test of the Effect of Social Motivation after The Inauguration of the Garuda Wisnu Kencana Statue

Test Statistics[a]

	SA - SB
Z	-5.045[b]
Asymp. Sig. (2-tailed)	.000

a. Wilcoxon Signed Ranks Test
b. Based on positive ranks.

Because asymp sig = 0.000 and a = 0.05, Ho is rejected, implying that there are changes in the impact of social motivation on tourists before and after the Garuda Wisnu Kencana Statue's inauguration.

Hypothesis four:
The Effect of the Garuda Wisnu Kencana Statue's Inauguration on Foreign Tourists' Fantasy Motivation

Table 10. Fantasy Motivation Descriptive Statistics

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
FB	80	8.38	1.977	3	12
FA	80	6.46	2.676	3	12

From the table above, it can be seen that the mean or average value of the post test (6.46) is smaller than the value of the pretest (8.38).

Table 11. Wilcoxon Signed Ranks Fantasy Motivation Test

Ranks

		N	Mean Rank	Sum of Ranks
FA - FB	Negative Ranks	49[a]	32.84	1609.00
	Positive Ranks	9[b]	11.33	102.00
	Ties	22[c]		
	Total	80		

a. FA < FB
b. FA > FB
c. FA = FB

The values obtained from table 11 above show Negative ranks which means the sample with the second value (post test) is lower than the first value (pretest)

Table 12. Statistical Test of the Effect of Fantasy Motivation after The Inauguration of the Garuda Wisnu Kencana Statue

Test Statistics[a]

	FA - FB
Z	-5.864[b]
Asymp. Sig. (2-tailed)	.000

a. Wilcoxon Signed Ranks Test
b. Based on positive ranks.

Because asymp sig = 0.000 and a = 0.05, Ho is rejected, implying that there is a difference in the impact of tourist fantasy motivation before and after the Garuda Wisnu Kencana Statue's inauguration. The Influence of the Inauguration of the Garuda Wisnu Kencana Statue on the overall dimensions of the motivation of International Tourists

Table 13. Descriptive Statistics of Visiting Motivation Variables

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Pretest	80	45.95	8.251	22	64
Posttest	80	35.59	12.568	16	64

From the table above, it can be seen that the mean or average value of the post test (35.59) is smaller than the value of the pretest (45.95).

Table 14. Wilcoxon Signed Ranks Test Variables of Visitation Motivation

Ranks

		N	Mean Rank	Sum of Ranks
Posttest - Pretest	Negative Ranks	65[a]	38.66	2513.00
	Positive Ranks	7[b]	16.43	115.00
	Ties	8[c]		
	Total	80		

a. Posttest < Pretest
b. Posttest > Pretest
c. Posttest = Pretest

The values obtained from table 14 above show Negative ranks which means the sample with the second value (post test) is lower than the first value (pretest).

Table 15. Statistical Test of the Influence of Visitation Motivation Variables after The Inauguration of the Garuda Wisnu Kencana Statue

Test Statistics[a]

	Posttest - Pretest
Z	-6.731[b]
Asymp. Sig. (2-tailed)	.000

a. Wilcoxon Signed Ranks Test
b. Based on positive ranks

Because asymp sig = 0.000 and a = 0.05, Ho is rejected, implying that the motivation variable had a different impact on visits before and after the presence of the Garuda Wisnu Kencana inauguration.

Conclusions

The Inauguration of the Garuda Wisnu Kencana Statue is something that has been eagerly anticipated for the development of Indonesian tourism, especially since it took 28 years to build. Unfortunately, one year has passed, but the majority of respondents in this study were unaware of the statue, which of course made the presence of the Icon all the more significant. This tourism has had no effect on public awareness, publication, or even increasing the number of tourists visiting Indonesia in general and Bali in particular. According to the findings of the study, if respondents were informed of the existance of the Garuda Wisnu Kencana Statue, there would be variances in their enthusiasm to travel to Indonesia, particularly to Bali. Both the partial dimension test and the overall visit motive variable show a difference in this impact.

The Indonesian Ministry of Tourism surely, already has a well-thought-out marketing strategy based on the 2018 Indonesian Ministry of Tourism Performance Report, which states that a lot of promotion and marketing efforts have been carried out and many awards have been obtained, but unfortunately, the branding that is currently being carried out is still focused on Pesona Indonesia/Wonderful Indonesia and has not included any mention of the presence of the Garuda Wisnu Kencana Statue.

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