Analysis factors of Tourist Decisions' on Melukat Tradition as a Spiritual Tourism

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ABSTRACT

The creativity of the Balinese people who combined new tourism trends with Balinese traditions, a new habit was formed, namely Melukat tradition. Currently, Melukat tradition has become an interfaith tourism trend in Bali, many non-Hindu tourists believe in what Hindus believe, by following the procession of the Melukat tradition itself. This phenomenon are based on the data from visitors who follow the Melukat tradition which has increased from year to year. This research aims to find out what factors influence tourists' decisions to follow the Melukat tradition as a spiritual tourism attraction. These factors are based on the theory of Kotler and Keller (2009), factors including culture, social factors, personal factors and psychological factors which become benchmarks for tourist behavior or decisions. The research method used is quantitative. The data collection techniques used were questionnaires and observation. The sampling technique used was Accidental Sampling, with a sample size of 100 respondents. The data analysis techniques used are simple regression, partial test (t test), simultaneous test (f statistical test). The results show the factors that influence tourists' decisions to carry out the melukat tradition or ceremony are cultural factors, social factors, personal factors, and psychological factors. The most dominant factors are influenced by psychological factors and those that are not dominant are cultural factors.

INTRODUCTION

The island of Bali, often referred to as the Island o Gods and the Island of a Thousand Temples, has long been a leading tourist destination in Indonesia, even internationally. The natural beauty, art, culture, and unique traditions of the Balinese people make this island attractive to domestic and foreign tourists. The success of Bali Island in maintaining harmony between society, environment, and spirituality, known as the "Tri Hita Karana" concept, provides comfort and happiness for all who visit it. Tri Hita Karana is a Balinese philosophy of life that prioritizes balance and consistency in serving God, doing good to fellow humans, and caring for the natural environment. This concept is not only limited to Hinduism, but has become an important guide in developing Bali tourism to maintain biodiversity, culture and spirituality. Bali

is also famous for its rich culture, which has become a tourist attraction while supporting cultural preservation in accordance with Law no. 5 of 1992.

Through the creativity of the Balinese people who combine modern tourism trends with authentic Balinese traditions, a new phenomenon has emerged, namely Melukat tourism. Melukat is a ritual of purifying oneself with holy water, which aims to obtain goodness and distance oneself from negative energy. This tradition is very important in the lives of Hindus in Bali because they believe that humans have negative qualities that need to be cleansed and thrown away. Through Melukat, it is hoped that these negative traits can return to being clean and holy. Melukat tourism not only provides a spiritual experience, but also has the potential to maintain the balance of Tri Hita Karana. Melukat tourism, hoped that it can create harmony between humans, the environment and spirituality. In addition, through combining Balinese culture with local culture in places outside Bali, the Melukat tradition has contributed to the development of a new, unique culture.

One of the most famous Melukat locations is Tirta Empul Temple in Gianyar, Bali. Since 1980, Tirta Empul Temple has been open to tourists, and interest in Melukat has increased since then. The Melukat procession at Tirta Empul Temple involves many steps, including praying, cleansing oneself in the pond, and praying at the main temple. This temple has 33 showers with different functions, which are well understood by the Balinese Hindu community. However, for non-Hindu tourists, Melukat at Tirta Empul Temple is also a means to gain physical and spiritual fitness and is even considered a way to stay young. The Melukat tradition can be seen as a religious activity for Hindus and as a spiritual tourism that can be enjoyed by anyone, regardless of religion. Interest in Melukat as a spiritual tourism attraction continues to grow. Data from the Gianyar Regency Tourism Office shows an increase in the number of tourist visits to Tirta Empul Temple. This research aims to analyze the factors that influence tourists' decisions on Melukat tradition as a spiritual tourism attraction.

LITERATURE REVIEW

Tourism

Tourism is a travel activity carried out for the purpose of recreation or vacation. Oka A. Yoeti (1996) explains that the word "tourism" comes from "pari" which means a lot or repeatedly, and "wisata" which means travel. Tourism is a travel activity undertaken to broaden one's outlook on life, visit other places, understand the life of local people, their culture and art, and enjoy travel experiences and fun. It includes services provided by the tourism industry to create a satisfying travel experience.

Types of Tourism

There are several types of tourism that are known, such as cultural tourism, health tourism, sports tourism, commercial tourism, industrial tourism, marine tourism, nature reserve tourism and honeymoon tourism. Cultural tourism focuses on understanding and experiencing culture, while health tourism emphasizes physical and spiritual fitness. Sports tourism involves sports activities, while commercial tourism is related to exhibitions and fairs. Industrial tourism leads to industrial research or study in certain locations. Marine tourism, nature reserves and honeymoons have a more specific focus in the context of tourism.

Tourist Behavior

Tourist behavior is the study of how individuals, groups and organizations select, purchase, use and utilize goods, services, ideas, or experiences to meet their needs and desires. These are the processes and activities involved when people search for, select, use, evaluate, and dispose of products and services to satisfy their needs. Tourist behavior involves purchasing decisions, which are just one part of the overall consumer behavior process.

Factors Influencing Tourist Behaviour

Tourist behaviour can be influenced by various factors, including cultural, social, personal, and psychological factors. 1) Cultural factors. Culture, subculture, and social class influence tourist behaviour. Culture is the basis of a person's wants and needs. Meanwhile, subculture allows for a more specific identity. Nationality, creed, race, and geography play a role in cultural factors. 2) Social factors. Social factors involve references from family, groups, social rules, and status. This influences how a person decides to travel. 3) Personal factor. Personal characteristics, such as age, occupation, personality, and lifestyle also influence tourists' decisions. 4) Psychological factors. Psychological factors involve motivation, perception, learning and memory. This is key to understanding tourists' responses to marketing stimuli.

METHODS

This research is quantitative research based on the philosophy of positivism. Quantitative research is used to examine certain populations or samples by collecting data using research instruments, quantitative or statistical data analysis, and the aim is to test predetermined hypotheses (Sugiyono, 2019: 17). The population in this study were non-Hindu tourists who carried out the Melukat tradition at Tirta Empul Temple, Gianyar, Bali. The sampling method used is accidental sampling, which means that respondents are selected based on chance or anyone who happens to meet the researcher. In this research, 100 samples or respondents were selected from non-Hindu tourists who carried out the melukat tradition at Tirta Empul Temple. In this research, data was collected using two techniques: 1) Questionnaire. A questionnaire or questionnaire contains a set of written questions that are given to respondents to answer. Questionnaires were used in this research with questions that were logically related to the research problem. 2) Observation. Observation is the systematic observation and recording of the elements that appear in the research object. Apart from questionnaires, this research also involves observation methods to observe the situation and conditions at Tirta Empul Temple.

The data used in this research is primary data, obtained directly by researchers from the first source. The main data source in this research is the respondents who were the samples in the research. In this research, the following data analysis techniques were used: 1) Simple regression. Simple regression is used to determine the relationship between an independent variable and a dependent variable. The general equation of simple linear regression was used for this analysis. 2) Partial test (t-test) Partial tests are used to determine the influence of each independent variable on the dependent variable. This helps determine whether each independent variable has a significant influence on the dependent variable. 3) Simultaneous test (F statistical test). The simultaneous test is used to find out whether the independent variables jointly influence the dependent variable. This helps determine whether the factors influencing overall tourist behaviour are significan.

RESULTS

The results of the research and discussion this time discuss the Tirta Empul Temple in Bali, Indonesia, which is located in Manukaya Village, Tampaksiring, Gianyar. This temple has holy water which is used by Balinese Hindus to purify themselves. It was built in 962 AD by king Sri Candrabhayasingha Warmadewa during the Warmadewa Dynasty. Tirta Empul Temple is divided into three parts: Jaba Pura (front yard), Jaba Tengah (middle yard), and Jeroan (inner yard). This temple is dedicated to Vishnu, Hinduism called it Narayana. There is a modern villa building called Tampaksiring Palace which was built in 1954 for President Sukarno. This palace used as a resting place for important state guests. The location of Tirta Empul Temple is in Manukaya

Village, Tampaksiring, Gianyar. Travel time from Denpasar city center is around 1 hour 10 minutes, while from Ngurah Rai Airport is around 1 hour 20 minutes. The entrance ticket to Tirta Empul Temple is around IDR 50,000,- including the wound process inside the temple. Temple operating hours are usually 09.00 to 17.00 WITA, but can change according to Hindu religious holidays. Furthermore, the research data includes descriptions of respondents. In this study there were 97 respondents. Most respondents were Muslim (88.66%), while most of their jobs were private sector employees (37.11%).

Table 1. **Respondent's religion**

No	Religion	N	%
1	Moeslem	86	88,66%
2	Khatolik	2	2,06%
3	Protestan	5	5,15%
4	Hindu	4	4,12%
Total		97	100,00%

Source: Data analyzed, 2023

Table 2. **Respondent's occupation**

No	Occupation	N	%
1	Karyawan Swasta	36	37,11%
2	Tenaga Pengajar	12	12,37%
3	Freelance	2	2,06%
4	ASN	2	2,06%
5	Wiraswasta	6	6,19%
6	Mahasiswa	27	27,84%
7	Tidak Bekerja	12	12,37%
Total		97	100,00%

Source: Data analyzed, 2023

The data was then tested for validity and reliability. The validity test aims to ensure that the measurement instrument used is valid and capable of measuring the variable in question. The results show that all question items are considered valid.

Table 3. **Recapitulation of Validity Test Results**

No	Variable	Question	N	r count	r table	Result
1	Cultural factors (X1)	X11	97	0,548	0,1680	Valid
2		X12	97	0,692	0,1680	Valid
3		X13	97	0,712	0,1680	Valid
4		X14	97	0,569	0,1680	Valid
5		X15	97	0,767	0,1680	Valid
6		X16	97	0,739	0,1680	Valid
7	Social factors (X2)	X21	97	0,673	0,1680	Valid
8		X22	97	0,748	0,1680	Valid
9		X23	97	0,772	0,1680	Valid
10		X24	97	0,731	0,1680	Valid
11		X25	97	0,741	0,1680	Valid
12	Personal factors (X3)	X31	97	0,708	0,1680	Valid

13		X32	97	0,623	0,1680	Valid
14		X33	97	0,734	0,1680	Valid
15		X34	97	0,812	0,1680	Valid
16		X35	97	0,78	0,1680	Valid
17		X36	97	0,777	0,1680	Valid
18	Psychological factors (X4)	X41	97	0,68	0,1680	Valid
19		X42	97	0,768	0,1680	Valid
20		X43	97	0,769	0,1680	Valid
21		X44	97	0,752	0,1680	Valid
22		X45	97	0,658	0,1680	Valid
23	Tourists' decisions (Y)	Y1	97	0,54	0,1680	Valid
24		Y2	97	0,707	0,1680	Valid
25		Y3	97	0,638	0,1680	Valid
26		Y4	97	0,639	0,1680	Valid
27		Y5	97	0,727	0,1680	Valid
28		Y6	97	0,728	0,1680	Valid

Reliability test was carried out to ensure the consistency and stability of the measurement instrument. All variables are considered reliable.

Table 4. Reliability Test Results for Variables X1, X2 and X3

Variable	Reliability Value	Result
Cultural factors	0,731	Reliable
Social factors	0,780	Reliable
Personal factors	0,829	Reliable
Psychological factors	0,768	Reliable
Tourists' decisions	0,767	Reliable

The research results were then tested on classical assumptions which included the normality test, multicollinearity test, and heteroscedasticity test. All test show that the regression model used is suitable foruseinresearch.

Table 5. Normality test One-Sample Kolmogorov-Smirnov Test

N		97
Normal Parametersa,b	Mean	,0000000
	Std. Deviation	1,00000000
Most Extreme Differences	Absolute	,187
	Positive	,097
	Negative	-,112
Test Statistic		,187
Asymp. Sig. (2-tailed)c		,169

Zscore: Keputusan Wisatawan

Table 6. Multicollinearity Test

Standardized Coefficients Beta	T	Sig.	Collinearity Statistics

			Tolera nce	VIF
	3,756	<,001		
,126	1,327	,188	,513	1,950
,147	1,254	,213	,340	2,941
,374	3,003	,003	,299	3,342
,219	2,400	,018	,557	1,796

Dependent Variable: Tourist Decisions

Followed by a multiple linear regression analysis test, which tests the influence of the independent variable on the dependent variable. The results show that personal factors and psychological factors have a significant influence on purchasing decisions, while cultural factors and social factors are not significant.

Table 7.Regression Estimation Results

Unstandardized Coefficients			Standardized Coefficients Beta	t	Sig.
Mode B		Std. Error			
1 (Constant)	6,421	1,710		3,756	<,001
Cultural factors	,117	,089	,126	1,327	,188
Social factors	,156	,125	,147	1,254	,213
Personal factors	,327	,109	,374	3,003	,003
Psychological factors	,221	,092	,219	2,400	,018

Table 8.Partial Regression Estimation Results (t Test)

Unstandardized Coefficients			Standardized Coefficients Beta	t	Sig.
Model B		Std. Error			
1 (Constant)	6,421	1,710		3,756	<,001
Cultural factors	,117	,089	,126	1,327	,188
Social factors	,156	,125	,147	1,254	,213
Personal factors	,327	,109	,374	3,003	,003
Psychological factors	,221	,092	,219	2,400	,018

Then an F test is carried out to test the simultaneous influence of all independent variables on the dependent variable. The results show that there is a significant influence between all cultural, social, personal.

Table 9. Simultaneous Test (F Test) ANOVAa

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	467,153	4	116,788	30,735	<,001^b
	Residual	349,589	92	3,800		
	Total	816,742	96			

a) Dependent Variable: Tourist Decisions b) Predictors: (Constant), Psychological Factors, Cultural Factors, Social Factors, Personal Factors Finally, the coefficient of determination (R2) shows that 57.2% of the variation in purchasing decisions can be explained by the cultural, social, personal and psychological.

Table 10. Coefficient of Determination R2 Model Summaryb

ModelR		RSquare	Adjusted R Square	Std. Error of the Estimate
1	,756^a	,572	,553	1,949

a) Predictors: (Constant), Psychological Factors, Cultural Factors, Social Factors, Personal Factors
b) Dependent Variable: Tourist Decisions.

DISCUSSION

Based on the analysis regarding the factors that influence tourists' decisions on Melukat tradition as a spiritual tourism attraction at Tirta Empul Temple, Gianyar, Bali, the factors influence tourists' decisions to do Melukat tradition are cultural factors, social, personal factors, and psychological factors. Meanwhile, other factors are influenced by other factors not included in this research model. The results of data analysis show that the four variables have a strong correlation or in a strong category towards tourists' decisions to do Melukat tradition as a spiritual tourism attraction at Tirta Empul Temple, Gianyar Bali.

The most significant factor in tourists' decisions to do Melukat tradition is personal factors. This factor or aspect is a factor inherent in a person which is considered to strongly influence his behaviour in deciding to do something. Furthermore, psychological factors have a positive and significant influence on tourists' decisions to do Melukat tradition. This psychological condition is the basis of an individual's personality. It shows that psychological factors contribute to tourists' decision making with the presence of thoughts, feelings, and a very high willingness to do Melukat, furthermore with the spiritual attraction that comes from the site of the worship as well as the various customs that are followed.

Social factors have a positive and significant influence on tourists' decisions to do Melukat tradition as a spiritual tourism attraction. It shows that tourists like to take part in activities that are trending or followed by many people. Melukat tradition or religious activity that is no longer reserved for Hindus but allows non-Hindu visitors to take part in the Melukat tradition or ceremony. The next factor that has a positive and significant influence on tourists' decisions onthe Melukat tradition as a spiritual tourism attraction is the cultural factor. Cultural factors have the broadest and deepest influence on tourist behaviour because theyare considered to have values and habits, which start from the way tourists receive information, social position in an environment and knowledge about what they feel.

CONCLUSION

Based on the results, it can be concluded that these four variables either have a strong corellation or are in the relatively strong category when it comes to tourists' decisions. Besides to these four considerations, other factors such age and health concerns effect of tourists'

decisions. Overall, tourists' decisions on Melukat tradition are most dominantly influenced by psychological factors and what is not dominant is cultural factors.

SUGGESTION

In addition, the following suggestions can be given: 1) The government must be able to make policies related to the use of sacred places so that sacred places are restricted from being used as commercial tourist attractions. 2) The region overseer must be able to add facilities that support Melukat tradition and maintain the existing facilities. 3) The Hindu religious leaders must be able to establish policies and guide tourists to maintain culture, customs, and traditions. 4) The tourists better understand the consequences of tourism development which can change local wisdom values. 5) To the future researchers must be able to examine other variables and indicators to find out things that can further influence tourists' decisions on Melukat tradition or ceremony at Tirta Empul Temple, Gianyar, Bali.

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