

CHAPTER II

LITERATURE REVIEW

Tourists traveling activities are greatly influenced by their motives, attitudes, and perceptions. The impact of tourist perception of their motivation, behaviours and satisfaction has been trendy research topic in tourism research. It is very important for strategic marketing of tourism destinations. This chapter discusses the students' perception on their motivation, behaviours and satisfaction after their excursion program.

2.1 Excursion

Excursion or field trip is a trip by a group of people to a destination that is far away from their normal environment (Akhmad, 2013). While Roestiyah (2001) points out that field trip is not just recreation, but has a purpose to extend learning by examining the object. The students are usually invited to visit a particular place which relates to education by the teachers. In the destination, they can learn and get some knowledges by observing, reviewing the object and participating in various activities directly. So, they can appreciate the new experiences and answer the problems or statements that they learn at school by proving it in the actual environmental. Therefore, study excursion or field trip can be considered as one of the effective learning methods to delivery the subject to the students to be learned.

Study excursion or field trip has several advantages and disadvantages. According to Roestiyah (2001), there are three advantages of doing study excursion. The advantages are stated below.

- a. Students can get the learning experience that is not obtained at school, so it can develop students' special talent or skills.
- b. Students can see the various activities in the outside of school. So, it can extend learning the subject and expand the students' experience.
- c. By the object that is reviewed directly, students can obtain a variety of knowledge and an integrated experience.

In spite of the fact that study excursion has some disadvantages. According to Sagala (2006) opinion, there are about six disadvantages of doing study excursion. The disadvantages are stated below.

- a. It requires preparation by many parties such as teachers, parents of students, and students.
- b. If the school often use the field trip method to deliver the subject, it will disturb the implementation of learning. Especially if the places are far away from the school.
- c. Sometimes the difficulties occur in the transportation that are used to take the students to the destination.
- d. If the place is difficult to be observed by the students, the students will be confused and the expected goals can not be achieved.
- e. It requires proper supervision.
- f. It requires relatively high cost.

From the opinions above, it can be concluded that the teacher has to be careful while preparing the study excursion or field trip by analyzing the advantages and disadvantages of study excursion.

Generally, when tourists decide to travel, many factors affect their decision to go to certain destinations. These factors include various infrastructure such as convenient public transportation, events such as sports, traditions, local festivals, natural resources such as lakes, forests and so on, Tourism industries must analyze these factors because they could affect tourists' motivations, behaviors and satisfactions.

2.2 Motives

A major determinant of the tourist's behavior is motives. Generally, according to Cut (2004) motive as a state complex in organisms that direct behavior towards a goal or incentive (cited in Mahadju, 2014). Setyobroto (1989) points out that motive is source of propulsion and the driving behavior of individuals to fulfill the needs in achieving a specific purpose (cited in Ahmad, 2012). Both of statements in line with Winkel (1996) that motive is the driving force in a person to perform certain activities in order to achieve

certain goals (cited in Regina, 2013). From those statements, the motive can be defined as a desire that drives an individual to perform certain activities in order to achieve particular goals.

2.3 Behaviours

An essential concept in human activity is need, and need is the key to motivate behavior. According to Kotler dan Keller (2009), “Tourist behaviour is study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.” which means that we have to know or study about the tourist’s needs and wants to be able to satisfy tourists. Meanwhile Loudon and Della Bitta (2008) point out that tourist behavior is the decision making process and physical activity that involve in assessing, getting, using, or ignoring the goods and services (cited in Leofaragusta, 2013). According to the explanations above, behavior can be defined as the tourist attitudes in finding, buying, using, evaluating and disposing the products, services, or ideas by consuming products or services offered in tourist destinations to be able to satisfy their needs.

In order to learn the tourist behaviour, we have to know some factors that can influenced tourist behaviours. According to Kotler and Keller (2009) tourist behaviour can be influenced by four factors. Those are cultural factors, social factors, personal factors and psychological factors. In order to measure each variable we adapted a previously study or generated new items where required.

2.4 Satisfaction

There are many factors that can cause dissatisfactions such as negative perceptions of the destination. Such perceptions could result from too much street prostitution, polluted areas, long queues and poor services, lack of favorite foods and drinks, overcrowded public facilities, poor sanitary facilities, foreign currency exchange problems, and so on.

Study excursion is a recreational travel that involves an individual traveler's subjective perception of a factual or imagined activity. In order to serve effectively recreation organizer or providers need to understand the psychological factors that motivate travelers and meet their individual satisfactions

According to Kotler (1997), satisfaction is feeling satisfied or disappointed that come from a comparison between the impression of a product performance or results and expectations after using the product (cited in Leofaragusta, 2013). So, satisfaction is a function of the impression of performance and expectations. Therefore, if the performance is below expectations, the customer will feel dissatisfied. If the performance meets expectations, customers will feel satisfied. If performance exceeds expectations, the customer is very satisfied.

Tourist satisfaction is the tourist perception about experiencing kinds of activities that they do while travelled and visited tourism object. As Ginting (2005) opinions, tourist satisfaction contains of a common tourist perception which develop on tourism products or services after purchasing them. The satisfaction and dissatisfaction of a product/ services will affect the tourist behavior. If tourist satisfied, most likely the tourist will tend to buy the same products or services.

2.5 Measuring the predictor variables

Mohsin and Ryan (2003) the selected predictor variables for motivations, behaviors and satisfactions in this study were chosen based on the theory and empirical research reported in the study conducted by (cited in Weaver, 2005). The main theoretical model we used to guide the selection was suggested by Fishbein and Ajzen (2010). The following basic framework of developing questionnaire and interview for surveying the variables were implemented. Firstly, the writer defined target variables. Before the survey began, the target variables of interest were defined in terms of its targeted subjects, actions, contexts, and time elements. Secondly, a method of data collection, interview

and questionnaire were selected by specifying the research population. The third step was formulating items for direct measures.

The participants were asked to circle the number that best describes the item of their personal opinions. The items were presented in the questionnaire to be exactly compatible with the target behavioral criterion and to be self-directed.