



# Analysis of Visitor's Motivation and Perception in Muara Takus Temple Tourism Area Post Pandemic

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## **Authors' contributions**

*This work was carried out in collaboration between both authors. Both authors read and approved the final manuscript.*

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## **ABSTRACT**

**Aims:** This study aims to analyze the influence of visitors' perception on attributes of attraction, amenities, and accessibility, and analyzes the visitors' motivation for their decision to visit the Muara Takus Temple area in post COVID-19 pandemic. After confirming the relationship between dependent and independent variables, the next study analyzes the level of consumer interest based on visitor's perceptions and motivations.

**Study Design:** The study design utilized in this research uses explanatory methods with a quantitative approach. Consisting of two phases, the first phase analyzes the relationship between variables. The second phase analyzes the visitor perception map.

**Place and Duration of Study:** This study was conducted in Muara Takus Temple Area, Riau Province, Indonesia for two months (April - June 2022).

**Methodology:** This study utilizes survey research methods. The sampling technique applied is simple random sampling. The determination of the number of samples makes use of the Slovin formula. Based on the Slovin formula from a population of 43,805 people and a confidence level of

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90%, a sample of 163 respondents was determined. Data processing utilizes multiple linear regression and analysis tests that use T-Test and F-Test. The next step is to analyze the perception map and test the analysis utilizing stress values.

**Results:** The results of the study found that there was no influence of visitor motivation on the decision to visit the temple area but also partially visitor perceptions on the attributes of attraction, amenities, and accessibility influenced the decision to visit. In addition, the multidimensional analysis found that attributes of attractions are able to meet visitors' expectations, but amenities and accessibility attributes have not been able to meet visitors' expectations. The performance of attractions is able to meet visitors' expectations but the performance of amenities and accessibility has not met visitors' expectations; The difference between the two lies in their importance. Visitors attach great importance to meeting their needs on the attributes of amenity but not on the attributes of accessibility.

**Conclusion:** In an effort to meet the needs of visitors to Muara Takus temple After the Covid-19 pandemic, innovation in policies is needed in an effort to improve amenities' performance and consider innovating the policy to improve accessibility performance because afterall, visitors still need attributes of accessibility to reach the Muara Takus temple area.

*Keywords: Temple area; perception; motivation; post-pandemic.*

## 1. INTRODUCTION

Muara Takus Temple is one of the historical areas in Indonesia located in the geographical area of Kampar Regency, Riau Province. This temple is a historical heritage that has a unique appeal amongst tourists and is very worthy to be visited by tourists.

Here are some notes that can be the reason why Muara Takus Temple attracts visitors' attention, especially tourists. Muara Takus Temple is one of the heritage temples that is important in the culture of Buddhism and connected to the history of believers of Buddhist beliefs in the era of the Srivijaya kingdom in Indonesia. Until now, the temple building has been used as a place of worship rituals for Buddhist community monks [1]. Muara Takus Temple also has an architectural beauty dominated by Hindu-Buddhist temple architecture, reflecting the influence of the Malay and Srivijaya kingdoms in the past. This temple also has a unique value of

reliefs depicting the stories of Hindu and Buddhist civilizations. This relief is a witness to the fusion of cultures and beliefs that existed in the past. The structure of the building is still intact and the relief decorations in the temple create an interesting scenery. Muara Takus Temple is believed to be an important area in Malay history. As part of the cultural heritage, this temple bears witness to the history of the journey of Malay civilization in this region. Muara Takus has a strategic location on the banks of the Kampar River which allows visitors to enjoy the natural scenery around both the river and the temples. Moreover, this temple is a religious tourist attraction, used as a place of pilgrimage and religious rituals [2,3].

The Muara Takus Temple area is generally visited by local visitors from Riau province and surrounding areas. Oriented From the perspective of the number of visits, this temple area is superior when compared to other tourist attractions in the region, as illustrated in Table 1.

**Table 1. Top tourist attractions in Kampar district in 2021**

No	Attractions	Subdistrict	Amount Visitors
1	Muara Takus Temple	District XIII Koto Kampar	43.805
2	Masjid Jami' Air Tiris	Kampar District	28.962
3	Mount Sahilan Palace	Kampar Kiri District	18.040
4	Lontiok House	Kuok District	16.953
5	Sungai Hijau	Bangkinang City District	41.045
6	Ulu Kasok	District XIII Koto Kampar	30.978
7	Panisan Falls	District XIII Koto Kampar	26.670
8	Rumah Adat Kenegerian Bendang	Kampar District	15.343
9	Museum Kandil Kemilau Emas	Kuok District	15.958

*Source: Kampar Regency Tourism and Creative Economy Office*

However, when the COVID-19 pandemic hit the world, including Indonesia, there have been several changes in tourist motivation and behavior. Some of the common trends that have been identified involve new preferences, health concerns, and shifts in travel priorities. These changes may vary depending on geographic regions, government policies, and developments in the pandemic situation.

The World Tourism Organization (UNWTO) in its release provides deeper insights into changes in tourist motivation and behavior post-pandemic. Here are some common changes such as increased interest in local tourism; Many travelers tend to prefer local destinations as an alternative to avoid the risks of international travel and to appreciate more local beauty. In addition, tourists tend to focus on nature tourism and outdoor activities; Travelers may be more interested in destinations that offer outdoor experiences, such as mountains, beaches, national parks, and rural areas, where they can maintain social distancing more easily. Motivation functions as a trigger for travel behaviour and determines different aspects of tourist activity, in respect of (i) the reasons for travelling or why, (ii) the specific destination or where, (iii) and the results obtained or overall satisfaction with the trip [4]. Devesa et al., 2010). Tourists also have health and hygiene awareness so tourists tend to choose destinations that enforce strict health protocols. There has also been a change in priorities in tourism activities that focus more on health and fitness, such as hiking, cycling, and other outdoor activities [5].

Further research on post-pandemic changes in traveler's behavior is crucial. Changes in traveler's behavior and preferences have a direct impact on the tourism industry and can help governments, industry players, and travel companies to devise more effective strategies. The tourism industry needs to adapt to changes in tourist behavior. By understanding changing travel behavior, destinations and service providers can develop marketing strategies that better match travelers' preferences post-pandemic. More information about traveler's behavior can help develop innovative travel products that align with current trends so destination managers can tailor offerings to meet new demand trends.

Oriented to the importance of conducting research on changes in tourist behavior after the

COVID-19 pandemic, this study tries to analyze the perception and motivation of visitors in the Muara Takus Temple area after the COVID-19 Pandemic. The objectives of this study, are outlined as follows:

1. Partially analyze the influence of visitor perceptions on attributes of attraction on the decision to visit Muara Temple after the COVID-19 Pandemic.
2. Partially analyze the influence of visitor perceptions on amenity attributes on the decision to visit Muara Takus Temple after the COVID-19 pandemic.
3. Analyzing partially, the influence of visitor perception on accessibility attributes partially affects the decision to visit Muara Takus Temple after the COVID-19 Pandemic.
4. Partially analyzing the influence of visitor motivation on the decision to visit Muara Takus Temple after the COVID-19 Pandemic.
5. Analyzing simultaneously, the influence of visitor perceptions after the COVID-19 Pandemic on the attributes of attractions, amenities, accessibility and visitor motivation on the decision to visit Muara Takus Temple after the COVID-19 Pandemic
6. Analyzing the map of visitor perceptions on the performance of the Muara Takus Temple area after the COVID-19 Pandemic.

## **2. MATERIALS AND METHODS**

### **2.1 Materials**

This study used an explanatory method with a quantitative approach. Which consists of two phases, namely; First, the phase of measuring the relationship between variables. The second phase, analyzing the visitor perception map. This research utilizes survey research methods. The sampling technique utilizes random sampling, which is taking tests from individuals in the population freely without looking at their rank in the population, meaning that anyone has the right to give a response [6]. The technique applied in determining the number of samples utilizes the Slovin formula. By implementing the Slovin formula from a population of 43,805 people and a confidence level of 90%, a sample of 163 respondents was determined.

The measurement scale was used to measure respondents' answers related to perception

(attraction, amenity, and accessibility) and motivation for the decision to visit Muara Takus Temple by utilizing the Likert scale. The Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena with intervals of

1-4 with score values: 4 = Strongly Agree, 3 = Agree, 2 = Disagree, and 1 = Strongly Disagree [7]. ATA collection using primary data through surveys using questionnaire measuring tools based on operational definitions below (Table 2).

**Table 1. Definition operational**

<b>Variabel</b>	<b>Operational Definition of Variables</b>	<b>Indicator</b>
Attractions (X1)	<p>Oriented towards tourist attractions; Tourist attractions are certain elements and objects that captivate the attention of tourists and become the main cause of their trip [16].</p> <p>Oriented towards tourist attractions as a unique experience; Tourist attractions can be considered as unique experiences that give a deep impression and are different from daily routines [17].</p> <p>Oriented to cultural manifestations; Tourist attractions can include historical, cultural, and artistic areas that reflect the identity of a region or group [18].</p> <p>Oriented to traditional heritage, tourist attractions are traditional heritage in the form of ceremonies, festivals, and cultural practices that are maintained and maintained for tourism [19].</p> <p>Oriented to architectural beauty, tourist attractions can be historical buildings or modern architecture that captivates attention thanks to its design and beauty [20].</p>	<ol style="list-style-type: none"> <li>1. The uniqueness of the building/architecture [8,9]</li> <li>2. Cultural and historical values [10,9]</li> <li>3. Arts and cultural products [8,9]</li> <li>4. Cultural festivals or ceremonies [8,9]</li> <li>5. Environmental, cultural and social beauty [8]</li> </ol>
Amenities (X2)	<p>amenities are any facilities related to the comfort of tourists, such as clean accommodation, hygienic restaurants, shopping centers, tour operators, tour guides, well-maintained public facilities, security facilities, clean environment, regular parking, public lighting, information centers, trash cans, internet networks, and other facilities (both soft and hard infrastructure) that can provide a sense of security, comfort, and peace for all tourists [21]</p>	<ol style="list-style-type: none"> <li>1. Public toilets are available [11]</li> <li>2. Available parking [11]</li> <li>3. Places of worship / praying are available [11]</li> <li>4. There are places that sell foods and drinks [11]</li> <li>5. Available shopping area [11]</li> </ol>
Accessibility Attribute (X3)	<p>Accessibility is the ability to reach tourist destinations through various means of transportation. Tourism activities depend on accessibility because one of the factors that influence tourists to travel is the issue of distance and time. This accessibility is related to the mode</p> <p>Transportations available and transportation infrastructures [22]</p>	<ol style="list-style-type: none"> <li>1. The condition of access road to tourism activities [12]</li> <li>2. Access to information [12]</li> <li>3. Public infrastructure [12]</li> <li>4. Easy distance to cover [12]</li> <li>5. Adequate travel cost [12,13]</li> </ol>
Motivation (X4)	<p>Motivation refers to the dynamic process of internal psychological factors (needs, desires, and goals) that generate uncomfortable levels of tension in the</p>	<ol style="list-style-type: none"> <li>1. Study tour to know the history and culture [14,13]</li> <li>2. Want to learn historical and cultural values [14]</li> </ol>

<b>Variabel</b>	<b>Operational Definition of Variables</b>	<b>Indicator</b>
	individual's mind and body; therefore, the individual seeks to release this tension and satisfy those needs [23,24]. states that it is the disturbance of inner equilibrium that drives the organism to obtain actions that are expected to satisfy needs and restore balance.	3. Carrying out cultural ceremonies [14] 4. Religious activity [14] 5. Melihat festival seni dan budaya [14] 6. Melihat festival seni dan budaya [14]
Attraction perception (X1) → decision to visit (AND)	In the travel decision-making process, consumers are influenced by many internal and external motivations and determinants when they choose products [13,15] also identified factors that influence tourists' destination decisions, such as previous experience, perceptions of the destination, and individual preferences.	Perception of tourist attractions [15,13]
Perception of amenities (X2) → decision to visit (AND)	In the travel decision-making process, consumers are influenced by many internal and external motivations and determinants when they choose products [13,15]. also identified factors that influence tourists' destination decisions, such as previous experience, perceptions of the destination, and individual preferences.	Adequate facilities; [15,13]
Perceived accessibility (X3) → decision to visit (AND)	In the travel decision-making process, consumers are influenced by many internal and external motivations and determinants when they choose products [13,15]. also identified factors that influence tourists' destination decisions, such as previous experience, perceptions of the destination, and individual preferences.	Easy access; [15,13]
Motivation (X4) → decision to visit (AND)	Motivation is one of the factors behind tourists' decisions to choose certain destinations and explore tourist attractions [15].	Want to know historical and cultural values [15,13]

*Source: Literature study (2022)*

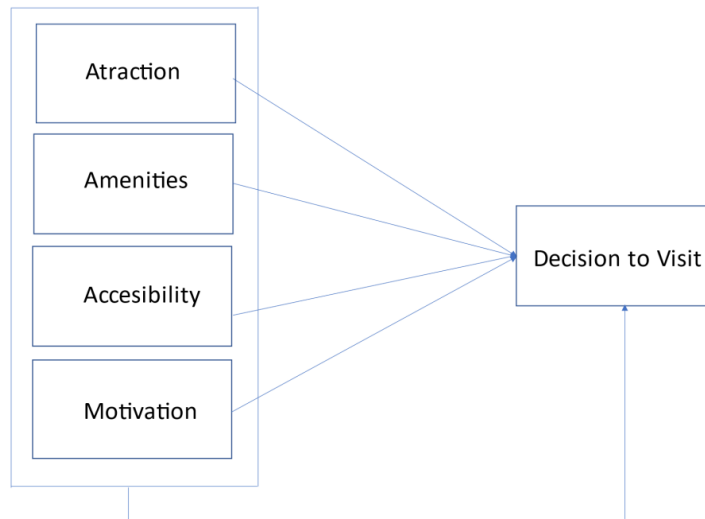
Based on the measuring instruments developed in the operational definition, the research hypothesis and research framework are determined as follows:

1. Visitors' perceptions of attributes of attraction partially have a significant influence on the decision to visit Muara Takus Temple
2. Visitors' perceptions of amenity attributes partially have a significant influence on the decision to visit Muara Takus Temple
3. Visitors' perceptions of the accessibility attribute partially have a significant influence on the decision to visit Muara Takus Temple
4. Visitor motivation has a partially significant effect on the decision to visit Muara Takus Temple

5. Visitors' perceptions of attributes (attractions, amenities and accessibility) as well as visitor motivation simultaneously influence the decision to visit Muara Takus Temple.

## **2.2 Methods of Data Analysis and Hypothesis Testing**

Research data processing and analysis tests utilize SPSS v26 software. The analysis test in the research consists of 3 stages, namely analysis related to the validity of the data by carrying out validity tests and reliability tests. Followed by classical assumption testing and finally hypothesis testing. Hypothesis testing uses linear regression with t-test and F-test analysis tools (Table 3).



**Fig. 1. Framework research**

**Table 3. Analysis test measurement standards**

Test analysis	Measurement standards	Reference
<b>Test data validity:</b>		
Validity test	r-count > r-table, significance 0.05	Ghozali [25]
Reliability test	Cronbach's Alpha > 0,60	Sugiyono [6]
<b>Classic assumption test:</b>		
Normality test	Uji Kolmogorov - Smirnov Significant > 0.05	Ghozali [25]
Multicollinearity test	VIF <10 and tolerance score > 0.1	Ghozali [25]
Heteroscedasticity test	Glejser Sig independent test variable > 0.05	Ghozali [25]
<b>Test hypothesis analysis</b>		
Uji-t	p-value < 0.05 and t-count > t-table	Sugiyono [6]
Uji F	F-count ≤ F-table, then Ho is accepted F-count ≥ F-table, then Ho is rejected	Sugiyono [6]

Source: Processed by researchers from various sources

### 2.3 Multidimensional Scale Analysis

Multidimensional scaling analysis, also known as perception mapping, aims to change consumers' judgments of similarities and preferences to evaluate performance, amenities, accessibility of the tourist attractions as well as visitors motivation perceived by said tourists using the multidimensional scale analysis. Multidimensional scales are a class of procedures for representing respondents' perceptions and preferences spatially using visual displays [26]. Assessment of the reliability and validity of multidimensional scale solutions is determined by the suitability index ( $R^2$ ) Although higher values are desired, values of 0.6 or more are considered acceptable [26]. Stress value is also an indication of the quality of the

multidimensional scale solution. Suggestions for stress value formulas are determined in Table 4. (Kruskal & Wish, 1977):

**Table 4. Dimensional scale suitability values**

Stress (%)	Suitability (goodness of fit)
20	Signs
10	Enough
5	Good
2.5	Special
0	Perfect

## 3. RESULTS AND DISCUSSION

### 3.1 Results

Questionnaires were distributed directly to visitors who were at Muara Takus Temple. From

the results of the questionnaire, a description of the respondents based on gender was obtained, showing that the respondents were predominantly female with a percentage of 54.6%. Based on the age of the respondents, respondents were predominantly in the age range of 26 - 35 years, namely 37%, for respondents oriented towards educational level, the majority of respondents have undergraduate degree with the percentage of 66%. Lastly, most visitors came from Riau Province at 81% (Table 5).

### 3.2 Validity Test of the Data

Based on the results of data processing using SPSS V26 software, the results of data validity testing showed that all processed data is valid. In other words, the data instruments are considered to have high validity so that they can really be used as a tool to measure something precisely and the data can be trusted to be correct (Table 6).

From the results of SPSS processing, the results of Cronbach's alpha value of all variables above >0.6 were also obtained so that the questionnaire was said to be reliable [6]. (Table 6). Thus data instruments have a high degree of consistency, even if they are used repeatedly on the same or different subjects.

### 3.3 Classic Assumption Test

To ascertain whether the equation has statistical requirements before conducting data analysis

and hypothesis testing, this equation tends to be tested against classical assumptions which include: normality test, multicollinearity test, heteroscedasticity test, and autocorrelation test. From the results of the data normality test through Kolmogorov-Smirnov Test analysis on independent and dependent variables showed a significance of  $0.006 > \alpha 0.05$  which showed all independent and dependent variables were normally distributed [25]. The results of the multicollinearity test show that there is no one independent variable that has a tolerance value above 0.1 and VIF less than 10, it can be concluded that multicollinearity does not occur or in other words this regression model is free from symptoms of multicollinearity [25]. Then proceed with the heteroscedasticity test by checking the plot diagram between the estimated data of the dependent variable and its residual. The test showed a random scatter data plot and no clear pattern and did not resemble a particular pattern, as well as dots scattered above and below the number 0 on the Y axis, therefore it was concluded that the range of all influence variables did not differ markedly (significance). It can be interpreted that the range for influence variables is the same (heteroscedasticity does not occur) [25].

### 3.4 Hypothesis Testing

Hypothesis testing in this research uses multiple linear regression analysis. The results of the regression equation calculation test are in Table 7.

**Table 5. Description of respondents**

Information	Amount	%
<b>Gender</b>		
Man	74	45.4
Woman	89	54.6
<b>Age</b>		
16 to 25 Years	79	48.5
26 to 35 Years	61	37.4
36 to 45 Years	12	7.4
Age > 45 Years	11	6.7
<b>Education</b>		
JUNIOR HIGH SCHOOL	11	6.7
SMA	43	26.4
Masters	109	66.9
<b>Origin of tourists (respondents)</b>		
Riau Province	132	81.0
Outside Riau Province	31	19.0

Source: Primary data processed by researchers (2022)

**Table 6. Data validity test**

<b>Test the validity of the data</b>	<b>Variable</b>	<b>R-count</b>	<b>R-table</b>	<b>Information</b>
Validity test	Attractions	0.44 – 0.55	0.37	Valid
	Amenities	0.48 – 0.58	0.37	Valid
	Accessibility	0.39 – 0.57	0.37	Valid
	Motivation	0.40 – 0.45	0.37	Valid
	Decision to visit			
<b>Test the validity of the data</b>	<b>Variable</b>	<b>Alpha Cronbach</b>	<b>Critical Value</b>	<b>Information</b>
Reliability Test	Attractions	0.734	0.60	Reliable
	Amenities	0.911	0.60	Reliable
	Accessibility	0.907	0.60	Reliable
	Motivation	0.891	0.60	Reliable
	Decision to visit	0.939	0.60	Reliable

*Source: Primary data obtained by researcher (2022)*

**Table 7. Multiple linear regression analysis table**

<b>Variable</b>	<b>Coefficient Regression (β)</b>	<b>t count</b>	<b>Say.</b>	<b>Conclusion</b>
Attractions (X1)	0.942	3.118	0.002	Attractions have an influence on the decision to visit
Amenities (X2)	0.686	2.409	0.017	Amenities have an influence on the decision to visit
Accessibility (X3)	1.099	4.277	0.000	Accessibility has an influence on the decision to visit
Motivasi (X4)	-0.103	-0.564	0.574	Motivation has no influence on the decision to visit

*Source: Primary data processing (2022)*

Based on the results of multiple linear regression testing (Table 4), it is indicated that the variable that has the most influence on the decision to visit Muara Takus Temple (Y) is the accessibility variable (X3) with a coefficient value of 1.09 then followed by the attraction attribute variable (X1) with a coefficient value of 0.94. The variable that has the lowest effect is the amenity variable (X2) coefficient value of 0.68. While the Motivation variable (X4) has no influence on the decision to visit Muara Takus Temple with a value coefficient of -0.103.

Based on the results of the t-test (Table 4) all dependent variables (attraction, amenity, and accessibility) showed an influence on visiting

decisions indicated by a significant value smaller than 0.05. Except for the motivational variable, this variable shows a significance number greater than 0.05 (0.57 > 0.05). Thus, the variables of attractions, amenities and accessibility partially have a significant influence on the decision to visit Muara Takus Temple [6]. While the motivational variable partially has no influence on the decision to visit [6]. Furthermore, the F-Test results (Table 5) found F count > F table (27.825 > 2.43) and the significance level of 0.000 is smaller than 0.05, it can be concluded that the variables of attraction, amenity, accessibility, and motivation simultaneously affect the decision to visit Muara Takus Temple [6].

**Table 8. Simultaneous test table (F-Test)**

<b>Model</b>	<b>Sum of Squares</b>	<b>Df</b>	<b>Mean Square</b>	<b>F</b>	<b>Say.</b>
1 Regression	15039.259	4	3759.815	27.825	.000 <sup>b</sup>
Residual	21349.158	158	135.121		
Total	36388.417	162			

*Source: SPSS primary data processing results (2022)*



The coefficient of determination (R Square) value was found to be 0.413 (Table 9), meaning that the increase in visits caused by the performance of the tourist attraction (X1), amenities (X2), and accessibility (X3) and motivation (X4) was 41.3%. Meanwhile, the remaining 58.7% is explained by other variables not proposed in this research.

### 3.5 Multidimensional Scale Analysis

Based on the results of multiple linear analysis tests, it was found that visitor perceptions on attributes of attraction, amenity, and accessibility have an influence on visiting decisions, so multidimensional scale analysis is needed in an effort to provide good insight into destination performance from visitor perceptions. Based on the results of processing SPSS data on a multidimensional perception map, it was found that the stress value was 0.3 and the suitability index (R squared) was 0.76 (>0.6). According to Kruskal and Wish (1978) the stress value is categorized as perfect and the suitability index is categorized as acceptable [26].

Based on Fig. 1, it shows that there is a linear match between the difference and distance from the visitor's perception. Based on Fig. 2, the

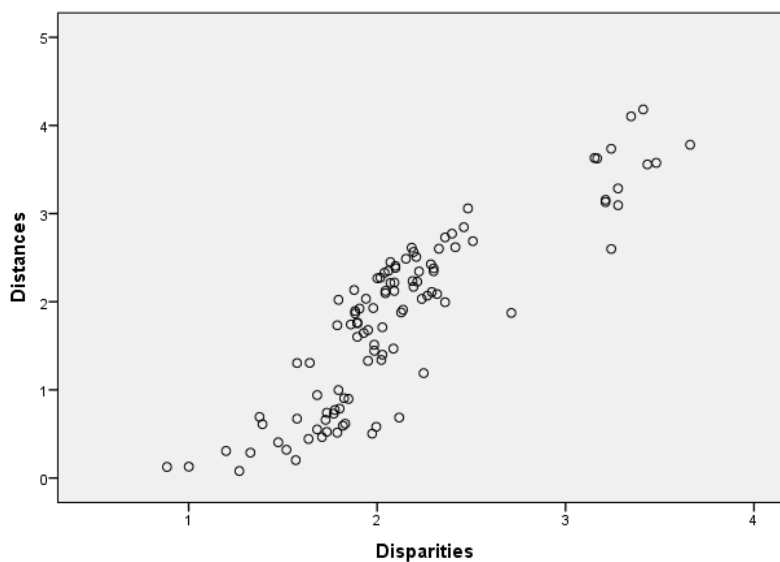
position of performance of cultural/historical values, architectural uniqueness, and temple art value has the same effect, which is in quadrant 2 which indicates the performance of attractions must be maintained [27]. This shows that the performance of these attractions has been optimal, so it does not require innovation in development policies and the development of attractions that are not very urgent. In quadrant 4, the findings also revealed relatively optimal attraction performance but were considered excessive by visitors [27] on attributes of environmental beauty and cultural festivals so that it did not require urgent development policy innovation and attraction performance development.

In addition, multidimensional analysis found that the performance of amenities in the attributes of toilets, parking, houses of worship, restaurants/cafes, and shopping centers was in quadrant 1. This shows that the level of performance tends to be not optimal even though this attribute is very important while the performance is not in line with visitor expectations, so it requires development policy innovation and amenity development that is very urgent.

**Table 9. Model summary**

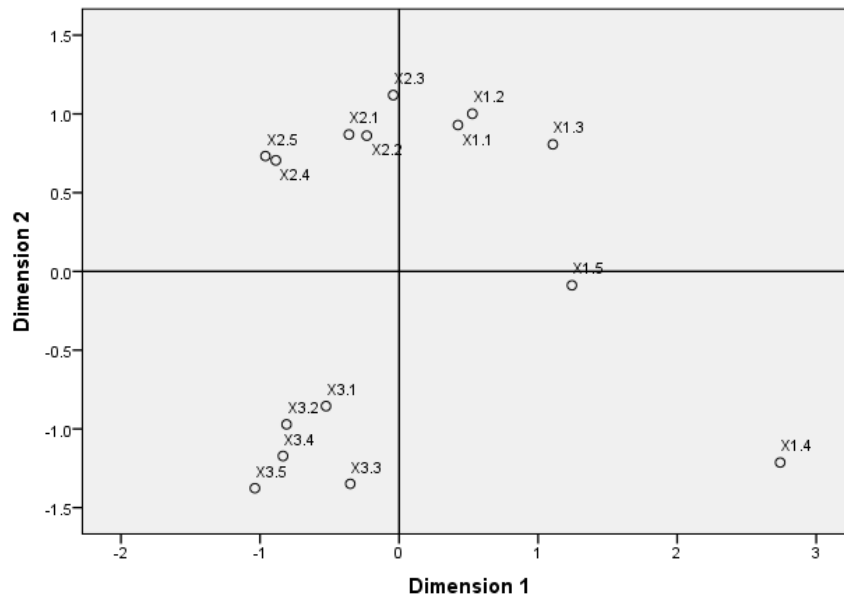
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.643 <sup>a</sup>	0.413	0.398	11.624

Source: Primary research data processing (2022)



**Fig. 2. Distance and disparity in perceptions of temple visitors Muara Takus**

Source: SPSS primary data processing results (2022)



X1.1 architectural uniqueness	X2.1 toilet	X3.1 access to the temple
X1.2 cultural/historical values	X2.2 parking	X3.2 information access
X1.3 artistic value	X2.3 house of worship	X3.3 public infrastructure
X1.4 cultural festivals/ceremonies	X2.4 restoran/café	X3.4 location is easy to reach
X1.5 environmental beauty	X2.5 shopping center	X3.5 cheap transportation costs

**Fig. 3. Results of multidimensional scale analysis (2022)**

The results of the analysis also found that the factors of access to temples, access to information, public infrastructure, easy location, and cheap transportation costs were in quadrant 3, this condition indicated that accessibility performance attributes were less than optimal but not a priority for visitors [27]. his condition requires consideration to innovate development policies and accessibility development considering that this performance also provides benefits for visitors and it is feared that its performance will shift to quadrant 1.

### 3.6 Discussion

This research found that all variables related to perceptions of attributes of attraction, amenities, accessibility have a positive influence on visitors' decisions to visit Muara Takus Temple. However, this is not the case for the variable on motivation. Based on the results of data analysis tests in the post-COVID-19 pandemic, motivation does not play an important role in people's decisions to visit Muara Takus Temple.

It is important to note that the COVID-19 pandemic has created a unique environment and many interrelated factors may play a role in an

individual's motivation to visit certain tourism destinations. Some possible reasons why people may lose motivation to visit temple areas post the COVID-19 pandemic could involve a combination of economic, health, psychological and social factors. Reference. The financial impact of the pandemic on tourism may affect individuals' financial ability to travel [5]. Kapiki & Tskiridou (2018) also provide information about how economic uncertainty can influence travel motivation. The economic impact of the pandemic can make people more careful in spending, including when planning holidays or trips. The economic uncertainty resulting from the pandemic may cause concerns regarding employment and income, which may leave people reluctant to spend money on holiday.

Apart from motivational issues that do not influence people to travel, destination management remains a priority in post-pandemic because the tourism sector must rebound. Some of the reasons why the tourism sector tends to have to make efforts to rebound post-pandemic include the fact that tourism is one of the largest economic sectors in many countries, creating jobs and contributing significantly to Gross

Domestic Product (GDP). Many countries earn significant foreign exchange income from tourism. The recovery of this sector will help restore foreign exchange revenue streams lost during the pandemic.

In order to rebound post-pandemic, stakeholders tend to have to focus on tourism performance. Tourism performance is usually measured from the perspective of tourists, one of which is related to measuring the attractiveness of the destination. Through tourist data, visitor preferences and tendencies toward a destination can be analyzed. This helps governments and industry players to understand the destination's specific appeal and develop more effective marketing strategies [28,29].

Based on the results of the analysis of tourist preferences, stakeholders tend to have to improve destination performance based on the priorities perceived by tourists. This study uses perception map analysis to find priorities for improving the performance of attractions, amenities, and accessibility in the Muara Takus Temple area based on visitor perceptions in the aftermath of the COVID-19 pandemic. The perception map has also been applied by Sulistyadi & Eddyono (2016) to find priorities for improvement in hotel service quality performance based on the perspective of young tourists in the Bogor – Indonesia tourist area. In an effort to find priorities for improving tourism competitiveness performance in National Parks in Indonesia, this perception map analysis can also be applied based on secondary data on tourism competitiveness [30,31].

Based on the results of the perception map in this study, it was found that the performance of the attributes of amenities was not optimal, even though according to visitor perception, this attribute was a factor that determined their satisfaction when visiting Muara Takus Temple. Gursoy & McCleary [32] mentioned that the amenity becomes an important factor for tourists because it provide comfort, practicality, and additional satisfaction during the trip. Travelers often look for accommodations and tourist destinations that provide additional facilities and services that make it easier for them to go on vacation. Thus, in an effort to meet the needs of visitors more optimally, a policy on the development of amenities in a destination is needed because amenities have an important role in increasing the attractiveness and competitiveness of tourist destinations, thus

having an impact on increasing tourist expenditure [33].

The results of the perception map also found that the performance of the attributes of accessibility was less than optimal, but this performance was not a top priority from a visitor's perspective. That's not to say that a boost in this performance isn't needed. Improvement of performance of the attributes of accessibility is also needed in an effort to meet the needs of tourists to tourist destinations to make it easier and more efficient. Good accessibility allows travelers to spend less time traveling and more time enjoying the destination. This can improve overall traveler satisfaction and experience [34,35].

Thus, consideration of policy innovation is needed in an effort to improve accessibility performance towards the Muara Takus multidimensional analysis results also identified variables that Destination Marketing Organizations (DMOs) can utilize as destination promotion materials, namely cultural/historical value, unique architecture, artistic value of temple beauty attributes, and cultural festival environment. DMOs can promote attractions with optimal performance across various social media platforms such as Facebook [4]. Facebook is highly effective for DMOs in destination promotion because it provides various tools for campaign analysis and performance measurement, enabling DMOs to track the effectiveness of their promotions. This data can be used to optimize future promotion strategies, understand user behavior, and tailor content to better suit audience preferences.s Temple Area [36,37].

#### **4. CONCLUSION**

In post-Covid-19, visitors' motivation has no partial influence on their decision to visit the Muara Takus temple area, but visitors' perceptions of the attributes of attractions, amenities, and accessibility partially and simultaneously have an influence on visiting decisions. The performance of attractions is able to meet visitor expectations but the performance of amenities and accessibility has not met visitor expectations; The difference between the two lies in their importance. Visitors attach great importance to meeting their needs on the amenity attribute but not on the accessibility attribute. In an effort to meet these needs, some innovation in policy is needed in an effort to improve the performance of amenities and still

needs to be considered some improvements in the innovation to boost the performance of accessibility because after all, visitors still need attributes of access to reach the Muara Takus Temple area.

### **DISCLAIMER (ARTIFICIAL INTELLIGENCE)**

Author(s) hereby declare that NO generative AI technologies such as Large Language Models (ChatGPT, COPILOT, etc) and text-to-image generators have been used during writing or editing of manuscripts.

### **COMPETING INTERESTS**

Authors have declared that no competing interests exist.

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