

***PUSH AND PULL FACTORS THAT INFLUENCE GENERATION Z TOURISTS' INTEREST IN VISITING
LABUAN BAJO TOURISM DESTINATIONS***

**(FAKTOR PENDORONG DAN PENARIK YANG MEMPENGARUHI MINAT WISATAWAN
GENERASI-Z DALAM BERKUNJUNG KE DESTINASI WISATA LABUAN BAJO)**

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Abstract

This research aims to identify push and pull factors and analyze the influence of push and pull factors on the interest of generation z tourists in visiting the Labuan Bajo tourist destination. The method used is descriptive quantitative. The independent variables of this research are escape, relaxing, play, strengthening family bonds, prestige, social interactions, romance, educational opportunity, self-fulfillment, and wish-fulfillment as well as pull factors, namely amenities, attraction, accessibility, and ancillary. Meanwhile, the dependent variable of this research is interest in visiting. The sample obtained was 110 respondents using purposive sampling technique. The hypothesis of this research was tested using IBM SPSS 27 with the results of the driving factor being the escape variable, namely getting away from routine, the relaxing variable, namely improving mental & physical health, the play variable, namely playing games, the strengthening family bonds variable, namely activities with the family, the prestige variable, namely increasing social status. , the social interaction variable, namely socializing with other people, the romance variable, namely enjoying a romantic atmosphere, the educational opportunity variable, namely gaining new knowledge, the self-fulfillment variable, namely challenging yourself, and finally the wish-fulfillment variable, namely realizing dreams and fantasies. Apart from that, the pull factor in the amenities variable is the overall positioning of infrastructure, the attraction variable is the attractiveness of natural beauty, the accessibility variable is the availability of supportive transportation, the ancillary variable is the existence of government support to support a destination worth visiting, and finally the visiting interest variable is interest. work or education. The results of the influence test state that the escape and play indicators partially have an influence on Generation Z's interest in visiting Labuan Bajo. Apart from that, other variables have no effect on Generation Z's interest in visiting Labuan Bajo.

Keywords: *Development, Sustainable Livelihood, Tourism, Local Communities*

INTRODUCTION

Along with the development of the era, new generations continue to emerge with various innovations. Each generation has a name to differentiate between generations. One of the phenomenal generations today is generation Z. According to Grail Research (2011) regarding the characteristics of generation Z, the generation is called the internet generation, because generation Z is the first generation to know more about the internet. According to several institutions such as the Canadian statistics agency, from Sparks and Honey, namely the McCrindle Research Center, it states that generation Z is the generation born from 1997 to 2012. Generation Z and Millennials are included in the productive age which can be an opportunity to increase the country's economic growth. One sector where generation Z has the potential to increase the country's economy is the tourism sector. Reported from the *Kumparan Travel* article written by Gitaro in 2022, Ni Made Ayu Marthini as Deputy for Marketing at the Ministry of Tourism and Creative Economy said "Generation Z and millennials are potential markets for the tourism and creative economy sectors. This is due to a paradigm shift in traveling". In addition, in a *Kompas* article written by Faqihah Muharoroh Itsnain in 2022, Ni Made Ayu Marthini also said that Generation Z and Millennials are groups that have high potential to become tourism market targets, especially domestic tourism. Because in addition to being fond of traveling activities, the Generation Z and Millennial groups have characteristics that have high potential for tourism. "The Millennial generation and Generation Z in marketing language are called low hanging fruit. In terms of value, it is not high, but they buy a lot, meaning high purchasing power". Most of Generation Z and Millennials are sensitive to prices, so domestic tourism is the main option. "If it's cheap, I'll look for tickets right away, but if it's expensive, wait a minute.". It is not surprising that most of Generation Z and Millennials choose to travel by car (50%), while those who choose to use planes reach 50%. The priorities of Generation Z and Millennials in traveling are almost the same, namely nature tourism, staycations, urban, and culinary. However, Generation Z is also interested in tourist attractions that have cultural elements. Said Ni Made Ayu Marthini as Deputy for Marketing of the Ministry of Tourism and Creative Economy.

The rapid increase in the tourism industry in Indonesia occurred after the tourism sector was determined as one of the main sectors in national development by President Joko Widodo. The slogan "Wonderful Indonesia" is proof that the branding that has been carried out has succeeded in lifting the Indonesian tourism sector on the world stage, namely from rank 50 (in 2015) to rank 32 (in 2023). One of the programs where generation Z can take part in developing tourism is through a program created by Joko Widodo, namely 10 super priority tourist destinations. Based on the letter of the Cabinet Secretariat Number B 652 / Seskab / Maritim / 2015 dated November 6, 2015 concerning the Direction of the President of the Republic of Indonesia regarding Tourism and the President's Direction at the Early Year Cabinet Meeting on January 4, 2016, the 10 New Bali program is the government's effort to improve Indonesian tourism by developing ten main tourist destinations. It is expected that the development of this program will increase the growth of new jobs in the 10 tourist destinations. One of the tourist destinations that has the potential to develop is Labuan Bajo. Labuan Bajo is a sub-district in Komodo District, West Manggarai Regency. Labuan Bajo is located in the western part of Flores Island. Labuan Bajo has a strategic location as the gateway to the western part of the island and is surrounded by a cluster of small islands with beautiful sea waters. Various charming beaches are tourist attractions that are in demand by tourists visiting Labuan Bajo. Komodo National Park is the central strength of Labuan Bajo because it has become a world-class tourist attraction. The government has an important role in increasing tourist visits, namely by developing Labuan Bajo into a super priority tourist destination. This is evidenced by the increase in the number of tourists visiting Labuan Bajo each year, as shown in the following table.

Table 1 Number of Tourist Visits in Labuan Bajo, West Manggarai Regency 2019 – 2023

Year	Domestic	Overseas	Number of Visits (people)
2019	201.842	162.125	363.967
2020	28.311	1.302	29.613
2021	51.425	4.185	55.610

2022	170.352	80.257	250.609
2023	375.481	48.366	423.847
Total	827.411	296.235	1.123.646

Source: Central Statistics Agency, West Manggarai, Labuan Bajo

Based on table 1, it is known that tourist visits to Labuan Bajo, West Manggarai Regency experienced a decline in tourists in 2020 due to Covid-19, but after the decline in Covid-19 cases at the end of 2021, there was a drastic increase in the number of tourists visiting.

Although it has attracted many tourists, the development of Labuan Bajo tourism still faces many obstacles. Quoted from dpr.go.id, during the visit of Commission X of the Indonesian House of Representatives to Labuan Bajo, in a meeting of the Specific Working Visit Team of Commission X of the Indonesian House of Representatives with the Regent of West Manggarai, Head of the NTT Tourism and Creative Economy Office, West Manggarai Tourism and Culture Office, Head of the Labuan Bajo Flores Authority Implementation Agency (BPOLBF), Directors of PT Flobamor, academics of Nusa Cendana University, and Tourism Organizations (PHRI, ASITA, GAHAWISTRI, AKPI, and HPI), as well as representatives of the Ministry of Tourism and Creative Economy, in Labuan Bajo, NTT which was held in 2022, Deputy Chairperson of Commission X of the Indonesian House of Representatives Hetifah Sjaifudian said that there are a number of problems in Labuan Bajo that need joint attention. For example, the problem is like the form of tourist attractions that are still minimal, making tourist visits to Labuan Bajo only to see Komodo dragons. In addition, there is garbage in several important points of Labuan Bajo which makes the view less attractive, thus indicating the lack of character of the Labuan Bajo community in tourism. The Labuan Bajo community often experiences drinking water crises, especially during the dry season. The issue of infrastructure development and levies, which connect one location to another, and also the completeness of facilities and infrastructure. Human resources, agricultural and plantation conflicts or land disputes and the availability of souvenir centers or gifts. This is evidence that in the Labuan Bajo tourist destination there are fundamental problems that must be handled quickly. Developing Labuan Bajo tourism as a super priority tourist destination is not easy. Many factors are

related and require special attention from various related parties. The two main points that are considered are the needs of tourists as service users (consumers) and the capabilities of tourism actors, namely the government, local communities, and stakeholders.

The development of the tourism sector in a country will increase growth in other sectors. This is due to the need for products from other sectors to support the tourism industry. Therefore, it is necessary to develop tourist attractions to increase tourist visits by local governments. Many factors motivate someone to travel.

Interest in visiting is an important element in increasing tourist visits to a tourist destination. According to Kotler and Keller (2016), interest in visiting is influenced by a person's perception of a tourist attraction. This perception is formed through information obtained from various sources, such as advertisements, social media, and other people's experiences. A positive perception of a tourist attraction will increase a person's interest in visiting it. Based on previous research conducted by Susana et al. (2020), it was proven that the interest of tourists visiting Labuan Bajo was influenced by escape, novelty, and prestige factors. Therefore, research is needed to analyze the comparison of tourist motivations in the general scope with tourists in the scope of generation Z in visiting Labuan Bajo.

The condition of service and infrastructure in Labuan Bajo is the basis of this research. The aim is to identify the factors that drive and attract tourists to visit Labuan Bajo, especially Generation Z tourists who have a background of being born, growing and developing in an era of very rapid technological development. Therefore, Generation Z has an important role in the development of tourism in Indonesia, especially in the 10 new Bali program, especially in Labuan Bajo.

To develop Labuan Bajo tourism in the future, it is hoped that the results of this study can be used as evaluation material and references in its development. In addition, the results of this study can contribute and provide additional information for related parties in improving the performance of the Labuan Bajo tourism industry. Thus, Labuan Bajo can achieve its maximum potential as a world-class tourist destination that can provide benefits to all parties.

Based on the description above, the motivation of Generation Z tourists to visit Labuan Bajo is due to the push factor, namely motivation and pull factor in Tourist Attractions that make them encouraged and interested in carrying out tourism activities. Therefore, a study was conducted with the title: "Push and Pull Factors that Influence the Interest of Generation Z Tourists in Visiting Labuan Bajo Tourist Destinations".

METHODS

This type of research is quantitative descriptive with path analysis method. The population in this study were tourists who have an interest in visiting the Labuan Bajo tourist destination, while the sample in this study was 110 respondents because according to Sugiyono (2019) that a feasible sample in this study was 30 respondents to 500 respondents. The data collection method was by distributing questionnaires with a Likert scale from 1 to 4. The sampling technique used purposive sampling because there were several respondent criteria needed, namely: (1) Have an interest in visiting Labuan Bajo; (2) Aged between 18-27 years. The condition of service and infrastructure in Labuan Bajo is the basis of this study. The aim is to identify the factors that drive and attract tourists to visit Labuan Bajo, especially generation Z tourists who have a background of being born, growing and developing in an era of very rapid technological development. Therefore, generation Z has an important role in the development of tourism in Indonesia, especially in the 10 new Bali program, especially in Labuan Bajo.

Primary data is the main data taken through questionnaires and observations conducted by researchers at the research site using Google Form online through sharing on social media WhatsApp, targeting tourists who have visited Labuan Bajo and prospective tourists who are interested in visiting Labuan Bajo.

Secondary data is supporting data taken by researchers from various sources obtained indirectly, such as: journals, news, books, or other sources that can provide data to support the results of this study.

The data analysis techniques used are as follows:

1. Descriptive statistics
2. Multiple linear regression test

And testing the validity of the data with the following analysis techniques:

1. Data validity

2. Validity test
3. Data reliability
4. Classical Assumption Test
 - a. Normality test
 - b. Heteroscedasticity test
 - c. Multicollinearity test
5. Hypothesis test
 - a. Determination Coefficient Test (R^2)
 - b. Simultaneous Test (F Test)
 - c. Simultaneous Test (F Test)

The following is the framework of thought in this study:

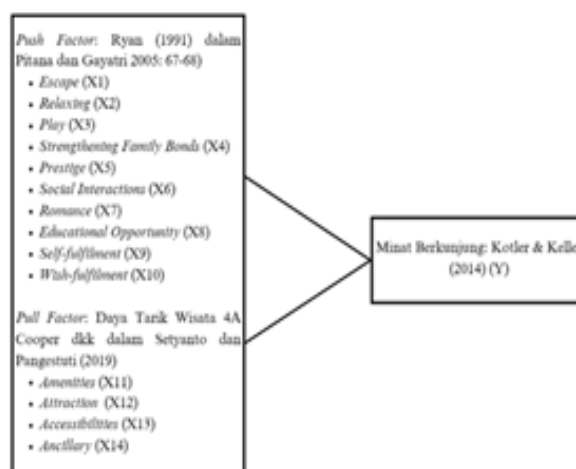


Figure 1 Framework of Thought

Source: Researcher, 2024

Based on the framework of thought above, the following hypotheses can be formed:

- H1a Escape affects the interest in visiting Generation Z tourists
- H1o Escape does not affect the interest in visiting Generation Z tourists
- H2a Relaxing affects the interest in visiting Generation Z tourists
- H2o Relaxing does not affect the interest in visiting Generation Z tourists
- H3a Play affects the interest in visiting Generation Z tourists
- H3o Play does not affect the interest in visiting Generation Z tourists
- H4a Strengthening Family Bonds affects the interest in visiting Generation Z tourists
- H4o Strengthening Family Bonds does not affect the interest in visiting Generation Z tourists

- H5a Prestige affects the interest in visiting Generation Z tourists
- H5o Prestige does not affect the interest in visiting Generation Z tourists
- H6a Social Interactions affects the interest in visiting Generation Z tourists
- H6o Social Interactions does not affect the interest in visiting Generation Z tourists
- H7a Romance affects the interest in visiting Generation Z tourists
- H7o Romance does not affect the interest in visiting Generation Z tourists
- H8a Educational Opportunity influences the interest in visiting Generation Z tourists
- H8o Educational Opportunity does not influence the interest in visiting Generation Z tourists
- H9a Self-fulfilment influences the interest in visiting Generation Z tourists
- H9o Self-fulfilment does not influence the interest in visiting Generation Z tourists
- H10a Wish-fulfilment influences the interest in visiting Generation Z tourists
- H10o Wish-fulfilment does not influence the interest in visiting Generation Z tourists
- H11a Amenities influences the interest in visiting Generation Z tourists
- H11o Amenities do not influence the interest in visiting Generation Z tourists
- H12a Attraction influences the interest in visiting Generation Z tourists
- H12o Attraction does not influence the interest in visiting Generation Z tourists
- H13a Accessibilities influences the interest in visiting Generation Z tourists
- H13o Accessibilities do not influence the interest in visiting Generation Z tourists
- H14a Ancillary influences the interest in visiting Generation Z tourists
- H14o Ancillary does not influence the interest in visiting Generation Z tourists

Gender	
Male	55,5%
Female	44,5%
Domicile	
Jakarta	41,8%
Bogor	18,2%
Depok	29,1%
Tangerang	4,5%
Bekasi	4,5%
Lainnya	1,8%
Occupation	
Student	38,2%
PNS/ASN	18,2%
Private Worker	32,7%
Self-employed	10%
Others	0,9%
Source of Income	
Independents	64,5%
Parents	35,5%
Number of Visit	
Ever	75,5%
Never	24,5%

Source: Researcher, 2024

Respondents are dominated by adults aged 22-24 years because at that age the majority of generation z already have jobs that allow them to have their own income. In addition, according to the laws in force in Indonesia, it states that adulthood is at 21 years old, at which age a person can stand alone and is legally competent.

Respondents are dominated by the male gender because Labuan Bajo has tourism that is classified as adventure where tourists who visit need more energy to be able to enjoy tourist attractions, therefore men tend to want tourism that requires energy/physical activity to enjoy the existing tourist attractions.

Respondents are dominated by Jakarta residents because Jakarta is the busiest city in Indonesia, this is evidenced by the results of a BPS survey which explains that the highest population density is in the province of DKI Jakarta, which is 15,978 people/km², therefore with the high level of busyness in the DKI Jakarta domicile, respondents feel the need to take a break by traveling.

Respondents are dominated by students because generation z this year is still at the age to face the level of education. Generation Z has characteristics that are more vulnerable to mental health, therefore generation

RESULT AND DISCUSSION

Tabel 2 Respondent Characteristics

Character	Percent
Age	
18-21 year	25,5%
22-24 year	59,1%
25-27 year	15,5%

Z feels the need to prioritize their mental health before their daily activities by traveling, one of which is to Labuan Bajo.

Respondents are dominated by people whose sources of income are obtained independently because in order to meet their needs and desires they work or study by doing side jobs to earn income so that they can leave their daily activities by traveling.

It can be seen that the largest percentage is in those who have visited with a total of 75.5% or equivalent to 81 respondents. Thus, the number of respondents who are interested in visiting Labuan Bajo are those who have visited.

Based on the validity test table regarding the push & pull factor (X) and interest in visiting (Y) above, it can be seen that each variable indicator (X) and (y) has a Sig value of 0.000 (<) from 0.05. Where the validity test is said to be valid if the significance is <0.05. So it can be said that the 45 indicators stated to respondents are valid..

Based on the reliability test table above, in this test the values of each Cronbach's Alpha were obtained on variables X and Y, namely: escape of 0.829; relaxing of 0.813; play of 0.795; strengthening family bonds of 0.812, prestige of 0.795; social interactions of 0.783; romance of 0.777; educational opportunity of 0.756; self-fulfillment of 0.802; wish-fulfillment of 0.782; amenities of 0.781; attraction of 0.799; accessibility of 0.802; ancillary of 0.815; and interest in visiting of 0.820. Based on the data obtained in the table above, each variable X and Y has a Cronbach Alpha value > 0.60. Where in a study it is said to be reliable, if the Cronbach Alpha value > 0.6. So the results of the reliability test in this study are declared reliable.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.921 ^a	.849	.827	.914

a. Predictors: (Constant), Ancillary, Attractions, Accessibilities, Romance, Relaxing, Prestige, Escape, Amenities, Strengthening Family Bonds, Play, Wish-fulfillment, Educational Opportunity, Self-fulfillment, Social Interactions

b. Dependent Variable: Minat Berkunjung

Figure 2 Test of Determination Coefficient
Researcher Source, 2024

The coefficient of determination value is at the R² value of 0.827 or 82.7% which can be concluded that the push & pull factor (X) has an influence on tourist interest (Y) of 82.7%. While the remaining 17.3% is influenced by other factors outside the variable (X) that were not studied by the researcher.

Figure 3 Partial Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1	(Constant)	.104	.447		.233	.816
	Escape	.290	.099	.293	2.929	.004
	Relaxing	-.007	.100	-.007	-.074	.941
	Play	.307	.113	.304	2.723	.008
	Strengthening Family Bonds	.020	.105	.020	.191	.848
	Prestige	-.009	.103	-.006	-.960	.340
	Social Interactions	.060	.123	.079	.651	.517
	Romance	.028	.104	.026	.268	.788
	Educational Opportunity	.150	.118	.142	1.254	.213
	Self-fulfillment	.197	.118	.198	1.672	.098
	Wish-fulfillment	-.144	.120	-.139	-1.199	.234
	Amenities	.070	.110	.068	.634	.527
	Attractions	.122	.100	.113	1.222	.225
	Accessibilities	.001	.102	.001	.010	.992
	Ancillary	-.026	.111	-.026	-.230	.818

a. Dependent Variable: Minat Berkunjung

Source: Researcher, 2024

1. Escape Variable (X1)

Based on the coefficient table above, the calculated t value is 2.929 > t table 1.9852 and the significance value (sig.) 0.004 < 0.05. So it can be concluded that H1o is rejected and H1a is accepted, which means "Escape (X1) has an effect on the interest in visiting Generation Z (Y) tourists".

Based on the theory according to Bhakti Safitri (2017) about the characteristics of generation z related to the escape variable, because they are ambitious about their daily routines, they want freedom by traveling. From several statements above, it can be concluded that generation z has an interest in visiting Labuan Bajo for the reason of wanting to escape from their daily routines & find new things outside their routines.

2. Relaxing Variable (X2)

Based on the coefficient table above, the calculated t value is -0.074 < t table 1.9852 and the significance value (sig.) 0.941 > 0.05. So it can be concluded that H2o is accepted and H2a is rejected, which means "Relaxing (X2) does not affect the interest in visiting Generation Z (Y) tourists".

Based on the theory according to Bhakti Safitri (2017) about the characteristics of generation z related to the relaxing variable, similar to the escape variable after working under pressure they will feel like they want freedom from their routine, namely by relieving the stress that has accumulated so far. From several statements above, it can be concluded that generation z has no interest in visiting Labuan Bajo on the grounds that visiting Labuan Bajo does not significantly increase relaxation.

3. Play Variable (X3)

Based on the coefficient table above, the calculated t value is $2.723 > t_{table} 1.9852$ and the significance value (sig.) $0.008 < 0.05$. So it can be concluded that H3o is rejected and H3a is accepted, which means "Play (X2) does not affect the interest in visiting Generation Z (Y) tourists".

Based on the theory according to Bhakti Safitri (2017) about the characteristics of generation z related to the play variable, they want entertainment in the form of games such as outbound/fun games and water sports activities with their colleagues. From several statements above, it can be concluded that generation z has a significant interest in visiting Labuan Bajo because researchers found that many tourists who already work tend to do outing activities from their offices, where in these activities for team building/fun games, and enjoying various tourist attractions in Labuan Bajo. Student tourists tend to enjoy tourist attractions by doing water sports such as snorkeling, diving, and also playing jet skis.

4. Strengthening Family Bonds Variable (X4)

Based on the coefficient table above, the calculated t value is $0.191 < t_{table} 1.9852$ and the significance value (sig.) $0.849 > 0.05$. So it can be concluded that H4o is accepted and H4a is rejected, which means "Strengthening Family Bonds (X4) does not affect the interest in visiting Generation Z (Y) tourists".

Based on the theory according to Bhakti Safitri (2017) about the characteristics of generation z related to the strengthening family bonds variable, they feel that family is the most trustworthy person, therefore

they can improve their family ties by traveling with their family. From several statements above, it can be concluded that generation z does not have a significant interest in visiting Labuan Bajo because the researcher found that generation z felt that vacationing with family, doing activities together, and strengthening relationships between family members in Labuan Bajo did not significantly improve family ties.

5. Prestige Variable (X5)

Based on the coefficient table above, the calculated t value is $-0.960 < t_{table} 1.9852$ and the significance value (sig.) $0.340 > 0.05$. So it can be concluded that H5o is accepted and H5a is rejected, which means "Prestige (X5) does not affect the interest in visiting Generation Z (Y) tourists".

Based on the theory according to Bhakti Safitri (2017) about the characteristics of generation z related to the prestige variable, they prefer to receive recognition/praise, for their abilities and their existence. Based on several statements above, it can be concluded that generation z does not have a significant interest in visiting Labuan Bajo because generation z considers that visiting Labuan Bajo does not increase the need for significant prestige. Another factor why generation z feels that a visit to Labuan Bajo cannot fulfill their prestige needs is because the high cost of visiting Labuan Bajo makes them compare visiting abroad which has a more affordable price and also visiting abroad can fulfill their prestige needs better than visiting Labuan Bajo.

6. Social Interactions Variable (X6)

Based on the coefficient table above, the calculated t value is $0.651 < t_{table} 1.9852$ and the significance value (sig.) $0.517 > 0.05$. So it can be concluded that H6o is accepted and H6a is rejected, which means "Social Interactions (X6) does not affect the interest in visiting Generation Z (Y) tourists".

Based on the theory according to Bhakti Safitri (2017) about the characteristics of generation z related to the social interactions variable, generation z likes something detailed. Interacting with residents or tourists in Labuan Bajo can fulfill their interest in obtaining detailed information while traveling. From the statements above, it can be concluded that generation z does not have a significant interest in visiting Labuan Bajo because generation z believes that visiting Labuan Bajo does not increase the need for interaction and communication in obtaining significant information.

7. Romance Variable (X7)

Based on the coefficient table above, the calculated t value is $0.268 < t_{table} 1.9852$ and the significance value (sig.) $0.789 > 0.05$. So it can be concluded that H7o is accepted and H7a is rejected, which means "Romance (X7) does not affect the interest in visiting Generation Z (Y) tourists".

Based on the theory according to Bhakti Safitri (2017) about the characteristics of generation z related to the romance variable, because generation z understands technology, they often see content related to Labuan Bajo which is suitable to visit with a partner. Therefore, they want a tourist destination that has attractions and facilities that can improve their relationship with their partner while in Labuan Bajo. From several statements above, it can be concluded that generation z does not have a significant interest in visiting Labuan Bajo because generation z considers that visiting Labuan Bajo does not strengthen significant couple relationships.

8. Educational Opportunity Variable (X8)

Based on the coefficient table above, the calculated t value is $1.254 < t_{table} 1.9852$ and the significance value (sig.) $0.213 > 0.05$. So it can be concluded that H8o is accepted and H8a is rejected, which means "Educational Opportunity (X8) does

not affect the interest in visiting Generation Z (Y) tourists".

Based on the theory according to Bhakti Safitri (2017) about the characteristics of generation z related to the educational opportunity variable, generation z likes detailed things. Generation z, apart from traveling, also wants to know in detail about the destinations visited such as the history and crocodiles of Labuan Bajo. From several statements above, it can be concluded that generation z does not have a significant interest in visiting Labuan Bajo because generation z considers that visiting Labuan Bajo does not increase the need for knowledge and insight that is needed significantly.

9. Self-fulfillment Variable (X9)

Based on the coefficient table above, the calculated t value is $1.672 < t_{table} 1.9852$ and the significance value (sig.) $0.098 > 0.05$. So it can be concluded that H9o is accepted and H9a is rejected, which means "Self-fulfillment (X9) does not affect the interest in visiting Generation Z (Y) tourists".

Based on the theory according to Bhakti Safitri (2017) about the characteristics of generation z related to the self-fulfillment variable, generation z has the nature of wanting to get recognition. They want to increase their potential through direct involvement in a destination, namely by traveling to Labuan Bajo. From several statements above, it can be concluded that generation z does not have a significant interest in visiting Labuan Bajo because generation z considers that visiting Labuan Bajo does not increase the need to fulfill significant self-potential.

10. Wish-fulfillment Variable (X10)

Based on the coefficient table above, the calculated t value is $-1.199 < t_{table} 1.9852$ and the significance value (sig.) $0.234 > 0.05$. So it can be concluded that H10o is accepted and H10a is rejected,

which means "Wish-fulfillment (X10) does not affect the interest in visiting Generation Z (Y) tourists".

Based on the theory according to Bhakti Safitri (2017) about the characteristics of generation z related to the wish-fulfillment variable, generation z has an ambitious personality where they have high ambitions to achieve their dreams. Generation z has the ambition to go to their dream place, namely Labuan Bajo. From several statements above, it can be concluded that generation z does not have a significant interest in visiting Labuan Bajo because generation z considers that visiting Labuan Bajo does not fulfill the desires and dreams of tourists significantly.

11. Amenities Variable (X11)

Based on the coefficient table above, the calculated t value is $0.634 < t$ table 1.9852 and the significance value (sig.) $0.527 > 0.05$. So it can be concluded that H11o is accepted and H11a is rejected, which means "Amenities (X11) does not affect the interest in visiting Generation Z (Y) tourists".

Based on the theory according to Bhakti Safitri (2017) about the characteristics of generation z related to amenities variables, generation z easily finds out about sharing information because they understand technology, they get this information from content on social media. Therefore, generation z tends to want accommodation, restaurants, and other facilities that are in accordance with the information that has been published on social media. From several statements above, it can be concluded that generation z does not have a significant interest in visiting Labuan Bajo because generation z considers that amenities in Labuan Bajo cannot meet the needs of tourists for supporting facilities. The supporting facilities in question are hotels/lodgings that have high prices or are less affordable, besides that restaurants in

Labuan Bajo have prices that are less affordable for generation z tourists.

12. Attractions Variable (X12)

Based on the coefficient table above, the calculated t value is $1.222 < t$ table 1.9852 and the significance value (sig.) $0.225 > 0.05$. So it can be concluded that H12o is accepted and H12a is rejected, which means "Attraction (X12) does not affect the interest of Generation Z (Y) tourists to visit".

Based on the theory according to Bhakti Safitri (2017) about the characteristics of generation z related to the attraction variable, generation z easily digests information on social media, especially related to tourist attractions in Labuan Bajo. Generation z has a feeling of wanting to get recognition, they try to visit Labuan Bajo in order to get recognition from their colleagues. From the statements above, it can be concluded that generation z does not have significant interest in visiting Labuan Bajo because generation z considers that tourist attractions in Labuan Bajo have not been able to meet their expectations for tourist attractions significantly.

13. Accessibility Variable (X13)

Based on the coefficient table above, the calculated t value is $0.010 < t$ table 1.9852 and the significance value (sig.) $0.992 > 0.05$. So it can be concluded that H13o is accepted and H13a is rejected, which means "Accessibility (X13) does not affect the interest in visiting Generation Z (Y) tourists". Based on the theory according to Bhakti Safitri (2017) about the characteristics of generation z related to the accessibility variable, generation z tends to have practical and instant thinking. Generation z wants adequate road and transportation access to visit various tourist attractions in the Labuan Bajo tourist destination. From several statements above, it can be concluded that generation z does not have a significant interest in visiting Labuan Bajo because generation z

considers accessibility in Labuan Bajo not to cover many types of tourists.

14. Ancillary Variable (X14)

Based on the coefficient table above, the calculated t value is $-0.230 < t_{table} 1.9852$ and the significance value (sig.) $0.819 > 0.05$. So it can be concluded that H14o is accepted and H14a is rejected, which means "Ancillary (X14) does not affect the interest in visiting Generation Z (Y) tourists".

Based on the theory according to Bhakti Safitri (2017) about the characteristics of generation z related to ancillary variables, generation z tends to think practically and instantly. Generation z wants a tourist destination to have adequate supporting facilities because the majority of generation z always uses technology in their daily lives. An example is the availability of banks/ATMs. From several statements above, it can be concluded that generation z does not have a significant interest in visiting Labuan Bajo because generation z considers that additional facilities in Labuan Bajo do not yet cover many companies and are not evenly distributed in each location.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	446,062	14	31,862	38,173	<.001 ^b
	Residual	79,292	95	,835		
	Total	525,355	109			

a. Dependent Variable: Minat Berkunjung
 b. Predictors: (Constant), Ancillary, Attractions, Accessibilities, Romance, Relaxing, Prestige, Escape, Amenities, Strengthening Family Bonds, Play, Wish-fulfillment, Educational Opportunity, Self-fulfillment, Social Interactions

Figure 4 Uji Simultan

Sumber: Peneliti, 2024

Based on the figure, the calculated F value is $38.173 > F_{table} 1.80$ and the significance value (sig.) $0.001 < 0.05$. So it can be concluded that Ho is rejected and Ha is accepted, which means "Escape, Relaxing, Play, Strengthening Family Bonds, Prestige, Social Interactions, Romance, Educational Opportunity, Self-fulfillment, Wish-fulfillment, Amenities, Attraction, Accessibility, Ancillary have

a simultaneous effect on the interest in visiting Generation Z tourists”

CONCLUSION

Based on the results of the study, the influence of push and pull factors on the interest of generation z tourists to visit Labuan Bajo is that there are 10 indicators in the push factor variable, namely: escape, relaxing, play, strengthening family bonds, prestige, social interactions, romance, educational opportunity, self-fulfillment, wish-fulfillment and 4 indicators in the pull factor variable, namely: amenities, attraction, accessibility, ancillary. The researcher found that the escape and play indicators have a significant influence on the interest of generation z in visiting Labuan Bajo. In addition, for the variables relaxing, play, strengthening family bonds, prestige, social interactions, romance, educational opportunity, self-fulfillment, wish-fulfillment, amenities, attraction, accessibility, ancillary do not have a significant influence on the interest of generation z to visit Labuan Bajo. This is because in these variables the researcher found evidence in the field, in the push factors of generation z tourists, the main motivation of generation z to visit Labuan Bajo is to escape from routine and seek playing experiences. Other factors such as relaxation, strengthening family ties, prestige, social interaction, romance, education, self-actualization, fulfillment of desires, facilities, tourist attractions, accessibility, and additional tourist services do not have a significant influence on the interest of generation z tourists to visit Labuan Bajo.

SUGGESTION

Based on the research results and conclusions that have been explained, the researcher provides several suggestions, namely:

1. Suggestions to the government to maintain and maintain the elements that attract domestic and international tourists to Labuan Bajo. The government needs to consider several indicators with low scale values in order to increase the number of what tourists are interested in.
2. Suggestions to managers would be better if managers improve in terms of pull factors, namely by developing various developments related to tourist attractions, amenities,

accessibility and supporting facilities that are more adequate according to tourist demand.

3. Suggestions to the tourism industry if they have found out what push and pull factors encourage the interest of generation z tourists to visit, tourism industry players should continue to innovate attractions and continue to evaluate destination management so that they are always up to date with the current conditions so that they can experience an increase in visitors and can become a trend for generation Z tourists or other tourists to make repeat visits to Labuan Bajo.
4. Suggestions to further researchers if they take research with the same problem, they can further examine the push and pull factors of generation z tourists in visiting Labuan Bajo tourist destinations, as well as which tourists are more dominant in visiting Labuan Bajo.

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