

A Model of Cultural Tourism at the Siak Sri Indrapura Palace Tourism Object, Riau

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ABSTRACT

Indonesia is one of the few countries that continues to develop the cultured tourism sector as an added value for tourists visiting Indonesia, including Riau Province which has a culture capable of attracting tourists, namely the Siak Sri Indrapura Palace. A cultural and historical tourist area that is now in the spotlight of the world community. The Siak Sri Indrapura Palace has a lot of cultural and historical heritage from Malay kingdoms in Riau and Sumatra. The heritage site of the Siak Sultanate, the largest kingdom in Riau, is also one of the other Pekanbaru historical tours most frequently visited by tourists. Historical heritage that educates people to know and introduce throughout Indonesia. Tourists visiting the Siak Sri Indrapura Palace became popular and became educational for young people and youth to remember cultural tourism, cultural heritage and motivate young people to get to know the culture of their ancestors at the Siak Sri Indrapura Palace, Riau. Culture has concrete forms (tools, architecture, clothing, crafts and others), and abstract forms (belief systems, knowledge, values and norms). If culture is associated with tourism, which in popular terms is called cultural tourism, it can be explained that cultural tourism is a type of tourism inherited from our ancestors based on traditions, arts, ceremonies and the experience of photographing a nation/tribe and its people, which reflects the diversity and identity of a society. The purpose of this research was to find out how much influence cultural tourism has on cultural motivation, cultural heritage, and intention to return to the Siak Sri Indrapura Palace, Riau. This research uses explanatory research with a quantitative approach. Questionnaires were given to tourists who visited the Siak Sri Indrapura Palace as many as 200 people with the convenience sampling technique and data analysis using path analysis. The results of the study explain that cultural tourism has a positive effect on cultural motivation, cultural heritage has a positive effect on intention to return, and cultural motivation has a positive effect on intention to return.

Keywords: Cultural Tourism; Cultural Motivation; Cultural Heritage; Return Intention

INTRODUCTION

Culture as a complex system of behavior, values, beliefs, traditions and historical heritage in an interesting form (Abubakar, Ilkan, Meshall Al-Tal, & Eluwole, 2017). Culture as a symbol of the heritage of the ancestors which is now continuously guarded and preserved jointly by certain communities (Prayogo & Kusumawardhani, 2016; Restu Prayogo & Mellyssa Quratul ain, n.d.; Stylos, Vassiliadis, Bellou, & Andronikidis, 2016). Culture is a civilization that has added value that is not necessarily owned elsewhere so that it is considered to have the potential to be developed into the tourism sector (Canavan, 2016). Culture and tourism have always been closely linked. Views about culture, attractions and various events are considered important to motivate

travel and the trip itself produces a culture (Lai & Hitchcock, 2016; Reza Jalilvand, Samiei, Dini, & Yaghoubi Manzari, 2012). In some time, the relationship between culture and tourism has been widely carried out to identify as a form of evidence specifically about cultural tourism (*cultural tourism*). In 1960 and 1970 there was an increase in income and an increase in public consumption which continued to experience a positive trend. The social phenomenon of cultural tourism also has an impact on various parts of the world, including countries in Asia. Various countries in Asia positively respond to the development of cultural tourism which must be managed properly as a potential that is quite interesting to continue to be developed in maintaining *local wisdom* and improving the economy of a country (Eichelberger, Peters, Pikkemaat, & Chan, 2020). One of the countries in Asia that continues to develop cultural tourism is Indonesia. Indonesia as a country has a lot of potential for cultural tourism which continues to experience a significant increase to this day. Many cultural tourism continues to be developed in Indonesia, including: Sasak Village (Lombok), Samosir Island (North Sumatra), Batik Village (Solo), Palace (Yogyakarta), Panglipuran Village (Bali) and many other interesting cultural tours. Cultural tourism is the choice of tourists to visit Indonesia, including foreign tourists and domestic/local tourists. One of the tourism objects that have high cultural tourism value is the Siak Sri Indrapura Palace. Riau Province has a culture that can attract tourists, namely the Siak Sri Indrapura Palace.

A cultural and historical tourist area that is now in the spotlight of the world community. The Siak Sri Indrapura Palace has a lot of cultural and historical heritage from Malay kingdoms in Riau and Sumatra. The heritage site of the Siak Sultanate, the largest kingdom in Riau, is also one of the other Pekanbaru historical tours most frequently visited by tourists. Tourists visiting the Siak Sri Indrapura Palace became popular and became educational for young people and youth to remember cultural tourism, cultural heritage and motivate young people to get to know the culture of their ancestors at the Siak Sri Indrapura Palace, Riau. Based on data from the Riau Province tourism office, The decline in visitors to the Siak Sri Indrapura Palace as of 2020 has decreased drastically by up to 30%. The purpose of this research is expected to be able to contribute to the Management of the Siak Sri Indrapura Palace and the people of Riau Province to know that cultural tourism is very important to be developed and managed properly through motivation, cultural heritage, and intention to return. This research is also relevant to the focus of research universities, namely the development of SMEs in Pekanbaru City.

Cultural tourism is a form of tourism that transforms cultural assets into destinations for tourism activities. Cultural assets such as museums, galleries, theatres, concerts, festivals, historical sightseeing, monuments, religious buildings, heritage, and even local languages, are the main elements that make up cultural tourism. Overall, cultural tourism is the driving force of tourism assets into contemporary tourism that fulfills tourist demands in preserving an existing culture. Cultural tourism is tourism that the goal is for enrich information and add knowledge of societal behavior in a region, in addition to get satisfaction, *entertainment* from products of a nation's culture, such as traditional dances and ways of life (*the way of life*), the result of this human creation (*man made supply*) is one of them is art (Mitchell & Shannon, 2018). According to (Gnoth & Zins, 2013) cultural tourism has dimensions namely *Customs, Rituals*, and *Way of Life*. Someone's decision to travel is influenced by internal and external conditions owned by that person. Condition internal related to desire and curiosity and experience that arises from the self and is sustained by sufficient cost capability.

Whereas external conditions associated with the existence of attractions, facilities, services in tourist destinations as well as the convenience of and to tourist destinations (Camarero, Garrido, & Vicente, 2010). That matter be a motivating factor to decide to go on a trip Motivational tourism is a factor base someone in determining attitudes and actions that will he did. Cultural motivation is defined as a general interest in exploring culture, history, and heritage in the context of cultural tourism (H. Liu, Robert, Cárdenas, & Yang, 2018). Cultural heritage is recognized as one of the most significant and fastest growing components of tourism in the 21st century. These are characterized as valued, insignificant or material traditions (in the form of objects or places) that are managed to balance commercial pressures and heritage conservation. One important way to achieve sustainability in heritage tourism is to manage tourists in a way that enhances the quality of their experiences and preserves heritage resources for future generations. Various management measures have been suggested in the literature to reduce the impact of tourists visiting heritage sites. In general, management approaches are divided into two groups according to the directness with which they act as direct and indirect management approaches (Garrod & Fyall, 2000). According to (Alazaizeh, Hallo, Backman, Norman, & Vogel, 2016), explained that cultural heritage has 2 dimensions, namely *preservation* and *value*.

The intention to visit again is the result of the perceptions they have from their previous travel experiences (Horng, Liu, Chou, & Tsai, 2012). According to (Ferns & Walls, 2012), the intention to visit again emphasizes tourists to visit again in the context of tourism within a certain period of time so as to create an intention to visit. Then, tourists have the intention to visit again because it is felt through the quality and value in a particular tourist destination to return to visit that place (C.-H. S. Liu & Lee, 2016). And according to (Kim & Jun, 2016), the *return to visit* of tourists is formed through rationality and decision processes taken by tourists. Some literature explains that the intention to return is the same as the *repurchase intention*. *Repurchase intention* is defined as a strong desire to repurchase (Fullerton and Taylor in Jasfar, 2002). Culture or culture can be understood as a whole creation and human works, including objects result of human creativity. It is purposeful to maintain and improve standard of living, communication and efforts to adapt to the environment (Whang, Yong, & Ko, 2016). The results of the study (Richards, 2018) explain that there is a positive relationship between cultural tourism and cultural motivation in tourists visiting various countries. Motivation is considered important for traveling to have a positive influence on the objects to be visited such as cultural tourism objects (Pan, Lee, & Tsai, 2014). This statement is not in line with the results of research (Mutanga, Vengesayi, Chikuta, Muboko, & Gandiwa, 2017) which explains that there is no positive relationship between cultural tourism and cultural motivation that tourists have when visiting to enjoy cultural tourism which according to tourists does not have different values from other tourist objects. Based on the existing literature and theory approach, a hypothesis can be taken, namely:

H1: Cultural Tourism has a positive effect on Cultural Motivation

Someone's decision to travel is influenced by internal and external conditions owned by that person. Condition internal related to desire and curiosity and experience that arises from the self and is sustained by sufficient cost capability. Whereas external conditions associated with the existence of attractions, facilities, services in tourist destinations as well as the convenience of and to tourist destinations. That matter be a motivating factor to decide to go on a trip the tour (Butts, 2000). *Return to visit* is the result of the perception they have from their previous travel

experiences (Horng et al., 2012). Then, tourists have a *return to visit* because it is felt through quality and value in a particular tourist destination to return to visit that place (C.-H. S. Liu & Lee, 2016). Some research results explain that tourists have the motivation to return to visit certain tourist objects. The results of the study (Mutanga et al., 2017) explain that cultural motivation and tourist experience can influence revisit intention. Based on the existing literature and theory approach, a hypothesis can be taken, namely:

H2: Cultural Motivation has a positive effect on Return Intentions

According to (Ferns & Walls, 2012), *return to visit* emphasizes tourists to visit again in the context of tourism within a certain period of time so as to create an intention to visit. Then, tourists have a *return to visit* because it is felt through quality and value in a particular tourist destination to return to visit that place (C.-H. S. Liu & Lee, 2016). Furthermore, the results of research (Light, 2017) show that the intention to revisit can be influenced by cultural heritage because it has its own value to provide an attraction for tourists to return to visit. The results of the study (Alazaizeh et al., 2016) explain that cultural tourism as an alternative tour that provides its own value for tourists when making visits provides its own value so that it can influence cultural heritage as an attraction when making cultural tourism visits. Based on the existing literature and theory approach, a hypothesis can be taken, namely:

H3: Cultural Heritage has a positive effect on Return Intentions

METHOD

This research is a quantitative descriptive research that aims to determine the relationship between research variables, namely the influence of cultural tourism on cultural motivation, cultural heritage, and intention to return to the Siak Sri Indrapura Palace object, Riau. Quantitative descriptive research is a study to find and explain causal relationships between variables through hypothesis testing (Ferdinand, 2014). The research location was conducted in Pekanbaru City, where the object of this research was tourists visiting the Siak Sri Indrapura Palace tourist attraction. This study used a sampling technique, namely *purposive sampling*. *Purposive sampling* is a technique for determining research samples with certain considerations/criteria so that the data obtained later can be more representative (Nyadzayo, Matanda, & Ewing, 2015). *Purposive sampling* uses special criteria namely; has made a visit to the Siak Sri Indrapura Palace; > 17 years; willing to fill out a questionnaire with a sample of 200 respondents. The research was carried out in several stages, namely the preliminary stage, data analysis, data interpretation and drawing conclusions. The preliminary stage is carried out by collecting data then knowing the phenomena in the research. The second stage is the data analysis stage by analyzing using a structural equation model based on partial least squares. The third stage is data interpretation by interpreting the results of the predicted values of each variable and comparing them with the theory and results of previous studies. Interpretation can prove theory, challenge theory and develop new theory as a reference for research results. The conclusion drawing stage is summarizing the results achieved and recommending them to related parties.

RESULTS AND DISCUSSION

In the following, an analysis of each independent variable will be presented on the dependent variable, namely an analysis of cultural tourism (X1) and cultural heritage (X2) on cultural motivation and intention to return (Y2) . The results of testing the research instrument using the SmartPLS software. Construct validity measures how far an indicator is able to reflect its theoretical latent construct. So, construct validity gives confidence that the indicator size taken from the sample describes the actual score in the population. There are 4 construct validity measures that can be used, namely *convergent validity*, *variance extracted*, *construct reliability* and *discriminant validity*. The condition that must be met is that the loading factor must be significant, because a significant loading factor may still have a low value. So, the *standardized estimate* must be equal to 0.50 or more and ideally it must be 0.70. The following is a *standardized loading estimate* table 1.

Table 1. standardized loading estimate

	Cultural Tourism	Cultural heritage	Cultural Motivation	Return Intention
PB 1	0.861			
PB 2	0.862			
PB 3	0.939			
WB1		0.913		
WB2		0.889		
WB3		0.849		
MB1			0.858	
MB2			0.805	
MB3			0.893	
NB1				0.931
NB2				0.760
NB3				0.921
NB4				0.869

Source: Processed primary data, 2022

Based on the table above, it shows that all indicator items have a loading factor value above 0.60. Therefore, all of these indicators are feasible to use. The following table presents the loading factor (valid *convergent validity*), AVE, *construct reliability* and *discriminant validity* .

Table 2. Covergent Validity, Construct Reliability, AVE, Cronbachs Alpha

Items	Convergent Validity	Construct reliability	AVE	Cronbach's Alpha
PB 1	0.861	0.889	0.787	0.900

Cultural	PB 2	0.862			
Tourism	PB 3	0.939			
Cultural	WB1	0.913	0.901	0.702	0.815
heritage	WB2	0.889			
	WB3	0.849			
Cultural	MB1	0.858	0.901	0.678	0.871
Motivation	MB2	0.805			
	MB3	0.893			
Return	NB1	0.931	0.896	0.671	0.971
Intention	NB2	0.760			
	NB3	0.921			
	NB4	0.869			

Source: Processed primary data, 2022

Based on the table above, it shows that the overall *factor loading value* on each indicator item meets the criteria, which is above 0.60. *Variance extracted* shows the total variance of the indicators extracted by the developed variables. The high *variance extracted* value indicates that the indicators represent well the formed variables that are developed. Based on table 1 above, it shows that the results of the *variance extracted for all constructs have a good AVE value, because they meet the cut-off value* requirements, which are equal to or above 0.60. Reliability is an indicator of *convergent validity*. Many also use *Cronbach alpha* as a measure of reliability despite the fact that *Cronbach alpha* provides lower reliability. Based on table 2. it can be seen that the *composite reliability value* for each variable is > 0.6 and the *Cronbach alpha value* for each variable is <0.6, so it can be concluded that the data used in this study is reliable. *Discriminant validity* is a test to see whether construct variables are valid or not. The following is the output of the correlation between construct variables in table 3.

Table 3. Discriminant Validity

	Cultural heritage	Cultural Motivation	Return Intention
Cultural heritage	0.872		
Cultural Motivation		0.701	
Return Intention			0.808

Source: Processed primary data, 2022

Based on table 3 it is known that the *discriminant validity value* is > 0.7 so that the overall construct variable is valid.

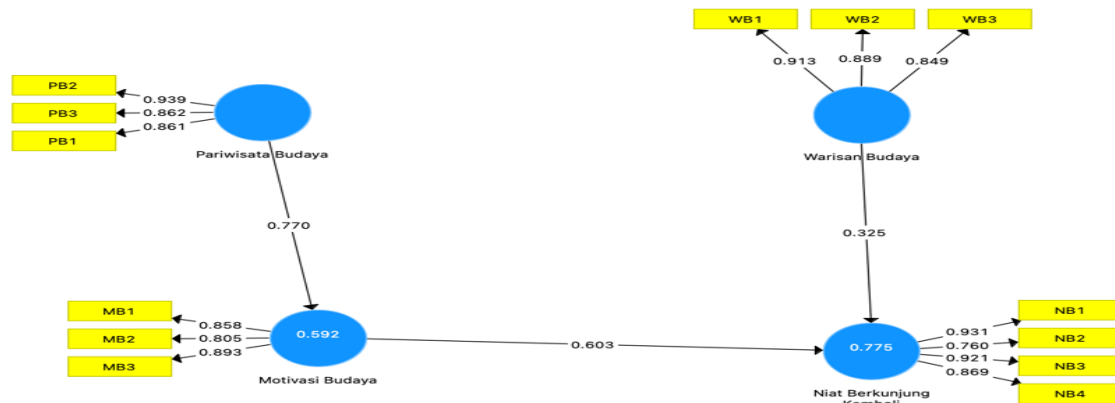
Table 4. R Square value

Cultural heritage	0.828
Cultural Motivation	0.823
Return Intention	0.810

Source: Processed primary data, 2022

Hypothesis Testing Results

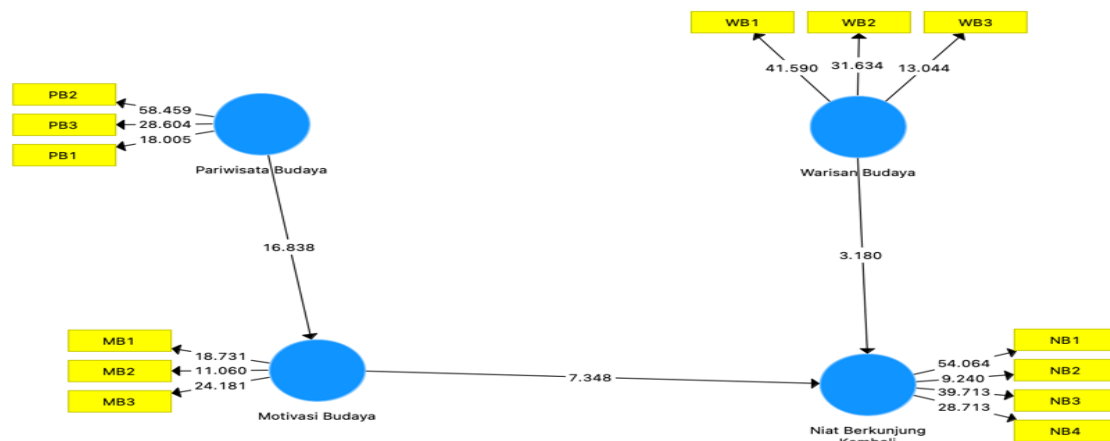
Hypothesis testing was carried out using data processing software, namely SmartPLS which can be seen in Figure 1 below.



Source: Processed primary data, 2022

Figure 1
PLS-SEM Algorithm Results

Based on Figure 1, it is known that the highest coefficient value for PB variable is PB2 that is equal to 0.939 which shows for PB2 the strongest correlation among other indicators, the lowest value is PB1 of 0.861. WB variable the highest value is WB1 of 0.913 which shows the strongest correlation among other indicators, the lowest value is WB3 of 0.849. The MB variable that has the highest value is MB3 which is equal to 0.893 which shows the strongest correlation among other indicators, the lowest value is MB2 of 0.805. The NB variable that has the highest value is NB1 which is equal to 0.931 which shows the strongest correlation among other indicators, the lowest value is on NB of 0.760.



Source: Processed primary data, 2022

Figure 2. Bootstrapping Results

Based on Figure 2. it is known that the highest value of *bootstrapping results* is *cultural motivation* towards the intention to visit again compared to cultural heritage towards the intention to return . Overall the results that are affected are positive which indicates a positive influence. For the results of testing the hypothesis using the PLS-SEM data, the results are as follows:

Table 5. Path Coefficients (Mean, STDEV, T-Values)

	<i>Original Sample (O)</i>	<i>Sample Means (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
PB→ MB	0.450 _	0.401 _	0.189 _	6,081	0.00 0
WB → NB	0.498 _	0.298 _	0.126	5,566	0.00 0
MB→ NB	0.501	0.430	0.321	7010	0.001

Source: Processed primary data, 202 2

Table 6. Hypothesis Summary Results

hypothesis	P. Values	Information
H1: there is an influence between cultural tourism on cultural motivation	0.00 0	accepted
H2: there is an influence between cultural heritage on intention to return	0.00 0	accepted
H3: there is a relationship between cultural motivation and intention to return	0.00 1	accepted

Source: Processed primary data, 2022

Based on the results of testing the first hypothesis, it is known that the significance value of t is obtained at $0.00\ 0 < 0.000$, meaning that the first hypothesis is accepted with a statistical t value of $6.081 > t\ table\ (1.96)$. These results explain that there is a positive and significant influence between cultural tourism on cultural motivation. Culture or culture can be understood as a whole creation and human works, including objects result of human creativity. It is purposeful to maintain and improve standard of living, communication and efforts to adapt to the environment (Whang et al., 2016). The results of the study (Richards, 2018) explain that there is a positive relationship between cultural tourism and cultural motivation in tourists visiting various countries. Motivation is considered important for traveling to have a positive influence on the objects to be visited such as cultural tourism objects (Pan et al., 2014). This statement is not in line with the results of research (Mutanga et al., 2017) which explains that there is no positive relationship between cultural tourism and cultural motivation that tourists have when visiting to enjoy cultural tourism which according to tourists does not have different values from other tourist objects. The results of this study are supported and consistent with the results of previous studies conducted [15] explained that there is a positive relationship cultural tourism on cultural motivation. Based on the results of testing the second hypothesis, it is known that the significance value of t is obtained at $0.00\ 0 < 0.000$, meaning that the second hypothesis is accepted with a

statistical t value of $5.556 > t$ table (1.96). These results explain that there is a positive and significant influence between cultural heritage on intention to return. Someone's decision to travel is influenced by internal and external conditions owned by that person. Condition internal related to desire and curiosity and experience that arises from the self and is sustained by sufficient cost capability. Whereas external conditions associated with the existence of attractions, facilities, services in tourist destinations as well as the convenience of and to tourist destinations. That matter be a motivating factor to decide to go on a trip the tour (Butts, 2000). *Return to visit* is the result of the perception they have from their previous travel experiences (Horng et al., 2012). Then, tourists have a *return to visit* because it is felt through quality and value in a particular tourist destination to return to visit that place (C.-H. S. Liu & Lee, 2016). Some research results explain that tourists have the motivation to return to visit certain tourist objects. The results of the study are supported by (Mutanga et al., 2017) explaining that cultural motivation and tourist experience can influence revisit intention.

Based on the results of testing the third hypothesis, it is known that the significance value of t is $0.001 < 0.000$, meaning that the second hypothesis is accepted with a statistical t value of $7.010 > t$ table (1.96). These results explain that there is a positive and significant influence between cultural motivation on the intention to return. According to (Ferns & Walls, 2012), *return to visit* emphasizes tourists to visit again in the context of tourism within a certain period of time so as to create an intention to visit. Then, tourists have a *return to visit* because it is felt through quality and value in a particular tourist destination to return to visit that place (C.-H. S. Liu & Lee, 2016). Furthermore, the results of research (Light, 2017) show that the intention to revisit can be influenced by cultural heritage because it has its own value to provide an attraction for tourists to return to visit. The results of this study are in line with the results (Alazaizeh et al., 2016) explained that cultural tourism as an alternative tour that provides its own value for tourists when making visits provides its own value so that it can influence cultural heritage as an attraction when making cultural tourism visits.

CONCLUSIONS

This research concludes as follows. First, the results of the study explain that the first hypothesis is that there is a positive and significant influence between cultural tourism on cultural motivation. Second, the results of the study explain that the second hypothesis also answers the existence of a positive and significant influence of cultural heritage on intention to return. Third, the results of the study explain that the second hypothesis also answers that there is a positive and significant influence of motivation on the intention to return.

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