

# THE ROLE OF MOTIVATION IN MEDIATING EFFECT OF EXPECTATION TO ATTITUDE

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JAM

16, 3

Received, October 2017

Revised, December 2017

June 2018

Accepted, August 2018

**Abstract:** This study aims at finding out the relationship between expectation and motivation on tourist attitude towards tourism destination. The expectation and motivation are expected to affect visitor's satisfaction, happiness, enjoyment, worthiness, and attractiveness. This research used primary data collected using a survey technique from the Museum Angkut visitor. The collected data were processed using path analysis. The findings of this study show that expectation and motivation have a significant influence on the visitor Attitude towards Museum Angkut. Moreover, the result also shows another role of motivation in the relationship between expectation and attitude. Thus, to maintain tourist attitudes towards the tourism destination, motivation and expectation should be considered as one of the critical elements. Further research should explore more about the three variables are taken.

**Keywords:** Expectation, Motivation, Attitude, Tourist Behavior, Museum Angkut.

Tourism is a form of tourism activities that serve the public and businesses and facilities. Tourism is divided into three components which are tourists, geographic elements, and the tourism industry. Rating is the most important element in tourism, as some have said that tourism is one of the human experiences that is enjoyed, remembered, and anticipated. Geography elements include market or region to encourage interest for sightseeing, destination and transit areas of a route/journey. The third element is the tourism industry concerning the business or businesses and organiza-

tions that regulate tourism products.

Tourism has grown substantially in the past several years and increased the attention of the researchers who take it as a research object. Tourism is seen as an interesting activity by most of the young people nowadays. Based on the World Fact Book 2016 on the Central Intelligence Agency, a website posted, it is said that Indonesia owned 42.35% of the population aged 25 to 54 and 17.03% aged 15 to 24 so more than half of the population are in the productive age. In the productive age, many factors can influence the decision to buy or choose a tourism destination. Tourism is also one of the sources of state income which becomes a very important aspect in the present. Concerning the decline in a world of trade, it also affects Indonesia characterized by a decline in exports of the country. Thus, it is expected that the tourism sector can gain foreign exchange as a dependable source of income at this time. In July 2015, Indonesia, which relies on export earnings export sales experienced



Journal of Applied  
Management (JAM)  
Volume 16 Number 3,  
September 2018  
Indexed in Google Scholar

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DOI: [http://dx.doi.org/  
10.21776/ub.jam.2018.  
016.03.05](http://dx.doi.org/10.21776/ub.jam.2018.016.03.05)

a decrease by 15,53% or USD 11.41 billion compared to the previous month. Meanwhile, Minister Arief Yahya explained that the government plans to make the tourism sector as the mainstay of foreign exchange. In addition, he ascertained that Indonesian tourism is very potentials or advantageous in terms of destinations and prices. As explained on the ministry website, Indonesia tourism industry has grown 7,2 percent per year which is bigger than the average world growth of the tourism industry which only 4,7 percent per year.

Based on consumer interest, tourist attractions divided into three types which are Nature, Culture, and Specific Interest such as Religious, Culinary, Shopping, Ecological, Cave and Agro. Indonesia as an archipelago country which has a potential in developing nature tourism sector as this country consists of many islands that have distinctive feature and culture for each. In the other side, cultures and historical also become distinctive advantage which accelerate the development of tourism process. From the potential that Indonesia has, Indonesian owned more than 1000 destination including Nature and Artificial Amusement. The domestic tourist interested in artificial amusement, especially in Batu City. This city was developed as a tourist city which has so many artificial amusement destinations.

Batu is one of the cities in Java island, located in the province of East Java flanked by many mountains, which are Arjuno, Panderman, Bromo, Semeru, mountains and many others. The convenient location makes this city has a great potential in the development of the tourism industry, especially for young people as the main target. This city is near to Malang city that said as a student city. Malang and Batu have more than 50 universities and colleges, one of which is one of the best universities in Indonesia, namely Universitas Brawijaya. The students that come from another place in Indonesia could be the best target for a visitor by the tourist industry company.

In this study expectation and motivation were used to determine the attitude of the visitor as those variables were often used by another researcher to be analyzed. Most of the previously studied that identify the attitude using expectation and motivation

were purposed to help the object of the study to segmenting markets, designing promotional programs, and the decision making about destination development. The role of motivation that could drive the someone to do an action and leads them to the final evaluation will help in determining the attitude of the customer. Meanwhile, an expectation that created by the first estimation that customer has from many sources such as media could help to determine the attitude of the visitor after visiting the object and help the company manage their strategy.

Present studies discuss a similar topic from the previous studies. This research focuses on finding out the correlation between expectation, motivation, and attitude towards a tourist destination, Museum Angkut, in Batu City. Path analysis was carried out to analyze the correlation and influence between expectation and attitude, motivation and attitude, and another role by motivation on the relationship between expectation and attitude. Based on the description This study aims at finding out the relationship between expectation and motivation on tourist attitude towards tourism destination.

## THEORETICAL REVIEW

### Marketing

Marketing Management is the art and science in choosing a target market and delivering value to the customers (Kotler and Keller, 2012), and the concept of marketing is to determine the customer wants and need and design products or services to meet not only needs and wants of the customers but also the company goals at the same time (Reid and Bojanic, 2010). Another definition of marketing in Kotler and Keller (2012), is a set of activities to create and delivering customers wants and need and managing the relationship of customers through many ways that benefit both customers and organization or company. Meanwhile, North American Marketing Association defined marketing as “A combination of management tasks and decisions aimed at meeting opportunities and threats in a dynamic environment in such a way that its market offerings lead to the satisfaction of consumer’s needs and wants in order to achieve the objectives of the en-

terprise, the consumer and society” (Keller, 2002 in Kotler and Keller, 2012).

By following the development of marketing definition during the last decades, it reveals two patterns there is an expansion of the application of marketing in a non-profit and non-business institution and the development of responsibilities of marketing beyond individual firm to include the society development (Burnet, 2008). Thus, American Marketing Association on Burnet (2008), book defined marketing as “The process of planning and executing the conception. Pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual (customer) and organizational objectives” (Burnet, 2008).

### Expectation

Expectations arise since the first moment a tourist starts thinking of his/her first holiday, and those expectations are based on images and information he has already stored in his memory. Expectation can be described as the first essence/estimation that created by customers while receiving the service. Customer expectation is an effective element which means it is important to understand. They also mentioned that information from advertisement and word of mouth perception include forming the expectation of the customer as a tourist. Akama and Keiti (2003) in Lather, et al.(2010), argue that basically, people have an initial expectation of goods and services before they consume it. Expectations are always changing as well as the awareness of the customers about the alternatives services.

### Motivation

Nine motivations of leisure travelers were identified as seven Concerning illustration socio-psychological or push motives and two as cultural or pull motives. Those seven push motives were, escape from a perceived normal environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships, and facilities of social interaction. The pull motives were novelty and education.

Gray’s mentioned, there only two travel-motivation theory, one is “Wonderlust” which means that the desire to go to an unknown place. Two is “Sunlust”, described as a trip to a place which provides facilities that they don’t have in their place. Some of the motives which determine their travel choices are recreation, pleasure, new experiences, cultural interest, shopping (Hsu, et al., 2010).

### Attitude

Attitude is one of the elements to understand the tourist motivation and behavior. Attitude can be described as positive or negative evaluations of an object, events, activities, or ideas. Individuals attitude towards something can be positive or negative depending on three components, which are cognitive, effective, and behavioral. Cognitive refers to a person’s own belief, effectively refers to a person’s own feeling towards something, and behavioral refers to a person’s behavioral towards something.

Gnoth mentioned that attitude is included as one of the critical topics of discussion in the development of a model for tourist motivation and behavior (Hsu, et al., 2010). More specifically, Ragheb and Tate explored the psychodynamic functions of both the cognitive and affective dimensions of attitude in motivating individuals to behave (Hsu, et al., 2010).

### Expectation and Motivation

Hsu, et al. (2010), mentioned the relationship between motivation and expectation in their research, it is said that motivation conceptualizes the expectancy and valance. Motivation can also be influenced by deceiving the individual’s expectation cues and the incentive value of the consequences that leads to his/her action.

### Expectation and Attitude

This suggestion is adjusted to the contention exhibited by Ajzen and Fishbein that an individual’s mentality set him or her to react through the perceptual nature of selecting, sorting, and deciphering background in accordance with desire. Ajzen in Hsu, et al.(2010), purposed expectancy-value model

which recommended that a person's general disposition toward an object can be controlled by the subjective estimation of the object's characteristics in cooperation with the quality of the relationship between the object and the attributes.

### **Motivation and Attitude**

A recent study by Lam and Hsu (2006) in Wong, et al. (2013), about predicting traveler behavior and intention to choose destination mentioned that the belief of motivation is one of the effective dimensions of attitude towards visiting destination.

## **METHOD**

### **Type of Research**

According to the research problems and objectives, this research uses a quantitative approach which is included in exploratory research with survey technique quantitative research uses numbers and statistical methods to measure phenomena and hypothesis which is done to replicate by other researchers (Thomas, 2011).

#### **Population and Sample**

The population of this research is people who visit Museum Angkut. It is mentioned that larger than 30 and less than 500 are appropriate for most research. It is also stated that the population should be ten times from the total variable as the minimum respondent.

This study was using 12 items and indicators that come from 3 indicators of motivation and nine items of expectation and attitude in the questionnaire which researcher decide to multiply 18 times because of the unlimited population of Museum Angkut visitor, and its resulted 216 as the target respondent.

### **Independent Variables**

Charles (2014), mentioned in his book that Independent variable is the variable that causes changes in independent variables. The independent variables used in this study are Expectation (X) and Motivation (Z).

### **Dependent Variables**

Dependent variables refer to the primary interest of the researcher. The goal of the researcher is to understand the dependent variable. The dependent variable in this study is Attitude (Y1).

## **RESEARCH TEST INSTRUMENT**

### **Validity Test**

Validity is used to make sure that a research study measures what it intends to measure. This study used the Pearson Correlation as the validity test. Pearson Correlation was founded by Karl Pearson. This type of test is used to find out the relation between few variables. There are three assumptions used in Pearson Correlation, which are Linearity, Normality, and Heteroscedasticity.

#### **Reliability Test**

After the validity test, reliability is also important to do in research. Sekaran (2006), mentioned that reliability implies the extent to which it is free from bias or error and guarantee the consistent measurement across the time and item in the study. This research used Coefficient alpha or *Cronbach's alpha* method as the most common and widely used measurement. The number .6 or less generally indicates the unfavorable internal consistency reliability.

## **DATA ANALYSIS METHOD**

Based on the topic and variables used, this study used Path analysis to analyze the data. Path analysis was developed first by Sewall Wright which refers to a statistical technique to analyze the relationship between two variables or more (Olobatuyi, 2006). The path is a diagram shows the independent, intermediate, and dependent variables. A single-headed arrow shows the cause for the independent, intermediate and dependent variable. A double-headed arrow shows the covariance between the two variables.

## **DETERMINANT COEFFICIENT (R<sup>2</sup>)**

According to Hair, et al. (2009), a coefficient of determination is used to analyze how much inde-

pendent variables are able to provide an explanation of the dependent variable. The higher the value of R<sup>2</sup> means that the greater the explanatory power of the regression equation.

## CLASSICAL ASSUMPTION TEST

### Linearity Test (Normality)

This test refers to the shape of data distribution for an individual metric and its correspondence to the normal distribution (Hair, et al., 2009). The function of normality test is to make sure that the data is normally distributed to the population, and is also used to compare the cumulative distribution of actual data values with the cumulative distribution of a normal distribution (Hair, et al., 2009).

### Heteroscedasticity Test

Heteroscedasticity refers to a condition where the dependent variable is unequal across the value of the independent variable (Hair, et al., 2009). It is also used to test the occurrence of the difference of variance of the observations with another observation in the regression model (Ghozali, 2011).

### Multicollinearity Test

Multicollinearity is a test that is often encountered by a statistical phenomenon in which two or more independent variables in the multiple regression model are highly correlated (Sekaran and Bougie, 2016). The common way to identify multicollinearity is by determining the amount of value inflation factor (VIF).

### Hypothesis Testing

In this research, the basic theory underlying the hypothesis testing is the probability score.

## RESULT

### Path Analysis Coefficient Result

In the analysis path used is standardized models. Based on the results of data processing using SPSS 16 software obtained a summary about both regression 1 (expectation on motivation) and regression 2 (expectation and Motivation on Attitude) as described below:

### Expectation on Motivation

Table 1. Path Coefficient Test Summary Expectation (X) to Motivation (Z)

Variabel	<i>B</i> <sub>standardize</sub>	<i>t</i> <sub>hitung</sub>	<i>Signifikan</i>	Description
<i>Expectation (X)</i>	0,772	17,879	0,000	Significant
$\alpha$		= 0,050		
<i>r</i>		= 0,772		
K coefficient significance (R <sup>2</sup> )		= 0,595		
F-count		= 319,642		
F-table (F <sub>1;216;0,05</sub> )		= 3,884		
<i>Signifikansi F</i>		= 0,000		
t-tabel (t <sub>217;0,05</sub> )		= 1,652		

Source: primary data, processed in 2017

Expectation and Motivation on Attitude

Table 2 Path Coefficient Test Summary Expectation (X) and Motivation (Z) towards Attitude (Y)

Variable	<i>B</i> <sub>standardize</sub>	T count	Significance	Description
expectation ( <i>X</i> <sub>1</sub> )	0,644	10,819	0,000	Significant
motivation ( <i>X</i> <sub>2</sub> )	0,227	3,814	0,000	Significant
α		= 0,050		
r		= 0,832		
determination i ( <i>R</i> <sup>2</sup> )		= 0,693		
F-hitung		= 242,16		
F-tabel ( <i>F</i> <sub>2,215;0,05</sub> )		= 3,037		
Significance <i>F</i>		= 0,002		
t-tabel ( <i>t</i> <sub>217;0,05</sub> )		= 1,652		

Source: primary data, processed in 2017

Interpretation of Path

From the two standardize regression equation, the researcher obtained the result of path analysis as follows:

The image above and previous explanation, Goodness of Fit models was tested using the total of coefficient of determination. The total diversity

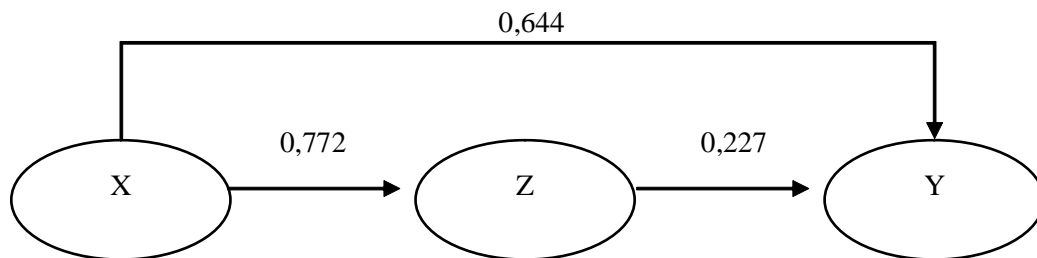


Figure 4.12 Coefficient of Line Test Results

of data can be explained by the model that is measured by the formula below:

$$P^2_{e1} = 1 - 0.597 = 0.403$$

$$P^2_{e2} = 1 - 0.693 = 0.307$$

$$R^2m = 1 - P^2e1 - P^2e2 \dots - P^2ep$$

Where

$$P^2_{e1} = 1 - R^2_1$$

$$P^2_{e2} = 1 - R^2_2$$

Wherein R<sup>2</sup><sub>1</sub> is R square to equation 1 is equal to 0,597, R<sup>2</sup><sub>2</sub> is square to the equation R 2 is equal to 0.693:

So that the total coefficient of determination is as follows:

$$R^2m = 1 - (0.403 \times 0.307) = 0.876, \text{ or } 87.6\%.$$

R<sup>2</sup><sub>m</sub> calculation results indicate the diversity of data is equal to 87.6%, or in other words, only the information contained in the data of 87.6% can be explained by the model and the rest (12.4%) is ex-

the model). Overall, the model in this study is divided into three direct influence, and one indirect effect.

The following table presents the results of testing direct influence in this study.

**Table 3 Result of Direct Influence Hypothesis**

Independent Variable	Dependent Variable	Path	significance	Information
Expectation (X)	Motivation (Z)	0,722	0,000	Significant
Expectation (X)	Attitude(Y)	0,644	0,000	Significant
Motivation (Z)	Attitude(Y)	0,227	0,000	Significant

Source: primary data, processed in 2017

Testing result of path coefficients has indicated that all direct influence in this study were proven significant. It can be seen through the significance probability value of 0.000 for each direct influence, so we can say that the path analysis results support

the hypothesis of the study. Furthermore, testing the indirect effect also performed by multiplying the direct effect on the expectation to motivation and motivation to attitude. The test results of indirect effect are described in the following table.

**Table 4 Result of Indirect Influence Hypothesis**

Indirect Influence	Direct Influence coefficient	Indirect Influence Coefficient	T-Sobel	Information
X → Z → Y	X → Z = 0,772*    Z → Y = 0,227*	0,175	3,705	Significant

Source: primary data, processed in 2017

The indirect effect between expectation (X) the attitude (Y) through motivation (Z), was obtained from the multiple of direct influence of expectation (X) on motivation (Z) and the direct influence of motivation (Z) the attitude (Y), so that the indirect influence of  $0.772 \times 0.227 = 0.175$ . Testing the effect was done indirectly using Sobel amounted to 3,705 which is greater than the value of t-Table that is equal to 1,652. It can be concluded that H1 is accepted and H0 is rejected and it is declared that

there are significant and positive influence between expectation (X) on attitude (Y) through motivation (Z), which if the expectation (X) of Museum Angkut visitors increases, so does the motivation (Z) the attitude (Y) of visitors. Thus, the expectation (X) has a direct and indirect significant effect on attitude (Y). Thus, the total influence of expectation (X) towards attitude (Y) is equal to 0.897 which is the result from of the direct + indirect effects of expectation (X) towards attitude (Y).

**Table 5 The Result of Total Influence**

Independent Variable	Direct Influence	Indirect Influence through Motivation (X)	Total Influence
expectation (X <sub>1</sub> ) towards attitude (Y)	0,664	0,175	0,839

Source: primary data, processed in 2017

Based on Figure 4.21 it can be seen the total effect of independent variables on the dependent variable. The net effect is greater than the direct influence of expectation (X) on attitude (Y). It indicates the presence of motivation (Z) will be able to increase the influence of expectation (X) on attitude (Y).

## **DISCUSSION**

### **Influence of Expectation (X) on tourist Motivation (Z)**

According to the result of this study, expectation shown to have a direct effect on motivation. It indicates that the expectation of tourist also affected by their motivation to travel. A similar result was found by Hsu, et al. (2010), in this research motivation was divided into knowledge, relaxation, and novelty. Hsu, et al. (2010), found that not all the indicators could be affected by expectation, they found that novelty is the strongest one and followed by relaxation and shopping. It means that previous research found that this hypothesis was partially supported.

The present research did not analyze further information to divide it into some indicators, it was only proven that expectation has a significant effect on motivation. Museum Angkut visitor expectation creates some motivation for the individuals to dig more information about museum angkut. From four expectations that visitor has before visiting museum angkut, it turns out to be three types of the predisposition of subjective evaluation Knowledge, Novelty, and Relaxation- over visit museum angkut.

### **Influence of Expectation (X) on Tourist Attitude (Y)**

Based on the result of this study, the researcher found that Expectation (X) has a significant influence on tourist Attitude (Y). The present study indicates that expectation of Museum Angkut visitors makes them evaluate the object, whether Museum Angkut is satisfying, pleasant, enjoyable, worthwhile and fascinating or not. The same result was also found by Hsu, et al. (2010), they found that respondent expectation caused them to evaluate the out-

come of the destination whether it is enjoyable, pleasant, worthwhile, satisfying, and fascinating.

From the respondents' answer, the expectation that visitor has before visiting museum angkut were corresponding and resulted that Museum Angkut was a satisfying, pleasant, enjoyable, worthwhile and fascinating place, which can be concluded that this destination meets or exceeds the expectation of visitors. The attitude of visitors describes that museum angkut already provide well as what consumer expected in consuming the value of the price. It is believed that expectation could displace the objects evaluation, the good expectation over museum angkut that visitor has in mind were good for overall after they visited museum angku and enjoyed all the services provided, it placed museum angkut as satisfied, pleasant, enjoyable, worthwhile, and fascinating tourist object in Batu City. Respondent or visitor agreed that they learned new experiences at museum angkut including culture, technology and any entertainment provided by museum angkut. Respondent also thinks that museum angkut has beautiful scenery over the place.

### **Influence of Motivation (Z) on Tourist Attitude (Y)**

The result of this study reveals that motivation has a significant influence on tourist attitude towards Museum Angkut. The same result was found by Hsu, et al. (2010), Wong, et al. (2013), and Huang and Hsu (2009). Hsu, et al. (2010), found that motivation was partially accepted to affect the attitude of tourist towards the destination object which some indicators do not affect the attitude of tourist behavior. Wong, et al. (2013), found the same result as Hsu, et al. (2010). The present study does not find out further information. The indicators that the researcher made was not analyzed specifically to find out which indicators affect the tourist attitude the most. Huang and Hsu and (2009), on their research of Formation of tourist behavioral intention and actual behavior were found that motivation fully supported to have a significant influence on attitude.

The result of the present study indicates that Motivation could create a certain attitude on Mu-



seum Angkut visitor. The motivation of Museum Angkut visitor differentiates into four indicators which are Knowledge, Relaxation, and Novelty. The three unfulfilled need of motivation force the respondent to create actions that leads them to visit museum angkut. Respondent agreed that museum angkut gave them new experiences to feel the difference in culture and help them acknowledge more about Indonesia and other countries. More fact that visitor agreed that visiting museum angkut can release them from their routine and feel relax. They also think that museum angkut is really worth to visit that could make you feel the beautiful atmosphere of Batu City.

### **Independent variable Expectation is shown to have an influence on the Tourist Attitude through Motivation**

The result of this study indicates that the variable Expectation (X) shown to have an influence on Attitude (Y) through the Motivation (Z). The same result found by Hsu, et al. (2010). They mentioned that the role of motivation on the relationship between expectation and attitude was the most profound finding of the present study. In Vroom model motivation has psychologist role to reach every goal (destination) since to reach the destination people need an expectation and attractiveness or more value on the destination.

From the expectation that visitor has over museum angkut it creates some motivations first before they could directly affect the attitude, and the findings show that through motivation, the effect that expectation has on attitude was better. The expectation about what people have over museum angkut it does not directly cause an action but cause some subjective evaluation about the object first. The existence of the subjective evaluation could make the influence better or lower. After the predisposition of subjective evaluation then attitude or action will follow. From four expectations that visitor has before visiting museum angkut it turns out to be three types of the predisposition of subjective evaluation -Knowledge, Novelty, and Relaxation- over visit museum angkut. The unfulfilled need that they have before visiting museum angkut were created satis-

fying, pleasant, enjoyable, worthwhile, and fascinating attitude over museum angkut after they visit museum angkut. The driving force that leads them to visit museum angkut creates good attitude over museum angkut.

### **MANAGERIAL IMPLICATION**

The objective of tourism ministry to put the tourism industry in one of the industries that contributes more to national income, therefore the development of the tourism industry should be managed well. The expectancy theory could be a further explanation about how the commercial activity creates the visitor of museum angkut expectation. Those expectations that visitor has should help the company in developing Museum Angkut based on what mostly people expected to have and to enjoy at Museum Angkut. The motivation of the visitor should be considered as what kind of need that people mostly have during their vacation over museum angkut. Considering the unfulfilled need of consumer should help the company in developing museum angkut to be more satisfying, enjoyable, pleasant, worth, and fascinating.

The attitude of the visitor could give the company pictures of how a positive or negative evaluation of the visitor, which it comes from their expectation over museum angkut and motivation over their holiday at museum angkut. For the Marketing Manager, this research finding will help in designing promotional programs. A consumer has their first subjective impression of an object based on their knowledge about the object which means that promotional program should be taking seriously.

### **CONCLUSIONS AND RECOMMENDATIONS**

#### **Conclusion**

This study was conducted to determine the relationship of Expectation, Motivation, and Attitude. The expectation was used as an independent variable, motivation was used as an independent and dependent variable, and attitude was used as the dependent variable. Based on the calculation of Path analysis, the present study summarized the whole discussions the result show that Expectation has a direct influence towards Motivation, Expectation has

a direct influence towards Attitude, Motivation to visit a destination has a significant influence on Attitude, and Expectation has an indirect influence towards Attitude through Motivation.

### Recommendation

First, from the result of the study, a researcher found that three components of motivation that has the lowest score are beautiful scenery of Batu City, feel relax and calm, and feel the difference of culture. The researcher recommends that Museum Angkut should improve more in increasing those kinds of motivation since it influences the attitude that could affect visitor satisfaction. Second, from the result of the study, a researcher found three motivation factors that have the highest score, which is Enjoy time with family and friends, worth to visit by most of the people, and release work pleasure. Those factors should be maintained well because those factors lead them to visit Museum Angkut. Third, according to all five items in attitude, satisfaction has the lowest score. The researcher suggests that Museum Angkut should be a focus on increasing satisfaction of the visitor by improving each lowest score item of each variable used. Fourth, four items of expectation should be considered in designing a promotional program and the first subjective idea comes from customer knowledge about the object. The knowledge could be managed in a promotional program. Fifth, in a recent study, it shows that expectation has the highest score than motivation in influencing people's attitude, which means that Museum Angkut should create a good expectation to the visitor and balance it by managing their promotion program. Sixth, understanding motivation, expectation and attitude, will certainly help in segmenting markets, designing promotional programs and product offerings, and decision-making about destination development.

Next, is understanding customer expectation and motivation also help the company in making a decision that related to the company development. The last one is for further research is better to do deep understanding by analyzing each item from

each variable that has the best influence on people attitude.

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