

## The Influence of Film Tourism on Interest in Visiting Lake Toba Tourist Destinations Mediated by Motivation: (Case Study of the Movie "Ngeri-Ngeri Sedap")

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### ABSTRACT

This study aims to determine the effect of the Ngeri-Ngeri Sedap film on interest in visiting Lake Toba tourist destinations mediated by motivation (case study film "Ngeri-Ngeri Sedap"). This study employs quantitative approaches and data collection techniques, including the distribution of Likert scale questionnaires. The population in this study was 2,886,121 people with a sample using the 10% percentage Sovin formula with a total of 100 respondents. By using SmartPLS 4.0 software, data testing techniques use the R-Square Test, Validity Test, Reliability Test and Hypothesis Test using Bootstrapping. The results of this study indicate that the destination image in the movie Ngeri-Ngeri Sedap has a significant effect on interest in visiting Lake Toba tourist destinations in mediation Motivation.

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## INTRODUCTION

Tourism is one of the sectors that has the power to create jobs, increase income and living standards, accelerate technological progress and encourage other productive sectors (Orctavia & Sriayultha, 2018). Tourism is one of the main pillars of the Indonesian economy and is a major source of foreign exchange and contributes to GDP and employment. In addition, tourism has the power to encourage other productive sectors, create jobs, increase income and living standards, and accelerate economic progress (Yakup, 2019). In increasing tourism targets, strategic, innovative, adaptive, and collaborative steps need to be taken (Purworwidhu, 2023). One of the innovative steps taken to promote tourism is through movies. Movies are considered very effective as a medium to promote tourism (Ayu et al., 2015). This can be seen in research (Hudson & Ritchie, 2005) which found a significant relationship between movies and the number of tourist visits.

Table 1 Impact of Movies on Tourism Visit

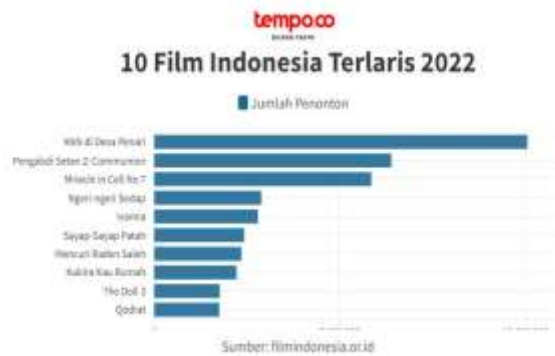
| Film/TV Series                     | Location                           | Impact  |
|------------------------------------|------------------------------------|---|
| Braveheart                         | Wallace Monument                   | 300% increase in visitors year after release            |
| Dances with Wolves                 | Fort Hayes, Kansas                 | 25% increase compared with 7% for 4 years before        |
| Close Encounters of the Third Kind | Devils Tower, Wyoming              | 75% increase in 1975, 20% visit now because of the film |
| Field of Dreams                    | Iowa                               | 35% visit in 1991, steady rise                          |
| Dallas                             | Southfork Ranch, Dallas            | 500,000 visitors per year                               |
| Lord of the Rings                  | New Zealand                        | 10% increase every year 1998 to 2003 from UK            |
| Steel Magnolias                    | Louisiana                          | 48% increase year after release                         |
| Last of the Mohicans               | Chimney Rock Park, North Carolina  | 25% increase year after release                         |
| Mission: Impossible 2              | National parks, Sydney             | 200% increase in 2000                                   |
| Harry Potter                       | Various U.K locations              | All locations-increase of 50%+                          |
| Gorillas in the Mist               | Rwanda                             | 20% increase in 1998                                    |
| The Beach                          | Thailand                           | 22% increase-yoth market 2000                           |
| Four Weddings and a Funereal       | The Crown Hotel, Amersham, England | Fully booked for at least 3 years                       |
| Saving Private Ryan                | Normandy, France                   | 40% increase-American tourist                           |
| Pride and Prejudice                | Lyme Park, Cheshire, U.K           | 150% increase in visitors                               |
| Troy                               | Canakkle, Turkey                   | 73% increase in tourism                                 |
| Captains Corelli's Mandolin        | Cephalonai, Greece                 | 50% increase over 3 years                               |

Source: (Hudson & Ritchie, 2005)

The table above illustrates that movies can play an important role in increasing the number of tourist visits to the region. The appearance of tourist destinations in films can make viewers interested in visiting and seeing them firsthand which can lead to an increase in the number of tourists. This increase in the number of tourists indicates an increase in interest in visiting. Film tourism is a growing phenomenon around the world, driven by the growth of the entertainment industry and increased international travel. Film tourism has emerged as a crucial growing industry in tourism and is widely recognized as a driver of tourism development in many countries (Cornel, 2012). Tourism films will form an image of the destination in the minds of the audience when they see the setting of the place that appears in the movie and believe that the destination should be visited (Kusumawardhana & Imanjaya, 2018). Some of the triggering factors are motivation and destination image that arise after watching a movie (Lelstari et al., 2020). Tourism destination image is a

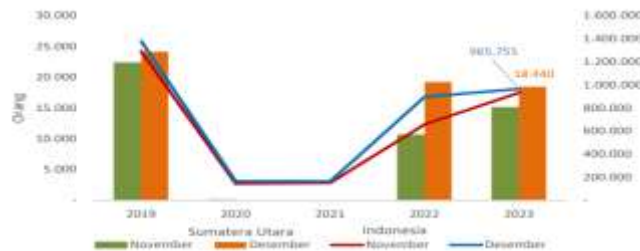
component of the tourism system consisting of interrelated and interdependent parts (Suldiarta, 2012). Tourist destinations that have a destination image that matches the destination desired by tourists will motivate tourists to visit these tourist sites.

In Indonesia, there are several movies that make tourist destinations as a setting, one of which is the movie Ngeri-Ngeri Sedap.



**Figure 1 Indonesia's Top Grossing Movies 2022**

The movie is number 4 on the list of highest grossing films, with an audience of more than 2.8 million over 64 days of screening (Javielr, 2023). Lake Toba is one of the destinations used in the movie Ngeri-Ngeri Sedap in addition to the famous tourist destinations in North Sumatra.



**Figure 2 Number of tourist visits to North Sumatra**

Source: Badan Pusat Statistik Sumatera Utara 2023

The number of tourists began to increase in 2022 accompanied by the introduction of Covid19. The number of foreign tourists visiting North Sumatra in December 2022 reached 19,198 visits, while in November 2022 there were 10,615 foreign tourists. During the period January - December 2023 the number of foreign tourists visiting North Sumatra reached 197,015 visits, an increase of 164.46 percent when compared to the same period in 2022 which amounted to 74,498 visits (Badan Pusat Statistik Sumatera Utara, 2023).

Previous research also explains that motivation driven by the same destination image can encourage tourists to come visit (Chasanah & Wijaya, 2020). According to previous research conducted (Helrlambang & Adikampana, 2019) states that the screening of tourist destinations in films has proven effective as a tool and marketing tourist destinations. In research (Pradhornor elt al., 2020) also said that movies are a strong promotional medium in promoting tourism. According to research (Sinullingga, 2021) movie tourism is influential in attracting more visitors.

Based on the phenomena that have been described, the researcher is interested in conducting further research, how strong the influence of the variables taken in increasing interest in visiting a tourist destination with the title "The Effect of Film Tourism on Interest in Visiting Lake Toba Tourism Destinations Mediated by Motivation: (Case Study of Ngeri-Ngeri Sedap Movie)".

## THEORETICAL REVIEW

### *Destination Image*

Destination image according to Hanif & Mawardi (2016) is a belief or knowledge about a destination and what tourists feel while traveling. According to Lopels (2011) destination image is one of the most important elements of a tourist destination. Destination image is very important in a tourist destination to create a good impression in the minds of tourists to visit. Based on the opinions of these experts, it can be concluded that destination image is a belief or knowledge about a tourist destination which is a determining factor in increasing or decreasing tourist visits. The dimensions and indicators according to (Elchtnelr, C. M., 1991) are:

Table 2 Dimensions and Indicators of Destination Image Variables

| Nor | Dimensiorn  | Indikatorr   |
|-----|---|--|
| 1   | Attribultels-fulnctiornal<br>charactelristic<br>delstiniorn     | Natural scenery cornditiorn<br>Cornditiorn orf torurist orbjects<br>Infrastructure cornditiorn such as<br>transporrtatiorn |
| 2   | Fulnctiornal<br>horlistic torulrist delstiniorn                 | Hygiene cornditiorn<br>Persornal cormforrt<br>Living cormforrt   |
| 3   | Horlistic-psychorlorgical<br>charactelristic<br>delstiniorn     | Friendliness orf the people<br>Cultural diversity  |
| 4   | Attribultels-psychorllorgical<br>charactelristic<br>delstiniorn | Culinary diversity (many unique<br>forords)<br>Orpporrtunity tor develop<br>knowledge                                      |

### *Motivation*

According to (Delnelski elt al., 2020) motivation is a force within a person, which causes that person to act or do something. Motivation cannot be observed directly, but can be understood by its behavior in the form of stimulation, encouragement, or creation of power for the emergence of behavior. A person's travel motivation is different from one another. In certain tourist destinations there are various motivations for someone to visit a tourist destination (Yoeti, 2006) .So it can be concluded that motivation is a stimulus for a person's desire to act. In measuring motivation according to (McIntosh elt al., 1995) using the following dimensions and indicators:

Table 3 Dimensions and Indicators of Motivation Variables

| Nor | Dimensi                 | Indikator   |
|-----|-------------------------|---|
| 1   | Physical Mortive        | Sporrts<br>Refresh the sorul<br>Recreation  |
| 2   | Cultural Mortives       | Want tor know the life orf the<br>surrorunding commmunity<br>Want tor know Batak culture<br>Want tor interact sorcially |
| 3   | Interpersornal Mortives | Visiting with family orr friends<br>Gain new knowlledge<br>Fun trip   |
| 4   | Status Mortive          | Want tor share experiences<br>Creating a status orn sorcial media<br>Self-cornfidence                                   |

**Interest In Visiting**

Interest in visiting is the tendency in individuals to be interested in a place so that they are encouraged to visit or come to that place (Halimatulssaddiah & Hilmiatuls, 2017). Accorrding to (Maullaselna, 2021) visiting interest is a desire for a person or group of people to visit a place. The theory of visiting interest is taken from the theory of interest in a product, so that in some categories visiting interest can be applied from the purchase interest model (Bimo & Putra, n.d.). In this study, the characteristics that influence a person's visiting interest are the same as the characteristics of buying interest.

**Indicator of Interest in Visiting**

Indicators of visiting interest variables used in this study are based on theoretical studies (Suwandari & Lusi, 2008) namely:

1. Attention
2. Interest
3. Desire

**Conceptual Framework**

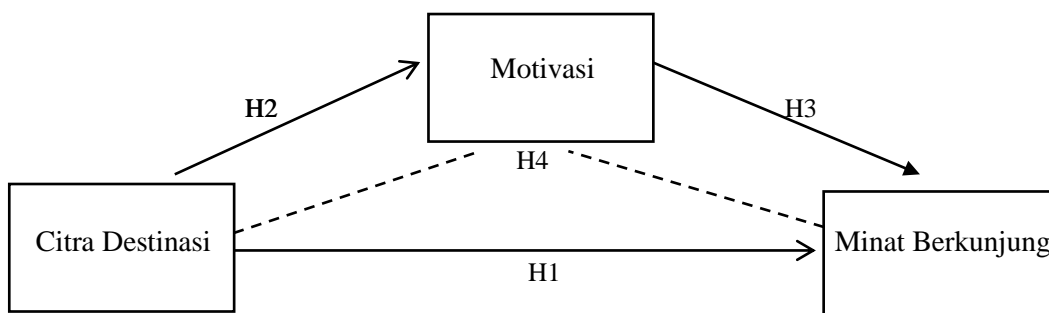


Figure 2 Conceptual Framework

### Hypothesis

H1: The destination picture in the film Ngeri-Ngeri Sedap has a strong impact on interest in visiting Lake Toba tourism attractions.

H2: The destination image in the film Ngeri-Ngeri Sedap has a strong impact on motivation to visit Lake Toba tourism attractions.

H3: Motivation in the movie Ngeri-Ngeri Sedap has a significant effect on interest in visiting Lake Toba tourist destinations.

H4: Destination. The image in the film Ngeri-Ngeri Sedap has a major impact on interest in visiting Lake Toba tourism sites via motivation.

### METHODOLOGY

This research uses a quantitative approach. The population in this study was taken from the number of Ngeri-Ngeri Sedap movie viewers in Indonesia, namely 2,886,121 people. The sample used amounted to 100 people. The method used in sampling is purposive sampling technique. The criteria used as the sample of this study are: have watched the movie Ngeri-Ngeri Sedap. The data analysis method used is statistical analysis method with Microsoft Excel software and Smart PLS Software (v.4.1.1). In PLS-SEM, an outer model test is carried out to ensure reliability and validity according to existing standards. After that, the inner model test is carried out to check the predetermined hypothesis.

### RESULTS

#### Research Instrument Test Results

##### Convergent Validity

Based on the picture of the test results on 100 respondents, it shows that all indicators are valid. Each indicator is considered valid if its value is more than 0.7. In Figure 5.2 the outer model displays the loading factor value of each variable indication of more than 0.70, this indicates that all variable constructs are correct and do not need to be removed from the model.

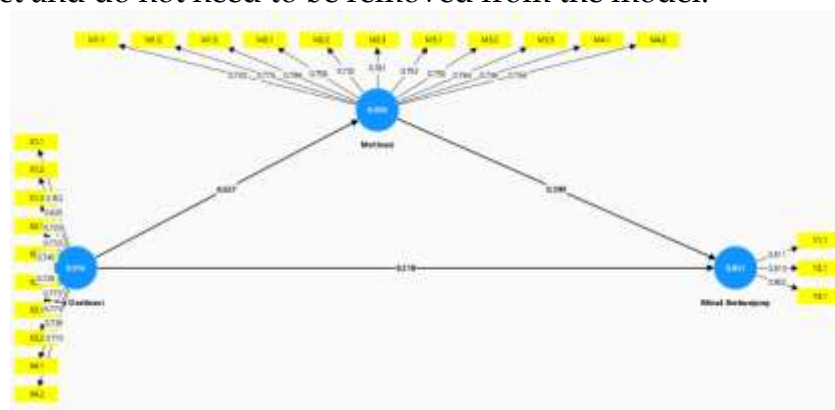


Figure 3 Outer Model

Source: Results of data processing PLS (2024)

### Reliability Test and AVE Value

| Matriks                  | Cronbach's Alpa | Composite Reliability (rho_a) | Composite Reliability (rho_c) | Average Variance Extracted (AVE) |
|--------------------------|-----------------|-------------------------------|-------------------------------|----------------------------------|
| Destination Image (X)    | 0.916           | 0.927                         | 0.928                         | 0.564                            |
| Motivation (M)           | 0.926           | 0.929                         | 0.937                         | 0.574                            |
| Interest in Visiting (Y) | 0.851           | 0.881                         | 0.909                         | 0.769                            |

Source: Results of data processing PLS (2024)

A construct is considered reliable if its value is more than 0.70. Each variable or construct in table 5.11 above has produced a composite reliability value and a Cronbach's alpha value of at least 0.7, this indicates that the construct is reliable. Therefore, it can be concluded that this research is good, and the statements used to measure each variable show a good level of reliability.

### R-Square Test

Table 5 R-Square Value Result

| Variabel                 | Nilai R-Square | Nilai R-Square Adjusted |
|--------------------------|----------------|-------------------------|
| Interest in Visiting (Y) | 0.409          | 0.397                   |
| Motivation (M)           | 0.393          | 0.386                   |

Source: Results of data processing PLS (2024)

The results of the R-Square value on the visiting interest variable have an R-Square value of 0.409 interpreted as around 40.9% of the variability in the visiting interest construct can be explained by the destination image variable, while around 59.1% is influenced by other variables not examined in this study. Furthermore, the motivation variable has an R-Square value of 0.393, indicating that the destination image variable accounts for approximately 39.3% of the variability in the motivation construct, whereas the remaining 60.7% is influenced by variables not addressed in this study.

### Hypothesis Test

Based on the respondents' responses and the simultaneous test results of the content marketing variables, online customer evaluations on the dependent variable purchasing decisions are obtained as follows:

Table 6 Bootstrapping Hypothesis Test

| Matriks   | Original Sample (O) | Sample Mean (M) | Standar Deviasi (STDEV) | T Statistik | P Values |
|---|---------------------|-----------------|-------------------------|-------------|----------|
| Desination Image (X) > Interested in Visiting (Y) | 0.318               | 0.332           | 0.122                   | 2.618       | 0.009    |
| Desination Image (X) > Motivation (M)             | 0.627               | 0.643           | 0.055                   | 11.470      | 0.000    |
| Motivation (M) > Desination Image (Y)             | 0.390               | 0.379           | 0.137                   | 2.858       | 0.004    |

Source: Results of data processing SPSS versiorn 26 (2024)

Tabel 7 Uji Hipotesis Specific Indirect Effect

| Matriks   | Original Sample (O) | Sample Mean (M) | Standar Deviatior (STDEV) | T Statistik | P Values |
|---|---------------------|-----------------|---------------------------|-------------|----------|
| Desination Image (X) →<br>Mortivation (M) →<br>Interested in Visiting (Y) | 0.245               | 0.242           | 0.086                     | 2.852       | 0.004    |

**Source: Results orf data proccessing SPSS versiorn 26 (2024)**

### ***Analysis Result***

*H1: Destination image in the movie Ngeri-Ngeri Sedap has a significant effect on interest in visiting Lake Toba destinations.*

Based on the results of the hypothesis testing, a positive path coefficient of 0.318 implies a favorable effect. The p-value for the link between destination image and visiting interest is 0.009, with a t-statistic value of 2.618. These findings are consistent with the general criteria, which state that the p-value is less than 0.05 and the t-statistic is greater than 1.96. It can be concluded that these findings support H1, which states that the destination image in the film ngeri-ngeris sedap has a significant effect on interest in visiting Lake Toba destinations.

*H2: Destination image in the movie Ngeri-Ngeri Sedap has a significant effect on motivation to Lake Toba tourist destination.*

Based on the results of hypothesis testing, the positive path coefficient of 0.627 indicates a positive influence. The relationship between destination image and motivation has a p-value of 0.000 and a t-statistic value of 11.470. These results are in accordance with the general criteria which state that the p-value is less than 0.05 and the t-statistic is more than 1.96, it can be concluded that these results indicate that H2 can be accepted which states that the destination image in the movie Ngeri-Ngeri Sedap has a significant effect on motivation to Lake Toba destinations.

*H3: Motivation in the movie Ngeri-Ngeri Sedap has a significant effect on interest in visiting Lake Toba.*

Based on the results of hypothesis testing, the positive path coefficient of 0.390 shows a positive influence. The relationship between motivation and visiting interest has a p-value of 0.004 and a t-statistic value of 2.858. These findings are consistent with the general criteria, which state that the p-value is less than 0.05 and the t-statistic is greater than 1.96. It can be concluded that these findings support H1, which states that motivation in the film Ngeri-Ngeri Sedap has a significant effect on interest in visiting Lake Toba destinations.

*H4: Destination image in the movie Ngeri-Ngeri Sedap has a significant effect on interest in visiting Lake Toba tourist destinations through the mediation of motivation.*

Based on the results of the hypothesis testing, a positive path coefficient of 0.245 implies a favorable effect. The p-value for the association between destination image and visiting interest through motivational media is 0.004, and the t-statistic value is 2.852. These findings are consistent with the general



criteria, which state that the p-value is less than 0.05 and the t-statistic is greater than 1.96. Therefore, H4 is accepted, which states that the destination image in the Ngeri-Ngeri Sedap movie has a significant effect on interest in visiting Lake Toba destinations via motivational mediation.

## **DISCUSSION**

According to the findings of the study, destination image has a substantial influence on interest in visiting Lake Toba destinations via motivational mediation. This proves that motivation has a role as an intermediary between destination image and visiting interest. Where when someone watches a movie and creates a good destination image in the movie so that it can generate audience motivation to visit tourist destinations in the movie. From this, it can increase someone's interest in visiting tourist destinations. This strengthens the view that destination image has a significant effect on visiting interest through motivational mediation.

### ***The Effect of Destination Image on Interest in Visiting***

Based on the results of the study, it shows that destination image has a significant influence on visiting interest. The results of this study indicate that the better the destination image created in the Ngeri-Ngeri Sedap movie, the higher the audience's interest in visiting. The results of this study are supported by the results of research conducted by Simarmata & Saragih (2020) which states that destination image has a positive and significant effect on visiting interest. This states that the results of this study show consistency with previous research, that destination image has a significant influence on visiting interest. The destination image created in the movie can help the audience by giving them information visually images that represent Lake Toba tourist destinations. A good destination image can provide information about the general characteristics of tourist destinations and also display unique features or things that are different from other tourist destinations. Ngeri-Ngeri Sedap film must create an image that gives a good impression, attractive, and beautiful visualization in order to be attracted by the audience and create an increased interest in visiting.

### ***The Effect of Destination Image on Motivation***

According to the findings of the study, destination image has a substantial impact on motivation to Lake Toba locations. Research results support the findings of this investigation (Tamtormor & Putra, 2020) which states that destination image has a positive and significant effect on motivation. This states that the results of this study show consistency with previous research, that destination image has a significant influence on motivation. This proves that the destination image formed in the minds of the audience can increase motivation. This means that the destination image which consists of natural scenery conditions, conditions of tourist objects, infrastructure conditions, hygiene conditions, personal safety, comfort of life, friendliness of the population, cultural differences, culinary differences, and reputation have a significant effect on motivation which consists of wanting to exercise, relax the mind, recreation,

wanting to know the life of the surrounding community, wanting to know Batak culture, wanting to interact socially, wanting to visit with family, spending time with relatives, traveling with relatives for fun, wanting to add experience, and making status on social media.

### ***The Effect of Motivation on Interest in Visiting***

Based on the results of the study, it shows that motivation has a significant influence on interest in visiting Lake Toba destinations. The results of this study indicate that the better a person's motivation, it can increase a person's interest in visiting. Thus, motivation has a significant influence on interest in visiting Lake Toba destinations. The results of this study are supported by the results of research conducted by Herman & Savira Wira Putri (2022) dan Chasanah & Wijaya (2020) which state that motivation has a positive and significant effect on visiting interest. This states that the results of this study show consistency with previous research, that motivation has a significant influence on visiting interest. Motivation can be a driving force for someone to travel. Someone who visits a tourist destination has various motivations and is different from one another. Motivation consists of wanting to exercise, relax the mind, recreation, wanting to know the life of the surrounding community, wanting to know Batak culture, wanting to interact socially, wanting to visit with family, spending time with relatives, traveling with relatives for fun, wanting to add experience, and making status on social media.

### ***The Effect of Destination Image on Interest in Visiting Through Motivation Mediation***

Based on the results of the study, it shows that destination image has a significant influence on interest in visiting Lake Toba destinations through motivational mediation. The results of this study are supported by the results of research conducted (Lestari et al., 2020) which states that the destination image formed in the minds of the audience has a positive and significant effect on visiting interest mediated by motivation. This states that the results of this study show consistency with previous research, that destination image has a significant influence on visiting interest through motivational mediation. This proves that motivation has a role as an intermediary between destination image and visiting interest. Where when someone watches a movie and creates a good destination image in the movie so that it can motivate the audience to visit tourist destinations in the movie. From this it can increase someone's interest in visiting tourist destinations. This strengthens the view that destination image has a significant effect on visiting interest through motivational mediation. This means that it has a significant influence on visiting interest which consists of seeking information, being interested in visiting, wanting and making plans to visit through motivation as a mediation which consists of wanting sports, relaxing the mind, recreation, wanting to know the life of the surrounding community, wanting to know Batak culture, wanting to interact socially, wanting to visit with family, spending time with relatives, traveling with relatives for fun, wanting to add experience, and making status on social media.

## CONCLUSIONS AND RECOMMENDATIONS

Based on the results and discussion, it can be concluded as follows:

1. Destination image in the movie Ngeri-Ngeri Sedap has a significant effect on interest in visiting Lake Toba destinations.
2. Destination image in the movie Ngeri-Ngeri Sedap has a significant effect on motivation to visit Lake Toba destinations.
3. Motivation in the movie Ngeri-Ngeri Sedap has a significant effect on interest in visiting Lake Toba destinations.
4. Destination image in the movie Ngeri-Ngeri Sedap has a significant effect on interest in visiting Lake Toba destinations mediated by motivation.

Based on the research that has been conducted, the researcher provides the following suggestions:

1. Theoretical Suggestions

It is hoped that this research can add knowledge and insight into the effect of destination image on visiting interest through motivational mediation, and it is hoped that it can add references to academic literature and become a source of theoretical development for those who want to conduct additional research on related variables or parts that have not been included in this study.

2. Practical

- a. For the Tourism Industry

It is hoped that this research will be useful for the tourism industry to promote tourism through movies. It is hoped that this film will also be useful as information and consideration for the current tourism industry to work with film production to make tourist destinations the setting for filming, so that it can attract tourists to visit tourist destinations.

- b. For the Film Industry

It is hoped that this research will be useful as information and consideration for the film industry to work with the tourism industry to make tourist destinations as the setting for films.

## FURTHER STUDY

For further researchers, it is hoped that other variables that are not in this study can influence the interest in visiting Lake Toba tourist destinations.

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