Analysis the Attractions and Facilities of Marandang Traditional Culinary Festival against the Motivation of Visitors in Padang City

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Abstract

The Marandang Traditional Culinary Festival is one of the festivals created by the The Marandang Traditional Culinary Festival is a festival created by the Padang City Tourism Office to motivate visitors outside the city with the aim of introducing the hereditary culture of cooking rendang. This study aims to determine the analysis of the Attractiveness and Facilities of the Marandang Traditional Culinary Festival on the Motivation of Visitors. In taking this sample for this study using purposive sampling. Data taken in this study through primary data by distributing questionnaires to 76 respondents. The analytical technique used is the tests contained in SPSS 23. The results of this study indicate that the variables of Attractiveness, Facilities, as well Attractions and Facilities together produce data that affect the motivation of visitors in the city of Padang.

I. Introduction

According to the Law No. 10 of 2009, tourism can be defined as a variety of tourism activities supported by various facilities, as well as services provided by the community, companies, government, and local governments. As an industry, it has a role to display the image and identity of a country attracting many people to do leisure activities in the country (Pradini, Latif, Digdowiseiso, & Miranti, 2022). Padang city is a city that has a variety of cultures, customs, tourist destinations and culinary or cuisine that is very diverse. This city has a promotional strategy, one of which is through the tourism service government web in the city of Padang.go.id. In the web there are several explanations about tourism activities in the city that are expected to attract tourists to visit the city of Padang.

Currently for the development of padang city destinations, the government of the Padang city tourism office proposes a traditional culinary festival called Marandang. This culinary festival in the city of Padang has special value in the eyes of tourists because at this traditional minangkabau culinary festival there are special traditional foods that are displayed again, namely rendang. Rendang is a Corresponding Research Result as a Reference Research 2011 is the year that CNNGo released the results of a poll themed World's 50 Best Foods. This traditional culinary festival has been included in the annual agenda of padang city events and this festival has been held often with different regions every year. Discussing the influence of traditional Marandang culinary festivals to help increase the number of visits and interest of visitors to come to the city of Padang. Here is the schedule of traditional Marandang culinary festival locations previously made:

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Table 1. Schedule of Marandang Traditional Culinary Festival from 2015 – 2019

No.	Location	Moon	Year
1.	Jl. Diponegoro	September	2015
2.	Padang Beach	September	2016
3.	Museum Adityawarman	February	2017
4.	Gor H. Agus Salim	June	2018
5.	Museum Adityawarman	July	2019

Source: Padang City Tourism Office

Human life and customary law communities are inseparable units. The land is very important for humans and indigenous peoples because it provides a foothold, a place to earn a living, and a final resting place when humans die. Therefore, the function and meaning of customary law that exists and develops in Indonesian society must be reinterpreted in the development of national law. Because indigenous peoples still have wisdom in enforcing applicable rules to regulate their lives fairly and conscientiously in everyday life.

The land is considered an important position in customary law because of its nature and facts. Land, by its very nature, the land is the only form of wealth that, despite its circumstances, maintains its value and sometimes even increases it. Therefore, it functions as a place to live, a source of income, a place where residents (customary law communities) will be buried, and a place for ancestral spirits to provide protection to their citizens.

The change in land function certainly proves that there is still a conflict of interest in land tenure and also among other people who want to use customary village land for tourism purposes. This incident occurred due to the weakness of land law which regulates customary law. In this regard, the author is interested in analyzing land law related to developing tourist attractions on customary land.

II. Review of Literature

2.1 Tourism

Tourism is an expedition tried by one from one location to another location with an interval that has the aim to enjoy activities and recreation. (Gustin & Koswara, 2018) in the journal (Agung, Herwanti, & Hidayat, For, The Study of Perception and Motivation of Deer visitors, Development of Natural Tourism in Rachman Captivity, Tahura Wan Abdul, 2020)

2.2 Attraction

Attraction is something that can be in the form of uniqueness, beauty, weather / climate, and beauty. (Wiratini et al., 2018) in the journal (Marpaung, 2019). According to Roger and Slinn in (Nurbaeti, Rahmanita, Ratnaningtyas, & Amrullah, 2016) stated that the attraction or attraction is all that exists in an object that becomes an attraction so that tourists can come to the object.

Attractiveness is a factor especially in developing tourism development whose existence wants to pressure tourists to visit it, not only the attraction also succeeds government activities to celebrate the nation's customs and culture as relics given to tourists. Tourist activities in a region are incomplete if there is a tourist attraction, attraction is the main focus of tourism change in a destination. Attraction is everything that has:

1) Uniqueness is a characteristic that is owned and has its own differences and in this study has the following indicators, namely: the uniqueness of performances and culinary.
2) Beauty is something that can be seen and produces pleasure for those who see so that in this study has the following indicators, namely: cultural beauty, and social.
3) Value is a vision that can be measured to be used as an attraction and in this study has the following indicators : The value of education and history. According to (Ismayanti, 2010) in the journal (Nuansya, 2017).

2.3 Facilities

According to (Purwaningsi, 2013) in the journal (Marpaung, 2019) The facility is more towards the availability of facilities and infrastructure needs of visitors. The role of facilities is very important to increase the level of satisfaction of visitors who visit certain attractions. The influence of this facility affects visitor satisfaction, and for the increase in the attraction of tourist attractions. While facilities are provided to support the structure of attractions or attractions before. (Sarim, 2017)

According to Spillane in Akrom (2014: 34) quoted in the journal (Maryasari, 2017) Facilities are facilities and infrastructure that support the operation of tourist attractions to accommodate all tourist needs, in order to urgently develop but grow at the same time or after the attraction grows. For spillane sarana theory is grouped into 3 parts, including:
1. Main Facilities
2. Support Facilities
3. Complementary Facilitation

2.4 Festival

According (Utami, 2019) Exploring a festival activity is an activity that is tried. This is due to the happiness of the activity, which can eliminate saturation.

The benefits of the festival are more profitable in rural areas, most notably in growing the economic income of local communities, promoting jobs, and promoting local culture and products. While according to (Utami, 2019) Exploring a festival activity is a tried activity. This is due to the happiness of the activity, which can eliminate saturation.

2.5 Traditional Cuisine

According to the journal (Syafitri, 2019) Culinary is a matter that is often associated with cooking. Culinary is one type of tourism can be said as a tourist attraction to produce an unforgettable dining and beverage experience for tourists who love food by carrying out eating activities and learning to cook a variety of original culinary from the region. Culinary in each region has a typical menu of certain regions that can be used as the main points in each region. This is a golden opportunity to win culinary as the attraction of objects in the city of Padang.

According to internet sources from (Wikipedia, 2021) Traditional Cuisine is all types of food based from various regions in all countries. Formulas and methods of making traditional culinary are generally passed down through generations. The taste that traditional culinary has usually a characteristic of one region wants to be different from another region.

2.6 Visitor Motivation

Motivation is taken from the Latin movere which means encouragement, driving energy or force that gives rise to something action or action. The word movere, in English is often equated as motivation which means giving a motive or condition that gives rise to encouragement. (Agung et al., 2020). motivation is the process of giving motives,

encouragement, or stimulation to subordinates so that they want to work consciously and sincerely as well as have passion in the effort to achieve organizational goals (Kuswati, 2019). Motivation factor especially in achievement motivation is one of the things that drives and supports the improvement of the quality of the organization's human resources (Werdhiastutie, 2020). Meanwhile, according to Sudirman in the journal Maksipreneur (Ernawati, 2020) said that motivation is an impulse that arises basic in a person who causes involuntary action and influences behavior to be moved to play a role.

Various motivations drive the journey. In the journal(Sari, 2014) McIntosh (1977) and Murti (1985, CF. Sharpley, 1994) said that motivation is shared in the top 4 groups, namely:
1. Physical or physiological motivation (motivation that is physical or physiological)
2. Cultural motivation
3. Social motivation or interpersonal motivation (social motivation).
4. Fantasy motivation

III. Research Methods

3.1 Research Design

This research was carried out by the Padang City Tourism Office called the Marandang Traditional Culinary Festival. Marandang is a traditional culinary event that features rendang cuisine as its main attraction. Marandang was held from the padang city tourism   office which invited 11 sub-districts and 104 villages and 1 village attracted 1 team consisting of 3 people. So this event has a total of 312 participants each year and from this data gets population data at the festival itself.

3.2 Population and Sample
a. Population

According to (Sugiyono, Journal of Infrastructure & Facilities Asset Management, 2016) Population is a common area consisting of objects / subjects that already have an exclusive characteristic and quality determined from research to educate and then determined the conclusion. The purpose of a group of populations is so that the reader can determine a magnitude from the sample obtained from members of the population.

The form and type used in this study are quantitative where the data source used is the primary and secondary data sources. To generate data, researchers distributed a list of statements or questionnaires to respondents who were more directed to visitors who came to traditional culinary festival marandang events and took some answers outside the event that were useful to find out the motivation of visitors in the city of Padang. And researchers also get several sources from previous articles, websites and journals that have something to do with this study.

b. Samples

According to (Sugiyono, 2016) the sample is a collection of data from the number and characteristics obtained from the population. Where populations and researchers are unlikely to be able to examine all the data obtained in the population, for example due to limited time, energy, and funds, therefore researchers can use samples that can be taken from that population. Things that are studied or studied from that sample, can be concluded and will be applicable to the population therefore samples that have been taken from the population pool must be truly representative. Researchers also get several sources from previous articles, websites and journals that have something to do with this study.

Slovin formula:

$$n : \frac{312}{1+3,12\ (0,1)^2}$$

$$n : \frac{312}{1+3,12}$$

$$n : \frac{312}{4,12}$$

$$n : 75,72 \sim 76\ Sampel$$

So that population data can be taken based on the number of visits at the festival which resulted in the number of samples in the inoi study which amounted to 75.72 rounded to 76 respondents.

For data management in this study using data retrieval techniques using the SPSS 23 application so that the data generated is accurate data.

3.3 Data Collection Technique

The way of data collection that has been done is a questionnaire is the collection of data from several statements written to some respondents or a number of tourists who are in the attraction so that it can be answered. The measurement of data that has been used to test or measure the data in an analysis of the results found in the study through questionnaires is the likert scale. The likert scale is a scale used to look at behavior, as well as the perception of a phenomenon **(Sugiyono, 2011:11)**.

3.4 Hypothesis Test Analysis

Hypotheses that can be done in this study are:

H0: There is no influence between the attraction of the festival to the motivation of visitors in the city of Padang.

H1: There is an influence between the attraction of the festival to the motivation of visitors in the city of Padang.

H0: There is no influence between festival facilities on the motivation of visitors in padang city.

H2: There is an influence between festival facilities on the motivation of visitors in the padang city.

H0: There is no influence between the attraction and the facilities of the festival together on the motivation of visitors in the city of Padang

H3: There is an influence between the attraction and the festival facilities together on the motivation of visitors in the city of Padang.

IV. Results and Discussion

4.1 Results
a. Validity Test

The validity test has the purpose of knowing the accuracy and accuracy of the measuring instrument knowing its function. According to Ghozali (2018) The calculation of the validity test is to compare the r count with the r table. If r calculates (positive) > r table then the item or variable is valid. If r calculates (negative) < r table then the item or variable is invalid.

b. Reliability Test

According to Ghozali (2018) the Relibility Test has a gauge that is said to be reliable if Cronbach's Alpha is above 0.60 (CA > 0.60). Reliability Test Results on Attractiveness (X_1), Facilities (X2) to Visitor Motivation (Y). If Cronbach Alpha (α) > 0.60 then the questionnaire used is reliable. If Cronbach Alpha (α) < 0.60 then the questionnaire used is not reliable.

c. Normality Test

In this study to test residual values used the One Sample Kolmogrov-Smirnov test by correlated the residual value (Unstandarized residual) of each variable using a significant value of 0.05. According to Ghozali (2018) decision making is done with the following criteria:
1. If sig 2-tailed > 0.05 then the data is normally distributed.
2. If sig 2-tailed < 0.05 then the data is not normally distributed.

d. Multicollinearity Test

This test will measure the level of association or influence relationship between free variables through the magnitude of the correlation coefficient R. According to Ghozali (2018) to detect the absence or absence of multicollinearity of the regrensi model, namely:
1. If the tolerance value> 0.1 vif value < 10, then there is no multicollinearity between independent variables in the regression model.
2. If the tolerance value< 0.1 VIF value > 10, then there is multicollinearity between independent variables in the regression model.

e. Heterodedasticity Test

The heterocedasticity test to see if in regression models their differences in variants and residual observations of others are and can still be called homoscedasticity or if inequality is called heteroskedasticity. A good regression model is homoskedasticity or no heteroskedasticity (Ghozali, 2013:125). Heteroskedastic test uses glejser test. The Glejser test gets results to aggregate residual absolute values against independent variables. To decide in the heteroskedasticity test, the indicators specified are no heteroskedasticity occurs, if t calculates the < t of the table and the value of significance> 0.5. Heteroskedasticity occurs, if t calculates the < t of the table and the significance value > 0.5.

f. Autocorrelation Test

The Autocorrelation Test is a method of analyzing whether there is a correlation between the nonconformity of the delay in period t and the error of the unemployed in the previous period. According to Ghozali (2018) the basis of decision making in the autocorrelation test uses the Durbin Watson test (DW test), with the following decision making:
1) If d < dL or d > 4-dL, the hypothesis is rejected and there is autocorrelation.
2) If dU < d < 4-dU, then the null hypothesis is accepted and there is no autocorrelation.
3) If dL < d < dU or 4-dU < d < 4-dL, then there is no conclusion.

g. Test F

This test is commonly done to analyze the effect of free variable on bound variables. To find out the results of signification or not the influence of free variables together on bound variables, probability is used 5 % (α = 0.05). The basis of decision making can be explained as follows:
1) If Fhitung > Ftabel and is at sig ≤ 0.05 then H0 is accepted (valid regression model).
2) If Fhitung < Ftabel is at sig ≥ 0.05 then H0 is rejected (regression model is not valid.

h. Determination Coefficient Test (R^2)

The coefficient of determination is to measure how much the model's ability to explain variable is bound in opinion (Ghozali 2011:97). So if the coefficient of determination R2 is equal to 0% then it can be stated if the free variable cannot explain the bound variable at all, but if the coefficient of determination is closer to 100% then it can be explained if the free variable can increasingly explain to the bound variable.

i. Test T

The t test is an analysis that can be done by understanding the signification of the influence of independent variable on partially dependent variable (Individual). The test can be used to understand the influence of free variable (X) consisting of Attraction and Facilities partially to the bound variable (Y) Mot. The signification of such influence can be estimated by comparing between calculated T values at signification ≤ 0.05 through the following decision-making basis:

a. H0 is rejected and H1 is accepted if Thitung > T table or if sig value < 0.05 then Attraction and Facilities partially have a positive and significant effect on Visitor Motivation.

b. H0 is accepted and H1 is rejected if Thitung < T table or if sig value. > 0.05, the Attraction and Facilities partially had no positive and significant effect on the Motivation of Visitors to the Marandang Traditional Culinary Festival in Padang city.

j. Multiple Linear Regression Tests

Regression analysis is the study of the recognition between dependent variables of one or more indipendent variables, with the aim of educating and educating the middle value of the population or the number of dependent variabel based on the value of the variable.

Independent explained (Hartati et al., 2020) multiple linear regression is a test that towers the bond between variables (dependents) and indented variables. Multiple linear regressions are performed for knowledge of meaningful variables in this study there are two variables (X) and one variable (Y).

$$Y = a + \beta1X1 + \beta2X2 + e$$

Information:
Y= Visitor Motivation
a = constant
β1 β2 = regression coefficient
X1= Attraction
X2= Facilities
e= error.

4.2 Discussion
a. Validity Test

Table 2. Validity Test Results

Variable	Statement	r Count	r Table	Information
	X1.1	0.756	0.225	Valid
	X1.2	0.724	0.225	Valid
	X1.3	0.690	0.225	Valid
	X1.4	0.496	0.225	Valid

Attraction (x1)	X1.5	0.692	0.225	Valid
	X1.6	0.591	0.225	Valid
	X1.7	0.634	0.225	Valid
	X1.8	0.721	0.225	Valid
	X1.9	0.684	0.225	Valid
	X1.10	0.723	0.225	Valid
Facilities (x2)	X2.1	0.751	0.225	Valid
	X2.2	0.724	0.225	Valid
	X2.3	0.762	0.225	Valid
	X2.4	0.727	0.225	Valid
	X2.5	0.697	0.225	Valid
	X2.6	0.777	0.225	Valid
	X2.7	0.770	0.225	Valid
	X2.8	0.674	0.225	Valid
	X2.9	0.724	0.225	Valid
	X2.10	0.756	0.225	Valid
Visitor Motivation (Y)	Y1	0.734	0.225	Valid
	Y2	0.606	0.225	Valid
	Y3	0.634	0.225	Valid
	Y4	0.755	0.225	Valid
	Y5	0.757	0.225	Valid
	Y6	0.778	0.225	Valid
	Y7	0.682	0.225	Valid
	Y8	0.645	0.225	Valid
	Y9	0.675	0.225	Valid
	Y10	0.776	0.225	Valid

From the data table validity test results show that all items of statements on the variables Of Attractiveness (x_1), Facilities (X2), and Visitor Motivation (Y) are declared valid, it can be said because each item of the statement has a calculation greater than the r_{tabel} of 76 respondents, namely 0.225 and the signification is smaller than *alpha* 0.05.

b. Reliability Test

Table 3. Reliability Test Results

Variable	*Cronbach's alpha*	*Cronbach's alpha* limits	Information
Attraction (x_1)	0.861	> 0.60	Reliabel
Facilities (x_2)	0.905	> 0.60	Reliabel
Visitor Motivation (Y)	0.887	> 0.60	Reliabel

The table test results showed that the Visitor's Attraction, Facilities and Motivation variables had *a value of Cronbach's alpha* > 0.06. So it can be said that the variables of attractiveness and facilities together - equally affect the motivation of visitors in the city of Padang from the questionnaire is reliable. This indicates that the questionnaire used by reliable and the results are good.
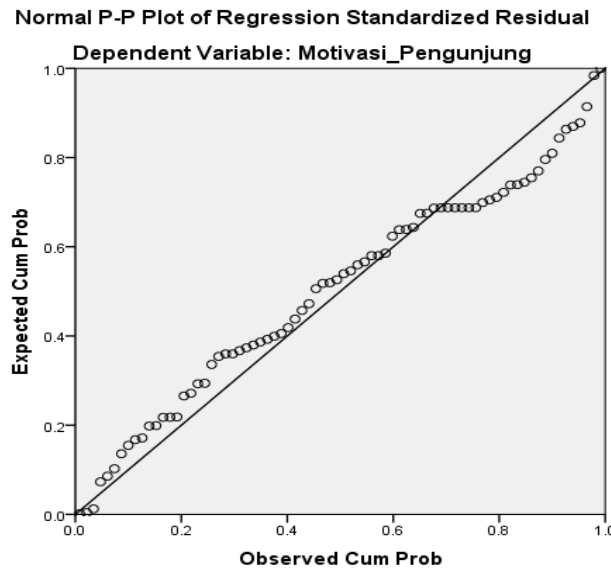
c. Data Normality Test

Table 4. Data Normality Test Results

		Unstandardized Residual
N		76
Normal Parametersa,b	Mean	.0000000
	Std. Deviation	3.43987038
Most Extreme Differences	Absolute	.111
	Positive	.111
	Negative	-.089
Test Statistic		.111
Asymp. Sig. (2-tailed)		.022c

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Based on the table can be seen *the value of Asymp. Sig. (2-tailed)* It's 0.22. In this case it means that *dependent* and *independent* variables have data that are distributed normally, because the data has a significant value of > 0.05.

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Motivasi_Pengunjung

Figure 1. Results of P-Plot Data Normality Test

While based on the P - P Plot results spread around the line and follow the diagonal line then the regression model is normal and worth using.

d. Multicollinearity Test

Table 5. Multicollinearity Test Results

Coefficientsa

Type		Collinearity Statistics	
		Tolerance	VIF
1	Attraction	.341	2.936
	Facilities	.341	2.936

a. Dependent Variable: Motivasi_Pengunjung

Based on the results of table data can be explained *the tolerance* value of the above variable greater than 0.1 and the value of VIF smaller than 10. It can then be concluded that there is no multicollinearity between independent variables in the regression model.

e. Heteroskedasticity Test

Table 6. Heteroskedasticity Test Results

Coefficientsa

Type		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3,567E-15	4.473		.000	1.000
	Atraction	.000	.168	.000	.000	1.000
	Facilities	.000	.151	.000	.000	1.000

a. Dependent Variable: ABRESID

Based on the table above can be seen the Heteroskedastic Test using the Glejser method obtained a value greater and significant than > 0.05. So, it can be said in the data there is no problem of heteroskedastic.

f. Autocorrelation Test

Table 7. Autocorrelation Test Results

Summaryb Model

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.693a	.480	.466	3.487	2.224

a. Predictors: (Constant), Facilities, Attraction

b. Dependent Variable: Visitor Motivation

Based on the summary model table in Durbin-Watson has the number 2,224. According to Ghozali (2018) the basis of decision making in autocorrelation tests using the Durbin Watson test (DW test). In this study based on table 4.15 it can be known that the dw value of this study is 2,224. So, based on the return of the decision is as follows:

In the durbin-watson table 5% has a dL value of 1,546 and dU 1,710. N = 76k-3 = 73 dL = 1,613 dU = 1,736

Using the results of decisions 4 - dL = 4 - 1.546 and 4 - dU = 4 - 1,710, it can be said that this study did not occur autocorrelated to the data.

g. Test F

Table 8. Test Results F

ANOVA

Type	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	819.494	2	409.747	33.705	.000b
Residual	887.453	73	12.157		
Total	1706.947	75			

a. Dependent Variable: Visitor Motivation
Predictors: (Constant), Facilities, Attraction

Based on data on the simultaneous F Test results table obtained $_{Fhitung}$ values of 33,705 > $_{Ftabel}$ 3.12 with a significant 0.000 < 0.5. So it can be concluded that this research model can be said to be the variable of attractiveness and facilities together affect the motivation of visitors in the city of Padang simultaneously.

h. Determination Coefficient Test (^{R2})

Table 9. Results of the Coefficient of Determination (^{R2}) Test

Summaryb Model

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.693a	.480	.466	3.487

a. Predictors: (Constant), Facilities, Attraction
b. Dependent Variable: Visitor Motivation

In the table above can be seen the magnitude of the value of the coefficient of determination (R^2) which is 0.480 or equivalent to 48.0% and another 52.0% is transferred to other variables. Thus, it can be said that independent variables are increasingly able to explain to dependent variables. This affects the coefficient of determination (R2) because the result of R square shows greater than 0,

i. Test T

Table 10. Test Results T

Type	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	4.437	4.473		.935	.353
Daya_Tarik	.460	.168	.356	2.771	.007
Facilities	.428	.134	.411	3.200	.0002

a. Dependent Variable: Visitor Motivation

Based on the calculation data from the previous table can be concluded as follows:

a) Testing the Attraction hypothesis to Visitor Motivation that the Attraction variable has a $_{Thitung}$ value of 2.771 and a significant value is at 0.007. In the count of $_{Ttabel}$ (a = 0.05) is 1,993. Because the value of $_{Thitung}$ 2,771 > $_{Ttabel}$ 1,993 with a significant 0.007 < 0.05. Then H0 was rejected, and it can be concluded that Attractiveness (X1) has a positive and significant effect on Visitor Motivation (Y).

b) Testing the Facility hypothesis against Visitor Motivation that the Facility variable has a $_{Thitung}$ value of 3,200 and a significant value is at 0.002. In the count of $_{Ttabel}$ (a = 0.05) is 1,993. Because the value of $_{Thitung}$ 3,200> $_{Ttabel}$ 1,984 with a significant 0.000 < 0.05. Then H0 was rejected, and it can be concluded that the Facility (X2) has a positive and significant effect on Visitor Motivation (Y).

c) Testing the Attraction and Facilities hypothesis to Visitor Motivation together that these two variables have $_{thitung}$ values of 2,771 and 3,200 and significant values are at 0.007 and 0.002. In the count of $_{Ttabel}$ (a = 0.05) is 1,993. This H0 was rejected, and it can be concluded that Attraction (X1) and Facilities (X2) together have a positive and significant effect on Visitor Motivation (Y).

j. Multiple Linear Regression Tests

Table 11. Multiple Linear Regression Test Results

Coefficientsa

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.437	4,473		.935	.353
	Atraction	.460	.168	.356	2.771	.007
	Facilities	.428	.134	.411	3.200	.002

a. Dependent Variable: Visitor Motivation

Based on the table of coefficients above, the equation Unsndardized Coefficients can be described partially:

$$Y = 4,437 + 0.460 \ X1 + 0.428 \ X2$$

$_{B0}$: 5.325 The constant number (b0) of 5.325 indicates the magnitude of visitor motivation if attraction and facilities equal to 0.

$_{B1}$:0.460 The attraction regression coefficient (b1) of 0.460 indicates the magnitude of the positive influence of attractiveness on visitor motivation assuming constant facility. So that each increase in attractiveness by units of value, it is predicted that visitor motivation increases by 0.460 units of value and standard error of 0.168 assuming constant facilities. This means that the high low motivation of visitors is influenced by attractiveness.

$_{B2}$:0.428 The facility regression coefficient (b2) of 0.428 indicates the magnitude of the facility's positive influence on visitor motivation assuming constant attractiveness. So that each increase in facilities by units of value, it is predicted that visitor motivation increases by 0.428 units of value and standard errors of 0.134 assuming constant attraction. This means that the high motivation of visitors is influenced by the facilities.

$_{B3}$: This means that the high motivation of visitors is influenced by attraction and facilities together.

h. The Effect of Attraction on Visitor Motivation

Based on the results of hypothesis testing, it can be known that Attractiveness has a positive and significant effect on Visitor Motivation. This influence can be said that the attraction of this festival is one of the reasons some tourists to visit the city of Padang.

According to (Hasan, 2015) Attraction or Attraction is everything that can be in the area or object that can attract tourists to visit one of the areas. Something that can make visitors interested in coming includes the way people live in a journal (Maryasari, 2017)

In the Attraction variable of this study has the lowest data value of 4.32 for the statement "The environment that is used as a place of the event is very beautiful and comfortable (ex. Air pacah padang city in 2021)" which can be interpreted that in terms of environmental beauty held this event is less agreed because this festival every year undergoes a change of venue to be held.

i. The Impact of Facilities on Visitor Motivation

Based on the results of hypothesis testing, it can be known that the Facility has a positive and significant effect on visitor motivation. This influence can be said that this Festival Facility is one of the reasons for some tourists to visit the city of Padang.

In the variable facilities have the lowest value, namely "There is a performance stage that is used as the main facility in the Marandang Traditional Culinary Festival event" which should be at this festival as a supporting facility or complementary facility.

j. The Influence of Attraction and Facilities Together on Visitor Motivation

Based on the explanation of the results of the study through several tests, the attraction and facilities variables together can have a positive effect and significant results. So that it can produce a hypothesis that the overall result can be said to be signi

V. Conclusion

Based on research and results obtained regarding the influence of The Attraction and Facilities of Traditional Marandang Culinary Festival on The Motivation of Visitors in the city of Padang, it can be concluded as follows:

1. From the research that has been spelled out, it is produced that the Attraction variable has a positive and significant effect on visitor motivation at the Marandang Traditional Culinary Festival in padang city.
2. Based on variable research, the facility generated positive and significant data on visitor motivation at the Marandang Traditional Culinary Festival in padang city.
3. Based on research on Attraction and Facilities variables, positive data was shared and significant to the Motivation of Visitors at the Marandang Traditional Culinary Festival in padang city.

In the results of this study, facility variables have the most influential factors on the motivation of visitors to be motivated to go to the city of Padang

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