

Conference Paper

Attraction of Cultural Festival on Travel Destination

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Abstract

The ancestral cultural heritage is a unique wealth of an area and must be preserved so that it can provide economic benefits to the surrounding community. This preservation can be done by actively holding cultural festivals. Organizing a cultural festival involves quite a lot of stakeholders, such as the government, the private sector, and also the community. This study aims to determine the role and impact received by stakeholders with the implementation of cultural festivals in Surakarta City. The qualitative research method used in study 1 is to find out the impact of organizing cultural festivals and quantitative methods in study 2 used to analyze the behavior of visitors to cultural festivals. Study 1 gets interesting results where each stakeholder has an important role to play in achieving the success of a cultural festival. Study 2 in this study found that motivation, perceived value and experience as antecedents of revisit intention.

Keywords: motivation, perceived value, experience, revisit intention

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1. Introduction

The tourism industry is one of the right tools to improve the economic progress of the community both locally and globally. Tourism has many impacts and benefits, including in addition to generating foreign exchange and expanding employment, the tourism sector aims to preserve nature and develop local culture (Anggraeni, 2013). Tourism has accounted for 30% of total world exports in services and 45% in developing countries (Purwomarwanto & Ramachandran, 2015). Based on the research of the United Nation World Tourism Organization (UNWTO) in 2013, said that the tourism sector generates around 7% of total world employment.

It is important for the Indonesian tourism industry to increase its contribution to gross domestic product (GDP) because this will trigger more foreign exchange income (because every foreign tourist spends an average of between 1,100 US dollars to 1,200 US dollars per visit) and also provides employment opportunities for Indonesian people (based on the latest data from the Central Bureau of Statistics, the unemployment rate

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in this country reached 5.81% in February 2015). It is estimated that almost 9% of the total national workforce is employed in the tourism sector.

At present, Indonesia's tourism sector contributes to approximately 4% of the total economy. By 2019, the Government of Indonesia wants to increase this figure to double to 8% of GDP which implies that in the next 4 years, the number of visitors needs to be doubled to around 20 million. In order to achieve this target, the Government will focus on improving Indonesia's infrastructure (including information and communication technology infrastructure), access, health and hygiene and also improving online (marketing) promotional campaigns abroad.

Apart from the beauty of nature, Indonesia also has a cultural diversity that is manifested in the form of tourism events, such as festivals. Each region in Indonesia has a festival characteristic that is different from one region to another. One area in Indonesia is Surakarta City. The city of Surakarta or commonly referred to as the City of Solo has a unique culture that attracts the attention of tourists. Surakarta Tourism Office also noted an increase in the number of tourists from 2015 as many as 4,142,785 tourists and in 2016 increased by 4,395,550 tourists.

The sharp increase of tourists, the government packs Surakarta culture with new things, such as batik which is preserved by holding the Solo Batik Carnival (SBC), to preserve jenang (ie one of the traditional foods) the government holds the Jenang Festival. Festivals are the events most often held in the form of carnivals, religious events, parades or memorials. Festivals can have different forms, ranging from music, including jazz, rock, pop or folk music and attendance can vary in the range of around one hundred and several thousand visitors (Grzinic & Vojnovic, 2014).

The festival is always held every year by carrying out a different concept for each event. Of course the existence of the festival involves various parties who are not small, such as the government, event organizers, associations, media, communities, even sponsors. The parties involved in organizing the event are called stakeholders. Every stakeholder has a role to play in making the event a success.

Cultural tourism is one of the main trends in global tourism that has an influence on the economic growth of a country. In the present era, tourists are more active and want to get new experiences, and they want to have holiday experiences that can change them rather than just being filled with various kinds of entertainment (Chang et al., 2014a). Competitor growth and the lack of cultural product development make success for marketers a more difficult tourist destination. Recent growth sources such as "Creative Economy", "Creative Industries" and "Creative Classes" have led to the transformation from cultural tourism to creative tourism. From a business economy perspective, it is

clear that cultural tourism needs to have more interactivity and creativity to meet the needs and desires of contemporary consumers (Chang et al., 2014a).

Responding to the emergence of tourism creativity and marketing developments, Organizations began planning and carrying out creativity movements to develop unique cultural, social and physical characteristics and possess competitive advantages (Stojanovic et al., 2012). Creative tourism is defined as "Tourism which offers opportunities for visitors to develop their creative potential through active participation in training and learning experiences that are tailored to the characteristics of the vacation spot they are in (Richards and Marques, 2012). Creative tourism is a new form of tourism that has potential and able to make a significant contribution in distinguishing and changing tourism experiences (Richards, 2011). Compared to other traditional forms of cultural tourism, creative tourism appears to meet the needs of tourists who want to develop a more active and long-lasting form of experience (Richards and Wilson, 2006) Creative tourism has been seen as a strategy for regenerating destinations physically, culturally and socially, contributing to the local economy and encouraging learning of social and cultural tourism characteristics from various places (Salman, 2010); many countries and regions in tourism such as America, Australia, New Zealand, Rome and South Africa develop various forms of creative tourism. Because creative tourism is experiencing an increasing trend, it is very important for researchers and managers to understand tourist attitudes when involved in creative tourism (Chang et al., 2014a). An overview of the various literature, currently even though increased attention is given to the concept of creative tourism (Duygu Salman and Duygu Uygur, 2010) there is little empirical work that focuses on the attitude of creative tourism tourists. To develop tourism products and provide services that integrate the concept of creativity to meet the needs of tourists with a more active and long-lasting development from experience, there is a need to examine the psychology of tourist consumption in the context of creative tourist destinations. Visitor behavior in tourism studies as a key understanding of the travel decision process. argues that visitor decisions and behavior are determined by a set of variables including pre-trip behavior, such as the main motivation for travel, behavior during and after the visit to the destination (on-site experience and evaluation of goals and events) and post-trip actions that affect revisit intentions in the future (Chang et al., 2014a). Between various variables, motivation (Hsu and S Huang, 2009a), perceived value (Prebensen et al., 2013) and experience (Tung and Ritchie, 2011) have been identified as the three main variables affect the intention of returning tourists.

Tourist motivation is described as a motivator that motivates people to break their vacations or revisit tours. Tourism experts who have explored and tested this study

include (Huang et al., 2015) (Fayed et al., 2016). Following these experts, this paper recognizes tourist motivation as a variable of intention to revisit. In addition, perceived value has been tested as one of the main variables of tourist behavior (Huang et al., 2015) (Ryu et al., 2008) and described as an overall rating of tourists from tourism products or services based on perceptions of trade-off between what is given and what is received (Lo and Lee, 2011). This study follows a previous study of the effect of perceived value on the intention to revisit in the context of creative tourism. On the same topic, the construct of experience has been investigated as a way to understand tourist meetings which are interrelated with commercial exchange of all types of services that are different from daily life (Kim and Brown, 2012). The "experience economy" concept is introduced in tourism research and has been well studied for the potential impact on tourist consumption behavior in developing and designing tourism services). The experience economy stage is shown through active interaction between consumers and producers, thus forming an impressive experience in consuming / consuming a product / service. In its development, experience economy has led to the growth and development of creative industries, namely industrial categories that require creativity, skills and talent, which have the potential to increase prosperity and create employment through the exploitation of the intellectual property of the people (Lazzeretti and Capone, 2015). Therefore, this study proposes motivation, perceived value and experience as antecedents of the intention to revisit creative tourism. Therefore, this study proposes motivation, perceived value and experience as an antecedent of the intention of revisiting creative tourism and examining the role of each tourism stakeholder involved in the development of Surakarta City tourism and explaining the forms of activities carried out by the government, local communities, and private parties. By knowing the role of each stakeholder, it can be used as a reference to improve tourism in Surakarta.

2. Literature Review and Hypothesis Development

2.1. Literature Review

2.1.1. Tourism Event

Tourism activities are divided into several main models, such as culture, politics, economics, entertainment, knowledge and education, sports competitions and recreation. Cultural activities including the festival, carnival, commemoration of important days and also religious activities (Grzinic & Vojnovic, 2014). Event is an activity that is most often held in the form, carnival, religious activities, or important day commemoration. The

event is a planned event. The planned event is a community creation that has a specific purpose and is generally characterized for "non-routing" and "uniqueness". Events are often defined as major events that are carried out once or repeatedly with limited duration, developed primarily to increase awareness, attractiveness and profitability of tourism both for short and long-term goals. Clearly, event tourism serves as an instrument in facilitating community development, encouraging urban reform, and spurring development tourism to provide a better quality of life and environment (Grzanic & Vojnovic, 2014).

Environmental resources are a means for infrastructure development and production of tourism products for the community. Spectators from an event act like tourists, participate in events, and get different experiences than usual with recreational, social, or cultural goals with high hopes for environmental quality. In other words, environmental quality is the key to providing satisfaction to the needs and desires of tourists; economic success depends on the quality of the environment. The existence of tourism is not valuable without a healthy and pleasant environment. The government as a national and regional development tool to allocate more budgets in building infrastructure, and to promote the goal of attracting more tourists (Yuan, 2013). The purpose of the event is to improve the community economy and the economy of the region. This activity emphasizes potential promotions in the area (Parma, 2013).

2.1.2. Multiplier Effect

The economic multiplier value is a value that shows the extent to which tourist spending will stimulate further expenditure, so that in the end it increases economic activity at the local level. According to the terminology, there are three multiplier effects, namely direct effects, indirect effects and induced effects. These three effects are used to calculate the economy which is then used to estimate the economic impact at the local level (Anggraeni, 2013). The multiplier effect in local economic development is an impact caused by activities in certain fields both positive and negative so that it moves activities in other fields because of the direct and indirect linkages which ultimately encourage development activities. Thus, from the opinion of these experts, the multiplier effect in economic development can be simplified into two fields, namely in the economic and social fields. The multiplier effect in the economic field can be seen from the GRDP, the increase in people's income, the ability to create or open employment opportunities for the community and the linkages between related sectors caused by the increase in demand for production in certain sectors. The existence of

economic growth, especially the development of industry in an area will provide a spread effect, namely the transmission of recruitment and the transfer of workers purchased by the industry that affect the personal income of the community. this has a negative effect on the area left behind. Negative effects on economic development, especially in the development of certain industries will lead to intense competition (Annas, et al. 2017). The impact on the social sector both directly and indirectly is affecting the level of poverty or the standard of living of the local community, the solidarity of the local community, services to the community such as the ease of accessing education and health and also supporting infrastructure. In regional economies, regional linkages are a very important factor and road infrastructure is an interregional connection as well as between regions (Intraregional Connections), in order to solve the problem of surplus and production deficits between regions. Economic development will reduce poverty. Poverty can affect access to services provided by the government so that it will have an impact on people's quality of life and the burden on local governments (Annas, et al. 2017).

2.1.3. Stakeholders

Stakeholders have been categorized into their roles in tourism development as tourists, residents, entrepreneurs and local government officials. Stakeholders are extended to the origin government, higher education institutions, and non-governmental organizations (NGOs) by their important role in tourism development. In the context of tourism, to get tourism development, all relevant parties must be involved and reach opportunities to influence their management, especially for the development of sustainable tourism, must have support and involvement of stakeholders in the planning process. Stakeholders are considered as players (internal or external) by their direct or indirect relationship to the organization's management or operations. They are classified into three basic attributes: power, legitimacy and urgency where power is defined to the extent that a party has or can gain access to coercive, utilitarian, or normative ways, to impose its will in relations, legitimacy as a general perception or assumption that an entity's actions desirable, appropriate, or appropriate in several systems of norms, values, beliefs, and definitions and urgencies that are socially constructed as the levels demanded by stakeholder claims to be of concern (Tomsett & Shaw, 2015).

Winn (2001) says that including stakeholders are employees, customers, shareholders, communities, the environment, suppliers, public interest groups, the media, and regulators "; Murphy and Murphy (2004) identify four different groups in the customer

tourism community, industry, residents, and the government in their study of the future of branded strata-title hotel accommodation; Dossman and Guilding (2006) included industry-based stakeholders from banking, construction, real estate and hotel operations in their tourism study business; Fassin (2012) only described stakeholders as real, labeled or genuine in an effort to show that not all stakeholders are entitled to full consideration by policy developers (Hieu & Rašovská, 2017). There are thousands of projects reported in the government sector that involve stakeholders and the selection of groups or individuals to be considered as stakeholders. Stakeholders are usually based on criteria defined selection criteria (Tomsett & Shaw 2015). Of the many stakeholders in tourism events, there are three stakeholders who have a very vital role, namely the government, private entities, and local communities.

The government has a very vital role in a tourism event. The role of government in tourism development is in charge of making systematic policies and planning. For example, the government provides and builds supporting infrastructure for tourism activities, improves the quality of human resources who work as workers in the tourism sector, etc. (Amalyah, et al, 2016). In addition to the government, private enterprises have an important role from the government. The private sector as a business actor has a role in providing tourism support facilities. The service industry here has an important role in tourism events. Tourism requires many supporting facilities such as restaurants, accommodation, travel agencies, transportation, and others (Amalyah, et al, 2016). Thus organizational management has the responsibility to manage the organization in the interests of stakeholders to ensure their rights and participation in decision making (Mensah, 2014).

The last stakeholder is the local community. Society is a number of people who constitute a unity of groups that are in constant contact and have the same interests, such as: schools, families, associations, all countries are communities (Ikhsan & Setiawan, 2016). While the community as the owner and manager can be part of tourist attractions to attract tourists by introducing daily culture and habits that are unique and distinctive features of tourism objects (Amalyah, et al, 2016). Local people who are the object of this research are that the community has a business unit around the tourism festival location where identifying the characteristics of business actors related to age, sex, education, length of business, length of work per day, length of work in weekly, and the number of workers. Most of the people as entrepreneurs are selling food and beverages, selling souvenirs, leasing toilets and other tools where people feel the benefits of tourist visits to attractions such as additional income (Ikhsan & Setiawan, 2016)

2.1.4. Creative tourism

The concept of combining cultural tourism with creativity is mentioned by (Chang et al., 2014a). The relationship between tourism and creativity is done through evaluating creative activities, such as participating in performances or making creative crafts while visiting destinations for example, analyzing silk weaving holidays in Japan. To date, creativity has been relocated in the field of tourism studies "from narrow market niches related mainly to arts and craft products to be a much broader phenomenon that touches various kinds of tourism activities (Richards, 2011). (Richards and Marques, 2012) Defining concepts incorporation of cultural tourism and creativity as creative tourism, according to (Chang et al., 2014a), that what creative tourists seek is an involved, non-packaged, and authentic experience that encourages an active understanding of certain cultural features of a place., (Richards, 2011) clarify that tourists involved in creative tourism are more active and creative tourism destinations develop individual potential and personal experience. Thus, creative tourism not only helps develop the bond between visitors and visitors, guests and guests, but also encourage tourists "self-actualization", as explained by them (Chang et al., 2014a).

2.2. Hypothesis Development

In the current tourism literature, the intention to revisit tourism, tourists in involving various types of tourism is one of the main focuses (Lam and Hsu, 2006). The preferences and needs for consumers vary and change with different views constantly. For tourism owners, how to fully understand tourist buying behavior and predict their future purchase intentions is one of the main important tasks. According to research conducted by (Wang, 2004), the cost of attracting new customers is more expensive than retaining existing customers. In addition, compared to first-time visitors, repeat visitors tend to spend more money (Lehto et al., 2004) and spend more time (Wang, 2004). As Reichheld and Sasser (1990, p. 105) argue, "Companies can increase profits by almost 100 percent by maintaining only 5 percent more than their customers." Thus, to maintain competitiveness, designing an unforgettable experience to attract tourists to visit again year after year must be a major mission and a significant measure for managers (Chang et al., 2014a). The behavior of loyalty is based on the behavior of a product and object or purpose, for example, commitment to buy back a product or revisit a place. Visitors who are truly loyal must have a positive attitude towards their destination. The size of loyalty can include the intention to recommend and / or encourage. In his research, both

attitudes and behavioral intentions were analyzed to determine visitor loyalty. Behavior intention proved to be a good predictor of customer loyalty (Gassiot Melian et al., 2016). Many studies in the tourism sector have been considered "Intention to revisit" (Gassiot Melian et al., 2016) as an indicator of positive perceptions and goals. Visitors who continue to return to the same destination tend to give more positive experiences.

Motivation can be said as the reason for tourists to visit new areas that have never been visited. Motivation is seen as a short process to see the behavior of travel, in a direction that emphasizes more how motivation influences a person's psychological needs and long-term plans, seeing that intrinsic motives (such as self actualization) are very important components (Anggela et al., Nd). According to (Chang et al., 2014a), "motivation is one of several variables that can explain tourist behavior. "People are involved in behavior for various reasons. Everyone may have different needs that must be met when they travel. According to previous research on tourism, researchers focused on the reasons why people travel. Related to the reasons why people travel, Motivation remains a hot issue of tourism research. In the literature, there are a number of studies that explore the motivations of people involved in diversity of behavior. Some studies (Hsu and S Huang, 2009b) show that motivation is not only useful for explaining tourist behavior but also predictors of intention. As (Li et al., 2010) stated, travel motivation is not only the most significant factor in understanding tourist behavior but also one of the factors that influences the understanding of tourist visit intention. Thus, in this study, motivation can be considered as important antecedents of nia t to revisit creative tourism destinations. The first hypothesis is as follows:

H1. Motivation has a positive effect on revisit intention to the Festival Center

New concepts of experience have been introduced in tourism studies (Tung and Ritchie, 2011). Experience is formed from the results of interactions with the environment or responses to various stimuli, such as physical things (products, facilities and scenarios), processes (services) and people (event staff) (Risitano et al., 2017). Experience from a tourist perspective is "emphasizing the role of space and time by distinguishing previous experiences that can occur to someone when involving tourism activities". Based on these places, an event is likely to be an experience, while positive activities are able to engage consumers personally (Risitano et al., 2017). However, apart from the concept that tourism experiences are connected with something "positive", perceptions of environmental stimuli vary according to people's personalities with various modes of experience. Previous studies focused on tourism that emotional experiences related to festivals (Lee, 2014), restaurants (Han and Jeong, 2013), theme parks (Bigné et al., 2005), holidays (Nawijn et al., 2013), sites inheritance (Hosany and Prayag, 2013) and tourism

adventures (Faullant et al., 2011). Overall, this study shows that the intensity of emotions both positive and negative differ across products and stages of travel, positive emotions are more pervasive in the experience of attracting tourists; and positive emotions are important for satisfying travel experiences and behavioral intentions. Literature review, experience has played a major role in travel and tourism. Previous research shows that tourist experience has a direct relationship with intention to re-visit (Hosany and Prayag, 2013). Most of them found that tourist experience and return visit intention were positively related. In other words, the intention of tourists to return is believed to influence positive evaluation from experience. As (Chang et al., 2014a) shows, if people are satisfied and have positive experiences during an activity, they will repeat it more. (Chang et al., 2014a) shows that sporting event participants who enjoy their sporting experience will likely repeat their experiences in the future. Emotional reactions to tourism experience are important determinants of post-consumption behavior such as the intention to recommend (Chang et al., 2014a). Thus, the second hypothesis of this study is:

H2. Experience had a positive effect on revisit intention to the Festival Center

Since the 2000s, the concept of perceived value has received great attention by researchers (Chen and Tsai, 2007) in the field of tourism. As (Chang et al., 2014a) shows, customer value is "the fundamental basis for all marketing activities." From the consumer's point of view, the main buying goal is to obtain value (Chang et al., 2014a). So, in the consumption process, perceived value does play an important role. Marketing value is the overall assessment of consumers on the benefits of the product based on what they receive and what they provide (Nawarini and Handayani, n.d). In the field of marketing, perceived value has experienced a significant increase in academic research and practical implications, and can be seen as the most important indicator of intention to revisit (Parasuraman and Grewal, 2000). Studies of determinants of return visit intention suggest positive effects of perceived value on future behavioral intentions. (Kuo et al., 2009) built a model for evaluating service quality from value added services and explored the relationship between customer service quality, perceived value, satisfaction, and post-purchase intention. In the results, they found that perceived value positively affected customers' post-purchase intentions. Also, (Chen and Tsai, 2007) show that perceived value has a positive impact on behavioral and behavioral intentions in the future. According to the results of their research, they also concluded that "perceived value does play an important role in influencing the level of customer satisfaction and behavioral intentions in the future. In accordance with the findings

summarized above, perceived value by tourists is expected to be positively related to the intention to revisit in this study. Thus, the third hypothesis of this study is:

H3. Perceived value has a positive effect on revisit intention to the Festival Center

3. Research Methods

The approach used in this research is qualitative and quantitative research methods. As for qualitative research, as argued by Cresswell (2004), "A qualitative study is an inquiry into the process of understanding social problems, based on a complex holistic picture, formed with words, reporting detailed views of informants, and conducted in natural settings ". Qualitative studies in this study relate to the inquiry process to understand social or human problems, based on building a complex holistic picture, formed by words and reporting detailed views of informants and carried out with natural arrangements for the deterioration of tourism (Utomo, et al, 2014). Data collection techniques in this study consisted of primary data and secondary data. Primary data comes from observations and interviews, while secondary data is sourced from documentation studies and literature studies. The following is an explanation of the data collection techniques: Observation technique is a complex process, a process composed of various biological and psychological processes. Two of the most important are the processes of observation and memory (Saputri & Akhyari, 2014). Whereas interviews are conducted by visiting resource persons or the community who can provide the required information related to this research. The documentation study is part of this study which studies a number of documents, legislation, reports, scientific books, journals, archives, photographs, and other materials that are relevant to the research and are considered as data sources. Empirical studies are conducted at the dual location of the festival center which is often used as a creative tour, Vastenburg, Balekambang and Manahan Fortress, located in Surakarta. This creative tourism site is often used as a place for various kinds of festivals. In this study there are 3 variables to be examined, namely motivation, experience, and perceived value. The measurement scale used in this study is the interval Likert scale measurement method. Likert scale is a method that measures attitudes by expressing agreement or disapproval of certain subjects, objects or events (Sekaran, 2003). A seven-point Likert scale with a scale interval arrangement where the scale is 1 to scale 5. The data analysis method used in this study is by using quantitative descriptive methods and SPSS programs.

4. Results and Discussion

Solo Kotaku, Javanese culture, which was proclaimed by the former mayor of Solo or commonly called Surakarta, Jokowi, is indeed very reasonable. Some events held by the city government and the palace are very powerful in Javanese culture. This uniqueness is actually the city of Solo that is different from other cities ever. By having two legacies of Javanese work, the Pura Mangkunegaraan and Surakarta Hadiningrat Palace, and approximately 87 heritage fruits, it is very suitable to return to local culture. But the promotion factor of cultural activities in the city of solo is not yet widespread. So that those who watched the cultural stage were mostly only local and surrounding locals. Even if it is packed with good promotions these cultural events will bring tourists and foreign exchange to the city of Solo and its surroundings. One of the breakthroughs was holding the first SBC (Solo Batik Carnival) on Sunday, April 13, 2008, although with preparation of around three months but it was quite satisfying. Apart from cultural activities held by the palace and the Surakarta City government, it is indeed only one alternative to preserve Javanese culture and revive the noble values of Javanese culture in various fields of life.

The government in the context of this research is the Surakarta City Tourism Office which directly manages every tourism event, namely the Creative Economy Sector. The role of the government in developing tourism is, in general, providing infrastructure (not only in physical form), expanding various forms of facilities, coordinating activities between the government and private apparatus, regulating and promoting publicly to other regions and abroad. In addition, the government is also responsible for the direction of the destination of the tourism event. The macro policy adopted by the government is a macro policy that guides other stakeholders in carrying out their respective roles. Some absolute roles of the government are:

- a. Affirmation and consistency of land use for the development of tourist areas, such as rental systems.
- b. Protection of cultural heritage in Surakarta City to maintain tourism events
- c. Provision of infrastructure (roads, places of operation, etc.)
- d. Security and convenience of visiting tourism events.
- e. Strengthening tourism institutions by facilitating and expanding the tourism group or organization.
- f. Assistance to tourism promotion to other regions and abroad.

The researcher only interviewed one party as a private research resource person, namely Sinergi Media Wisata. Tourism Synergy Media has long been a tourism event

organizer, such as the Dolanan Anak Festival. Every event they organize will work with the Tourism Office. The Tourism Office provides guidance then the event organizers carry out it in accordance with the provisions provided by the government. In the implementation of an event, certainly there is a need for detailed work and careful coordination. Starting from making the concept of the event, planning, implementing the event and also to the evaluation of the event. An Event Organizer requires people who are creative and able to work swiftly. This is because managing or coordinating an event is not easy. If you want the event to run smoothly and in accordance with the target, the event must be done in detail, carefully and diligently. And the most important thing to remember is that an Event Organizer makes an event aimed at meeting the needs / expectations of the client. So it requires good communication between the two parties, between the Event Organizer and the client. Certainly in the management of the event there are limitations.

By becoming one of the event organizers in the city of Surakarta, it is one of the pride to be able to play a role in setting the culture straight. In organizing the tourism event, they will collaborate with several other parties, such as sponsorships. From this implementation they will get a certain amount of income. The events organized are arranged as attractive as possible with the latest concepts every year.

The role of the community in developing tourism events is vital. The participation of the community can be realized because the benefits can be felt directly with the opening of jobs and tourism service businesses that can indirectly increase their income. Community business activities, such as trading in tourism event areas, can create an atmosphere of belonging to a place of livelihood which in turn can encourage the community to play a role in maintaining environmental sustainability. In accordance with the government’s strategy in tourism related to community participation, the development of tourism events is expected to increase opportunities and opportunities for the community to enjoy the benefits, so that the development of tourism activities helps the welfare of the community.

TABLE 1

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.860 ^a	.739	.709	.281
a. Predictors: (Constant), Perceived Value, Motivation, Experience				
b. Dependent Variable: Revisit Intention				

Using the SPSS program, the R square value is 0.739 (the value of R Square is the square of the correlation coefficient (R), or $0.860 \times 0.860 = 0.739$). This means that 73.9% of the intention to visit again can be explained by the variables of motivation, experience and perceived value. While the rest ($100\% - 73.9\% = 26.1\%$) is explained by other causes. The standard error of estimate is 0.281. Because the standard error of estimate is smaller than the standard deviation of the intention to visit again (0.521), the regression model is better at acting as a predictor of the intention to revisit than the average intention to revisit itself. The technical analysis of the data in this study uses multiple linear regression analysis, aiming to examine the effect of motivation, experience, perceived value on the intention of returning to the Surakarta Festival Center.

TABLE 2

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.600	.371		1.617	.118
	Motivation	.205	.072	.318	2.836	.009
	Experience	.364	.092	.465	3.944	.001
	Perceived Value	.279	.091	.337	3.079	.005

a. Dependent Variable: Revisit Intention

From the results of regression analysis the regression equation is obtained

$$Y = 0,600, +0,205X1 + 0,364X2 + 0,279X3 + e$$

The regression model can be interpreted as Constants are 0.600, meaning that if there is no motivation, experience, and perceived value, then the intention to visit again is 0.600. Regression coefficient X1 is 0.205, meaning that each addition of a motivational variable is 1, then motivation will affect the intention to visit again at 0.205. The regression coefficient of X2 is 0.364, meaning that every addition to the experience variable is 1, then the experience will affect the intention to visit again at 0.364. The regression coefficient X3 is 0.461, meaning that every addition to the variable perceived value is 1, then the perceived value will affect the intention to return by 0.461.

5. Conclusion

The participation and each stakeholder in tourism events in Surakarta City is the "Role of the Government" Affirmation and consistency of land use for the development of tourist areas, such as rental systems; Protection of cultural heritage in Surakarta City to maintain tourism events; Provision of infrastructure (roads, places of operation, etc.); Security and convenience of visiting tourism events; Strengthening tourism institutions by facilitating and expanding the path of tourism groups or organizations; Assistance to tourism promotion to other regions and abroad. "Private Role" (Event Organizer): Helps manage each event organizer; Participate in event promotions held. "Society" (traders): Participate in organizing tourism events; Opening opportunities and job opportunities.

The results of testing the hypothesis, namely for the first variable (H1), namely the motivation of tourists to visit the Surakarta Festival Center has a high influence on indicators of physical motivation, culture, status and prestige but not for social motivation because the results obtained are quite high or sufficient agree. For the second variable (H2), the experience of the intention to revisit the Festival Center in Surakarta has a relatively high influence on the indicators of Education Experience, Entertainment Experience, Esthetic Experience, but not for the Escapism Experiment because the results are quite high or quite agree. For the third variable (H3), namely the Perceived Value of the intention to revisit the Festival Center in Surakarta, it has a relatively high influence on the Ancillary Service indicator but not for the Indicator, Amenities, and Access indicators because the results obtained are quite high or quite agree.

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