


PREDICTING THE ROLE OF MOTIVATION, SENSATION-SEEKING, AND CONSTRAINTS IN SHAPING VISITORS' INTENTION AND STAGE OF READING TO VISIT A FOLK THEATRE

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 30 June 2023</p> <p>Accepted 28 September 2023</p>	<p>Purpose: The study investigates the impact of motivation, sensation-seeking, constraint, and attitude on visit intention and stage of readiness associated with a folk theatre, specifically the Bharata People Theatre.</p> <p>Design/Methodology/Approach: The collected data includes 260 participants in Jakarta using a convenient sampling method. We analysed the collected data through exploratory factor analysis, confirmatory factor analysis, and structural equation modelling. The study tested various hypotheses related to the influence of motivation, sensation-seeking, constraint, and attitude on visit intention and stage of readiness.</p> <p>Findings: The results showed significant relationships between motivation and attitude, motivation and visit intention, sensation-seeking and visit intention and attitude and visit intention. However, the study did not find a significant relationship between constraint and visit intention, motivation and readiness, sensation-seeking and readiness or attitude and readiness.</p> <p>Research, Practical & Social implications: This study contributes to the current knowledge of marketing folk theatres, specifically the Bharata People Puppet Theatre. The study emphasises the significance of motivation, sensation-seeking, and attitude in influencing visitors' intentions to attend cultural performances. However, the non-significant relationships between constraint and readiness and between attitude and readiness suggest the need for a better understanding of the factors affecting visitors' readiness to engage in cultural performances.</p> <p>Originality/Value: The study provides valuable insights for theatre managers and marketers to design effective strategies to attract and engage audiences.</p> <p>Doi: https://doi.org/10.26668/businessreview/2023.v8i10.3653</p>
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PREVER O PAPEL DA MOTIVAÇÃO, BUSCA DE SENSACÃO E RESTRIÇÕES EM MOLDAR A INTENÇÃO E O ESTÁGIO DE LEITURA DOS VISITANTES PARA VISITAR UM TEATRO POPULAR

RESUMO

Propósito: O estudo investiga o impacto da motivação, busca de sensações, constrangimento e atitude na intenção de visita e no estágio de prontidão associado a um teatro popular, especificamente o Teatro do Povo de Bharata.

Projeto/Metodologia/Abordagem: Os dados coletados incluem 260 participantes em Jacarta usando um método de amostragem conveniente. Analisamos os dados coletados por meio de análise exploratória de fatores, análise confirmatória de fatores e modelagem de equações estruturais. O estudo testou várias hipóteses relacionadas com

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a influência da motivação, busca de sensações, constrangimento e atitude na intenção de visita e estágio de prontidão.

Resultados: Os resultados mostraram relações significativas entre motivação e atitude, motivação e intenção de visita, busca de sensação e intenção de visita e atitude e intenção de visita. No entanto, o estudo não encontrou relação significativa entre restrição e intenção de visita, motivação e prontidão, busca de sensações e prontidão ou atitude e prontidão.

Pesquisa, Implicações práticas e Sociais: Este estudo contribui para o conhecimento atual de marketing de teatros folclóricos, especificamente o Bharata People Puppet Theatre. O estudo enfatiza o significado da motivação, busca de sensações e atitude ao influenciar as intenções dos visitantes de participar de apresentações culturais. No entanto, as relações não significativas entre constrangimento e prontidão e entre atitude e prontidão sugerem a necessidade de uma melhor compreensão dos fatores que afetam a prontidão dos visitantes para se envolverem em performances culturais.

Originalidade/Valor: O estudo fornece informações valiosas para gerentes de teatro e profissionais de marketing para projetar estratégias eficazes para atrair e envolver o público.

Palavras-chave: Teatro de Marionetes de Povo de Bharata, Teatro Popular, Estágio de Prontidão, em Busca de Sensação.

PREDECIR EL PAPEL DE LA MOTIVACIÓN, LA BÚSQUEDA DE SENSACIONES Y LAS LIMITACIONES EN LA CONFIGURACIÓN DE LA INTENCIÓN DE LOS VISITANTES Y LA ETAPA DE LA LECTURA PARA VISITAR UN TEATRO POPULAR

RESUMEN

Propósito: El estudio investiga el impacto de la motivación, la búsqueda de sensaciones, la restricción y la actitud en la intención de visita y la etapa de preparación asociada con un teatro popular, específicamente el Teatro Popular de Bharata.

Diseño/Metodología/Enfoque: Los datos recogidos incluyen 260 participantes en Yakarta utilizando un método de muestreo conveniente. Los datos obtenidos se analizaron mediante análisis factorial exploratorio, análisis factorial confirmatorio y modelado de ecuaciones estructurales. El estudio probó varias hipótesis relacionadas con la influencia de la motivación, la búsqueda de sensaciones, la restricción y la actitud en la intención de visita y la etapa de preparación.

Hallazgos: Los resultados mostraron relaciones significativas entre motivación y actitud, motivación e intención de visita, búsqueda de sensaciones e intención de visita y actitud e intención de visita. Sin embargo, el estudio no encontró una relación significativa entre la restricción y la intención de visita, la motivación y la disposición, la búsqueda de sensaciones y la disposición o la actitud y la disposición.

Investigación, Implicaciones prácticas y Sociales: Este estudio contribuye al conocimiento actual de la comercialización de teatros populares, específicamente el Teatro de Títeres del Pueblo de Bharata. El estudio enfatiza la importancia de la motivación, la búsqueda de sensaciones y la actitud para influir en las intenciones de los visitantes de asistir a actuaciones culturales. Sin embargo, las relaciones no significativas entre restricción y disposición y entre actitud y disposición sugieren la necesidad de una mejor comprensión de los factores que afectan la disposición de los visitantes a participar en actuaciones culturales.

Originalidad/Valor: El estudio proporciona información valiosa para que los gerentes de teatro y los vendedores diseñen estrategias eficaces para atraer y atraer a las audiencias.

Palabras clave: Teatro de Títeres del Pueblo Bharata, Teatro Popular, Fase de Preparación, Buscando Sensaciones.

INTRODUCTION

Folk theatre is a theatre that involves the active participation of the public in its productions and performances. It focuses on local stories, social issues, or the culture of a particular community. However, the recent state of folk theatre in different countries is varied, and it depends on each country's culture, political, social, and economic situation. Common

trends include widespread popularity in rural areas and traditional societies, and these are adapted to technology, financial problems, reflect social issues, promote cultural exchange, preserve traditions, community involvement, face challenges from modernisation and globalisation, emerge with innovation, and serve as a tool for voicing social and political aspirations and struggles, and have an educational role (Ikyer, 2017; Pan et al., 2018; Shandil, 2023; Yang et al., 2018).

Art performance tourism is becoming increasingly popular among tourists, so, it allows them to experience the cultural connotations of tourism products, embrace the artistic charm of tourist destinations, and fulfil their desire for relaxation and spiritual enjoyment (Zhang et al., 2021). Folk media is a traditional form of communication that includes storytelling, puppetry, visual art, drama, folk games, songs, and dance, which is deeply rooted in the traditions and cultures of societies (Barmahalia, 2022). However, for the impact of modern science and technology, some forms of folk media have changed with the times, and others have maintained their originality. Folk theatrical forms in Himachal Pradesh, such as karayala, banthra, horingfo, bhagat, hiranyatar, harn, dhaja, and barlaajandswang, are gradually disappearing due to urbanisation, digital technology, and commercialism (Sharma & Thakur, 2022).

Folk Theatre is an effective means of raising awareness and educating rural communities about water conservation in South Africa (Onyenankeya & Salawu, 2018). Bhavai is a unique folk art theatre of Gujarat that originated in 1360 AD, and it has become a way of expressing resistance and projecting desired directions for community development (Parekh & Tiwari, 2022). In the North-East of Brazil, folk theatre forms, such as the Bumba-meu-Boi, the Cheganca, the Pastoril, and the Mamulengo, have been performed since the sixteenth century. It is an expression of the collective unconscious of humankind and social and political relationships. Furthermore, the People Puppet Theatre is a traditional theatrical art form in Indonesia that is part of Javanese classical art, and it is often performed during religious ceremonies, customary events, or cultural celebrations (Fernández de Larrinoa, 2008).

Up till now little attention has been paid to the issue of the behaviour of visitors to folk. Therefore, the main purpose of this study is to examine the influence of visitor motivation, sensation seeking, constraints, state of readiness and attitudes on their intention to visit the folk theatre. This study uses the Transtheoretical Theory developed by Prochaska and DiClemente (Budd & Rollnick, 1996). This psychological model outlines the stages of change that individuals go through when trying to change a habit or behaviour. The process comprises five stages. It begins with Pre-contemplation, where individuals are unaware of the issue and have

no intention of change. Following this is the Contemplation Stage, during which individuals start thinking about changing. Next is the Preparation Stage, where concrete steps are taken to change behaviour. In the Action Stage, plans from the Preparation Stage are implemented. The final stage is Maintenance, where individuals work to sustain the new behaviour. The theory is valuable for health professionals and counsellors to understand their clients' change stages. The variable of the state of readiness has been extensively examined in tourism studies (Suhud, 2015; Suhud et al., 2021; Suhud & Allan, 2019; Suhud & Wilson, 2016). However, studies of folk theatres still need to apply more regularly. Investigating how this variable might be appropriate to this field could be intriguing.

This study takes the context of the People Puppet Theatre as a folk theatre that lives in Indonesia. The performers of the People Puppet Theatre wear traditional clothes and distinctive make-up, including masks or recorded faces (face painting) specially made for each character. Graceful dance movements characterise the People Puppet Theatre performances in a distinct pattern. The music accompanying this performance uses Javanese gamelan, which comprises instruments such as gongs, drums, saron and slenthem. The People Puppet Theatre performances provide entertainment, have an educational purpose, and convey moral teachings. Stories from the Ramayana and Mahabharata contain messages of ethics, wisdom, and spiritual values. Like many other traditional art forms, the People Puppet Theatre also faces challenges in maintaining its existence in the modern era. Various groups of artists and cultural institutions in Indonesia have made efforts to preserve and introduce the younger generation to their inheritance.

The people puppet has become an integral part of Indonesia's cultural identity. UNESCO as a World Intangible Cultural Heritage recognised in 2003 (Herdiani et al., 2022). The beauty of art, cultural values, and historical heritage in the content make the People Puppet Theatre a valuable inheritance. Several People Puppet Theatres still survive in Indonesia, especially in Java. For example, these include the Bharata People Puppet Theatre in Jakarta (Fransica, 2009; Ismalasari, 2014; Saraswati, 2013; Wahyuningtyas), Suryo Budoyo in Surabaya (Afandi, 2009), Ngesti Pandhawa in Semarang (Alfiah, 2011; Sadiyah, 2013), and Sriwedari in Surakarta (Lidyana, 2008; Tandyo, 2002; Widyastuti, 2010). However, in this study, the People Puppet Theatre is the Bharata People Puppet Theatre in Jakarta, established on July 5, 1972, that regularly organises to perform Javanese drama, dance, and songs.

LITERATURE REVIEW

Motivation

Travel motivations was the start of research on tourist behavior, which allowed us to gain insight into the processes of tourism (Aujirapongpan et al.,2022). The motivations can stem from personal preferences, interests, needs, or experiences and it also can be intrinsic or extrinsic. Whatever the case, understanding these motivations is critical to delivering a positive and memorable experience for travellers. Thus, a better understanding of travel motivations would play a vital role in segmenting the markets, therefore helping tourism marketers and promoters to allocate scarce tourism resources more effectively (Allan and Shavanddasht, 2019).

Motivation in the present study refers to visiting the folk theatre. Different factors can influence an individual's motivation to attend folk theatre performances. Some may be interested in traditional arts and culture, seeking unique cultural experiences, drawn to folklore and oral traditions, captivated by the distinctive appeal of folk theatrical performances as a form of cultural entertainment, or have a sense of pride and cultural identity. Social and community factors can also influence the decision to attend a performance. These include invitations from friends or family, participation in joint cultural events, or support from the local community.

Several studies have investigated travel motivations among various groups of tourists in diverse contexts. One such study by Kara and Mkwizu (2020) found that age, gender, and family size significantly influence travel motivation among local and international leisure tourists in Tanzania. Khan et al. (2019) also revealed that travel motivation weakens the negative relationship between physical risk, structural constraints, and visit intention among young women travellers. Luo and Ye's (2020) study shed light on the impact of generativity on the museum experience expectation, motivation, and visit intention of tourists. Isaac et al. (2019) identified motivation such as "memory," "gaining knowledge and awareness," and "exclusivity" as significant factors driving visitors to Holocaust concentration camp memorial sites. Carvache-Franco et al. (2022) identified motivational dimensions, such as novelty and escape, coastal and marine activities, and learning and experience as essential predictors of tourists' intentions to return and recommend coastal destinations. Qiu et al. (2020) contributed to understanding the motivational factors that drive individuals to engage in long-distance running as a leisure activity by exploring the relationship between profound leisure qualities and leisure motivation. Suhud and Allan (2022) indicated that there was a significant impact for travel motivation on destination image in the context of volcano tourism. Dowling et al.

suggested that the prime motivation for geological tourists was a 'sense of wonder', and they were motivated by a high level of intrinsic motivation.

Motivation and Attitude

A recent study by Pereira et al. (2022) explored the relationship between travel motivation and tourists' attitudes toward a destination. It also aimed to assess the mediating role of destination image between travel motivation and tourists' attitudes toward a destination. The findings revealed a positive relationship between tourist motivation and attitude toward the destination. Besides, Hsu et al. (2010) focused on the pre-visit stage of tourists and it modelled the behavioural process incorporating expectation, motivation, and attitude in Chinese outbound travellers. The study further found that motivation directly affects attitude toward visiting the destination. Elsewhere, Huang and Hsu (2009) developed and tested a structural model to examine the effects of mainland Chinese visitors' travel motivation, experience, perceived constraints, and attitudes on their intention to revisit Hong Kong. The study proposed that travel motivation does not significantly affect visit intention.

Motivation and Intention/Stage of Readiness

The mentioned studies found that motivation plays a significant role in influencing travel intention and the stage of readiness in tourism. Several studies highlight that highest travel motivations positively affect travel intention. Individuals are more likely to express their intention to visit a particular destination or engage in specific tourism activities if there are motivated by escape, relaxation, self-actualisation, relationship, and leisure. Chu (2018) suggests that social media use can contribute to travel motivation, leading to higher travel intention. Exposure to destination advertisements and positive experiences shared by others on social media platforms can enhance individuals' desire to travel to such destinations. Li and Cai (2012) found that cultural values can directly impact travel motivation, particularly the novelty dimension of travel motivation. Understanding the cultural aspects of a destination can influence tourists' behavioural intention to visit and engage with the local culture. Teng et al. (2023) identified motivations for female solo travellers. These include escape/relaxation, relationship, and self-actualisation, contributing to positive solitary travel intentions. It highlights the importance of understanding the specific motivations of different traveller segments.

Additionally, Suhud and Allan (2019) and Suhud and Wilson (2016) demonstrated that motivation positively impacts the stage of readiness, while constraint has a negative effect. It suggests that individuals with higher motivation levels are more likely to progress through the stage of readiness to visit a destination or engage in specific tourism activities. The studies by Suhud and Wilson (2016) and Suhud (2015) focused on volunteer tourism. The scholars found individuals motivated by altruism (giving motivation) were more influenced to participate in volunteer tourism than those motivated by self-interest (taking/receiving motivation).

In the light of the previous discussion, the following hypotheses are proposed:

H1a and H1b – Motivation will significantly affect the attitude.

H2a – Motivation will significantly affect the intention to visit the folk theatre.

H2b - Motivation will significantly affect the stage of readiness to visit the folk theatre.

Sensation-Seeking

Sensation-seeking is a psychological concept that describes an individual's inclination to seek new experiences and sensations. People with high levels of sensation-seeking tend to enjoy challenging activities, such as extreme sports, adventure travel, or trying new and unusual things. Psychologist Marvin Zuckerman first introduced the concept in the 1960s, who identified four dimensions of sensation seeking: thrill and adventure seeking, experience seeking, disinhibition, and boredom susceptibility. Thrill and adventure-seeking describe the tendency to seek excitement, high-stakes activities, and new experiences. Experience Seeking is the tendency to seek intellectual stimulation, variety, and new experiences. Disinhibition is the tendency to seek freedom from social conventions and to break away from existing boundaries and norms. Boredom Susceptibility is the tendency to get bored quickly and need constant stimulation. Individuals with high levels of sensation-seeking often desire novelty, excitement, and stimulation. However, the level of sensation seeking can vary among individuals and influenced by genetics, environment, and life experiences.

Sensation-seeking plays a significant role in shaping consumer attitudes, intentions, and behaviours in various contexts. Accordingly, Sensation-seeking is a vital personality trait that affects individuals' perceptions and responses to stimuli, experiences, and innovations. Lammers et al. (2019) stated that individuals with higher sensation-seeking tendencies were more open to try novel and unconventional foods like insect-based products. This finding suggests that sensation seekers may be more adventurous in their food choices. A study by Zhang et al. (2020) found that sensation seekers were likelier to trust and adopt automated

vehicles. Their openness to experience and inclination towards seeking new and exciting experiences make them a greater level of acceptance of automated vehicles. Park and Stangl (2020) discovered that sensation seekers, mainly those high in experience-seeking, were more inclined to engage with augmented reality applications during their travels. Augmented reality offers a novel, immersive way of experiencing travel destinations, and sensation seekers are more drawn to such unique and stimulating experiences. Deng et al. (2020) found that sensation seekers may be more eager to engage in post-pandemic consumption activities to alleviate boredom and seek new sensations. Walters et al. (2019) found that sensation-seeking influences tourists' choices concerning accommodation, travel mode, cancellation policy, and price. Vishwakarma et al. (2020) discovered that sensation-seeking behaviour positively influenced the behavioural intention to use virtual reality for destination evaluation.

Sensation Seeking and Intention/Stage of Readiness

According to Jang et al. (2009) and Lu et al. (2016), sensation-seeking predicts travel intention. Jang et al. (2009) found that novelty seeking was an essential travel motivation factor for a senior aged 65 years old or greater, and it also arouses travel intention. In addition, the effect can stimulate novelty seeking. Lu et al. (2016) also found that sensation seeking, as a dimension of travel motivation, affects travel intention. Raggiotto and Scarpi (2021) also suggested that sensation-seeking affects revisit intention for extreme sports events. Jang and Feng (2007) discovered that novelty seeking was a significant antecedent of mid-term revisit intention connected to long-term revisit intention. Finally, a recent study by Yao et al. (2023) conducted two scenario-based experiments to explore the influence of boredom on compensatory travel intention. They further concluded that people are more likely to generate compensatory travel intention when there is a higher level of boredom during the COVID-19 pandemic because of their desire for sensation seeking. Suhud et al. (2021) also postulated that a sensation-seeking personality significantly influences the stage of readiness to join volunteer tourism activities.

The following are the hypotheses that we propose referring to the discussion above.

H3a – Sensation-seeking will significantly affect the intention to visit the folk theatre.

H3b - Sensation-seeking will significantly affect the stage of readiness to visit the folk theatre.

Constraint

In terms of leisure and tourism, constraints can pose a significant challenge for individuals looking to engage in their desired activities. Financial constraints are a common issue, as the cost of travel and recreation can be prohibitive for many. Time constraints can also be a barrier, particularly for those with work or family obligations. Physical limitations, social pressures, a lack of knowledge, psychological barriers, and cultural norms can all prevent someone from enjoying a particular activity or destination.

Studies conducted by Kim et al. (2020), Wen et al. (2020), Lam et al. (2020), Gu et al. (2020), and Jiang et al. (2020) have provided valuable insights into the role of constraints in leisure and tourism contexts. These constraints can significantly influence individual behaviours, decision-making, and satisfaction with leisure sports activities and travel experiences. Kim et al.'s (2020) study found that women who participated in indoor and outdoor leisure sports during the COVID-19 pandemic showed higher adoption of health prevention behaviours than men. Married individuals involved in indoor leisure sports showed higher adoption of health prevention behaviours than unmarried participants. Wen et al.'s (2020) study explored the perceived travel constraints and negotiation efforts of Chinese senior outbound tourists, identifying four perceived constraints affecting learned helplessness.

However, scholars found negotiation efforts to reduce learned helplessness. The study by Lam et al. (2020) focused on the barriers encountered that individuals visually impaired when visiting urban attractions in Hong Kong. It highlights knowledge constraints as the primary concern of visually impaired tourists. The research of Gu et al. (2020) examined the wine tourism experience of Chinese outbound wine tourists in Australia. The study identified several constraining factors, such as personal language and transportation barriers and time and information barriers. Finally, the study by Jiang et al. (2020) investigated the contribution of natural soundscapes to tourist satisfaction. They also identified participation constraints using the leisure constraint model.

Constraint and Intention/Stage of Readiness

A plethora of studies indicate that travel constraints significantly impact travel intention and the stage of readiness in tourism. More specifically, Wang and Chen (2019) and Tan (2017) highlighted the relationship between travel constraints and revisit intention. Travel constraints such as accommodation cost, transportation, and service quality can influence tourists' intention to return to a destination for future visits. The scholars found that types of travel constraints

have varying impacts on travel intention. Xie and Ritchie (2019), Wong and Kuo (2021), and Hung and Petrick (2012) found that intrapersonal constraints, such as personal preferences and attitudes, had a more substantial influence on travel intention than interpersonal and structural constraints. Khan et al. (2019) examined the moderating effect of travel motivation on the relationship between perceived risks, travel constraints, and visit intention. They concluded that high travel motivation can weaken the negative influence of interpersonal constraints on visit intention. It suggests that solid travel motivation can mitigate the effect of specific constraints on travel intention.

Furthermore, Suhud and Allan (2019) had assessed the impact of motivation and constraints on the stage of readiness to visit a volcano. They found that constraints had a negative and significant effect on the stages of readiness. It suggests travel constraints can hinder individuals from progressing through the stages of readiness to visit a destination.

Guided by the prior discussion, the following hypotheses are formulated as follows:

H4a - Constraint will significantly affect the intention to visit the folk theatre.

H4b - Constraint will significantly affect the stage of readiness to visit the folk theatre.

Attitude

Overall, attitude has been considered as a latent variable that affect behaviour (Asyraf et al., 2023). Attitude toward visits is a crucial aspect of consumer behaviour in the tourism industry. It refers to an individual's views, beliefs, evaluations, and feelings towards a tourist destination or travel experience. Various factors can influence attitudes, such as previous experience, cultural factors, recommendations, promotions, and quality of service in the tourism industry. Scholars conducted studies on attitudes toward visits. They analysed consumer behaviour and comprehended the factors influencing their interest and decisions in tourist destinations. They have shown that attitude toward visit plays a significant role in the intention to visit or travel to a specific destination.

Various studies have examined consumers' attitudes toward visiting specific destinations. These include green hotels, restaurants, and tourist destinations. These studies have utilised different theoretical frameworks and factors to explore the factors influencing consumers' intentions and attitudes. For example, Verma et al. (2019) analysed the effects of values and ascribed responsibility on consumers' attitudes toward green hotels in India, and They found that biosphere values strongly influence attitudes, and consumers with higher altruistic values show higher environmental concerns. Environmental concern significantly

contributes to shaping Indian consumers' attitudes toward green hotels. Yarimoglu and Gunay (2020) used the theory of planned behaviour to examine customers' intentions to visit green hotels, they further indicated that four out of five constructs in the antecedents of intentions are significant, except for perceived control. All three consequences of intentions are significant. It is acknowledged that the theory of planned behaviour is a valuable framework for understanding consumers' intentions to visit green hotels.

Hasan et al. (2019) also aimed to explore the factors affecting tourists' attitudes toward beach destinations. The results showed that perceived risks to the destination do not significantly influence tourists' attitudes to visit or their intentions to visit. However, tourists' satisfaction and destination image directly impact their attitudes to visiting and revisiting intentions. Moon (2021) applied the extended theory of planned behaviour to identify customer belief structures underlying the cognitive process of green restaurant patronage in the Korean context. The study showed that perceived behavioural control is the most significant determinant, followed by attitude and subjective norms. The study provides insights into customers' intention to visit green restaurants. Kamata (2022) assessed residents' reactions in tourist destinations toward tourism during and after the COVID-19 pandemic. The study revealed a dilemma among residents between supporting tourism for economic recovery and personal fears of increased infection risk due to interacting with tourists. Pleyers and Poncin (2020) examined the effects of offering consumers a non-immersive virtual reality experience to view real estate products. The scholars associate the experience with better "visiting" experiences and more positive attitudes toward the development and the agency.

Attitude and Intention/Stage of Readiness

Research has shown that attitude plays a significant role in travel or visit intention and stage of readiness. For example, some studies have found that attitudes towards a country, products, and cuisine have a positive effect on visit intention (Kim & Kwon, 2018), and individuals' attitudes towards revisiting a destination have a significant positive impact on their revisit intention (Huang & Hsu, 2009). Other research has found that attitude significantly relates to the intention to travel (Jalilvand et al., 2012). Residents' positive attitude towards tourism can positively affect their pro-tourism behavioural intention (Shen et al., 2019). However, one study found no significant impact of attitude on visit intention in rural tourism (Joo et al., 2020). Finally, the research by Suhud and Wilson (2016) has found that attitude can predict the stage of readiness involved in volunteer tourism.

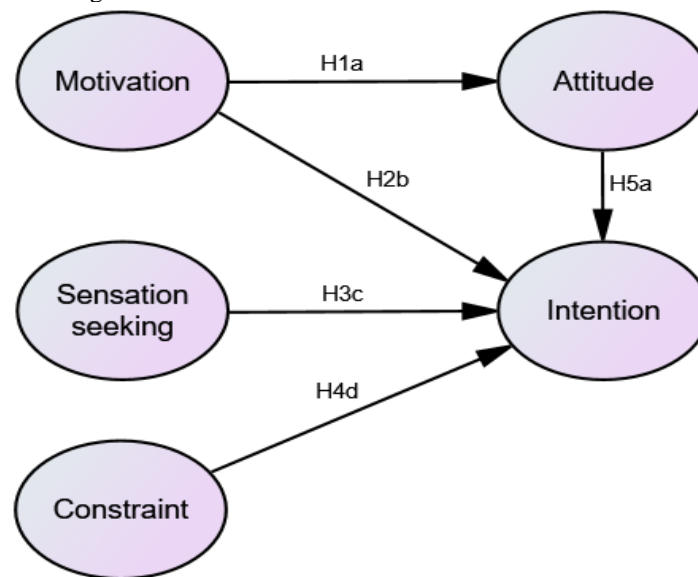
The following are the hypotheses that we propose referring to the discussion above.

H5a - Attitude will significantly affect the intention to visit the folk theatre.

H5b - Attitude will significantly affect stage of readiness to visit the folk theatre.

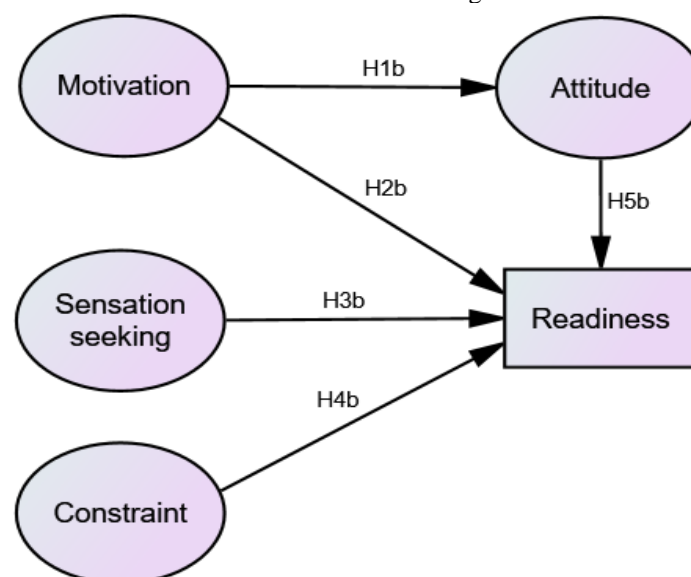
Figures 1 and 2 demonstrate the theoretical framework to be evaluated. Thus, in Figure 1, motivation, sensation-seeking, and constraint are related to attitude and intention to visit, while attitude is related to visiting intention. Whereas, in Figure 2, with the same formation, the intention to visit is replaced by a stage of readiness to visit.

Figure 1. Theoretical Framework of Folk Theatre Visit Intention



Source: The authors

Figure 2. Theoretical Framework of Folk Theatre Stage of Readiness to Visit Intention



Source: The authors

METHODS

Measures

In the current study, variety of indicators that adapted from validated sources in the tourism and leisure literature have been applied. We used a seven-point Likert scale with research indicators from Suhud (2014). This scale ranged from 1 for extremely disagree to 7 for extremely agree. To measure attitude, we employed a seven-option bipolar semantic scale with indicators from Han, Lee, and Lee (2011) and Suhud (2014). We assess constraints using previously validated scales developed by Kerstetter et al. (2002) on a seven-point Likert scale. It ranges from 1 for extremely disagree to 7 for extremely agree. We measured sensation-seeking on a seven-point Likert scale with indicators adapted from Wymer Jr. et al. (2010). Finally, we measure intention using the probability scale (Juster, 1966). We adapted indicators for the stage of readiness from Prochaska and Norcross (2001), and Prochaska and DiClemente (Prochaska, 1992).

Data Analysis Methods

This study uses quantitative data analysis in four sequential stages. The first stage is to test the validity of the data using exploratory factor analysis. We consider each indicator valid if it has a factor loading score of 0.4 or greater. The next stage is the data reliability test by using the alpha value to assess the reliability of each construct. We consider a construct reliable if it has an alpha score of 0.6 or greater. After we meet the validity and reliability of the data, the next stage is confirmatory factor analysis. We do the confirmatory test of the proposed model confirmative to verify whether the data follow the expected model. The final stage is testing the hypothesis using the structural equation model. We consider the research hypothesis accepted if it has a critical ratio (CR) score of 1.96 or greater. When performing all data analysis, we used the SPSS software (version 29) to test validity and reliability and the Amos software (version 29) for confirmatory factor analysis and structural equation models. We consider a model to fit if it meets several criteria, such as probability (p), CMIN/DF, CFI, and RMSEA (Table 1).

Table 1. The Criteria for a Fitted Model

Criteria	Rule of Thumb	Resources
Probability	$0.05 < p < 1.00$	Schermelleh-Engel et al. (2003)
CMIN/DF	$0 \leq \text{CMIN/DF} \leq 2$	Tabachnick et al. (2007)
CFI	$0.95 \leq \text{CFI} \leq 1.00$	Hu and Bentler (1995)
RMSEA	$0 \leq \text{RMSEA} \leq 0.06$	Hu and Bentler (1999)

Source: The authors

RESULTS

Participants

Table 2 presents the profile of the study cohort. In this study, the research subjects were individuals who had undertaken leisure and tourism experiences in the last three months before conducting the research. Decidedly, A convenient sampling method was used and the total number of participants in this study was 260 people. The participants comprised 131 women (50.4%) and 129 men (49.6%), showing a relatively balanced gender distribution in the sample.

Most participants were aged 18 to 23 years old. The number amounts to 163 people (62.7%). It showed that young participants dominated the selection. The education level most found in participants was high school, with 167 participants (64.2%). Besides, most participants in this study were unmarried, namely 191 people (73.5%). One hundred thirty-four participants (51.5%) were university students. It shows that the student population is significant in the sample. Of all the participants, 74 people (28.5%) had visited the Bharata People Puppet Theatre, which shows that this folk theatre destination has attracted the interest of some participants who are the research subjects. Thus, the sample in this study comprised individuals with various characteristics. Most were young participants with high school education and were university students.

Table 2. Profile of Participants

	Profile	Frequency	Percent
Sex	Male	129	49.6
	Female	131	50.4
Age	<18	9	3.5
	18-23	163	62.7
	24-29	76	29.2
	30-35	5	1.9
	36-41	7	2.7
	Level of education has been completed	Less than high school	6
High school		167	64.2
Diploma		38	14.6
S-1		44	16.9
S-2/S-3		5	2
Marital status	Unmarried	191	73.5
	Married	61	23.5
	Separated/divorced	7	2.7
	Widowed	1	0.4
Occupational status	Employed	75	28.8
	Entrepreneur	6	2.3
	Looking for a job	10	3.8
	Unemployed	8	3.1
	Students	134	51.5
	Studying while working	26	10.0
	Retired	1	0.4

Source: The authors

Data Validity and Reliability Tests

Table 3 presents the data validity and reliability tests for the constructs used in this study. The motivation construct includes five indicators and has an alpha value of 0.689. It shows that the construct has a sufficient level of reliability, and we can use it in hypothesis testing. The attitude construct comprises two dimensions. The first dimension has four indicators with an alpha value of 0.629, which meets the reliability threshold. However, the second dimension has an alpha value of 0.436, lower than the accepted threshold. Therefore, we do not enter the second dimension in hypothesis testing for further analysis.

The constraints have two dimensions, The first dimension has four indicators with an alpha value of 0.617, and the second dimension has three with an alpha value of 0.679. The dimensions meet the reliability threshold, and we can use them in the hypothesis testing. The sensation-seeking construct also has two research dimensions. The first dimension includes six indicators with an alpha value of 0.569 below the threshold. The second dimension has an alpha value of 0.212, significantly lower than the accepted threshold. Therefore, we do not use the research dimensions in hypothesis testing. Finally, the visit intention construct has three indicators and an alpha value of 0.819. It shows that the level of reliability is good. We can use it in hypothesis testing. The reliability threshold (0.6) is an essential criterion for determining the constructs we can use in the hypothesis testing. The motivation, constraint, and visit intention constructs meet this criterion, while several dimensions of the attitude and sensation-seeking constructs do not.

Table 3. The Validity and Reliability Tests

Variables and Indicators	Factor loadings	Cronbach's alpha
Motivation		
M4 To experience a different culture.	0.729	0.689
M2 I am interested in history.	0.708	
M1 I am interested in homeland culture.	0.684	
M3 To see Javanese culture.	0.650	
M5 To increase knowledge about puppet stories.	0.572	
Attitude (1)		
A3 Visiting the Bharata People Puppet Theatre is an uninteresting/interesting experience.	0.768	0.629
A2 Visiting the Bharata People Puppet Theatre is a worthless experience/valuable experience.	0.752	
A4 Visiting the Bharata People Puppet Theatre is an unsatisfactory/satisfactory experience.	0.674	
A6 Unreasonable idea.	0.514	
Attitude (2)		
A1 Visiting the Bharata People Puppet Theatre is an unpleasant/pleasant experience.	0.777	0.436
A7 Visiting the Bharata People Puppet Theatre is at an unaffordable/affordable cost.	0.627	

A8	Visiting the Bharata People Puppet Theatre is full/less of challenges.	0.574	
Constraints (1)			0.617
Co8	Financially, I cannot afford it.	0.745	
Co6	I am not interested in the Bharata People Puppet Theatre.	0.738	
Co4	I have watched the Bharata People Puppet Theatre before and do not want to do it again.	0.696	
Co7	No friends would like to go with me.	0.471	
Constraints (2)			0.679
Co2	I do not have enough knowledge about the WO Bharata.	-0.821	
Co1	I do not have enough time because my family/work takes up my time.	-0.754	
Co3	I, or someone else, I want to go with physically, cannot visit WO Bharata.	-0.698	
Sensation seeking (1)			0.569
S1	I like exploring strange places	0.728	
S9	I like to do scary things.	0.704	
S8	I want to try bungee jumping.	0.684	
S3	I like to do challenging things.	0.678	
S2	I get restless when I spend too much time at home.	0.648	
S6	I prefer spontaneous and unpredictable friends.	0.505	
Sensation seeking (2)			0.212
S4	I like wild party.	0.777	
S5	I want to take time off work and travel without unplanned routes in advance	0.708	
S7	I would love to have new and exciting experiences, even if the activities are illegal	0.504	
Visit intention			0.819
In2	In the next six months	0.928	
In3	In the next 12 months	0.863	
In1	In the next three months	0.784	

Source: The authors

Readiness State to Visit the Bharata People Puppet Theatre

Table 4 demonstrates the participants' readiness stage to visit The Bharata People Puppet Theatre. About 116 participants (45.7%) showed: "I never had thoughts before to visit the Bharata People's Puppet Theatre." This table may include different stages or levels of readiness to visit the theatre. Apart from participants who had never considered visiting the theatre, some initially had thoughts or curiosity about visiting. Others had concrete plans to visit soon. intentions to come to the theatre.

Table 4. Stage of Readiness of Participants to Visit the Bharata People Puppet Theatre

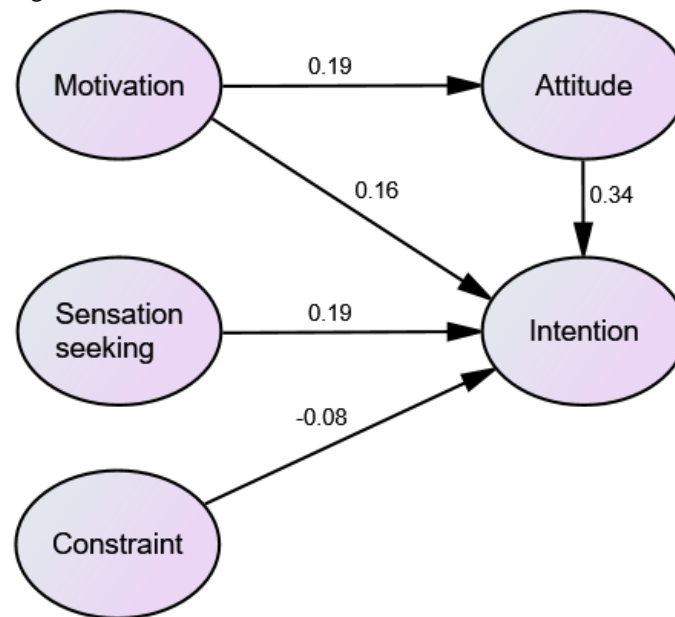
No.	Indicators	Frequency	Percent
1	I never thought about visiting the Bharata People Puppet Theatre before.	25	9.6
2	Currently, I am actively considering visiting the Bharata People Puppet Theatre.	51	19.6
3	I plan to visit the Bharata People Puppet Theatre in the next three years.	74	28.5
4	I have visited the Bharata People Puppet Theatre before.	53	20.4
5	Currently, I am getting ready to visit the Bharata People Puppet Theatre.	42	16.2
6	I have visited the Bharata People Puppet Theatre before and plan to visit the Bharata People Puppet Theatre later on.	15	5.8
Total		260	100.0

Source: The authors

Hypotheses Testing

Figure 3 shows that the structural model for measuring visitors' intention to visit the folk theatre has a good fitness level. It has a probability value of 0.365, CMIN/DF of 1.064, CFI of 0.996, and RMSEA of 0.016. A high probability value indicates that the model fits the existing data.

Figure 3. Structural Model of Intention to Visit the Folk Theatre



Source: The authors

As seen in Table 5, of the five research hypotheses tested related to the participants' intention to visit the folk theatre, four hypotheses (H1, H2, H3, and H5) are accepted. These results show a significant influence between the motivation, sensation-seeking, and attitude variables on the participants' intention to visit the folk theatre and between the attitudes and participants' intentions to visit the folk theatre. However, one hypothesis (H4) was rejected. It shows no significant effect between the constraints and the participants' intention to see the Bharata People Puppet Theatre. All CR values of the accepted hypotheses are above 1.96. It shows that the test results have a high significance level.

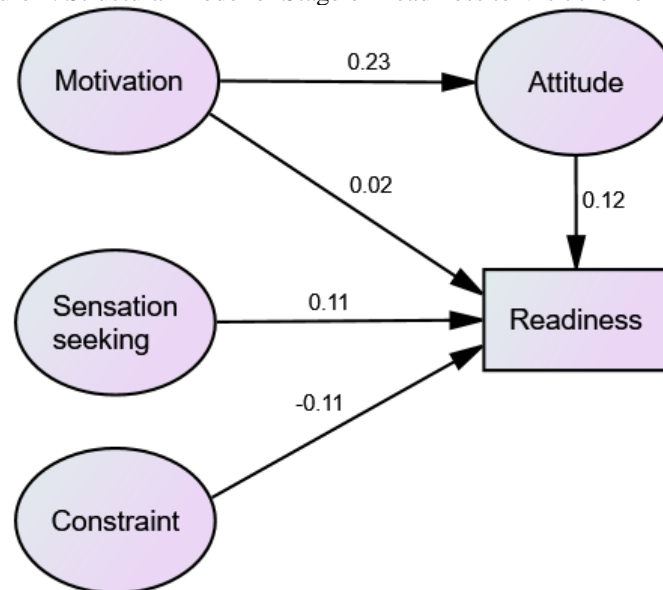
Table 5. Results of the Hypotheses Testing Regarding Intention to Visit the Folk Theatre

Hypotheses	Paths	C.R.	P	Results
H1a	Motivation > Attitude	2.341	0.019	Accepted
H2a	Motivation > Visit intention	2.351	0.019	Accepted
H3a	Sensation seeking > Visit intention	2.268	0.023	Accepted
H4a	Constraint > Visit intention	-1.790	0.074	Rejected
H5a	Attitude > Visit intention	2.649	0.008	Accepted

Source: The authors

Figure 4 also shows a structural model to measure the stage of readiness of visitors to visit a folk theatre. This model also has a good fitness level with a probability value of 0.931, CMIN/DF of 0.636, CFI of 1.000, and RMSEA of 0.000. These values show that this model also fits the existing data very well. A CMIN/DF value close to 1 and a CFI value close to 1 can indicate a good fit between the model and data. An RMSEA value close to 0 also shows this model has a low prediction error rate.

Figure 4. Structural Model of Stage of Readiness to Visit the Folk Theatre



Source: The authors

From the results of testing the hypotheses in Table 6, it can be concluded that of the five research hypotheses tested related to the stage of readiness of participants visiting the folk theatre, one research hypothesis (H1) is accepted. However, the other four hypotheses (H2, H3, H4, and H5) are rejected. These results show that there is only a significant influence between the variables of motivation and the stage of readiness of the participants to visit the Bharata People Puppet Theatre. Still, we find no significant effect between motivation, sensation-seeking, constraints, and attitude on the stage of readiness of the participants to visit the Bharata People Puppet Theatre. The CR value of the accepted hypothesis is below 1.96. It indicates that the test results need sufficient significance.

Table 6. Results of the Hypotheses Testing Regarding Stage of Readiness to Visit the Folk Theatre

Hypotheses	Paths	C.R.	P	Results
H1b	Motivation > Attitude	2.847	0.004	Accepted
H2b	Motivation > Stage of readiness	1.670	0.095	Rejected
H3b	Sensation seeking > Stage of readiness	1.194	0.232	Rejected

Hypotheses	Paths	C.R.	P	Results
H4b	Constraint > Stage of readiness	-1.723	0.085	Rejected
H5b	Attitude > Stage of readiness	0.108	0.914	Rejected

Source: The authors

DISCUSSION

This study tested the influence of visitor motivation on the attitude towards visiting the Bharata People Puppet Theatre through the first two hypotheses (H1a and H1b). The significant CR scores of 2.341 for H1a and 2.847 for H1b showed that two research hypotheses were accepted. The findings suggest that visitor motivation positively and significantly impacts their attitude towards visiting the Bharata People Puppet Theatre. It means that the higher the visitor's motivation level, the more positive their attitude towards the theatre. This correlation between motivation and attitude towards the experience is consistent with the results of previous studies conducted by Pereira et al. (2022), Hsu et al. (2010), and Huang and Hsu (2009), which supports the validity of the findings in this study.

The study tested hypotheses H2a and H2b to predict the effect of visitor motivation on visit intention and stage of readiness in visiting the Bharata People Puppet Theatre. The research results show a significant, positive influence between visitors' motivation and intention to visit the theatre. Still, there is no significant effect between visitor motivation and their stage of readiness to visit the theatre. This finding shows motivation positively impacts visit intention. However, it does not necessarily lead to readiness to see the Bharata People Puppet Theatre. The results of this study are consistent with previous research conducted by Chu (2018), Li and Cai (2012), and Teng et al. (2023) who found a positive relationship between visitor motivation and visit intention. However, this study differs from previous research conducted by Suhud and Allan (2019) and Suhud and Wilson (2016), who suggested a connection between motivation and the stage of readiness in other contexts.

This study examined the impact of sensation seeking on visit intention and stage of readiness in visiting the Bharata People Puppet Theatre through two hypotheses (H3a and H3b). The results suggest a positive and significant correlation between sensation seeking and see the intention of visitors to the theatre. This finding is consistent with previous studies conducted by Jang et al. (2009), Lu et al. (2016), Raggiotto and Scarpi (2021), and Yao et al. (2023). However, there was no significant effect of sensation seeking on the stage of readiness to visit the theatre. This result contradicts the findings of previous research conducted by Suhud et al. (2021). It is important to note that while sensation-seeking significantly impacts see intention, it does not directly affect the readiness stage of visitors. Other factors, such as knowledge,

information, and barriers, may also affect one's readiness to visit the Bharata People Puppet Theatre.

The study tested two hypotheses (H4a and H4b) to predict the effect of constraints on visit intention and stage of readiness in visiting the Bharata People Puppet Theatre. According to the study results, there is no significant effect between constraints and visit intention of the visitors to the Bharata People Puppet Theatre. This finding contradicts the research results of previous studies conducted by Wang and Chen (2019) and Tan (2017). In addition, the results show no significant effect between constraints and the stage of readiness to visit the Bharata People Puppet Theatre. This finding also contradicts the results of previous research conducted by Suhud and Allan (2019). The discussion of these findings shows constraints do not significantly affect the visitors' intention and readiness stage. However, other factors such as motivation, attitude, and personal factors may have a more dominant role in shaping visit intention and the stage of readiness.

The study tested two fifth hypotheses (H5a and H5b) to predict the effect of attitude on visit intention and the stage of readiness in visiting the Bharata People Puppet Theatre. The study results show a significant influence between attitude and visit intention of the visitors to the Bharata People Puppet Theatre. A high CR score of 2.649 shows that attitude strongly correlates with their intention to visit the theatre. This finding contradicts the results of a previous study conducted by Jalilvand et al. (2012) and Joo et al. (2020), who did not find a significant relationship between attitude and visit intention in other contexts. In addition, the results show no significant effect between attitude and the stage of readiness to visit the Bharata People Puppet Theatre. The CR score of 0.108 shows attitude does not correlate strongly with the stage of readiness to visit the theatre. This finding is also contrary to the results of previous research conducted by Suhud and Wilson (2016). The discussion of these research findings emphasises the complexity of the effect of attitude on visit intention and the stage of readiness in the Bharata People Puppet Theatre. Visitor attitudes may influence the intention to visit the theatre but do not directly affect the readiness stage. Motivation, information, and personal characteristics may shape the visitor's readiness stage.

CONCLUSION

The research on the Bharata People Puppet Theatre in Jakarta reveals that visitors' motivation, sensation-seeking, and attitude significantly influence their intention to visit the theatre. The study found that motivation is the main driving force for visitors to participate in

the theatre's activities. It is because it shapes their attitude towards and intention to visit it. Sensation-seeking also plays a vital role in shaping visitors' intention to seek new and exciting experiences. A positive attitude towards the theatre also closely relates to a solid intention to visit it. The study found constraints or obstacles that visitors encounter do not significantly affect their intention or readiness to visit the theatre. It implies that other factors, such as motivation and attitude, may be more dominant in shaping visit intentions. These findings highlight the need for theatre managers and other related parties to develop more effective marketing and promotion strategies. It can cater to the visitors' motivation, sensation-seeking, and attitude.

This study has significantly contributed to understanding visitor behaviour in cultural theatre. This study identified several theoretical contributions. It includes the relationship between motivation, attitudes, and intentions. The study finds that motivation significantly shapes visitors' attitudes towards the theatre and their intention to attend performances. The study also shows a significant effect of sensation-seeking on visitors' intentions to participate in cultural theatre performances. The study also examined constraints' impact on visitors' intention and readiness to visit the theatre. Although the results showed no significant effect on intentions and readiness stages, it provides a reminder that factors besides motivation and attitudes can influence participation in cultural activities.

In addition, the findings have practical implications for the management and marketing of cultural theatre. By understanding the importance of motivation, attitude, and sensation-seeking, theatre managers can develop effective marketing strategies and tailor programs that interest visitors seeking new and exciting experiences. Overall, this study has provided a significant theoretical contribution to understanding the factors influencing visitor behaviour in cultural theatre. It opens opportunities for further research on other factors that affect visitor intentions and participation in cultural activities. Theatre managers can use the practical implications of these findings to increase visitor participation and enhance their experience in theatrical performances.

This study provides valuable insights for folk theatre management on increasing visitor participation and experience. By understanding what drives visitors to the theatre, managers can develop programs and events that suit their needs and interests. For example, if visitors seek authentic cultural experiences, managers can present theatrical performances that elevate local and traditional culture. The study also heightened the need to create positive attitudes toward cultural theatre among visitors. Managers can achieve this by communicating the

cultural and aesthetic values presented in the show and providing visitors with a pleasant and satisfying experience. Another finding is that some visitors seek new and exciting adventures in theatre performances. Managers can identify visitor segments with a sensation-seeking tendency and present shows or events that meet their needs. Technology, special effects, or artist collaboration can be a strategy to fulfil sensation-seeking visitors. Although constraints do not significantly affect visitor intentions, managers must focus on and overcome potential obstacles that visitors may face. It includes addressing accessibility constraints, high ticket prices, or a lack of information about the show. Finally, the study suggests tailoring marketing strategies to attract more potential visitors. Managers can increase awareness and interest in theatrical performances by adjusting the marketing strategy to align with visitor motivation and attitudes.

One limitation of this study is the sample size and composition, as the sample may have yet to fully represent the diversity of potential visitors to the Bharata People Puppet Theatre. Future studies could aim to have a more extensive and diverse sample to enhance the generalizability of the findings. Another limitation is that the study employed a cross-sectional design, which does not allow for causal conclusions. Future studies could use longitudinal or experimental methods to establish causal relationships between motivation, attitude, intention, and readiness to visit the theatre. The study relied on self-report measures, which may not fully capture participants' true feelings or behaviours. Future studies could consider using a mix of self-report measures and behavioural observations to validate the findings. The study did not consider potential contextual factors that influence visitors' decisions. Future studies could incorporate these factors to provide a more comprehensive understanding. For suggestions, future studies should compare other cultural theatres, use qualitative approaches, investigate the effectiveness of marketing strategies, and understand cultural influences.

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