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STUDY OF FOREIGN TOURISTS' MOTIVATION IN HOLDING WEDDINGS AT NORTH KUTA DISTRICT (CASE STUDY IN CANGGU AREA)

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Abstract

This study aims to determine the motivation of foreign tourists who organize weddings in the North Kuta District, especially in the Canggu area. The motivation is divided into two factors, namely, the push factor and the pull factor. Besides, this study also examined the behavior of tourists after holding a wedding in the Canggu area. Tourist behavior is divided into three stages, namely, the stage of acquisition, the stage of consumption, and the stages of post-purchase actions (disposition). Data collection techniques used in this study were through structured interviews, closed questionnaires, and documentation. The analysis technique used is data analysis which combines quantitative analysis and qualitative analysis. The results of this study indicated that the motivation of foreign tourists to hold weddings in the North Kuta Subdistrict, especially in the Canggu area is influenced by push factors and pull factors so that tourists have a strong desire to hold weddings. Tourist behavior can be seen after holding a wedding, where the results of the study stated that tourists are very satisfied and recommend to relatives and families to hold a wedding in the District of North Kuta, especially the Canggu area. It also advises using the services of a wedding organizer that is considered very good and professional.

Keywords: Tourist Motivation, Wedding, Tourist Behavior, Canggu, Bali.
