Minangkabau Traditional Fashion Tourism as a Cultural Tourists Attraction on the Decision to Visit Istano Basa Pagaruyung

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Abstract. This study aimed to analyze the effect of Minangkabau traditional fashion tourism as a cultural tourist attraction on the decision to visit Istano Basa Pagaruyung. The research used a quantitative methodology. Visitors made up the entire population, and purposive sampling was used to determine the sample. The study's sample size is 349 tourists who have visited Istano Basa Pagaruyung. Partial Least Square Structural Equation Modeling (PLS-SEM) is the method of data analysis employed. The results showed a significant effect of Minangkabau traditional fashion tourism on tourists' attraction to visit Istano Basa Pagaruyung. What could be said from the result of the study is that tourists consider coming to Istano Basa Pagaruyung because there is one of the leading cultural attractions in tourism using traditional Minangkabau clothing. Here, tourists can learn about Minangkabau culture, especially in terms of fashion.

Keywords: Minangkabau, Traditional, Fashion Tourism, Tourists Attraction, Decision to Visit.

1 Introduction

Istano Basa Pagaruyung is a leading tourist attraction and an icon of Tanah Datar Regency. This tourist attraction is an open-air museum with the theme of Minangkabau cultural and historical tourism. Cultural activities that exist in a tourist attraction are one of the factors that determine the decision of tourists or visitors to come to a destination [1]–[3]. They also explained that cultural factors in tourism dominate in shaping tourism activities, especially in introducing and transmitting knowledge and ideology. One of the tourist attractions that contains an element of cultural introduction education is renting Minangkabau traditional clothes at the Istano Basa Pagaruyung tourist attraction. This traditional clothing rental can be used as an attraction that focuses on fashion tourism [4]. If this attraction is continually developed with good management, it can improve the economy of the people involved.

The decision to visit a tourist attraction enters the concept of purchasing decision theory, where a tourist or consumer determines the choices of a product or service before deciding whether to visit a destination or buy a product. A purchase decision is a process of selecting a product to

produce a decision to buy or not to buy[5]–[7]. The indicators used in this study need recognition, information seeking, alternative evaluation, purchasing, and post-purchase behavior.

The packaging of tourism products containing cultural values in the Minangkabau community is expected to provide a different experience for tourists who come to visit. The purpose of tourism when visiting a tourist area is to find and feel the different cultures of each destination visited. A tourist attraction is anything that draws visitors because it has distinctiveness, beauty, and worth in the form of a variety of natural, cultural, and artificial riches [8]–[10]. The indicators used to measure Minangkabau Traditional Fashion Tourism as a Cultural Tourist Attraction are the uniqueness, beauty and cultural values of Minangkabau traditional clothing.

A tourist spot should be attractive enough for tourists to enjoy the trip at their leisure. Tourist attractions can be divided into two parts: natural and artificial. Each has its uniqueness and interest, the selling point of these tourist attractions [11]–[13]. Therefore, on this occasion, we will discuss the artificial tourist attraction at Istano Basa Pagaruyung, which involves cultural values in Minangkabau society.

The rental that contains the Istano Basa Pagaruyung tourist attraction is part of a cultural tourism attraction that supports tourism activities by providing equipment following its integrity and adapting to the traditional and cultural values that exist in the Minangkabau community [14]. The rental of Minangkabau traditional costumes at Istano Basa Pagaruyung must adapt to traditional and cultural values as a theme. The rented clothes have designs in accordance with the characteristics of Minangkabau nature, such as Minangkabau wedding dresses and other traditional clothes.

Visitors rent traditional clothes at Istano Basa Pagaruyung by wearing the rented costumes and perpetuating in front of the Istano Basa Pagaruyung building. The wearer of the traditional costume chooses the costume he likes, and it is immediately worn by the person in charge, who has the skills to wear all kinds of Minangkabau traditional clothing for both women and men. , the tenant goes to his favorite place for a photo shoot at the tourist attraction Istano Basa Pagaruyung. After completing the photo shoot, the clothes are returned to the clothes rental service, which is located on the ground floor of the Pagaruyung Basa Palace building by giving the clothes rent, the amount of which has been determined by the seller of the Minangkabau traditional dress rental service. This activity is certainly one of the tourist attractions with the concept of fashion tourism that has economic value for the community.

The traditional clothing rental facility at the Istano Basa Pagaruyung tourist attraction has a design that follows the characteristics of Miangkabau culture and creates beauty. However, in actual conditions, there are deficiencies in the education of traditional and cultural values from the clothes worn. Visitors are only limited to seeing the uniqueness and beauty by taking pictures with the background of Istano Basa Pagaruyung without paying attention to the clothes' value. Then it was also found that the condition of accessories from the clothes that were rented out was damaged, and there were also deficiencies, even though this was also allowed to damage the value of the beauty of the clothes that were rented out. From the problems found, the writer is interested in raising the title Minangkabau Traditional Fashion Tourism as a Cultural Tourists Attraction on the Decision to Visit Istano Basa Pagaruyung.

2 Methodology

The methodology used to conduct this study was quantitative. It is a causal research study. The sample was chosen using a sort of purposive sampling, with visitors making up the entire population. The study's sample size is 349 tourists who have visited Istano Basa Pagaruyung. The sample comprised 131 (38%) male and 218 (62%) female visitors. The majority of the respondents (254 or 73%) were 21-30 years old, 46 of them (13) were under 21, and 49 (14%) were above 30. Primary and secondary data are the types of data that are utilized. A questionnaire and online survey were used as the data collection method. The study's variables are Minangkabau traditional fashion tourism as cultural tourists' attraction (independent variables) and tourists' decision to visit Istano Basa Pagaruyung (dependent variable). A Likert scale was used as the study's measurement tool. PLS-SEM (Partial Least Square Structural Equation Modelling) was employed as the inferential analysis method in this investigation.

3 Result And Discussion

3.1 Result

The measurement and structural models are the two sub-models that make up the PLS-SEM structural equation model.

Measurement Model
Using the measurement model assessment, it is possible to indirectly quantify the idea put forward by Hair et al. (2022) regarding the latent or unobservable concept that led to changes in the observable indicators. Four statistics were to be performed and followed throughout the evaluation of reflective measuring models: (1) internal consistency reliability, (2) indicator reliability, (3) convergent validity, and (4) discriminant validity (Hair et al., 2022). It was decided to use a measurement model. The outcome is reported in Figure 1 and Table 1, along with the outer loading, indicator reliability, composite reliability, AVE scores, and Cronbach Alpha value.
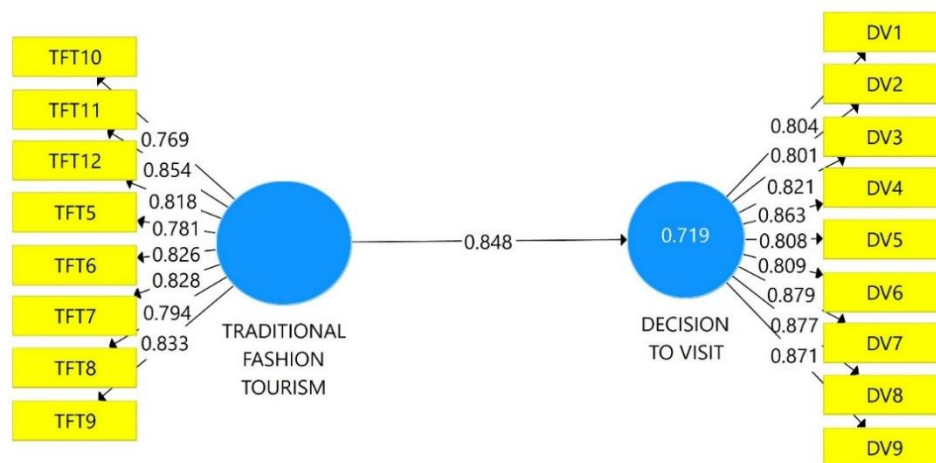

Fig. 1. Measurement Model

Table 1. Measurement Model

Latent Variable	Indicators	Outer Loadings	Cronbach Alpha	Composite Reliability	AVE
Traditional Fashion Tourism	TFT1	0,781	0.927	0.940	0.661
	TFT6	0,826			
	TFT7	0,828			
	TFT8	0,794			
Items removed: TFT1, TFT2, TFT3, TFT4, TFT13, TFT14, TFT15	TFT9	0,833			
	TFT10	0,769			
	TFT11	0,854			
	TFT12	0,818			
	DV1	0,804	0.947	0.955	0.702
	DV2	0,801			
Decision to Visit	DV3	0,821			
	DV4	0,863			
	DV5	0,808			
	DV6	0,809			
	DV7	0,879			
	DV8	0,877			
	DV9	0,871			

According to Table 1, traditional fashion tourism has Cronbach's Alpha values of 0.927 and 0.947, while its composite reliability values are 0.940 and 0.955. This shows that internal consistency reliability is accepted because both Cronbach's Alpha and composite reliability are higher than 0.70. Next, all components loaded onto their respective factors are also significantly acceptable (external loadings ranging from 0.769 to 0.879), demonstrating the dependability of their indicators. Based on the AVE values, it can be concluded that the measuring model employed to gather the respondents' data had adequate convergent validity. The traditional fashion tourism AVE values of 0.661 and the decision to visit AVE values of 0.702 were significantly higher than the necessary minimum level of 0.50.

The Heterotrait-Monotrait Ratio of Correlations (HTMT) analysis is used to evaluate discriminant validity as the final step in evaluating the measurement model. According to the HTMT value in Table 2 (HTMT0.90 criteria), no discriminant validity issues were found. This suggested that problems with collinearity between the latent components were not found using the HTMT criterion.

Table 2. HTMT assessment

	Traditional Fashion Tourism	Decision to Visit
Traditional Fashion Tourism	1	
Decision to Visit	0.894	1

Structural Model

The structural modeling or path analysis in response to the provided hypothesis serves as the second evaluation in the PLS-SEM analysis. This study attempts to determine how Minangkabau traditional fashion tourism influences tourists' choices to visit Istano Basa Pagaruyung as a cultural destination. Table 3 presents the structural model's path coefficient

results, T-statistic results, and significance levels for the proposed hypothesis (the result of Bootstrapping). It is acceptable when the path coefficients' significance is at least 95% confident. All assumptions are accepted based on the path analysis output (Table 3).

Table 3. Path Coefficients, Observed T-statistics and Significance Levels

	Path Analysis	Path Coefficient B	T Statistics	P Values	Result
H	Traditional Fashion Tourism -> Decision to Visit	0.848	41.357	0.000	Accept

*$p<. 05$, **$p<.01$, ***$p<0.001$*

The findings of the hypothesized path coefficients demonstrated that Minangkabau traditional fashion tourism as a cultural tourist attraction is showing a significant positive effect on the decision to visit Istano Basa Pagaruyung ($\beta= 0.848$ and $t=41.357$).

There was a significant degree of variance, as indicated by the findings coefficient of determination ($R2$ values 0.719) tourists' decision to visit Istano Basa Pagaruyung that the proposed Minangkabau traditional fashion tourism can explain as a cultural tourist attraction. In Figure 1, the Minangkabau traditional fashion tourism as a cultural tourist attraction was able to explain 71.9% ($R2 =0.719$) of the variance in tourists' decision to visit Istano Basa Pagaruyung. Increases in $R2$ in relation to the percentage of the dependent variable's variance that is still unaccounted for are described by the effect size function ($f 2$), which is comparable to the conventional partial F-test. The f2 column in Table 4 showed that the relations had effect sizes.

Table 4. f^2 - Factor of the research model

	f^2 Decision to Visit	Effect size
Traditional Fashion Tourism	2.561	Susbtansial

Notes: f^2 values of 0.02=weak; 0.15=moderate; and 0.35=substantial.

Table 4 shows a substantial effect of the significant routes of Minangkabau traditional fashion tourism as cultural tourists' attraction on the decision to visit Istano Basa Pagaruyung.

For a chosen endogenous construct, q2 values of 0.02, 0.15, and 0.35 imply that exogenous constructs have small, medium, or considerable predictive relevance (Hair et al., 2022). Table 5 presents the predictive relevance test's findings (q2).

Table 5. Test of predictive relevance (q2)

Independent Variable	Decision to Visit
Traditional Fashion Tourism	0.499

Table 5 provides an explanation of the q2 finding. An omission distance of 7 denotes that all 7 data points of the target construct are deleted in a single round of blindfolding. This study's

decision to visit Istana Basa Pagaruyung, which indicates a significant predictive model, has a q2 value of 0.499 using the omission distance of 7. The structural model's predictive usefulness increases as q2 increases in value. In this regard, the independent variables Minangkabau traditional fashion tourism, as provided in this study, are predictors for tourists' choice to visit Istano Basa Pagaruyung.

3.2. Discussion

The hypothesis proposed a causal relationship between traditional fashion tourism and tourists' decision to visit. This proposition is based on the belief that Minangkabau traditional fashion tourism as a cultural tourists' attraction could influence tourists' decision to visit Istano Basa Pagaruyung. The finding (= 0.848 and t=41.357, p 0.05) validated the study's hypothesis by demonstrating a strong influence of Minangkabau traditional fashion tourism as a cultural tourist attraction toward travelers' decisions to visit Istano Basa Pagaruyung. This result, in general, demonstrated that Minangkabau traditional fashion tourism as a cultural tourist attraction has significantly impacted the tourist's decision to visit Istano Basa Pagaruyung. This finding is consistent with de Araújo et al. (2022) that tourism is reliant on and significantly impacts local communities' well-being and cultural heritage. Tourists' decisions are heavily influenced by sociocultural sustainability. This finding is also supported by Pereira et al. (2022) that unique cultural attraction significantly impacts tourists' decision to visit a tourist destination.

4. Conclusion

From the overall findings, it is evident that Minangkabau traditional fashion tourism as a cultural tourist attraction does affect Minangkabau traditional fashion tourism as a cultural tourist attraction. Tourists may feel that Minangkabau traditional fashion tourism as a cultural tourist attraction meets their traveling needs, so they decided to visit Istano Basa Pagaruyung. The context of tourists in Istano Basa Pagaruyung where most of them decided to come to Istano Basa Pagaruyung because of the uniqueness of cultural tourism attractions, one of which was familiar with Minangkabau traditional fashion tourism. This study suggests that additional research on the growth of fashion tourism, its management, and the educational value of traditional fashion should be done in the future.

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