

**ANALYZE THE ROLE OF TOURIST MOTIVATION TOWARD
SATISFACTION AND IDENTIFICATION THE PUSH AND PULL
MOTIVATIONAL FACTORS AMONG BANDUNG TOURIST**

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Abstract. In the upcoming 2019, the Indonesian government is targeting an increase in the contribution of the tourism industry to be 8% for the total economy of Indonesia. The target that requested by the government makes a lot of development in the field of tourism industry. Data provided by the Central Bureau of statistic Indonesia showed a rise in the number of accommodation in the form of his hotel in every year in every province in Indonesia. This situation makes competition in the field of tourism industry in Indonesia is getting tight. The tourist motivation that could be a push factor to go on a trip and be a pull factor in deciding the travel destination that they want to visit can affect their satisfaction levels in their traveling activity. Another factor that examined in this study is travel experience of tourists who visit the city of Bandung for their holiday / vacation. The results of this study showed that the majority of tourists motivated by desire for relaxation, the reason that lead the tourist to a need of relaxation is their hometown atmosphere that make them bored of it. Other factors that attract tourists to visit the city of Bandung is the culinary tourism in Bandung. Many of the travelers who chose Bandung as a travel destination, they spend most of their time to visit cafes and restaurants. Motivation and experience that use to measure the tourist satisfaction shows that there is a positive effect from the tourist motivation and tourist experience to the tourist satisfaction. Although there is a positive influence from tourist motivation to the to the tourist satisfaction, the results of this study show that, the direct influence that was brought by the tourist motivation to satisfaction of travelers is smaller when compared with indirect influence on the tourist motivation to tourist satisfaction that through tourist experience. With the results of this study, recommended to the marketing department of the Bandung tourism industry to keep maintaining tourist experience from the tourists and also pay attention to the motivation that makes them traveled in Bandung, because when the motivation they met in a tourist area, then satisfaction rating will also increase

Keywords: Tourist, Motivation, Experience, Satisfaction, Push and pull theory, Bandung.

Introduction

In Indonesia there are many tourism areas the has a lot of visitors every year, and one of them is Bandung city. Bandung is a city that located in West Java, and based on the Tribun Jabar Website, in 2014 West Java visited by 45 Million tourists, it can be said that the amount of the tourist is bigger if we compare to the Local tourist that visiting Bali in the same year (Jumlah Wisatawan Nusantara ke Jabar Kalahkan Bali, 2015), and also from the same website, said that Bandung in the 21st rank as the world favorite travel destination and in the 1st rank as a travel destination in South East Asia in 2014 (Bandung Jadi Kota Pariwisata Terfavorit di Asean, 2015).

Nowadays, every business owner set their key target to make their customers satisfied with their products or services, it also works in the tourism sector. The tourism department will set their target to make the tourist satisfied, because the tourist satisfaction is the main target for all travel providers (Chun-Chi, Yu-Lun, Yun-i, & Wun-Ji, 2015). Even Bandung is being one of the most popular holiday destination in Indonesia that has the significant growth in a tourism sector by approximately 5,78% annually, the increasing of the new holiday destination around Indonesia and overseas, followed by people's welfare and the development of low-cost transportation, it has been made the competition in tourism sector is tougher. The understanding of what drives people visiting a particular area and maintaining the tourist satisfaction is very important to win the competition in tourism sector and to increasing the tourist that comes to Bandung City in the following years (Pratminingsih, Rudatin, & Rimenta, 2014).

In 2015, tourism industry in Indonesia contribute around 4% for total economic in Indonesia, and the government of Indonesia set the double target for tourism industry contribution in 2019, which means the target of contribution from tourism industry for Indonesian total economic will increase from 4% in 2015 to 8% in 2019. In order to reach the target in 2019, the government of Indonesia will focus on developing the accommodation, access, and health and clean services for the tourism destination in Indonesia (Industri Pariwisata Indonesia, 2016). This development is proved by the statistical data in Indonesian Central Bureau of Statistics about the Total Accommodation, Average Worker and Visitor Per Day by Province. In the official website of Indonesian Central Bureau of Statistics, it shows that the total accommodation in many provinces are increasing every year, and especially for the West Java province, the data showed that there are 165 hotels in West Java Province with 13.719 rooms, and in 2015 there are 283 hotels with 26.303 rooms, and this development is followed by the other province in Indonesia (Badan Pusat Statistik, 2015). With this development in every province in Indonesia, it makes the competition of tourism in Indonesia tighter. Since there is a development in Indonesian tourism market, a sustainable competition of travel destination is considered important to survive in tourism market.

Literature review

Tourist Motivation

According to (Maslow, 1943), motivation appear when people have the unfulfilled desire, and this circumstances will drive people to take an action to filled their desires. Motivation in tourism is define as the combination of needs and desire that effecting to the tourist decision process to traveling, and also motivation is one of the crucial indicators of the tourist behavior (Meng, Tepanon, & Uysal, 2008), and also motivation in term of tourism will bring the significant insight to the travel decision process and how would people behave when they are traveling in a particular destination (Kotler & Keller, 2009)(Manrai & Manrai, 1996). The motivation itself is used by tourist to satisfy their needs, they're pushed by their internal factors and they need to visit tourism destination to satisfy their needs (Bashar & Abdelnaser, 2011), so the tourist will push by their internal forces to escape from their usual daily routine (Iso-Ahola, 1982). This internal forces will cause the people to traveling in order to interacting with ne people and seek for the new place and experience (Mannell & Iso-Ahola, 1987). This tourist motivation can be used by the destination marketing or the minister of tourism to increasing the visitor's enjoyment and also to attract and retain more tourist (Jang & Feng, 2007) (Formica & Uysal, 2002).

Push and Pull Factors

In Tourist Motivation literature, Push and Pull factors are the central concept. In push and pull factors concept, there is a theory which explain that people will travel because they pushed

by motivational variables to make a decision to travel, and they're pulled by the destination area to choose which area that would they visit (Baloglu & Uysal, 1996). The push and pull factors can be related to the motivation and benefit segment, which are the motivation will come up based on the push factors or the internal factors, while the benefit will come from the pull factors or the external factors that come from the destination area (Pesonen, 2012). In this concept, push factors defined as the internal factors that come from the tourist environment that will lead the tourist to visit destination area in order to fill or at least decreasing their needs, while pull factors defined as the external factors that come from the destination area which lead the tourist to choose that destination area to be visited (Gnoth, 1997). Some of the push factors based on the (Uysal & Jurowski, 1994) are the desire for escape, rest and relaxation, prestige, health and fitness, adventure, and social interaction, while the pull factors are the destination factors, such as beaches, recreation facilities, and cultural attraction. The theory from Uysal & Jurowski about push & pull factors has also been supported by (Cai & Combrink, 2000), they stated that the push factors are included escapism, learning, challenge, relaxation, status, outdoor activities, rest and socialization, and the pull factors are included safety, nature, entertainment, education, monuments, facility, budget, fishing and culture. (Uysal & Jurowski, 1994) stated that the knowledge about the interaction between all of tourism motivation factors is very important for marketers and developers of tourism destination area in order to couple the push and pull factors.

Tourist Experience

Tourist experience is one of the most popular topic in term tourism literature, and tourist experience also played an important role in travel and tourism research (Chang, 2013). The consumers experience, which means in term of the tourism, the "consumers" are the "tourists" is the complex interaction between the subjective response of the tourists to the objective features of destination (Addis & Holbrook, 2001). This tourist experience during their travel activity can represented as the perceived destination quality based upon the comparison between expectation and actual performance (Chen & Tsai, 2007). The tourism experience is commonly believed as the multifunctional travel activity that involving the entertainment or learning, or both of it for the tourists (Ryan, 1997). (Mossberg, 2007) divides the tourist experiences into two categories, the peak experiences and daily experiences.

Many study use the experiences as the mediation variables in the conceptual models that investigate or measure the other aspect of consumer behavior such as the consumer satisfaction, revisit intention and recommendation (Han & Back, 2007) (Hui, Wan, & Ho, 2007) (Schofield & Thompson, 2007). To examine the tourist experience more further, (Clawson & Knetsch, 1966) indicated that the experience in term of tourism should including all parts that would build the quality experience, and still from the same author, they found that the quality tourism experiences are consist of pleasureable components of each phase, and the phase is including the information research, planing, operation of recreation or travel program, and travel destination. (Clawson & Knetsch, 1966) also define the tourist experience as a circular models which comprises of 5 phases, which are "planing" phase, "travel to" phase, "on-site activities" phase, "return travel" phase, and "recolection" phase. All of this phase that define by (Clawson & Knetsch, 1966) are the phase that tourist do before, during and after their travel time. Even the tourism experience was beeing the most popular topic in term tourism literature, the definition of what the tourist experiences comprises of is still not clear. In order to avoid to being mixed with the other research in the tourism research areas, this research was agreed to (Mossberg, 2007) that stated the tourist experiences should be limited to the on-site experiences.

Tourist Satisfaction

Tourist satisfaction is the crucial aspect in order to compete in the tourism industry, and

measuring tourist satisfaction is very important for the destination marketers or developers because the tourist satisfaction is directly linked to the destination choice, the consumption of product and service, and also repeat business (Meng, Tepanon, & Uysal, 2006). The knowledge about tourist satisfaction in a particular destination will give the important information about how the destination can fulfill the tourist needs, and also this information would help the destination marketers to improve the quality of the product and services in the destination, and provide something new that can fulfill the tourist needs or desire (Kozak & Remington, 2000) (Wong & Law, 2003). In tourism destination management, it is very important to maximizing tourist satisfaction for a successful and sustainable business (Yoona & Uysal, 2005). The tourist satisfaction is also important because the tourist satisfaction will influence the destination choice, the consumption of product and service and the decision to return to the travel destination (Kozak & Rimmington, 2000). Based on (Noe & Uysal, 1997) and (Schofield, 2000), the understanding of tourist satisfaction should be the parameter to evaluating the performance of products and services. Most of previous researcher have been evaluated the consumer satisfaction using expectation/disconfirmation models, equity models, norm models, and perceived overall performance model (Yoona & Uysal, 2005).

The previous researcher that evaluate consumer satisfaction using expectation / disconfirmation models is (Oliver R. L., 1980), he stated that consumer have their own expectation about the product or service before they buy or use it. After the consumer buy or use the product or service, they will compare the quality between their expectation and the actual performance of product or service. If the actual performance is better than the expectation, this will make the positive disconfirmation and it also leads the consumer to the satisfaction and increasing the possibility of consumer to re-purchase the product, but if the actual performance is worse than the expectation, it will make the negative disconfirmation and it will lead the consumer to dissatisfaction and increasing the probability to not use the product anymore and change to the alternative product or service in the next purchase. In term of tourism, the expectation-disconfirmation model of tourist satisfaction is well explained by (Chon, 1989) that stated, tourist satisfaction is evaluate by the conformity between tourist's expectation and the real experience that they got in the travel destination, which means that the tourist satisfaction is evaluate by the comparison between the tourist's previous image about the destination and what are they really sees, feels, and achieve in that travel destination.

The other researcher that also evaluate about consumer satisfaction is (Oliver & Swan, 1989), they evaluate the consumer satisfaction using equity model. This model is evaluating consumer satisfaction by look at the relationship between the cost that consumer spends to purchase a product and the rewards/benefit that consumers got by purchasing the product. In this equity model, the consumer satisfaction is determining by price, benefit, time, and effort that spent by the consumer (Heskett, Sasser, & Schlesinger, 1997). The same as evaluating consumer satisfaction, in term of tourism evaluating tourist satisfaction could also use the equity models, (Yoona & Uysal, 2005) stated that if the tourist get the benefit or rewards on their time, effort, and money, the destination is worth to visit. (LaTour & Peat, 1979) use the norms theory as a model to evaluating tourist satisfaction, they stated that norms have a function to be a reference point for judging a product, but the result that often came out from this model is dissatisfaction. (Francken & van Raaij, 1981) has a hypothesis that stated tourist satisfaction is define using the comparison between the preferred travel experience and actual travel experience. This theory or model is using "comparison standard", which means that consumer will compare the product that they just bought to the other product that they ever buy or use before. In term of tourism, tourist can compare the current travel destination to the other similar destination that they already visit in the past.

The differences in the comparison between the current and past travel destination can be a norm that would evaluate the tourist satisfaction. The last model in this paper that use to evaluate consumer is perceived performance model, and (Tse & Wilton, 1988) was the researcher that developed this models. In this models, the actual performance and the actual expectation should be considered independently, and in this model the evaluation of consumer satisfaction is only use the actual performance, not expectations, and in term of tourism, the tourist satisfaction will evaluate using their real experience in the travel destination, and this model would be effective when the tourist does not know about what they want to do in their travel destination and also they do not have any information and knowledge about their travel destination, so their real experience will have evaluated as their satisfaction. Based on the (Manrai & Manrai, 2011) which conducted a research for the tourist behavior with considering the cultural dimensions, they stated that This tourist satisfaction can be based on the expectation of the travel destination before they do their travel, and also based on their experience during their travel in a particular destination. When the performance of the destination is the same with/more that tourist expectation, it will lead the tourist to the satisfaction, while when the performance of the destination is below the expectation it will lead the tourist to the dissatisfaction.

Research Framework & Hypothesis

In order to answer the research question and reach the research objective for this research, it is important to know the relation between tourist motivation that done by the tourist before they're traveling with the tourist satisfaction that tourist got after they experience the travel in Bandung City. The diagram bellow is representing the framework that would analyze the relation between all variables in this research.

Based on the literature study, the author generates three hypotheses,

H1: The tourist Motivation that done by the tourist before they're traveling will affect to the tourist satisfaction.

H2: The tourist motivation will affect to the tourist experience

H3: The tourist experience will affect to the tourist satisfaction

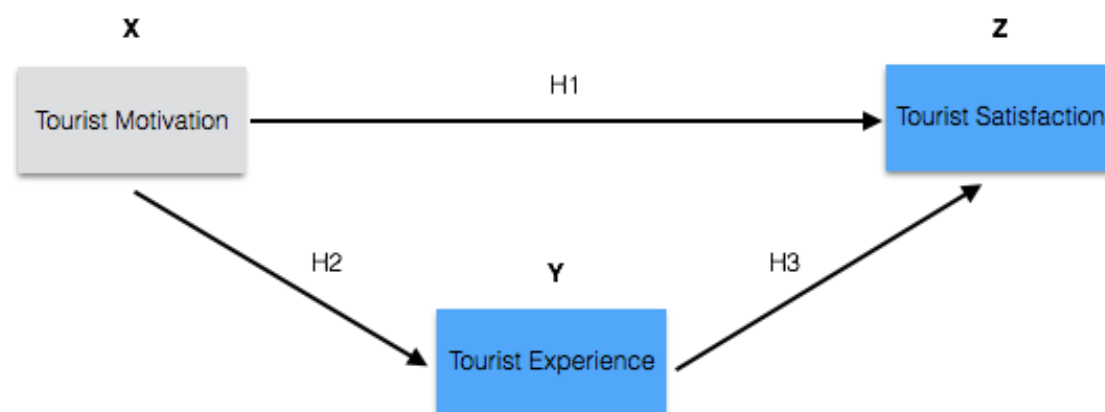


Figure 2.1 research framework

Research methodology

Data Collection

In this paper the author use only primary data to reach the research objective. Based on the

book of (Malhotra, 2010), the definition of primary data itself is the data originated from the researcher that used to answer the research question in the paper, while the secondary data is the data that collected from the other source and it can use to answer or find the answer from the other question that not stated on the paper.

Qualitative Study

The author uses in-depth interview as the qualitative study, the in-depth interview is used to know about the tourist motivation to visit Bandung deeply. The interviewee are the tourists who were visiting Bandung. Based on the book of (Malhotra, 2010), depth interview defines as the unstructured and direct way to gain the information from the targeted informant, and the depth interview is conducted on a one-on-one basis. The depth interview let the researcher to uncover the motivation, attitudes, beliefs, and feeling about the topic of this research. The duration of the depth interview may take around 30 minutes until more than one hour to get a data that needed. In this research, the target for this interview is the people who were visiting Bandung and the people who already had an experience to visit Bandung in the last 6 months.

Quantitative Study

In this study, the quantitative study is used in form of questionnaire. Questionnaire is used by the author to gain the data from the tourist that ever visit Bandung or the tourist who were visiting Bandung. The question that will asking to the respondent is about their motivation that lead them to visit Bandung, what kind of motivation that make them want to traveling and why are their reason to choose Bandung. Also to find the correlation between all variables, which is the motivation, behavior during travel and the tourist satisfaction, there will be the question about how are their motivation could affect to their behavior during travel and their satisfaction, and also the question about is the experience to visit Bandung City make them satisfied.

Data Analysis Technique

To analysis the data in this research, the author use 1.) path analysis and 2.) descriptive analysis. Path analysis first developed by Sewall Wright, the expert of genetic in about 1920 (Joreskog & Sorbom, 1996). Bohrnstedt define the path analysis as a technique for estimating the effect's a set of independent variables has on a dependent variable from a set of observed correlation, given a set of hypothesized causal asymmetric relation among the variables (Kusnendi, 2005), while the main purpose of path analysis is to measure the direct influence along each separate path in such a system and thus of finding the degree to which variation of a given effect is determined by each particular cause. in order to reach the research objective of find the tourist motivation that comes or visit Bandung City, the author use descriptive analysis to interpret the data that have been collected before, so the reader or the user can easily understand the founding of a motivation investigation part in this paper. Based on (Zikmund, 2003), the definition of Descriptive analysis is generating the descriptive information from the raw data that transformed into a form in order to make the reader / user easy to understand, interpret, rearranging, ordering, and manipulating data.

Analysis and Discussion

Quantitative Research Discussion

4.1.1 Descriptive Analysis

4.1.1.1 Demographic Profile

Table 4.1 Demographic Profile

Variable	Sub-Variable	Freq.	Variable	Sub-Variable	Freq.
Domicile	Bali	3	Gender	Male	123
	Banyuwangi	1		Female	117
	Batam	10	Age	< 20	40
	Bekasi	9		21 - 30	113
	Bogor	8		31 - 40	78
	Bondowoso	1		41 - 50	6
	Bukit Tinggi	1		51 - 60	2
	Cirebon	2		> 60	1
	Depok	2	Occupation	JHS / HS Students	24
	DKI Jakarta	144		College Students	203
	Jawa Timur	1		Employee	12
	Kalimantan Barat	1		Entrepreneur	0
	Malang	5		Others	1
	Mataram Lombok	1	Marital Status	Married	12
	Medan	2		Single	238
	Purwokerto	1			
	Riau	1			
	Samarinda	1			
	Semarang	2			
	Surabaya	2			
Tangerang	41				
Tegal	1				

From the table above, we can see that the gender of the respondents are almost equals. Male respondents are 51.2% and female respondents are 48.8%. The respondents for this research mostly are teenagers. 42.9% of the respondents are between 21 until 30 years old, and 16.7% of the respondents are less or the same as 20 years old. The respondents that are in 31 until 40 years old are 36.7%, and only around 4% of our respondents is in the age of 41 and above. From 240 respondents, 62.1% of the respondents are Students, 52.1% are the college students and 10% are the SHS / HS students. There are also the employee or workers with 31.7% of our respondents, 5.8% is the entrepreneurs, and only 0.4% of the respondents has the occupation out of the occupation list that has been mentioned before. occupation of the respondents, 62.1% of the respondents are students, and in the marital status, 62.9% of our respondents also single, which means they're not married yet, and 37.1% of our respondents are the married person. For the domicile or the city of origins of 240 respondents, also from this table the author has a result of mostly the respondents are live in the Capital City of Jakarta. Jakarta is one of the biggest market for Bandung tourism in the weekend. The respondents that come from Jakarta is 60%, and followed by the respondents that come from Tangerang with the percentage of 17%. The rest of respondents are spread evenly, whether it comes from java island or from the outside of java island.

Investigation of Push & Pull Motivational Factors

Table 4.2 Path Analysis

Variable	Path Coefficient	Direct Effect	Indirect Effect	Total Effect
			Through Tourist Experience	
Tourist Motivation → Tourist Experience	0.177	0,861	-	0,861
Tourist Motivation → Tourist Satisfaction	0.746	0,177	0,642	0,819
Tourist Experience → Tourist Satisfaction	0.861	0,746	-	0,746

From the diagram, there are 42% of the respondents claim that the need for relaxation is their main factors that lead them to travel decision, and among the other factors that already mentioned, the needs for relaxation are the most factors that mentioned by the respondents. And for the pull motivational factors, the culinary tourism in Bandung is the most mentioned reason that attract the tourist to visit Bandung.

4.1.2 Path Analysis

4.1.2.1 Analysis of tourist motivation, tourist experience, and tourist satisfaction

According to the table and the picture above, it can be seen that:

The direct effect of Tourist Motivation to the Tourist Experience amounted to 0.861

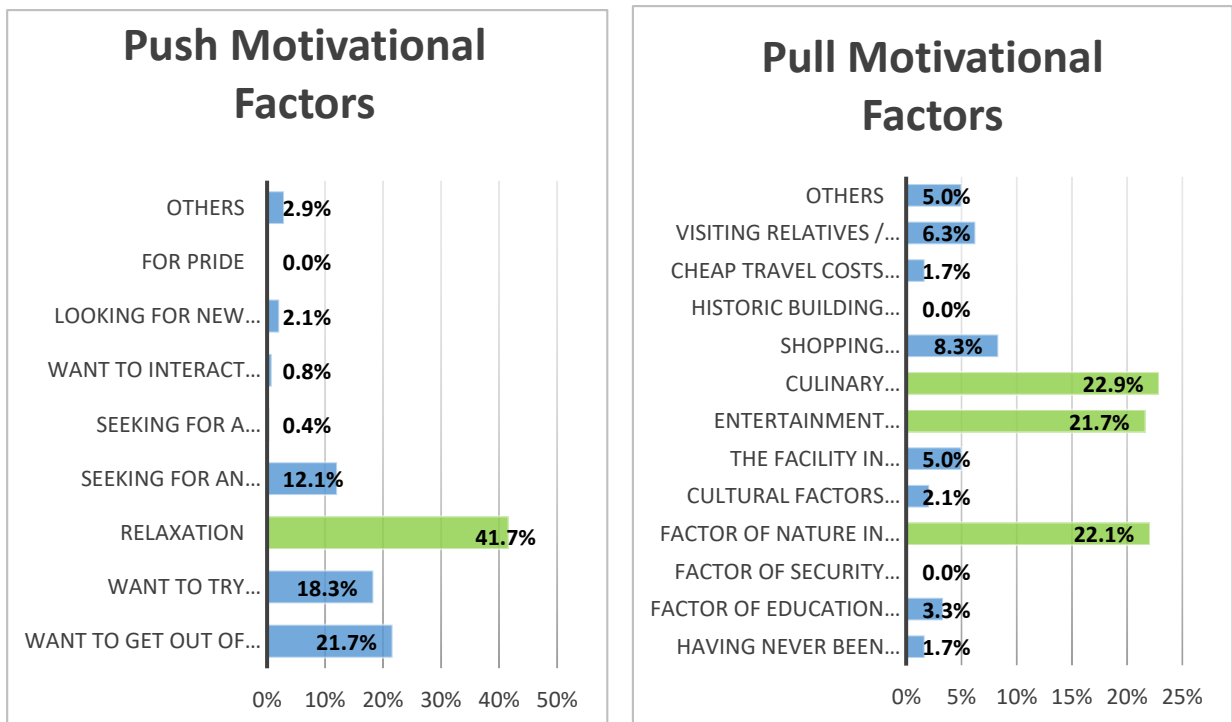


Figure 4.1 Motivational factors

The direct effect of Tourist Experience to the Tourist Satisfaction amounted to 0,746

The direct effect of the Tourist Motivation on Tourist Satisfaction is equal to 0.177,

Indirect effect of Tourist Motivation on Tourist Satisfaction through Tourist Experience amounted to 0.642,

The total effect of Tourist Motivation on Tourist Satisfaction through Tourist Experience amounted to 0.819

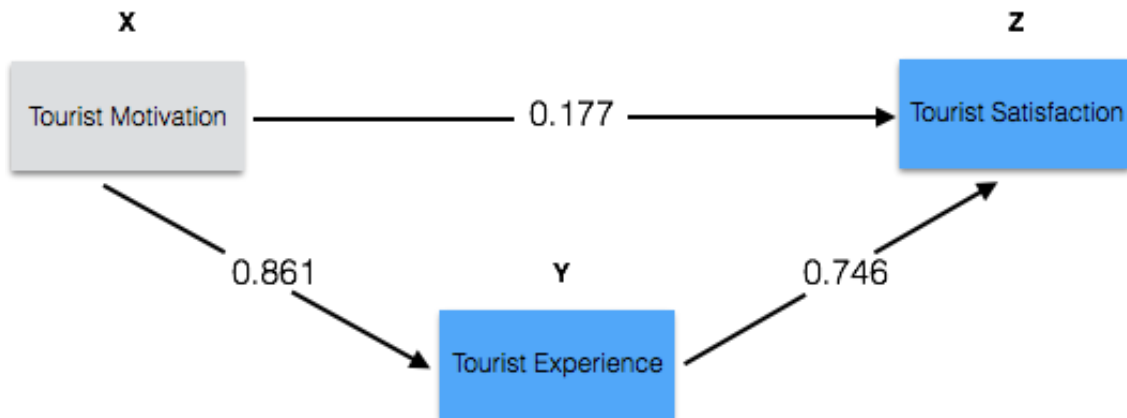


Figure 4.2 Path Coefficient

Table 4.13 show us about the magnitude of the direct effect among the variables and the indirect effect from the tourist motivation to the tourist satisfaction through the tourist experience. The result shows us the direct effect and indirect effect has positive effect for its dependent variable, and in figure 4.7 shows the path coefficient of each variables. The path coefficient of each variables shows the positive effect, which means if the independent variables increase by one unit, so the dependent variable will also increase by the value of path coefficient from the independent variables. This result indicates that higher motivation and experience will also make tourist satisfaction increase.

Qualitative Research Discussion

The qualitative study is done in form of interview to the 7 respondents that ever visit Bandung. The result for the qualitative study is the dominant factor that lead the tourist to their travel decision is because the need of relaxation, it cause by the atmosphere and the condition of their hometown that make them bored with the situation, and they want to go out somewhere for relaxation. The respondent also attracted to choose Bandung as their travel destination because the aspect of culinary tourism in Bandung, it is supported by tourist activity during their travel time that show the most of tourist spend their travel time mostly to visiting café and restaurant. This tourist activity indicates that the culinary aspect has more appealing rather that the other tourism aspects in Bandung. In this qualitative study, the author also aims to get the evaluation of tourist experience and satisfaction. Based on the interview, the result show all of the interviewee give the positive response to their travel experience and also their satisfaction in their travel time. Even all of the interviewee gives a positive response to their overall travel experience and satisfaction, but there is also the negative evaluation from the interviewee about the transportation and traffic in Bandung.

Conclusion and recommendation

The result from quantitative study shows that mostly the tourist will decide to travel because they're motivate by their needs of relaxation, and this needs of relaxation is categorized as the push factors that lead the tourist to their travel decision. The result of qualitative study, 6 of 7 interviewee stated that they want to go traveling because they want to relaxation, The deeper information about the statement of this kind of motivation in this qualitative study is because they're bored with their hometown atmosphere, so they looking for the refreshment from the outside atmosphere with traveling to the other places out of their routinity zone. For the pull motivational factors, the quantitative study show that there are three aspect that mostly mentioned by the tourist and also it is influence the tourist to choose Bandung as their travel destination. That three main aspects are the culinary destination in Bandung with 22.9%, the nature in Bandung City with 22.1%, and the third one is the aspect of the entertainment venues in Bandung with the response of 21.7%, and from the qualitative study, the statement from the respondents that mentioned they're spend their travel time by visiting restaurant and café in Bandung, especially the famous restaurant and café indicating that the restaurant and café is more appealing rather than the other destination aspect in Bandung. Even the tourist motivation has a positive effect to the tourist satisfaction, but the data showed that tourist motivation just give 17.7% effect to the tourist satisfaction, while the indirect effect of tourist motivation to the tourist satisfaction through the tourist experience show the higher effect, with 81.9%, it means it is not enough to measure satisfaction just from the tourist motivation, it is important to consider the tourist experience because with the real experience, the tourist would give the evaluation of their satisfaction precisely. In order to keep the sustainability of the tourism destination it is important to considering about the tourist motivation, but the consideration only for the tourist motivation is not enough, since the result of this paper show the higher effect from tourist motivation to the tourist satisfaction that through the tourist experience, so maintaining the experience of the tourist is also important to do in order to make them satisfied.

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