THE EFFECT OF TOURISM MOTIVATION ON MILLENIALS TOURIST LOYALTY IN BALI

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Abstrak

The relationship of motivation, satisfaction, and post-purchase behavior can play an important role in understanding the level of satisfaction and loyalty of tourists. This study intends to understanding the causal relationship among push and pull motivations, satisfaction and tourist loyalty on millennials tourist in Bali. Structural equation modeling is used to investigate the relationship. Data analysis techniques use computer programs SPSS version 21 and AMOS version 21. This study suggest the tourism authority needs to maintain and to maximize the satisfaction level of millennial tourist so make them to revisit, to extend their stay, to purchase more and to share their satisfaction testimony to others.

Keywords: ***Tourist motivation; Satisfaction, Tourist Loyalty***

INTRODUCTION

Among foreign tourists visiting Bali, there are millennial tourists who seem to be considered as one of prospective foreign tourists market in Bali. This group of millennials consists of people born between 1980 and 2000 (Gurău, 2012). In general, millennials tourists have high information technology skills and strong connectivity, and are supported by the sharing habits and intensive use of social networks (Prabawa & Pertiwi, 2020; Santos et al., 2016). In addition, millennials tourists like to go in search of authenticities, unique experiences, and consider themselves to be independent travelers rather than tourists. The habits of millennials tourists are adventurous and causing a high level of tourist mobility, so this group of tourists is very easy to move around looking for a more interesting experience. Moreover during the new normal era, Bali as a major tourism destination in Indonesia requires the right strategy, such as market penetration (Winarya, 2020). This effort can be achieved not only by attracting new tourists but also to increase the number of repeater, especially foreign tourists. The characteristics of foreign tourists who are adventurous and are very mobile to find places that are more interesting can be a challenge in gaining loyalty. The decline in the average length of stay of foreign tourists at hotels in Bali could be a signal that the loyalty of foreign tourist millennials is not easy to be maintained.

In a tourism destination management perspective, tourist satisfaction and loyalty is very crucial aspect. A number of concepts and empirical studies have explained that internal psychological motivation and external attributes can be a driving factor and attractiveness of tourists in traveling. The relationship of motivation, satisfaction, and post-purchase behavior can play an important role in understanding the level of satisfaction and loyalty of tourists. This relationship can refer to the consumer behavior model which consists of three components, namely input,

process, and outcome (Milner & Rosenstreich, 2013). The input component can be the internal motivation of tourists and the attractiveness of the destination, the process component can be the level of tourist expectations, while the yield component is the level of tourist satisfaction and loyalty.

The most important thing in analyzing consumer behavior is the achievement of consumer loyalty which is the result of the post-purchase decision evaluation. The advantage of consumer loyalty is that consumers will continue to buy products and are willing to spend more on purchases, thereby increasing revenue, reducing the cost of acquiring new consumers, and generating high levels of profit (Khan et al., 2012). Likewise, loyal tourists have the potential to provide a high level of popularity and profitability for tourism products due to the behavior of foreign tourists who continue to buy products and the willingness to spend more money while visiting destinations. Thus, destination management has an interest in creating satisfaction and loyalty of foreign tourists in order to achieve the target's popularity and profitability.

Although the internal motivation of tourists and the attractiveness of destinations are believed to have a relationship with the loyalty of foreign tourists in the model of consumer behavior, but this relationship is debatable. A number of variables related to the product have been found to have a significant effect on customer loyalty (Alegre & Cladera, 2009; Grace & O'Cass, 2005; Jiang & Rosenbloom, 2005; Kayaman & Arasli, 2007; Khuong & Ha, 2014; Marinkovic et al., 2014; Olorunniwo et al., 2006; Qin & Prybutok, 2008) but contradictory with the findings that show these variables have no significant effect on customer loyalty (Chuang & Fan, 2011; Enrique Bigné et al., 2009; Esch et al., 2006; Hsu et al., 2010). These inconsistent findings indicate a gap that can be filled by analyzing the influence of driving and pull factors on the loyalty of millennials tourists. The driving and pull factors in tourist travel decisions are dynamic which can change depending on the tourist market segment and destination characteristics.

Satisfaction and loyalty as a result of post-purchase evaluation are two variables that have a very close relationship. In the consumer behavior model explained that customer satisfaction can determine post-purchase evaluation. It has been empirically proven that satisfaction can significantly influence customer loyalty (Alegre & Cladera, 2009; Espejel & Fandos, 2009; Ha et al., 2010; Hsu et al., 2010; Khuong & Ha, 2014; Kitapci et al., 2013; Marinkovic et al., 2014; O. Pappas et al., 2014). The model of consumer behavior and empirical findings can ensure that satisfaction can significantly influence the loyalty of foreign tourists. Based on the model of consumer behavior, empirical findings, and the phenomenon of traveling by foreign tourists can be stated the effect of push-pull factors on satisfaction, and the impact on the loyalty of foreign tourists in a research model. The results of the analysis are expected to provide a comprehensive picture of the position of each variable so that it can be used in strategies to achieve the loyalty of foreign tourists.

Research questions in this paper are; 1) What factors can attract foreign tourists to be loyal to the destination?; 2) What factors can encourage foreign tourists to be loyal to the destination?; 3) How does the pull factor influence the loyalty of millennials tourists?; 4) What is the effect of the driving factor on the loyalty of millennials tourists?; 5) What is the effect of satisfaction on the loyalty of millennials tourists?; 6) What is the effect of the pull factor on millennials tourist satisfaction?; 7) What is the effect of the driving factor on the satisfaction of millennial tourists?; 8) What is the role of satisfaction mediation in the relationship of pull factors with the loyalty of foreign tourists?; 9) What is the role of satisfaction mediation in the relationship of

driving factors with the loyalty of foreign tourists?

METHODOLOGY

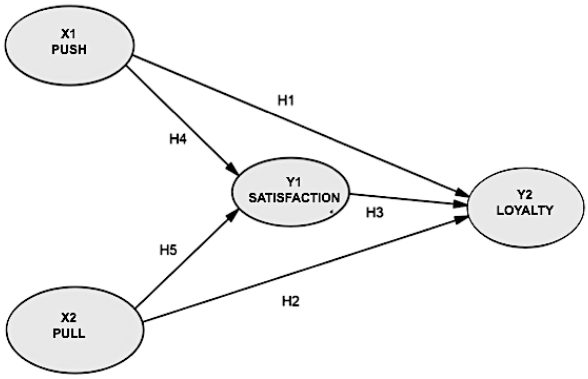

Figure 1 Research Concept

Information:

H_6. Push Factor → Tourist Satisfaction → Tourist Loyalty;

H_7. Pull Factor → Tourist Satisfaction → Tourist Loyalty

Based on theoretical and empirical studies that have been described in the research concept, seven hypotheses can be formulated consisting of five direct relationship hypotheses and two mediating role hypotheses as follows:

H_1 The driving factor is positive and significant effect on tourist loyalty

H_2 Attractor factors have a positive and significant effect on tourist loyalty

H_3 Tourist satisfaction has a positive and significant effect on tourist loyalty

H_4 The driving factor is positive and significant effect on tourist satisfaction

H_5 Attractor factors have a positive and significant effect on tourist satisfaction

H_6 Tourist satisfaction mediates the relationship of driving factors with tourist loyalty

H_7 Tourist satisfaction mediates the relationship of attracting factors with tourist loyalty

The population and sample of this study were foreign tourists in Bali in 2019. The nature of the population is non-permanent (mobile population), so the size of the population is not precisely known. Sampling is done by purposive sampling method and the number of samples guided by the SEM provisions, which is 5-10 times the number of indicators estimated (Ferdinand, 2002). Indicators in the model developed in this study amounted to 30 units, so the number of samples ranged from 150 - 300 people.

Primary data collection is done by questionnaire. Questions / statements concerning research variables are closed, while questions / statements relating to demographics are closed (gender, age, education, purpose of visit, and interest in Bali destinations) and some are open (name, nationality, and duration) Live). Validity and reliability tests are carried out on the questionnaire to ensure whether the questionnaire is valid or valid, and measures the extent to which the questionnaire shows relatively consistent measurement results.

Data analysis techniques using descriptive and inferential statistics. Descriptive statistics are used to describe the characteristics of respondents and research variables. Inferential statistics are performed using SEM to analyse sample data whose results are applied to the population. Both of these data analysis techniques use computer programs SPSS version 21 and AMOS version 21.

RESULTS AND DISCUSSION

The validity and reliability test of the research instrument was carried out on 30 data sets that were processed with the SPSS.21 statistical computer program as follows:

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Table 1. Questionnaire Validity and Reliability Test Results

Variable	Indicators / Item	Notation	*Pearson Correlation*	*Cronbach Alpha*
Push Factor (X_1)	See unique local culture	$X_{1.1}$	0,724**	0,714
	Visiting entertainment venues	$X_{1.2}$	0,712**	
	Taste the traditional food	$X_{1.3}$	0,616**	
	Get special moments to share with others	$X_{1.4}$	0,628**	
	Improve social status	$X_{1.5}$	0,779**	
Pull Factor (X_2)	Various experiences available	$X_{2.1}$	0,703**	0,730
	Prices are relatively cheap	$X_{2.2}$	0,710**	
	The locations of tourism objects are close together so that it is easily reached	$X_{2.3}$	0,811**	
	There are many choices of attractions	$X_{2.4}$	0,706**	
Satisfaction (Y_1)	Millennials tourists are very happy with Balinese culture	$Y_{1.1}$	0,805**	0,705
	Foreign tourists millennials are very pleased with the affordable prices in Bali	$Y_{1.2}$	0,714**	
	Millennials tourists are very pleased with Balinese cuisine	$Y_{1.3}$	0,738**	
	Overall, millennials tourists are very satisfied with his decision to visit Bali	$Y_{1.4}$	0,723**	
Loyalty (Y_2)	In general, millennials tourists will come back to Bali in the near future	$Y_{2.1}$	0,884**	0,726
	Foreign tourists millennials will stay longer on their visit to Bali in the future	$Y_{2.2}$	0,718**	
	Foreign tourists millennials will shop more on their next visit to Bali	$Y_{2.3}$	0,712**	
	Millennials tourists will tell others about the pleasurable experiences of holidaying in Bali	$Y_{2.4}$	0,712**	

Note: ** p value is significant at the 0.01 level
Source: SPSS analysis results.21, 2018

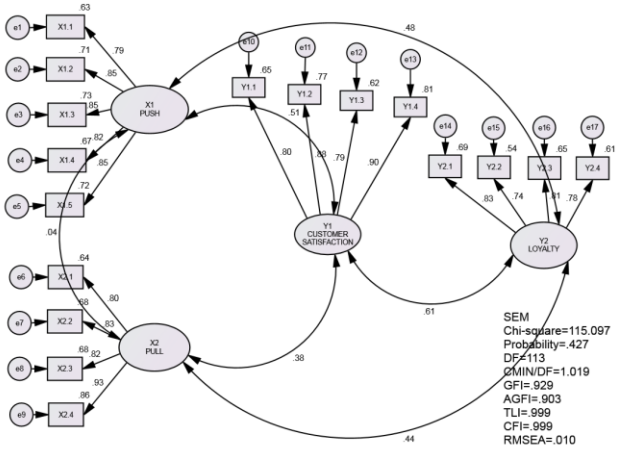

Figure 2. Measurement Model Test Results

The purpose of the measurement model test is to find out whether indicators can explain latent variables. The measurement model test technique consists of evaluating the feasibility of the model and the construct validity and reliability tests. Prior to testing the measurement model, assumptions are carried out which are related to SEM data collection and processing procedures, namely sample size, normality and outliers, and multicollinearity and singularity.

The number of samples in this study was 170. The results of multivariate critical ratio analysis results were 1,713 (Figure 2). This value is within the acceptance limit of ± 2.58 so that the normality of the data is met. The results of the determinant of sample covariance matrix are known to be 0.019. This number is greater than zero so the sample data does not show multicollinearity and singularity. The AMOS program has provided a "warning" facility when indicated multicollinearity or singularity (Ferdinand, 2002), but in this analysis process there was no "warning" so there was no indication of multicollinearity or singularity in the data analysed by the AMOS program. By fulfilling the assumptions related to sample size, normality and outliers, as well as multicollinearity and singularity, then the next stage of analysis in the measurement model test can be continued.

AMOS analysis results show a positive df of 113 (Figure 2) and the model is identified as over identified so that the estimation and assessment of the model can be done. In Table 2, all the criteria for the model feasibility index which include absolute fit indices, incremental fit indices, and parsimony fit indices are within the threshold of acceptance, so that the measurement model analysis can be done.

Table 2. Evaluation of Model Feasibility Index Criteria on Measurement Model Tests

Criteria	**Model Results**	**Critical Value**	**Model Evaluation**
Absolut Fit Indices			
χ^2 - *Chi-square*	115,097	Expected to be small,	Good

		χ^2 count $<\chi^2$ table, where χ^2 table with df = 113 and significance level of 5% is 138.81 (Wiyono, 2011: 501)	
Significance Probability (*p*)	0,427	≥ 0,05	Good
CMIN/DF	1,019	≤ 2,0	Good
GFI	0,929	≥ 0,90	Good
RMSEA	0,01	≤ 0,08	Good
Incremental Fit Indices			
TLI	0,999	≥ 0,95	Good
CFI	0,999	≥ 0,94	Good
Parsimony Fit Indices			
PNFI	0,784	0 – 1, expected to approach 1	Good
AGFI	0,903	≥ 0,90	Good

The construct validity test begins with checking the significance of the parameters and loading factor (λ). In Table 3 all indicators have probability values (P) above 0.001 which means that all indicators can measure or explain their constructs significantly. The smallest loading factor (λ) value is 0.735 and the biggest is 0.927 so that all indicators have a value of λ greater than 0.7 which means that all indicators can measure their latent constructs well.

Table 3. Construct Validity

Variables	**Item**	**Indicators**	**P**	***Loading Factor* (λ)**	**AVE**	**CR**
Push Factor (X_1)	$X_{1.1}$	See unique local culture	***	0,793	0,692	0,918
	$X_{1.2}$	Visiting entertainment venues	***	0,845		
	$X_{1.3}$	Taste the traditional food	***	0,854		
	$X_{1.4}$	Get special moments to share with others	***	0,820		
	$X_{1.5}$	Improve social status	***	0,847		
Pull Factors (X_2)	$X_{2.1}$	Various experiences available	***	0,798	0,714	0,909
	$X_{2.2}$	Prices are relatively cheap	***	0,826		
	$X_{2.3}$	The locations of tourism objects are close together so that it is easily reached	***	0,823		
	$X_{2.4}$	There are many choices of attractions	***	0,927		
Satisfaction (Y_1)	$Y_{1.1}$	Millennials tourists are very happy with Balinese culture	***	0,804	0,712	0,908
	$Y_{1.2}$	Foreign tourists millennials are very pleased with the affordable prices in Bali	***	0,879		

	$Y_{1.3}$	Millennials tourists are very pleased with Balinese cuisine	***	0,788		
	$Y_{1.4}$	Overall, millennials tourists are very satisfied with his decision to visit Bali	***	0,898		
Loyalty (Y_2)	$Y_{2.1}$	In general, millennials tourists will come back to Bali in the near future	***	0,831	0,623	0,868
	$Y_{2.2}$	Foreign tourists millennials will stay longer on their visit to Bali in the future	***	0,735		
	$Y_{2.3}$	Foreign tourists millennials will shop more on their next visit to Bali	***	0,806		
	$Y_{2.4}$	Millennials tourists will tell others about the pleasurable experiences of holidaying in Bali	***	0,781		

Average Variance Extracted (AVE) shows the degree of convergence of all indicators to the latent constructs they measure. The level of convergence is considered adequate if the value of AVE ≥ 0.5 (Hair et al., 2010: 709). AVE is obtained by dividing the total λ^2 by the number of indicators on the variable. In Table 3 you can see the AVE value of each variable above 0.5 indicates that all variables have an adequate level of convergence.

Construct Reliability (CR) values indicate internal consistency, where CR values ≥ 0.7 reflect good reliability (Hair et al., 2010: 710). Table 3 shows the CR value of each construct above 0.7 which means that all indicators consistently reflect the same latent variable.

Discriminant validity aims to determine the extent to which a construct is different from the other constructs in the research model. High discriminant validity means that a construct is unique and explains phenomena that are not explained by other constructs. To find out the discriminant validity, a discriminant validity test can be done by comparing the AVE values of each construct tested with the estimated square correlation between the constructs and the constructs associated with it. The requirement to fulfil discriminant validity is the AVE value is greater than the quadratic correlation between constructs (Hair et al., 2010: 710). Table 4 shows the AVE value of each construct is greater than the correlation of the square of the construct with other related constructs, so that the discriminant validity can be properly fulfilled.

Table 4. Discriminant Validity

Factor	**AVE**	**X_1**	**X_2**	**Y_1**	**Y_2**
Push Factors (X_1)	**0,692**		0,002	0,257	0,227
Pull Factors (X_2)	**0,714**	0,002		0,147	0,194
Satisfaction (Y_1)	**0,712**	0,257	0,147		0,368
Loyalty (Y_2)	**0,623**	0,227	0,194	0,368	

Information: Discriminant validity = AVE vs Correlation²
Source: Discriminant validity test, 2018 (Figure 2)

Based on the results of the measurement model test, it is known that the model and data have met the value of the model feasibility index criteria and construct validity in accordance with the acceptance threshold. The next stage of testing is to test the structural model to test the hypotheses of causality and the role of mediation.

The first step in the structural model test is to examine the model's feasibility index. Table 5 shows that all the model eligibility index criteria that include absolute fit indices, incremental fit indices, and parsimony fit indices meet the specified critical values. This means that there is no significant difference between the estimated covariance matrix or the theory used by researchers with the covariance matrix or sample data.

Table 5. Evaluation of Model Feasibility Index Criteria in Structural Model Tests

Criteria	Model Result	Critical Value	Model Evaluation
Absolut Fit Indices			
χ^2 - *Chi-square*	115,319	Expected to be small, χ^2 count <χ^2 table, where χ^2 table with df = 114 and significance level of 5% is 139.92	Good
Significance Probability (p)	0,448	≥ 0,05	Good
CMIN/DF	1,012	≤ 2,0	Good
GFI	0,928	≥ 0,90	Good
RMSEA	0,008	≤ 0,08	Good
Incremental Fit Indices			
TLI	0,999	≥ 0,95	Good
CFI	0,999	≥ 0,94	Good
Parsimony Fit Indices			
PNFI	0,791	0 – 1, expected to approach 1	Good
AGFI	0,904	≥ 0,90	Good

Source: AMOS Analysis Results.21 on primary data, 2018 (Figure 3)

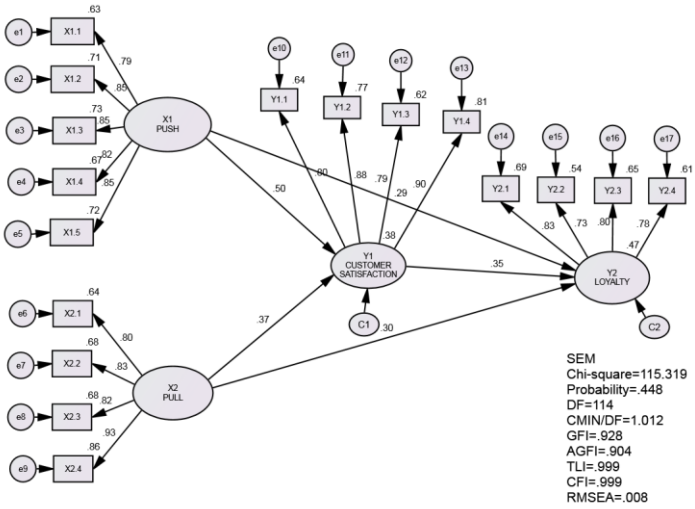

Figure 3. Structural Model Test Results

Hypothesis testing the causality relationship can be done by examining the value of critical ratio (C.R), probability (p), and regression coefficient (β). The conditions for accepting a hypothesis are a calculated value (C.R)> 2, probability (p) <0.05 and a positive regression coefficient (β)> 0.4.

Table 6. Causality Relations

Hypotheses	**Causality Relations**	***Standardized Regression Weight* (β)**	**C.R**	**p**	**Information**
H_1	Push Factor → Loyalty	0,290	3,400	***	not significant
H_2	Pull Factor → Loyalty	0,299	3,812	***	not significant
H_3	Satisfaction → Loyalty	0,348	3,720	***	significant
H_4	Push Factor → Satisfaction	0,497	6,340	***	significant
H_5	Pull Factor → Satisfaction	0,368	5,049	***	significant

Source: AMOS.21 analysis results on primary data, 2018 (Figure 3)

Based on the value of critical ratio (C.R), probability (p), and regression coefficient (β) in Table 6, it can be seen that there are two insignificant causality relationships and three significant causality relationships. A non-significant causal relationship is the effect of push factor on loyalty and the effect of pull factor on loyalty. A significant causal relationship is the effect of satisfaction on loyalty, the effect of push factors on satisfaction, and the effect of pull factors on satisfaction. Thus, the results of the structural model analysis show rejection on H1 and H2, as well as acceptance on H3, H4, and H5.

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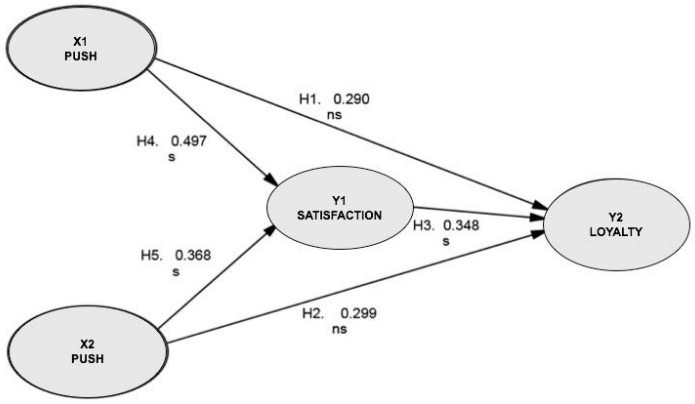
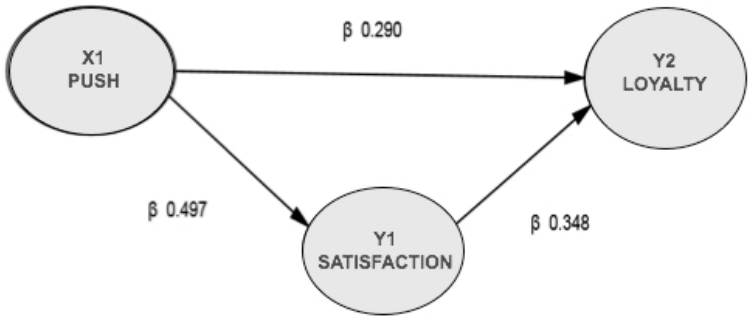


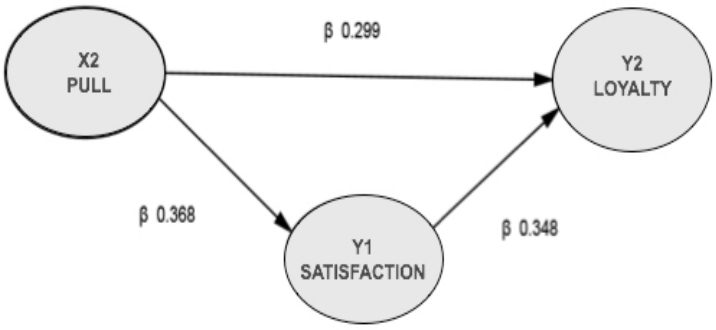
Figure 4. Structural Model Analysis Results
Source: AMOS Analysis Results. 21, 2018 (Figure 3)

The purpose of mediation analysis is to determine the position of intervening satisfaction variables in the relationship of push factors and pull factors with loyalty. Figure 5 shows the direct effect of push factor on loyalty by 0.290 (not significant). The indirect effect of push factor on loyalty through satisfaction was 0.173 and the total effect was 0.463 (significant). The results of the analysis show satisfaction mediates the relationship between push factors and loyalty. Based on the results of the analysis, H6 is proven correct so that it can be accepted.

The direct effect of pull factor on loyalty was 0.299 (not significant). The indirect effect of pull factor on loyalty through satisfaction was 0.128 and the total effect was 0.427 (significant). The results of the analysis indicate satisfaction mediates the pull factor relationship with loyalty. Based on the results of the analysis, H7 is proven correct so that it can be accepted.



Direct Influence
0.290
Indirect Effects
0.497 × 0.348 = 0.173
Total Influence
0.290 + 0.173 = 0.463



Direct Influence
0.299
Indirect Effects
0.368 × 0.348 = 0.128
Total Influence
0.299 + 0.128 = 0.427

Figure 5. Analysis of the Role of Mediation Satisfaction in Relationships Push Factor and Pull Factor with Loyalty

CONCLUSION

Based on the results of the analysis obtained a number of conclusions as follows:

1. Push factors has a positive and not significant effect on the loyalty of foreign tourists.
2. Pull factors have a positive and not significant effect on the loyalty of foreign tourists.
3. Satisfaction has a positive and significant effect on the loyalty of foreign tourists.
4. Push factors have a positive and significant effect on satisfaction of millennial tourists.
5. Pull factors have a positive and significant effect on tourist satisfaction of millennial tourists.
6. Satisfaction mediates the relationship between the push factors and the loyalty of millennial tourists.
7. Satisfaction mediates the relationship of pull factors with the loyalty of foreign tourists.

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