



## Tourist Satisfaction as Mediating Perceived Quality, Push Motivation and Pull Motivation Effect toward Destination Loyalty

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### Abstract

Tourism is a service industry sector that is growing so that managers must develop tourist destinations to increase tourists. This study aims to examine the effect of perceived quality, push motivation, and pull motivation on Pancer Door Pacitan Beach tourists towards destination loyalty with tourist satisfaction as variable intervening. The population in this study is the Pancer Door Beach tourists whose numbers are unknown. The sampling technique uses purposive sampling, the sample used is taken using the iteration formula. The data collection method uses the questionnaire and documentation method. The method of data analysis using partial test and path analysis. The results showed that perceived quality, push motivation and tourist loyalty had a positive effect on destination loyalty. While pull motivation does not positively affect destination loyalty. Path analysis results states that tourist satisfaction can mediate perceived quality, push motivation and pull motivation towards destination loyalty. Advice that can be given to the manager of the pancer door beach is the need for improvement in the quality of tourist destinations related to tourist facilities, so that tourists visiting the Pancer Door Beach feel comfortable in making a tour and are satisfied with the attraction offered at Pancer Door Beach. For further researchers to examine different subjects and add other variables that can affect destination loyalty.

### INTRODUCTION

Tourism is one of the strategic industrial sectors that can improve the country's economy (Andriyani, Maulana & Berlianto, 2018). Therefore, information about tourist behavior and its relationship with destination satisfaction and loyalty is needed. One way to increase tourists by developing the potential contained in tourist destinations (Surya, Rani & Setiawan, 2017). In addition to enhancing tourism potential and development, to be able to attract tourists, satisfaction and loyalty are important concepts not only for product-based organizations but also for service industries such as tourism so that customers remain loyal and do not turn to other products (Hossain, Quaddus & Shanka, 2015). Even so, customers remain loyal and

do not turn to other products (Hossain, Quaddus & Shanka, 2015). Even so, customer loyalty is not easily formed without the factors that influence it (Tanisah & Maftukhah, 2015).

Basically the goal of a business is to create satisfied customers (Tjiptono, 2001). Farida (2014) states that the satisfaction factor will be obtained by consumers in the process of consumption. In the long run the level of satisfaction will provide many benefits to the company (Muhammad & Yessy, 2016).

In terms of tourism, tourist satisfaction is very strong in determining the choice of the next tourist destination (Prayag & Ryan, 2012). Satisfaction is the level of feeling in which someone expresses the results of comparisons of the performance of products or services received or

expected (Fatona, 2010). Satisfaction will be achieved if after the customer uses the products or services that are felt and needed are met even exceeding expectations (Permana, 2013). However, if the results that are thought of are not as expected, then tourists are not satisfied with the tourist destination (Trisnawati & Idaman, 2017).

Some empirical evidence shows that tourist satisfaction encourages tourists to be loyal to the destination by making a return visit and recommending it to others (Safitasari & Maftukhah, 2017). This is reinforced by the results of research conducted by Amalia and Murwatiningsih (2016) also showed similar results that tourist satisfaction affects destination loyalty. However, different research results were found in the results of research conducted by Alizadeh and Saghafi (2014) which showed that satisfaction does not affect destination loyalty.

Darsono and Junaedi (2006) states that perceived quality and customer satisfaction are the two main things that are demanded in promoting loyalty. Perceived quality refers to the superiority of a product or service that is felt by consumers (Wu, Wong & Chen, 2014). In relation to loyalty, there is research that states that perceived quality influences destination loyalty. The results of the study were carried out research conducted by Hallak, Assaker and El-Haddad (2017) and Vinh and Phuong (2017). But different results were found in research conducted by Akhoondnejad (2016) and Myagmarsuren and Chen (2011) which stated that perceived quality had no effect on loyalty. In some studies, perceived quality influences loyalty by being mediated by satisfaction. As stated by Vinh and Phuong (2017) that the relationship of perceived quality and loyalty can be mediated by satisfaction. Then there are also different research results from previous studies, which states the results that perceived quality has no effect on satisfaction so it does not affect indirectly on loyalty through satisfaction (Mohajerani, 2013).

The journey of tourists on a tour is influenced by motivation (Pangestuti, 2018). Setyaningsih and Murwatiningsih (2017) states that motivation can affect visitor satisfaction. In tourism research, the concept of motivation can be grouped into two forces (Dananjaya, Kencana & Sukarsa, 2017; Suhartanto, Brien, Sumarjan & Wibisono, 2018). First, pull motivation, known as extrinsic motivation that arises as a tourist destination attraction arising from mass publicity or promotion or other means so as to give an image to the destination (Kassean & Gassita, 2013). Second, push motivation is defined as internal

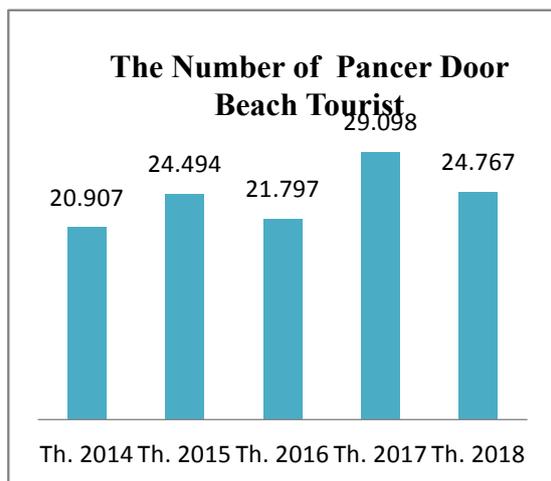
strength or intrinsic desire that drives someone to travel (Seebaluck, Naidoo & Munhurrun, 2015; Rani, Kusuma & Ardhyanto, 2018).

Tourists travel because they are encouraged to make travel decisions with internal forces and are drawn by external forces from destination attributes. Research conducted by Chindaprasert, Yasothornsrikul and Esichaikul (2015) that push motivation influences loyalty and pull motivation influences loyalty (Utama, 2016). However, different results are shown by Nilplub, Khang and Krairit (2016) that pull motivation and push motivation do not affect destination loyalty.

The relationship between push motivation, pull motivation, tourist satisfaction, and destination loyalty is supported by research conducted by Tsai and Sukhkhad (2018) that push and pull motivation directly affect tourist satisfaction and indirectly affect loyalty. However, not all research results show that satisfaction can mediate travel motivation towards tourist loyalty. can be seen from the results of research conducted by Mohamad, Babba, Ghani, Halim, Lohanathan and Awang (2017) that satisfaction cannot mediate push motivation towards destination loyalty. Research conducted by Sato, Kim, Buning and Harada (2016) states that satisfaction cannot mediate pull motivation on tourist loyalty.

Based on the phenomena that occur at Pancer Door Pacitan Beach, the related Service has made various efforts aimed at increasing the loyalty of visitors to the Pitan Door Pacitan Beach tourist destination. This effort was carried out with a variety of strategies undertaken by the Pacitan District Government so far, and the latest efforts that can be seen are listed in Pacitan District Regulation No.45 of 2014 concerning the Building and Environmental Planning Plan for Pancer Door in Pacitan Regency, especially in improving the quality and quantity of accommodation and tourist support facilities. The development strategies that have been carried out include accommodation facilities (counters and gazebos), recreational facilities (parks and kiosks), sports facilities (surfing spots, beach soccer fields, beach volleyball courts, stake parks) and public facilities (security post, mosque, toilets and bathroom).

Efforts made to increase Pancer Door Beach visitors are suspected to be not directly proportional to the achievements of the last few years, this can be seen from the data of the Pacitan Regency Tourism, Youth and Sports Department data, as shown in Figure 1 below:



**Figure 1.** The Number of Pancer Door Beach Tourist

Source: Primary data processed, 2019

Based on these data, it can be seen that the number of Pancer Door tourists tends to fluctuate from 2014 to 2018 so that it is not in line with the expectations of the Department of Culture, Tourism, Youth and Sports in Pacitan Regency. This matter needs to be considered by the manager so that visitors to the Pancer Door Beach Tourism remain loyal to travel and use the services provided. Based on the research gap and the gap phenomenon, this study aims to further examine the relationship of perceived quality, push motivation, pull motivation, tourist satisfaction and destination loyalty

### Hypotheses Development

Perceived quality plays an important role in relation to the choice of tourist destinations. High perceived quality shows that consumers have identified differences and advantages of similar products, after a long period of time (Kurniawan, 2017). Perceived quality influences destination loyalty (Hallak et al., 2017). Perceived quality is defined as the consumer's assessment of the overall superiority of a product (Suryani, Andari & Abdullah, 2018; Susilowati & Sugandi, 2018). Another study by Vinh and Phuong (2017) in the city of Danang, Vietnam states that tourists tend to make comparisons when they have more alternatives. So that perceived quality must receive special attention in the field of tourism management. Because when tourists are satisfied with the quality of the destination, they are more likely to talk about these things to others. In addition to influencing destination loyalty, perceived quality also affects tourist satisfaction. Research

by Jalilvand, Pool, Vosta and Nafchali (2014) stated that perceived quality influences satisfaction which further influences tourist return visits. So Hypotheses 1 and 2 can be constructed because of the following factors:

- H1: There is a positive influence of perceived quality on destination loyalty  
 H2: There is a positive influence of perceived quality on destination loyalty through tourist satisfaction

Push motivation is one of the factors that can make tourists loyal to tourism destinations Yoon and Uysal (2005). Push motivation is a driving factor that comes from within tourists who are influenced by certain desires / reasons that underlie tourists to travel (Suhartanto et al. 2018). Other research also revealed that push motivation influences destination loyalty Mohamad et al. (2017). In addition to influencing destination loyalty, push motivation also influences tourist satisfaction (Battor, Battor & Ismail 2012; Nilplub et al., 2016). According to Khuong and Ha (2014) tourist satisfaction is based on comparison of pre-trip expectations and images of their destinations and post-trip experiences in a tourist destination and push motivation is categorized as pre-trip because push motivation is an encouragement in tourists to determine whether they will go to a tourist destination for some reason. This makes push motivation have direct and indirect effects as research by Yoon and Uysal (2005); Ernawati and Prihandodno, (2018). So Hypotheses 3 and 4 can be constructed for the following reasons:

- H3: There is a positive influence of push motivation on destination loyalty  
 H4: There is a positive influence of push motivation on destination loyalty through tourist satisfaction

Pull motivation is a pull factor that affects a person to travel. These attractors are attributes of tourist attractions such as attraction, entertainment, receptors, and other things that affect tourists Suhartanto et al. (2018). Research by Utama (2016) states that pull motivation influences destination loyalty, because pull motivation is a factor that has an important role in forming loyalty. Yoon and Uysal (2005) stated that appropriate attraction must be conveyed to tourists to increase competitiveness. Besides having an influence on destination loyalty, pull motivation positively influences tourist satisfaction. This makes pull motivation have direct and indirect effects as research by (Fafa & Wartini, 2015). So Hypotheses 5 and 6 can be

constructed for the following reasons:

- H5: There is a positive influence of pull motivation on destination loyalty
- H6: There is a positive influence of pusll motivation on destination loyalty through tourist satisfaction

Tourist satisfaction is often seen as an important indicator of the experience of tourists while participating in tourism activities (Lee & Hsu, 2011). According to Yoon and Uysal (2005), satisfaction can be seen as the relationship between the costs consumers spend and the rewards (benefits) they get. Many researchers produce research on the relationship of satisfaction with loyalty. Amalia and Murwatiningsih (2016) and Rajesh (2013) and in their research stated that satisfaction has a positive effect on destination loyalty. This proves that tourist satisfaction is so important for tourism, because it will affect one's return visit. When tourists feel that the attributes in a tourist destination that are expected are in accordance with what is felt and seen in the tourist places, then there will be its own satisfaction in tourists, so tourists will decide to visit again and recommend to others. So Hypothesis 7 can be constructed for the following reasons:

- H7: There is a positive influence of tourist satisfaction on destination loyalty

From the development of hypotheses that have been done, it can be made a research model that is described into the framework of thinking.

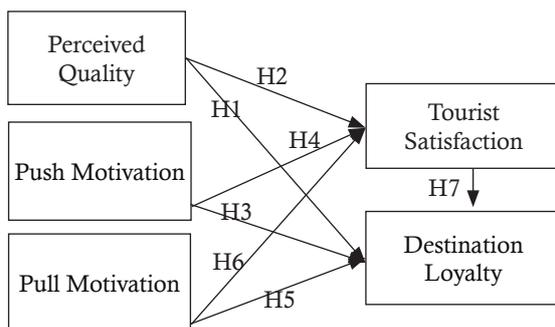


Figure 2 . Research Model

**METHOD**

This type of research is quantitative. The population in this study is Pancer Door Pacitan Beach tourists. The sample is determined using the iteration formula because the number of respondents is unknown and a sample of 116 is obtained. This study uses non-probability sampling

with a purposive sampling technique. There are three criteria specified in this research, namely respondents aged at least 18 years, have visited Pancer Door Beach at least once and made a visit to Pancer Door Beach at least 1 time. The data collection method uses a questionnaire method with 40 research instruments.

The independent variabls used in this study are are perceived quality, push motivation, and pull motivation. The dependent variable in this study is destination loyalty, while the intervening variable in this study is tourist satisfaction. To test the proposed hypothesis, data analysis is used through a partial test (t test) and path analysis using IBM SPSS 21 for windows.

**RESULTS AND DISCUSSIONS**

A total of 116 tourists who were willing to be respondents in this study were 55.2% men, and 44.8% women. Most aged between 18-21 years who are dominated as students.

**Statistical Test Analysis**

Statistical tests or commonly referred to as partial tests are used to indicate how far the influence of the dependent variable individually is the influence of the dependent variable being studied. In testing using statistical analysis t, decision making is seen based on comparison of the value of the coefficient t calculated with t table and the level of significance used. The following results of testing the significance of individual parameters using the IBM SPSS 21 program.

Table 1. t Test Result od The Regression Equation

Variable	Standardized Coefficients Beta	Sig
Perceived Quality	0.195	0.002
Push Motivation	0.171	0.012
Pul Motivation	-0.171	0.224
Tourist Satisfaction	0.661	0.000

Source: Primary data processed, 2019

**Perceived Quality on Destination Loyalty**

Based on table 1, it is known that perceived quality has a positive effect on destination loyalty. that is, the higher perceived quality of the destination will further increase tourist loyalty to the tourist destination, H1 is accepted.

This research is supported by research by

Hallak et al. (2017) which states that perceived quality has a positive effect on destination loyalty. Tourists form an overall evaluation of a quality experience in a destination based on how tourists evaluate the various attributes and tours. Another study by Vinth and Phuong (2017) which states that perceived quality has a significant and positive effect on loyalty. Tourists will tend to make comparisons when they have more alternatives related to tourist destinations. When the choices match what is expected and fulfill the perceived quality, satisfied tourists will be loyal to the destination. Rajaratnam (2015) explains that perceived quality has a positive and significant effect on tourist loyalty because tourists who develop positive perceptions of destinations experience greater satisfaction and tend to show positive behavior that is re-visiting the destination and being willing to recommend to others. Suhartanto et al. (2018) states that perceived quality influences destination loyalty. Perceived Quality is an important driving factor of satisfaction and loyalty, so that when tourists are satisfied it is possible that tourists will be loyal to the destination.

#### **Push Motivation on Destination Loyalty**

Based on table 1, it is known that push motivation has a positive effect on destination loyalty. that is, the higher the push motivation towards the destination will further increase the loyalty of tourists to the tourist destination, H3 is accepted.

This research is supported by research by Chindaprasert et al. (2014) which states that push motivation has a positive effect on destination loyalty. Push motivation can make tourists become loyal to the destination because of the encouragement factors such as running away from busy life, looking for new places, people, and new experiences. The research results are also consistent and consistent with previous studies conducted by Yoon and Uysal (2005). Motivation is just one of many variables that explain the behavior of tourists. This shows that the source of internal motivation of tourists positively influences destination loyalty which includes reviewing the destination and recommending it to others. Another study conducted by Mohammad et al. (2017), the results of this study support that push motivation has a positive effect on destination loyalty. Tourism is very complete, so marketer's goals should focus more on formulating pre-visit marketing strategies by creating visual images that can generate push motivation, especially the desire to get away from the daily grind.

#### **Pull Motivation on Destination Loyalty**

Based on table 1 it is known that pull motivation does not have a positive effect on destination loyalty. that is, the higher the pull motivation towards the destination, the lower the loyalty of tourists to the tourist destination, H5 is rejected.

This research was supported by Mohammad et al. (2017) which states that pull motivation does not have a positive effect on destination loyalty. Tourist travel behavior is motivated one of them by pull motivation which is the pull factor associated with tourist attraction. Another study conducted by Sato et al. (2016), pull motivation does not affect destination loyalty. Tourists only follow friends who travel. The similarity of results was also found in the study of Nilplub et al. (2016) states pull motivation does not have a positive effect on destination loyalty. This indicates that destination loyalty is not related to external factors (pull motivation). Another study by Battor et al. (2012) with similar results that pull motivation does not affect destination loyalty. It can be concluded that pull motivation does not play a big role in relation to influencing employees to re-visit or recommend tours to friends and others.

#### **Tourist Satisfaction on Destination Loyalty**

Based on table 1, it is known that tourist satisfaction has a positive effect on destination loyalty. that is to say, the higher tourist satisfaction on the destination it will increase the loyalty of tourists to tourist destinations, H7 accepted.

This research is supported by Ramseook-Munhurrun (2015) which states that tourist satisfaction has a positive effect on destination loyalty. So that the high level of tourist satisfaction will affect tourists to visit again and the availability to recommend destinations to others and say positive things related to tourist destinations. Another study by Brandano, Osti & Pulina (2018) obtained similar research results. Forming a higher level of satisfaction will create tourist behavior after visiting so as to increase and maintain the competitiveness of the destination, because satisfaction positively influences tourist loyalty to the destination. Masa'deh, Nasseef, Alkoudary, Mansour and Aldarabah (2017) said that tourist satisfaction has a positive effect on destination loyalty. Knowing the level of satisfaction with tourist destinations is very important, because it can help to know the strengths of tourism and develop tourism to be better and also to know the weaknesses of tourism so that it can be corrected. Another study by Salleh, Othman, Sar-

midzi Zakaria, Talib and Idris (2014) states that satisfaction has a positive effect on loyalty. So it can be concluded that tourism satisfaction and loyalty are two important components in increasing tourism. When a tourist is satisfied with his visit, the desire to revisit tourist attractions is high and this will lead to the desire to recommend the tour to others. Indirectly will promote these tourist attractions.

**The Effect of Perceived Quality, Push Motivation, and Pull Motivation on Tourist Satisfaction (Model 1)**

The path coefficients of each variable based on calculations using SPSS are as follows:

**Table 2.** R Square in Model 1

R Square	Adjusted R Square	Std. Error of the Estimate
0.667	0.658	2.869

Source: Primary data processed, 2019

**Table 3.** Effect of Perceived quality, Push Motivation, Pull Motivation on Tourist Satisfaction (Model 2)

Model	Standardized Coefficients Beta	T	Sig.
(Constant)		-0.403	0.688
Perceived Quality	0.231	3.04	0.003
Push Motivation	0.424	5.453	0.000
Pull Motivation	0.293	4.228	0.000

a. Dependent Variable: Tourist\_Satisfaction\_Y1

Source: Primary data processed, 2019

Regression equation of table 3 has the meaning of perceived quality, push motivation, and pull motivation has a positive relationship with tourist satisfaction . These results indicate that the better perceived quality, push motivation, and pull motivation will increase tourist satisfaction.

To find out the residual value (error) of the regression equation 1, the formula is used then which shows that the value of tourist satisfaction variants that can not be explained by the variable perceived quality, push motivation, and pull motivation.

**Effect of Perceived quality, Push Motivation, Pull Motivation on Destination Loyalty through Tourist Satisfaction (Model 2)**

The path coefficients of each variable based on calculations using SPSS are as follows:

**Table 4.** R Square pada Model 1

R Square	Adjusted R Square	Std. Error of the Estimate
0.806	0.799	2.031

Source: Primary data processed, 2019

**Table 5.** Effect of Perceived quality, Push Motivation, Pull Motivation on Destination Loyalty through Tourist Satisfaction (Model 2)

Model	Standardized Coefficients Beta	T	Sig.
(Constant)		-0.410	0.683
Perceived Quality	0.195	3.232	0.002
Push Motivation	0.171	2.559	0.012
Pull Motivation	-0.070	-1.222	0.224
Tourist Satisfaction	0.661	9.134	0.000

b. Dependent Variable: Destination\_Loyalty\_Y2

Source: Primary data processed, 2019

Regression equation of table 5 has the meaning of perceived quality, push motivation, and tourist satisfaction has a positive relationship with destination loyalty . These results indicate that the better perceived quality, push motivation, and tourist satisfaction will increase destination loyalty. But pull motivation has a negative relationship which means that increasing pull motivation has a negative effect on destination loyalty.

To find out the residual value (error) of the regression equation 1, the formula is used, then, which shows that the value of tourist satisfaction variants that can not be explained by the variable perceived quality, push motivation, pull motivation and tourist satisfaction.

Regression conclusions from this study are:

$$T S = 0,231 P Q + 0,424 P S + 0,293 P L + 0,557 \dots (1)$$

$$D L = 0,195 P Q + 0,171 P S - 0,070 P L + 0,661 T S + 0,440 \dots (2)$$

#### **Indirect effect of Perceived Quality on Destination Loyalty through Tourist Satisfaction**

Based on the results of the SPSS output the direct effect of perceived quality on destination loyalty is represented by  $b_4$  which is 0.195. The direct effect of perceived quality variables on destination loyalty through tourist satisfaction can be known by diverting the path coefficient from (b1) perceived quality and tourist satisfaction (b7) that is  $0.231 \times 0.661 = 0.153$ . The total influence of the path coefficient is to add the direct and indirect effects of the perceived quality variable, namely  $b_4 + (b_1 \times b_7) = 0.195 + (0.231 \times 0.661) = 0.348$

From the results of these calculations it is known that the total indirect effect is greater than the direct effect of  $0.348 > 0.195$ . So it can be said that  $H_2$  is accepted. These results indicate that tourist satisfaction can mediate perceived quality of destination loyalty.

#### **Indirect effect of Push Motivation on Destination Loyalty through Tourist Satisfaction**

Based on the results of the SPSS output the direct effect of push motivation on destination loyalty is represented by  $b_5$  which is 0.171. The direct effect of push motivation variables on destination loyalty through tourist satisfaction can be known by diverting the path coefficient from (b2) push motivation and tourist satisfaction (b7) that is  $0.424 \times 0.661 = 0.280$ . The total influence of the path coefficient is to add the direct and indirect effects of the push motivation variable which is  $b_5 + (b_2 \times b_7) = 0.171 + (0.231 \times 0.661) = 0.451$

From the results of these calculations it is known that the total indirect effect is greater than the direct effect of  $0.451 > 0.171$ . So it can be said that  $H_4$  is accepted. These results indicate that tourist satisfaction can mediate push motivation towards destination loyalty.

#### **Indirect effect of Pull Motivation on Destination Loyalty through Tourist Satisfaction**

Based on the results of the SPSS output the direct influence of pull motivation on destination loyalty is represented by  $b_6$  which is -0.070. The direct influence of pull motivation variables on destination loyalty through tourist satisfaction can be seen by diverting the path coefficient from (b3) push motivation and tourist satisfaction (b7), which is  $0.293 \times 0.661 = 0.194$ . The total influence of the path coefficient is to add the direct and indirect

effects of the pull motivation variable which is  $b_6 + (b_3 \times b_7) = (-0,070) + (0.293 \times 0.661) = 0.124$

From the results of these calculations it is known that the total indirect effect is greater than the direct effect of  $0.124 > 0.195$ . So it can be said that  $H_6$  accepted. These results indicate that tourist satisfaction can mediate pull motivation towards destination loyalty.

### **CONCLUSIONS AND RECOMMENDATIONS**

The results show that of the seven hypotheses that were submitted against one hypothesis were rejected. This study proves that the variables perceived quality, push motivation, and tourist satisfaction can affect destination loyalty. Tourist satisfaction variable is able to mediate perceived quality, push motivation, and pull motivation towards destination loyalty.

Suggestions for Pancer Door Pacitan Beach managers based on the results of the study show that pull motivation does not have a positive and significant effect on destination loyalty. However, there is an indirect effect of push motivation on destination loyalty through tourist satisfaction. Although pull motivation can cause feelings of satisfaction with the Pancer Door beach destination, it is not enough to make tourists loyal to the destination. So the manager must first focus on tourist satisfaction and the need for improvements in the quality of tourist destinations related to tourist facilities, so that tourists visiting the Pancer Door Beach feel comfortable in making a tour and are satisfied with the attraction offered at Pancer Door Beach. For further researchers to examine the different subjects and add other variables that can affect destination loyalty.

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