The Effects of Motivation on International Tourist's Destination Loyalty: Satisfaction as the Mediator

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Abstract: The purpose of this study was to examine the relationships among motivation, tourist's satisfaction and destination loyalty. Surveys were conducted among international tourists using a systematic sampling method. A total of 380 questionnaires answered completely and the data were analyzed using Structural Equation Modelling (SEM). The results revealed, satisfaction fully mediated the relationship between pull motivation and destination loyalty. Satisfaction was not a mediator in the relationship between push motivation and destination loyalty. The push motivation was measured by two dimensions, gaining knowledge and relaxation. The pulling factors were related to the tangible features, the attractions of Terengganu. The implications of the study revealed that promotional strategy should take into account the push motivation factors and prepare destination's attributes that matched the current and future demand.

Key words: Push motivation, pull motivation, tourist satisfaction, destination loyalty, structural equation modelling, Malaysia

INTRODUCTION

Worldwide, tourism continued to expand and became one of the largest and fast-growing sectors that contributed to the economy of the nation. International tourism was a dynamic and important sector of the global economy which was strongly influenced by changes that took place in the diverse global societies (Inkson and Minnaert, 2012). The growth of tourism sector in the global economy began more quickly and dramatically in the second half of twentieth century as a result of the technological development and advances in air and sea transportation (Ajagunna, 2014). In the case of Malaysia, it was ranked as the 10th most visited nation and listed in the top 15 in global receipts (Campo-Martinez *et al.*, 2010). In 2011, Malaysia as a developing country registered 24.71 million tourist arrivals which ranked Malaysia as the 9th most visited country of the UNWTO top-ten list of countries with highest tourist arrivals. The tourism industry also was Malaysia's second major foreign-earning sector in 2012 (Tourism Malaysia, 2012) after manufacturing. Acknowledging the great potentials in the tourism industry, the Malaysia Tourism Transformation Programme (MTTP) aimed to achieve the targets of attracting 36 million foreign tourists generating the sum of RM168 billion in tourist receipts in the year 2020 (Campo-Martinez *et al.*, 2010).

Terengganu, a state located in the north-eastern peninsular of Malaysia, has a great potential of becoming a tropical gateway in attracting foreign tourist visiting Malaysia and contributing to the growth in Malaysia's tourism industry. It is also noted that Terengganu is strategically located as tourist's destination (Halim *et al.*, 2012). The main tourism resources that would charm and allure foreign tourists visiting Terengganu are the unmatched natural beauty of its long coastline of breath-taking beaches, magnificent tropical rainforest, stunning islands, highlands, hills, mountains, lakes and waterfalls and parks (Bhuiyan *et al.*, 2013). Moreover, Terengganu is also rich with custom and traditions which can be observed in its people's way of life, arts and crafts and its traditional distinguished culinary dishes and heritage.

The focus of tourism business is to constantly meet the ever-changing customer's needs and expectations to ensure customer's satisfaction which would, in turn, lead to customer destination loyalty. The situation leads to

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making tourism a dynamic and competitive industry that requires the ability to adapt constantly to customer's needs and expectation. In this regard, studying travel motivation is perceived as the fundamental reason to explain a particular travelling behavior of tourists (Yoon and Uysal, 2005; Khuong and Ha, 2014) in order to understand the reason why a tourist would make the decision to choose one destination over the other and the attributes that govern such behavior.

Most often people's desires to travel to a particular destination were compelled by the internal and external driving factors (Prebensen *et al.*, 2013). The internal factors "push" them into making the decision to travel to the destination. These internal factors could be their desires to escape from busy work life, rest and relaxation or taking time off to be with family members and friends away from home. On the other hand, external factors were factors that "pull" them to travel to the specific destination. The inherent desire to travel is further stimulated and reinforced by the destination attributes (external factors) such as beaches, cultural attractions, shopping and other attractions. Different motivational attributes resulted in different destination choices (Lee *et al.*, 2012) offered to the different tourism market segments.

The dynamic and competitive nature of the tourism industry made it difficult for customers to remain loyal. Additionally, the industry required cooperation from many businesses to satisfy tourists (Dowall, 2010) from diverse business sectors such as transportation, travel services, recreation and entertainment, accommodation and food and beverage services. The initiatives to understanding travel motivations were extremely crucial and necessary to provide valuable insights in enhancing tourist's satisfaction levels and improving their intentions to make repeat visits (Khuong and Ha, 2014) or spread positive word of mouth.

Competition among tourism destinations continues to intensify on the international market. Therefore, the major challenge for destination manager was to attain customer satisfaction and loyalty (Meleddu *et al.*, 2015). Yoon and Uysal (2005) suggest that motivation and tourist satisfaction have causal effects on destination loyalty. Moreover, the bucket theory suggests that instead of focusing too much on acquiring new customers, attention should also be given to retain customers which could be achieved through satisfying and maintaining long-term relationship with customers (Zeithaml *et al.*, 2013). Understanding the causal relationships among tourist's motivation, satisfaction and destination loyalty would provide useful insights to the

travel destination management in terms of improving service offerings meeting the requirements and expectation of tourists and ensuring destination loyalty. Therefore, the aims of this study were two-folds, namely to examine the effect of push and pull motivation on tourist satisfaction on destination loyalty and to identify the mediating role of tourist satisfaction in the relationship between push and pull motivation and destination loyalty.

Literature review

Tourist motivation: Studies have revealed that motivation was one of the utmost crucial factors that influenced ones to make decisions to travel away from home (Awng, 2015). Tourist motivation was a mostly debated broad topic and was defined as psychological stimulus that determined one's desires to travel (Mahika, 2011). Swanson and Horridge (2006) claimed that tourist motivation was a part of need that can encourages people to participate in tourist activities. The definitions given by the above-said authors seemingly reflected the internal driving forces that stimulate one's decision to travel. The definition of motivation by Lee and Hsu (2013) professed motivation as the external factor that drew people to a particular travel destination. They described motivation as the underlying factor that inspired one's travel decision to travel to a particular destination over a selection of alternatives destinations. Generally, motivation would be seen as the driving internal and external force that influenced people to travel away from home which it was acknowledged that the success of tourism marketing programmes started with understanding travel motivation (Maryam and Azizan, 2015). Motivational factors were not static but always changing and would alter over time responding to the changes in the individual's personal life situations that were usually related to income, health, travel experiences apart from family factors (Mahika, 2011).

The individual's desire or motivation often represented the first step in the travel decision-making process (Chi, 2010). Tourists travel to a destination for different motives. Most often, they decided to visit a destination because they were pushed by some internal factors and pulled by some of the destination attributes that intensified their inherent desires to visit a specific tourist destination (Correia and Pimpao, 2008; Battour *et al.*, 2012). An important framework to examine the motivations on tourist visitation behaviour was the push-pull framework introduced by Dann (1977). This concept explained that people travel because they are pushed and pulled to do so by forces. Furthermore, Crompton (1979) emphasised that both push and pull factors shaped tourist motivation and influenced them in

choosing a vacation destination. An important framework to examine the motivations on tourist visitation behaviour was the push-pull framework introduced by Dann (1977). This concept explained that people travel because they are pushed and pulled to do so by forces. Furthermore, Crompton (1979) emphasised that both push and pull factors shaped tourist motivation and influenced them in choosing a vacation destination. Travel motivation was also a multi-motive dimension as reviewed by Merwe *et al.* (2011) suggesting that a person might have more than one motive in choosing a particular destination. Likewise, their study revealed that various travel destinations have different travel motives for a person before he/she decided to choose a travel destination.

Push and pull motivation: Recently, the push and pull motivation model was primarily used in examining the leisure travel motivation (Shi *et al.*, 2012; Yoon and Uysal, 2005). These studies assumed that different push and pull motivational factors influenced people not only in making decision to travel but also in choosing the specific travel destination. Usually, the process would involve push factors that motivated people to leave their homes and pull factors which drew individuals to travel to a specific tourism destination (Hanafiah *et al.*, 2010).

Push factors refer to intangible, intrinsic desires of individual travellers (Uysal and Hagan, 1993). It could be the individual traveller's desire to escape, rest and relax, health and fitness, adventure, prestige and/or social. Push factors were those that "push" a person away from their home and influenced a person's decision to take a vacation. Push motivations explained the desire for travel. Push motivation as the internal or emotional desire of a person that forced them to escape from routine and look for authentic experience (Yoon and Uysal, 2005).

In contrast, pull motivation occurred due to the features, attractions or attributes of the destination itself such as beaches and water/marine-based resources, mountains and beautiful scenery or historic and cultural resources that influenced the person's decision to select a specific destination (Marzuki, 2015). Pull motivation was defined as the external, situational or cognitive aspects that make individuals became attracted to a particular travel destination (Yoon and Uysal, 2005). It was the tangible attractiveness of the destination such as beaches and cultural/historical resources, among others, that motivated a person to travel (Uysal and Hagan, 1993). According to Bansal and Eiselt (2004), it was the region-specific lure that pulls a tourist towards a destination. Therefore, pull motivation was useful for explaining the actual destination choice.

The main two-fold importance of studying tourist motivations were firstly, tourist motivation was essential in segmenting markets, designing promotional programmes and planning destination development (Baloglu, 1996; Yoon and Uysal, 2005). Secondly, tourist motivation influenced satisfaction and destination loyalty (Alegre and Cladera, 2009) which could be manifested through tourist's intention to return and the dissemination of positive word-of-mouth. Thus, the following hypotheses were developed:

- H_1: push motivation has a significant positive effect on tourist satisfaction
- H_2: pull motivation has a significant positive effect on tourist satisfaction
- H_3: push motivation has a significant positive effect on destination loyalty
- H_4: pull motivation has a significant positive effect on destination loyalty

Tourist satisfaction: Customer satisfaction is a short-term emotional reaction to a specific service performance (Lovelock and Wright, 1999). Baker and Crompton (2000) proposed the definition of customer satisfaction specifically in the context of the tourism sector which defined satisfaction as the tourist's emotional state after experiencing the trip. Recently, Khan *et al.* (2013) provided the definition of tourist satisfaction similar to the one proposed by Baker and Crompton (2000) which defined tourist satisfaction as the pleasure of the tourist after visiting any particular tourist destination. Assessing tourist satisfaction could provide feedbacks from the customers, especially on the extent to which their expectations were met (Dowall, 2010). Measuring tourist satisfaction was deemed necessary with the intention to improve aspects of products and services such as quality that fell short in meeting customer expectations, there by enhancing the overall competitive advantage of the destination (Mao and Zhang, 2014). Moreover, measuring satisfaction could be a constructive method to compare destinations in terms of overall performance.

Additionally, several studies (Yoon and Uysal, 2005; Lee *et al.*, 2007; Chi and Qu, 2008; Wang *et al.*, 2009; Dmitrovic *et al.*, 2009; Prebensen *et al.*, 2010; Song *et al.*, 2012; Kim *et al.*, 2013; Guillet *et al.*, 2012; Kim and Park, 2016) suggest that satisfaction is a good predictor of destination loyalty. Based on these studies, the following hypotheses are formulated:

- H_5: tourist satisfaction has a direct effect on destination loyalty
- H_6: tourist satisfaction mediates the relationship between push motivation and destination loyalty
- H_7: tourist satisfaction mediates the relationship between pull motivation and destination loyalty

Destination loyalty: Loyalty was one of the most important concepts that played a vital role for the survival and success of businesses (Stepchenkova and Mills, 2010). Return intention and recommendations to other people were mostly referred to as the two main components of destination loyalty (Khuong and Ha, 2014). These researchers suggested that return intention was the tourist's judgement about their likelihood to re-visit a destination or attraction.

Recommendation was described as the act of disseminating positive word-of-mouth to others or referrals by satisfied customers. Similarly, travel destinations can be considered as products and tourists may revisit or recommend travel destinations to other potential tourists such as friends or relatives. Studying loyalty received continuous attentions from researchers because it significantly offered practical benefits through increasing in repeat patronage and saving marketing costs (Mao and Zhang, 2014). Different researchers have used several approaches to define tourist's loyalty (Gursoy *et al*, 2014). These approaches were: behavioral approach, attitudinal approach and composite approach (Kim, 2010; Zhang *et al.*, 2014). The behavioral perspective measured loyalty by identifying the number of repeat visit (Mechinda *et al.*, 2009) or respondent's intention to revisit (Mohamad *et al.*, 2014). The attitudinal approach conceptualized loyalty through recommendation of the destination to others, positive word-of-mouth and assurance to a preferred firm (Rauyruen and Miller 2007). Composite loyalty acknowledged that neither the behavioral nor the attitudinal loyalty approach alone fully described loyalty and suggested that loyalty should be simultaneously considered from both behavioral and attitudinal perspective (Kitterlin and Yoo, 2014). Thus, this study measured loyalty from an integrated perspective by including both the behavioral and attitudinal aspects.

MATERIALS AND METHODS

Questionnaire design: The questionnaire consisted of four major parts to capture the measurement of push and pull motivation, tourist satisfaction and destination loyalty. Items measuring these constructs were developed based on comprehensive literature reviews. The items assessing push and pull motivation were adapted from the work of Kim (2006). Six items were used to capture the measurement of push motivation whereas five items were used to manifest pull motivation. The observable items to establish tourist satisfaction was adapted from the work of Lee *et al.* (2007) which consisted of three items. The

final construct of the study, destination loyalty was measured using items adapted from the work of Sun *et al.* (2013) and it comprised 4 items. Respondents were asked to indicate their degree of agreement or disagreement for items of every construct using an interval measurement scale from 1 "strongly disagree" to 10 "strongly agree". Finally, the last part of the questionnaires contained items pertaining to the demographics details of the respondents.

Sample size and data collection: Hair *et al.* (2010) suggested that the minimum absolute sample size should be of five and the maximum of ten observations per variable. After conducting a pilot test this study has a total of 18 items in the final survey questionnaires. Thus, the calculated sample size should be within the range of 90-180 respondents. However, in conducting Structural Equation Modelling (SEM), Hair *et al.* (2010) also recommended that sample size should be in the range of 100-400. This was because as the sample size became huge (>400), the method becomes more sensitive, making goodness of fit measures suggest a poor fit (Zainudin, 2014). Therefore, the sample size of this study should be between the range of 100-400 as suggested by Hair *et al.* (2010).

The survey was conducted at Sultan Mahmud Airport among international tourists who visited Terengganu, Malaysia. The self-administered questionnaires were distributed to the respondents at the departure hall waiting to board airplanes. A total of 380 tourists had answered the questionnaire completely. Respondents were selected using systematic sampling method where after a random starting point, each 5th intercepted respondent was included in the study. After a data-cleaning process, only 331 were subjected to further analysis.

Data analysis: This study used several statistical analyses including descriptive analysis, Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), reliability, validity and Structural Equation Modelling (SEM). Descriptive analysis was used to examine the respondent's demographic profile. EFA was conducted to ascertain underlying dimensions of push motivation, pull motivation, tourist satisfaction and destination loyalty. CFA was applied to confirm the underlying dimensions of push motivation, pull motivation, tourist satisfaction and destination loyalty derived from the exploratory factor analysis. Reliability analysis both internal and construct reliability was applied to ascertain the reliability of the measurement model in

measuring the push and pull motivation, tourist satisfaction and destination loyalty construct. Internal reliability was applied to establish that items measuring these constructs were free from random errors or without bias based on the Cronbach's alpha value of = 0.7 (Hair *et al.*, 2010). Construct Reliability (CR) measured the reliability and internal consistency of latent constructs which required a value = 0.6 in order to achieve construct reliability (Hair *et al.*, 2010).

The second requirement was to ascertain the measurement validity. Two types of validity tests were used: convergent validity and discriminant validity. Convergent validity was achieved by looking at the value of Average Variance Extracted (AVE). The AVE value of 0.5 and above was considered to be acceptable as achieving adequate convergent validity (Hair *et al.*, 2010). The requirement of discriminant validity was satisfied by examining the value of the correlation between two constructs and the square root values of AVE of constructs (Hair *et al.*, 2010). In order to achieve the discriminant validity, the squared root AVE values must be higher than the values of correlations between constructs. Finally, Structural Equation Modelling (SEM) was applied to examine the relationship between push and pull motivation, tourist satisfaction and destination loyalty.

The model goodness-of-fit was accessed through several acceptable statistical indices which were categorized into absolute fit, incremental fit and parsimonious fit (Hair *et al.*, 2010). Absolute fit indices were accessed based on indices such as Root Mean Square Error of Approximation (RMSEA) and Goodness-of-Fit Index (GFI). The acceptable cut-off point value for RMSEA and GFI is <0.08 and equal to or >0.90, respectively. Incremental fit indices were accessed based on Comparative Fit Index (CFI) and Tucker Lewis Index (TLI). Parsimonious fit index was determined based on Adjusted Goodness of Fit Index (AGFI). The acceptable cut-off point value of CFI, TLI and AGFI is 0.90. Bootstrapping procedure was applied to the data set to test the mediation effect of tourist satisfaction.

RESULTS

Demographic' profiles: Analysis of the data revealed that 45.9% of the tourists were from Asia and the Pacific region (Philippines, China, India and Thailand), 30.2% were from Oceania region (Australia), 20.5% were from European region (United Kingdom and Germany) and 3.3% were from American region (Canada and United States). Which Majority of the tourists were male (66.2%)

and (41.7%) of them were in the age group between 45-54 years old. In term of marital status, most of them were married (56.8%). Majority of the tourists (69.2%) indicated that their visits to Terengganu were their first visit. The purpose of their visits to Terengganu mostly was to spend their holiday (86.7%) with their spouses (52.6%). Moreover, whilst holidaying in Terengganu they engaged in several activities such as going to beaches (60.4%) and sightseeing (21.5%). On average, most tourists (58%) spend between 3-5 days in Terengganu. They knew Terengganu as a tourist destination from the positive word-of-mouth disseminated by their friends or relatives who visited Terengganu (70%) and information on the internet (21%). While in Terengganu, majority of the tourists (84.3%) choose to stay at hotels.

Factor analysis: EFA was performed on data collected in a pilot study data to identify items manifesting push motivation, pull motivation, tourist satisfaction and destination loyalty. In addition, EFA was carried out to identify underlying factors. The reliability of the instrument was accessed through the Cronbach's alpha. A value of Cronbach's alpha more than or equal to 0.7 suggested that the instruments achieved the internal reliability. CFA was carried out to validate the measurement model of latent constructs. CFA was performed to assess which the unidimensionality, validity and reliability of latent constructs in the measurement model (Hair *et al.*, 2010).

Figure 1 depicts the measurement model of push and pull motivation, tourist satisfaction and destination loyalty. All items in the measurement model met the requirements of factor loading and squared multiple correlations (R^2). The values of factor loadings and R^2 for all latent constructs in the model are >0.6 and >0.4, respectively. The goodness-of-fit indices suggested that the model meet the acceptable level goodness of fit.

Reliability and validity test: Table 1 illustrates the values of factor loading, CR and AVE of the constructs under study. The values of factor loadings >0.6 suggested that the constructs of push motivation, pull motivation, tourist satisfaction and destination loyalty achieved unidimensionality requirement. Reliability requirement was assessed using CR. The findings in Table 1 suggested that the reliability requirement is achieved where CR values of all constructs are >0.6. Validity of the measurement model was assessed using convergent validity measured by AVE and discriminant validity. The values of AVE (>0.5) suggested that the model achieved adequate convergent validity.
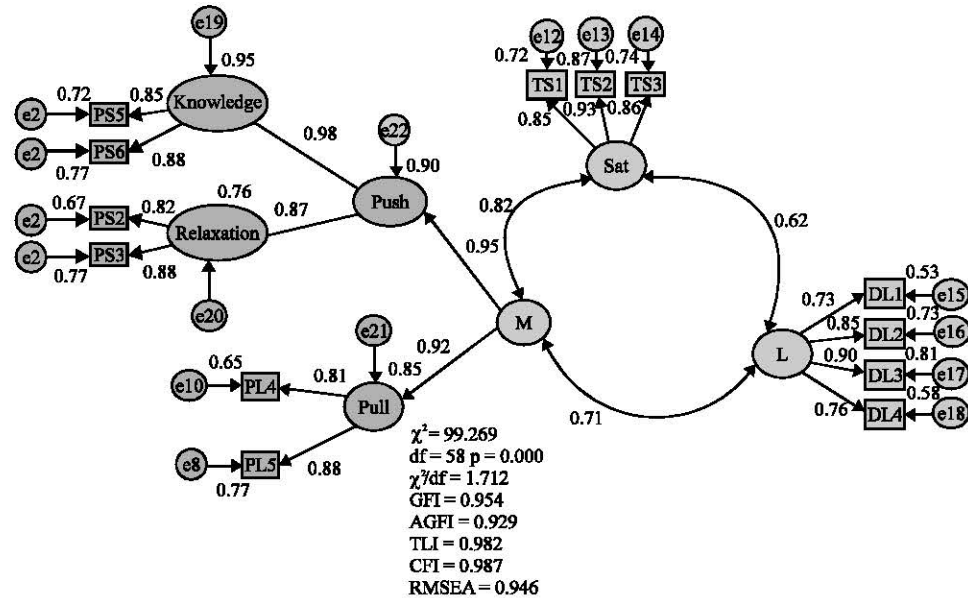
Fig. 1: The measurement model of push and pull motivation, tourist satisfaction and destination loyalty

Table 1: Unidimensionality, reliability and convergent validity of travel motivation, tourist satisfaction and destination loyalty

Constructs	Loading	CR	AVE
Motivation		0.93	0.87
Push motivation	0.95		
Pull motivation	0.92		
Push motivation			
Factor 1: Gaining knowledge			
Seeing many attractions (PS5)	0.85		
Getting away from the demands at home (PS6)	0.88		
Factor 2: Relaxation			
To reduce Stress (PS2)	0.82		
Being emotionally refreshed (PS3)	0.88		
Pull motivation			
Easy accessibility (PL4)	0.81		
Scenic seaside (PL5)	0.88		
Tourist satisfaction		0.91	0.78
Overall I am satisfied with my visit to Terengganu (TS1)	0.85		
I am satisfied with Terengganu compared with my expectation (TS2)	0.93		
Satisfied with visit to Terengganu when considering efforts, I invested (TS3)	0.86		
Destination loyalty		0.89	0.66
I will revisit Terengganu in the future (DL1)	0.73		
I will encourage other people to visit Terengganu (DL2)	0.85		
I will recommend Terengganu to friends (DL3)	0.90		
I will recommend Terengganu to family members (DL4)	0.76		

Suggested that the acceptable level of goodness-of-fit (RMSEA = 0.05, GFI = 0.95, CFI = 0.99, TLI = 0.98, AGFI = 0.93) was achieved

Table 2: Discriminant validity index summary

Constructs	Motivation	Satisfaction	Loyalty
Motivation	0.93	-	-
Satisfaction	0.81	0.88	-
Loyalty	0.70	0.62	0.81

The findings in Table 1 suggested that push motivation was being measured by two underlying factors labelled as "Gaining Knowledge" and "Relaxation". On the other hand, pull motivation was being manifested by two underlying items. There are four items measuring tourist satisfaction and destination loyalty. Discriminant validity was used to measure the extent to which a construct is really different from other constructs (Hair *et al.*, 2010). The findings in Table 2 suggested that all constructs in the study achieved discriminant validity requirement. The values of square root of the average variance extracted of each construct (diagonal values in bold) are higher than the values of the correlations between each construct.
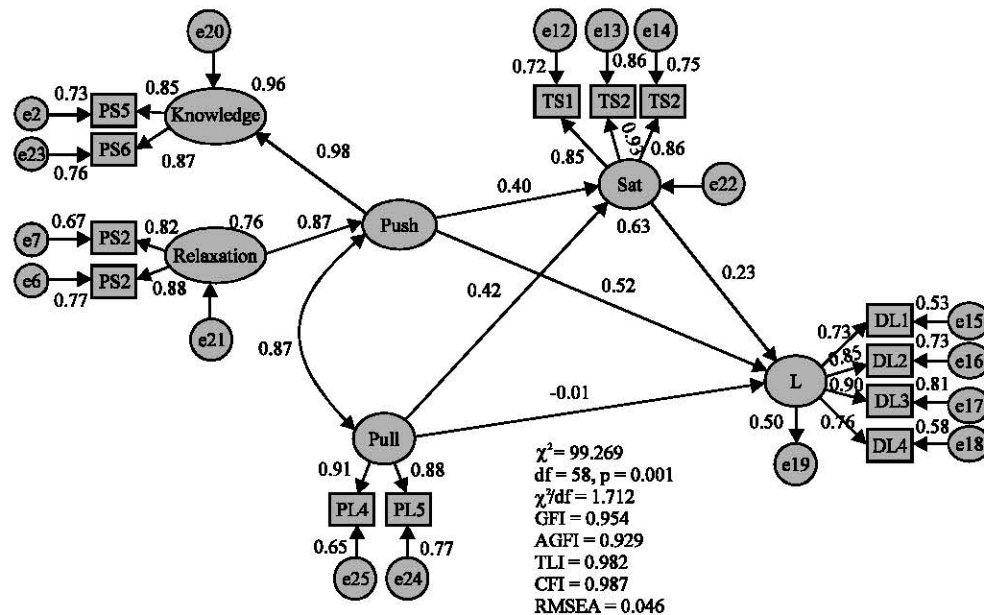
Fig. 2: Structural model of push and pull motivation, satisfaction and destination loyalty

Table 3: Regression weights

Construct/path/construct	Estimate	SE	CR	p-values	Hypotheses	Result
Tourist satisfaction<---push motivation	0.328	0.107	3.062	0.002	1	Significant
Tourist satisfaction<---pull motivation	0.386	0.121	3.179	0.001	2	Significant
Destination loyalty<---push motivation	0.332	0.095	3.507	-	3	Significant
Destination loyalty<---pull motivation	-0.006	0.104	-0.058	0.954	4	Not significant
Destination loyalty<---tourist satisfaction	0.174	0.068	2.552	0.011	5	Significant

The model fitness: Figure 2 depicts the structural model of the research. The model's goodness-of-fit indices.

Hypotheses testing: The structural equation model was applied to test the hypotheses of the study. There were 7 hypotheses developed in this study. H_1 until H_5 were developed to test the direct effect between the constructs (push motivation, pull motivation, tourist satisfaction and destination loyalty). The testing of H_1 until H_5 was conducted using path analysis. H_6 and H_7 were developed to test the mediating effect of tourist satisfaction between push and pull motivation and destination loyalty. The bootstrapping procedure was applied to test H_6 and H_7. The results of the hypotheses testing as illustrated in Table 3 indicated that four out of the five proposed hypotheses were supported. The study did not have enough evidence to support H_4. H_1 proposed that push motivation has a significant effect on tourist satisfaction. The findings of the study suggested that there was not enough evidence to reject the hypothesis (H_1: $\beta = 0.328$, $Z = 3.06$, $p = 0.002$). Pull motivation has a significant effect on tourist satisfaction, proposed in H_2 was also supported (H_2: $\beta = 0.386$, $Z = 3.18$, $p = 0.001$). The H_3 postulated that push motivation has a significant positive effect on destination loyalty was also supported (H_3: $\beta = 0.332$, $Z = 3.51$, $p = 0.0001$). The H_4 hypothesized that pull motivation has a significant positive effect on destination loyalty was not empirically supported (H_4: $\beta = -0.006$, $Z = -0.06$, $p = 0.95$). The H_5 posited that tourist satisfaction has a direct effect on destination loyalty was empirically supported (H_5: $\beta = 0.174$, $Z = 2.55$, $p = 0.01$).

Mediation analysis: The H_6 and H_7 were tested using bootstrapping procedure. Testing the mediating effect of a construct involved two steps as follows (Zainudin, 2014):

• Identify the direct and indirect effects of the relationship between constructs. Mediation effect occurs when the value of indirect effect is higher than the value of direct effect
• Adopt bootstrapping procedure to confirm the indirect effect and direct effect between the constructs by looking at the bootstrapping p-value (Zainudin, 2014)

The H_6 proposed that tourist satisfaction mediates the relationship between push motivation and destination loyalty. The findings in Table 4 suggested that there was

Table 4: The results of bootstraping procedure in testing the mediating effects of tourist satisfaction on the relationship between push motivation and destination loyalty

Paramaters	Indirect effect	Direct effect
Bootstraping results (β)	0.09	0.52
Bootstraping p-value	0.02	0.004
Result	Significant	Significant

Type of mediation: The mediation does not exist since the direct effect is higher than the indirect effect based on the bootstrapping results (β)

Table 5: The results of bootstrapping procedure in testing the mediating effects of tourist satisfaction on the relationship between pull motivation and destination loyalty

Paramaters	Indirect effect	Direct effect
Bootstrapping results (β)	0.096	-0.009
Bootstrapping p-value	0.025	0.971
Result	Significant	Not Significant

Type of mediation: full mediation

not enough evidence to support the hypothesis. Therefore, the hypothesis was rejected. The findings in Table 5 suggested that there was enough evidence not to reject hypothesis 7 which posited that tourist satisfaction mediates the relationship between pull motivation and destination loyalty. Therefore, H_7 was supported.

DISCUSSION

The main purpose of this study is to examine the effect of push and pull motivation on destination loyalty where tourist satisfaction acted as the mediating role between these two constructs. A review of the related literatures generates a theoretical model that incorporates the interrelationships between the push and pull motivation, tourist satisfaction and destination loyalty. Several theoretical and empirical implications for the Terengganu tourism industry can be obtained from this study. First, the finding of the study indicated that push and pull motivation as well as tourist satisfaction explained 50% of variations in destination loyalty. Thus, this reconfirmed that tourist's travel behaviors are motivated by both internal and external forces as claimed by Maryam and Azizan. In this study, push factors are defined as the internal desire of people to travel away from their home while the pull factors are related to the external attraction, particularly on destination attributes. According to Prebensen *et al.* (2010), an enhancement in tourist's satisfaction with the destination would help enhance tourist's intentions to communicate through positive word-of-mouth. The findings discovered that tourist satisfaction had significant effect on destination loyalty. Thus, the results of the study consistent with Lee *et al.* (2007, 2012) and Prebensen *et al.* (2010) tourists who were satisfied with the destination they visit would revisit Terengganu in the future, encourage other people to visit Terengganu, recommend Terengganu to friends and their family members.

Second, even though previous researchers, Yoon and Uysal (2005) found that push motivation had no significant effect on tourist satisfaction but has direct effect on destination loyalty, the finding of the current study was that push motivation has a direct effect on both, tourist satisfaction and destination loyalty. The finding of the study revealed that pull motivation has a direct effect on tourist satisfaction. However, the previous study by Yoon and Uysal (2005) found that pull motivation was negatively influenced by tourist satisfaction. Even though the findings of the study revealed that pull motivation had no significant effect on destination loyalty, the previous study by Yoon and Uysal (2005) did not test the relationship between pull motivation and destination loyalty. Thus, the current study confirmed the relationship between pull motivation and destination loyalty was not successful.

Third, this study would like to test the role of tourist satisfaction as a mediator between push and pull motivation and destination loyalty. Although, push motivation has a direct effect on both satisfaction and destination loyalty and tourist satisfaction had a significant direct effect on destination loyalty, further analysis of the results uncovers that tourist satisfaction has no mediating effect on the relationship between push motivation and destination loyalty since the regression coefficient of the direct effect is higher than the indirect effect. However, the bootstrapping procedure applied to the data set uncovered that tourist satisfaction has a mediating effect on the relationship between pull motivation and destination loyalty. In this case, it is a full mediation. Thus, this study has contributed to the new findings where tourist satisfaction played an important role in connecting pull motivation and destination loyalty.

Fourth, the study uncovers that push motivation was related to the individual's intrinsic desires to travel because of two main motives, namely to gain knowledge and for relaxation. The motives in gaining knowledge comprise two items, namely to get away from the demands at home and to gain new knowledge by seeing many tourist attractions. Under relaxation motive, two important items were to reduce stress and being emotionally refreshed. The implication of the study indicated that since the travel and tourism industry is very competitive, tourist destination marketers should focus on formulating pre-visit marketing strategies by creating visual imagery that could elicit individual's desires to get away from home. Visual imagery could be constructed through creating appropriate marketing image of the destination that would stimulate traveler's perception and expectation such as uniqueness of the destination and/or benefit expectation. For example, to encourage tourists from large

cities, Terengganu Tourist Board should prepare video or advertisements that would evoke visual imagery among potential tourists by contrasting the demanding and hectic life in big cities with the serenity and peacefulness of islands and tropical rainforest in Terengganu. The promotional strategies to allure foreign tourists into visiting Terengganu should focus on the unmatched natural beauty of its long coastline of breath-taking beaches and magnificent tropical rainforest.

Fifth, this study suggested that pull motivation is related to the tangible features, attractions or attributes of Terengganu such as its beaches and water/marine-based resources that influenced the person's decision to travel to Terengganu. Moreover, its ability to provide appropriate visitor access to a destination and dispersal throughout the destination (easy accessibility) was discovered to be the pulling motivation factor for tourists who travelled to Terengganu. Easy accessibility was influenced by factors such as proximity to key population centers, location and capacity of airports, changing airfares, frequency and carrying capacity of other forms of transport, road infrastructure and transport systems to and within a destination.

Sixth, majority (69.2%) of the respondents indicated that this trip was their first trip to Terengganu. In the competitive marketplace of tourism, destination management organizations should put more effort on tourist retention whilst attracting new visitors through an effective marketing strategy. The implication of the study illustrated that it is extremely important for the destination management office to deliver the promised made during the promotional campaign. The service performance should meet customer expectations. Service quality is largely determined by tourist's perception, thus meeting tourist expectation is an essential strategy to attain tourist destination loyalty. It was noted that customer expectations are an ever-evolving process and it is becoming very challenging to know precisely what those expectations would be. The suggested best course of action is to ask the customer directly utilizing a variety of customer-service research techniques. For example, asking tourists to complete surveys about the tourism products and services. Provide incentive for them to complete that survey such as entry into a drawing contest for an enticing prize or ask them to state their expectations of their future visits to Terengganu.

CONCLUSION

This study has used structural equation modelling to examine the relationship between push and pull motivation, tourist satisfaction and destination loyalty. The model was tested using the data collected in Sultan Mahmud Airport among 380 international tourists who had visited Terengganu, Malaysia. Two important

motivational factors under push motivation were gaining knowledge and for relaxation were identified while pull motivation was measured by two items including destination attributes attraction such as scenic seaside and easy accessibility. In order to attract more international tourists to visit Terengganu, tourism marketers should understand the importance of identifying the internal and external motives of international tourists. This is because when tourist motivation to travel influences their expectation (satisfaction), this indirectly will encourage them to revisit the same destination in the future as well as recommend to their friends and family.

LIMITATIONS

This study was conducted not without limitations. Firstly, the study was a snapshot study conducted during the months of April-June. The findings of this study were limited only to international tourists who travelled during this period of time. Tourists who travel in different seasons could have different views of Terengganu as a tourism destination. Future researchers may conduct similar surveys in different seasons to overcome this limitation. Secondly, the collection of the data was conducted at Sultan Mahmud Airport. Therefore, this study excluded tourists that did not depart from this airport. Therefore, the findings of this study may not be generalized beyond this population. Replicating similar studies in other tourist destinations would be imperative for increasing the generalizability of these findings. Finally, the data collected from this study were cross sectional and could not be used to analyze behavior over a period of time. Future researchers would benefit from the collection of longitudinal data to precisely measure change over a period of time and the direction of causality among relationships.

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