The Effect of Tourist' Motivation, Satisfaction, Loyalty in Kawasan Wisata Pendidikan Lingkungan Hidup (KWPLH) Balikpapan, East Borneo

Febby Rio Pratama Syarif
Politeknik Negeri Balikpapan, Indonesia
Email: febby.rio@poltekba.ac.id

Abstract
KWPLH (Kawasan Wisata Pendidikan Lingkungan Hidup) is an environmental education tourism site located in Balikpapan, East Kalimantan, Indonesia. Despite its potential, limited studies have examined tourist behavior in this niche destination. This study aims to analyze the effect of intrinsic and extrinsic motivation on tourist satisfaction and loyalty, including mediation through satisfaction. Using a quantitative method, data were collected via questionnaires distributed to 100 tourists, selected through accidental sampling. Structural Equation Modeling (SEM) with SmartPLS was used to evaluate the relationship among variables. Findings reveal that intrinsic and extrinsic motivations significantly influence satisfaction; satisfaction significantly impacts loyalty. Intrinsic motivation also directly influences loyalty, while extrinsic motivation shows no significant direct effect on loyalty. However, both types of motivation significantly affect loyalty when mediated by satisfaction. These results align with the theory of consumer behavior, emphasizing pre-purchase (motivation), purchase (satisfaction), and post-purchase (loyalty) stages. The study provides practical implications for KWPLH management and local authorities to enhance tourist experience by focusing on emotional and educational elements, improving facilities, and promoting environmental awareness. Future research may explore tourists' willingness to pay as a post-purchase indicator of loyalty, particularly in conservation-focused destinations.

Keywords: KWPLH, Environmental education, Tourism in Balikpapan, Sun bear enclosure

*Correspondence Author: Febby Rio Pratama Syarif
Email: febby.rio@poltekba.ac.id

INTRODUCTION

Balikpapan is a favorite tourist destination in East Kalimantan, dominated by local tourists, as shown by the total number of visits by 2,884,074 tourists in 2018. This number also increases every year. In a report from the Indonesian Central Statistics Agency in 2017, Balikpapan was recorded to have 76 tourist attractions. Karim et al. (2017) argue that Balikpapan has not prioritized tourism as the city's main development, and the government budget has also always been in deficit in recent years. This pattern eventually created problems in 2013, leading to the closure of the tourist attraction KWPLH. One of the attractions in Balikpapan experienced these difficulties and problems.

The number of visits is one of the indicators to measure the success of tourism development (Damanik and Teguh, 2012), in Sunarjaya (2018). It is important for an attraction to understand tourist behavior, in which tourist loyalty is directly related to

satisfaction, to gain tourists' intention to revisit, and to promote it to others. (Suryawardani et al., 2016). Swarbrooke & Horner, (2007) Consumer behavior studies why people buy a product and how they make decisions. It is divided into three stages: pre-purchase issues related to both intrinsic and extrinsic motivation, purchase issues related to travel satisfaction, and post-purchase issues that indicate tourist loyalty to a destination or attraction.

At the pre-purchase issue stage, knowing the motivation of tourists is to equalize understanding and preferences of tourist needs (Muhammad & Som, 2010) and also to find out what influences tourists' decisions to carry out a tourist activity at a particular destination (Sangpikul, 2018) Yuan & Mcdonald, 1990; Muhammad & Som, 2010; Prebensen, et al 2013; Mill & Morisson, 2009; (Giraldi, 2016). At the purchase issue stage, tourist satisfaction measures whether the tourist's attraction has provided what tourists expected (Fayed et al., 2016). Knowing the elements forming satisfaction is crucial because it will affect the intensity of repeat visits and positive recommendations of a tourist destination (Alegre and Magdalena, 2006) in (Gursoy et al., 2014); Oppermann.

The objectives of this research are to analyze the effect of motivation on satisfaction, to examine the effect of satisfaction on loyalty, to investigate the effect of motivation on loyalty, and to assess the effect of motivation on loyalty as mediated by tourist satisfaction. This research is needed because no study has focused on tourist behavior in KWPLH. In KWPLH, no empirical research examines the structural relationship model, including things that motivate tourists to come to KWPLH, the relationship between tourist motivation and satisfaction, and loyalty to the area. This study will explore the characteristics of tourists in KWPLH by focusing on the variables of intrinsic motivation, extrinsic motivation, travel satisfaction, and loyalty that affect tourist behavior in the future. The research results are expected to point to KWPLH to improve and drive what policies are suitable to maintain or gain tourist interest in visiting KWPLH.

This research provides a novel contribution by empirically analyzing the structural relationship among intrinsic motivation, extrinsic motivation, satisfaction, and loyalty in the specific context of KWPLH (Kawasan Wisata Pendidikan Lingkungan Hidup) Balikpapan, a destination not previously studied in this way. Unlike prior studies that focus broadly on tourist behavior in general destinations (Aridayanti et al., 2020; Hidayana et al., 2019; Sangpikul, 2018), this study offers a localized model that investigates the specific psychological and behavioral patterns of KWPLH visitors. It integrates a comprehensive SEM-based approach to measure both direct and indirect effects, including mediation through satisfaction, thus enriching the understanding of post-purchase behavior and offering actionable insights for destination management. This is the first known study to build a structural relationship model in KWPLH, exploring motivation as both a direct driver and a mediator through satisfaction, especially in a niche tourism site focusing on environmental education.

RESEARCH METHODS

The research was conducted in Kawasan Pendidikan Lingkungan Hidup (KWPLH) Balikpapan, East Kalimantan. The population is determined by an accidental sampling technique. All visitors who visited KWPLH during the distribution of the questionnaire and

had finished their tourism activities at KWPLH had the same opportunity to be in the research sample. Determining the number of samples using the Slovin formula with a 10% alpha. The total population of KWPLH is a maximum of 4000 tourists, which is calculated using a formula of 100 respondents. Methods of collecting data include distributing questionnaires, conducting interviews, conducting literature studies, and documenting. There are 4 research variables with a total of 35 research indicators. Exogenous variables are pull or extrinsic motivation and push or intrinsic motivation. Endogenous variables are satisfaction and tourists' loyalty. Data is processed using SmartPLS software. Results of the construct relationships were interpreted descriptively to see the relationship effect between the tested variables, with 7 research hypotheses.

Table 1. Research Variable & Indicators

Variable	Indicators	Code
Intrinsic Motivation (X1)	*Escape*	X1.1
	Relaxation	X1.2
	Education	X1.3
	Having fun	X1.4
	Family Bond	X1.5
	Inspiration	X1.6
	Prestige	X1.7
	Adventure	X1.8
	Self-discovery	X1.9
Extrinsic Motivation (X2)	Nature	X2.1
	Sun Bear	X2.2
	Atmosphere	X2.3
	Tourism activity	X2.4
	Education Tourism	X2.5
	Kid Tourism Attraction	X2.6
	Lamin House	X2.7
	Image KWPLH	X2.8
	WOM & E-WOM	X2.9
Satisfaction (Y1)	Experience	Y1.1
	Attraction	Y1.2
	Tourism Facility	Y1.3
	Infrastructure	Y1.4
	Service	Y1.5
	Worth to visit	Y1.6
	Value for money	Y1.7
	Attraction Comparison	Y1.8
	Top choice of attraction	Y1.9
	Met Needs	Y1.10
	Met Desire	Y1.11
	Overall Satisfaction	Y1.12
Loyalty (Y2)	Intention to Revisit	Y2.1
	Willing to inform others	Y2.2
	Willing to recommend	Y2.3
	Asking others to visit	Y2.4
	Willingness to pay	Y2.5

RESULTS AND DISCUSSION
Characteristics of Respondent

Male respondents are 54% of the total population; female respondents are 46%. The age range of respondents is dominated by 18- to 24-year-olds (46%). The city of origin of the research respondents is dominated by the area around KWPLH, Balikpapan (49%), and Penajam Paser Utara (20%). The education level of respondents is indicated by 54% of high school or equivalent. 43% plan to carry out their tourism activities, and 57% of respondents do not plan to carry out tourism activities. 3% of the respondents said they have no special desire or plan to do tourism activities within one month. 51% said it is ideal to do tourism activities about once or twice a month. 37% of respondents said three to four times a month is ideal for them to do tourism activities.

Structural Evaluation Reflective Model (Outer Model)

The outer model defines how each indicator block relates to its latent variables (Ghozali, 2008). Because this research is a reflective indicator, the evaluation of the outer model using convergent validity, discriminant validity of the indicators, and composite reliability for the indicator block (Ghozali, 2008)
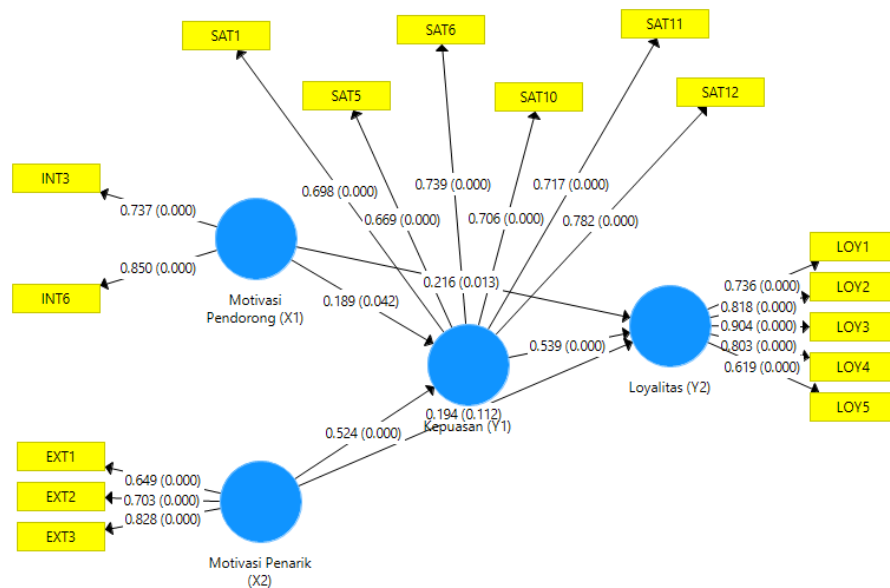

Figure 1. Output model of the Structural Equation Model of the Research

Convergent Validity

Convergent validity is achieved when the indicators in a construct are highly correlated and have a sufficient loading score (Abdillah & Hartono, 2015). In this study, the loading score is 0.6, which is good enough because the research is in the early stages of scale development (Chin, 1998) in (Ghozali, 2008).

Table 2. AVE & Convergent Validity

AVE		INT	EXT	SAT	LOY
0,633	INT3	0,737			
	INT6	0,850			

AVE		INT	EXT	SAT	LOY
0,534	EXT1		0,649		
	EXT2		0,703		
	EXT3		0,828		
0,518	SAT1			0,698	
	SAT5			0,706	
	SAT6			0,717	
	SAT10			0,782	
	SAT11			0,669	
	SAT12			0,739	
0,611	LOY1				0,736
	LOY2				0,818
	LOY3				0,904
	LOY4				0,803
	LOY5				0,619

Loading scores that do not meet the requirements will be modified or removed to get an Average Variance Extracted (AVE) score that meets the requirements or is above 0.5, so that this study can be continued and has good validity.

Discriminant Validity

Discriminant validity shows that the measuring indicators will be highly correlated with each other in the construct and low or not even correlated with indicators in other constructs (Abdillah & Hartono, 2015).

The discriminant validity test compares the value of the square root of the average variance extracted (AVE) of each construct with the correlation between the construct and other constructs in the model. If the square root value of the AVE for each construct is greater than the correlation value between the construct and other constructs in the model, it is said to have good discriminant validity (Fornell and Larcker, 1981) in (Ghozali, 2008).

Table 3. Fornell-Lacker Criterion

	SAT	LOY	EXT	INT
SAT	0,719			
LOY	0,700	0,782		
EXT	0,547	0,516	0,731	
INT	0,253	0,376	0,123	0,796

Table 4. Discriminant Validity

	SAT	LOY	EXT	INT
EXT1	0,266	0,363	0,649	0,027
EXT2	0,423	0,306	0,703	0,148
EXT3	0,484	0,453	0,828	0,088
INT3	0,190	0,249	0,104	0,737
INT6	0,213	0,342	0,094	0,850
LOY1	0,505	0,736	0,312	0,243
LOY2	0,601	0,818	0,454	0,276
LOY3	0,655	0,904	0,508	0,355
LOY4	0,481	0,803	0,362	0,254
LOY5	0,460	0,619	0,343	0,333
SAT1	0,698	0,529	0,360	0,297
SAT10	0,706	0,492	0,376	-0,016
SAT11	0,717	0,485	0,325	0,070

	SAT	LOY	EXT	INT
SAT12	0,782	0,581	0,556	0,347
SAT5	0,669	0,453	0,332	0,126
SAT6	0,739	0,459	0,358	0,183

Composite Reliability

Construct reliability testing can focus on the composite reliability value in PLS, which is said to be reliable if the value is above 0.70 (Ghozali, 2008).

Table 5. Composite Reliability

	Composite Reliability
SAT	0,865
LOY	0,886
EXT	0,773
INT	0,774

Structural Evaluation Model (Inner Model)

The inner model shows the strength of estimation between latent variables or tests the effect between latent and other latent variables, both exogenous and endogenous. This test is also known as hypothesis testing, which tests influencing or exogenous variables such as intrinsic and extrinsic motivation to satisfaction and loyalty.

Goodness of Fit

The R Square on the satisfaction variable is 0.335, shown with a value of 0.559 for the loyalty variable. Satisfaction and loyalty are categorized in the moderate predictive structural model, below 0.67 and above 0.33 (Ghozali, 2008)In this study, the satisfaction variable is influenced by 33.5% of exogenous variables, pull motivation and push motivation; the remaining 66.5% is influenced by other variables outside of pull and push motivation. The loyalty variable is influenced by 55.9% of exogenous variables in this study, and other variables outside the research variables influence the remaining 44.1%.

Table 6. Statistical Value of Feasibility of Research Variable

Variable	Jenis Variabel	*Composite Reliability*	*AVE*	*R²*
SAT	Exo / Endo	0,865	0,518	0,335
LOY	Endo	0,886	0,611	0,559
EXT	Exo / Endo	0,773	0,534	
INT	Exo / Endo	0,774	0,633	

The Standardized Roots Mean Square Residual (SRMR) test result is 0.093, which is said to have met the Goodness of Fit (GOF) model criteria, so it is feasible to continue testing the research hypothesis. The NFI value shows a value greater than 0.1 (0.654), which can be said to indicate that the research model is a 65.4% fit in this study.

Table 7. Goodness of Fit (GOF)

	Saturated Model
SRMR	0,093
d_ULS	1,177

	Saturated Model
d_G1	0,465
d_G2	0,411
Chi-Square	232,183
NFI	0,654

Direct Effect

The table below shows that the strongest relationship effect value is the pull motivation variable (X2) with satisfaction (Y1), which is 7.635. The second strongest is the satisfaction variable (Y1) on loyalty (Y2), which is 5,878.

Table 8. Direct Effect

	Variable	Original Sample	T Statistic	P Values	Sig
H1	INT (X1) → SAT (Y1)	0,189	2,036	0,042	**
H2	EXT (X2) → SAT (Y1)	0,524	7,635	0,000	**
H3	SAT (Y1) → LOY (Y2)	0,539	5,878	0,000	**
H4	INT (X1) → LOY (Y2)	0,216	2,499	0,013	**
H5	EXT (X2) → LOY (Y2)	0,194	1,594	0,112	NS

Description:

**   : Significant

NS: Not Significant

Based on the data processing results, the relationship between tourist pull motivation (X2) and loyalty (Y2) is insignificant, with the original sample value being positive at 0.194. This shows the relationship between variables in a positive direction. The value of P Values is indicated by the number 0.112, which is greater than 0.05, which means that the motivation of attracting tourists (X2) has no effect on tourist loyalty (Y2) at the KWPLH Balikpapan.

Indirect Effect

Indirect effect is related to other variables' intermediary (mediation).

Table 9. Indirect Effect

	Variable	Original Sample	T Statistic	P Values	Sig
H6	INT (X1) → SAT (Y1) → LOY (Y2)	0,102	2,016	0,044	**
H7	EXT (X2) → SAT (Y1) → LOY (Y2)	0,283	4,315	0,000	**
H7	EXT (X2) □ SAT (Y1) □ LOY (Y2)	0,283	4,315	0,000	**

Description:

**   : Significant

NS: Not Significant

The relationship between push motivation (X1) and loyalty (Y2) mediated by satisfaction (Y1) is significant, with the original sample value being positive at 0.102. The relationship between variables is positive. The value of P Values is indicated by the number 0.044, which is smaller than 0.05. This means that the driving motivation (X1) affects tourist loyalty (Y2), which is mediated by tourist satisfaction (Y1) at the KWPLH Balikpapan.

The relationship between pull motivation (X2) and loyalty (Y2) mediated by satisfaction (Y1) is significant, with the original sample value being positive at 0.283. This shows the relationship between variables in a positive direction. The value of P Values is indicated by 0.000, which is smaller than 0.05. This means that the pull motivation (X2) affects tourist loyalty (Y2), which is mediated by tourist satisfaction (Y1) at the KWPLH Balikpapan.

Total Effect

From Table 10, it can be concluded that the loyalty satisfaction variable has the most significant influence on the relationship of other variables, with a value of 0.539. This is followed by a pull motivation variable on satisfaction, with a value of 0.524. The driving motivation for tourist satisfaction has the smallest influence, indicated by the number 0.189.

Table 10. Total Effect

Variable	OriginalSample	T Statistic	P Values	Sig
INT (X1) → SAT (Y1)	0,189	2,036	0,042	**
EXT (X2) → SAT (Y1)	0,524	7,635	0,000	**
SAT (Y1) → LOY (Y2)	0,539	5,878	0,000	**
INT (X1) → LOY (Y2)	0,318	3,299	0,001	**
EXT (X2) → LOY (Y2)	0,477	4,372	0,000	**

Description:
** : Significant
NS: Not Significant

Discussion

Intrinsic motivation has a significant relationship to tourist satisfaction. From the study's results, the P Values of 0.042 were smaller than 0.05, which had a positive and significant effect. This finding is relevant to a previous study (Aridayanti et al., 2020; Hidayana et al., 2019; Sangpikul, 2018; Sekali et al., 2020). Crompton's research explains that the essence of taking a vacation is that they want to get out of their usual routine (break from routine). The highest indicator is wanting to give or share education while visiting the attraction. The pattern of psychological motivation is a driving or pull motivation or desire from within a person to meet needs to achieve self-balance (Crompton, 1979). Disequilibrium, which is the initial manifestation, such as the desire to strengthen family bonds and provide education to children, becomes a motivation that unconsciously influences the desire to travel. This pull or intrinsic motivation has also made KWPLH succeed in forming the area's image as a tourist spot for environmental education.

Tourist satisfaction is significantly affected by External Motivation. The P Values 0.000 less than 0.05 indicate a significant value. The highest indicator is a different atmosphere from the daily routine. It is still connected with what Crompton (1979) said: people hoping to escape to a different environment, like they used to be, for a while. This study is relevant to Wiranatha (2016), Khuong and Ha (2014), and Sangpikul (2018)The condition of the enclosure (artificial cage), which is made to resemble the original sun bears' habitat with an area of 1.3 hectares, limits the boardwalk provided to the outermost area of the enclosure. Thus, the motivation planned from home to want to see sun bears during a visit will directly affect the satisfaction of traveling in the area.

Loyalty was found to be significantly influenced by tourist satisfaction. P values 0.000 smaller than 0.05 are considered significant, indicating a significant value. The highest indicator is that this place is worth visiting by distance and time. Sangpikul, (2018) argue that the general theory of consumer satisfaction can be applied to research on tourist loyalty in a tourist destination, where the manager or employee of KWPLH can predict post-purchase behavior of tourists and make it a point for future decision making. The state of post-purchase behavior closely related to loyalty will make tourists willing to come back to visit the place in the future, make recommendations to others, ask others to visit, and even be willing to pay more for tourism activities in this area. The same thing is also found in Wicaksana et al (2020); Sekali, et al (2020); Hidayana, et al (2019); Rahman, et al (2019); Aridayanti, et al (2020); Allerge & Magdalena, (2006) in Gursoy, et al., (2014); Oppermann, (2000) that tourist satisfaction is crucial because it will affect the intensity of repeat visits and positive recommendations of a tourist destination.

Intrinsic motivation has a significant relationship to loyalty. P-values of 0.018 are smaller than 0.05, indicating a significant value. Internal motivation that is directly related to the emotions of each tourist turns out to affect tourist loyalty, which means the desire to revisit, recommendations, and even the desire to pay more for the next visit. This relationship is supported by the findings of Tinakhat, (2020) there is a significant relationship between pull motivation and tourist loyalty in Phuket. Hanafiah and Zukkifly (2017) also mention a significant relationship between driving factors and behavioral intention, which explains the tendency of UK tourists to revisit Malaysia.

Tourist loyalty is negatively influenced by extrinsic motivation. P Values 0.094, greater than 0.05, do not show a significant value. This finding is relevant to Abiyasa and Pangestuti (2018); Joo et al, (2017); Baniya, et al (2017). There is no relationship between these variables because most of the respondents are dominated by local tourists from Balikpapan (49%) and Penajam Paser Utara (20%), who characteristically take trips spontaneously, with 57% answering.

Loyalty is significantly affected by intrinsic motivation mediated by satisfaction. P-values of 0.045 are smaller than 0.05, indicating a significant value. Similar findings were also found by Tinakhat (2020), who conducted research targeting European tourists to Phuket, Sangpikul (2018), and Lee (2009), who stated that there was a relationship between driving or intrinsic motivation and tourist loyalty mediated by satisfaction. Oliver (1980) argues that consumers form expectations about a product before buying. Basically, they will compare what they get with expectations. If they get more than expected, they will be satisfied and willing to repurchase it. This also applies to the pattern of tourists by creating internal emotional and psychological expectations, which are then answered by satisfaction and desire to revisit when they have visited the place they had imagined. The dominant

internal motivation formed in KWPLH is the desire to strengthen family bond, find inspirational stimulants, and find or share knowledge to create satisfaction when visiting and driving them to revisit, recommend, invite others, and even pay more if needed.

Loyalty is significantly affected by extrinsic motivation mediated by satisfaction. P-values of 0.000 less than 0.05 indicate a significant value. The supporting study is Tinakhat. (2020) which argues that there is a significant relationship between pull motivation and loyalty mediated by tourist satisfaction, Lee, (2009) also mentions that tourist motivation affects satisfaction and has an indirect but significant relationship to future behavior of tourists in Cigu, Taiwan. The main attraction is the sun bear, which can be seen more clearly at certain hours, depending on the sun bear's feeding time at 09:00 am and 03:00 pm; after that, it would be more challenging to see the sun bear from close range. Extrinsic motivation in the form of tourists' desire to see sun bears is the most answered, with a percentage of 65% in the questionnaire answers, with the choice of strongly agree.

CONCLUSION

Based on the study and discussion above, the conclusion could be drawn: (i) intrinsic motivation is significantly related to tourist satisfaction. (ii) Tourist satisfaction is significantly affected by External Motivation. (iii) Loyalty was found to be significantly influenced by tourist satisfaction. (iv) Intrinsic motivation has a significant relationship to loyalty. (v) Tourist loyalty is negatively influenced by extrinsic motivation. (vi) Loyalty is significantly affected by intrinsic motivation mediated by satisfaction. (vii) Loyalty is significantly affected by extrinsic motivation mediated by satisfaction. There was no significant influence between pull motivation and tourist loyalty in KWPLH. This could suggest further study on tourist behavior that focuses on psychological motivation influencing their decisions and loyalty to a tourist area. The influence of intrinsic motivation, which consists of attributes of tourism, facilities, attractions, advertisements, and media marketing, must be the focus of the KWPLH manager and the Balikpapan city government. The current situation in KWPLH is that this area is still able to survive due to tourist visits, most of them is already understanding and know information about the area, with the main purpose of finding psychological needs such as relaxation, family bond, sun bears, and atmosphere in nature and tourism. It is necessary to create marketing media to get the spotlight from potential tourists outside the region interested in visiting KWPLH by increasing the intrinsic and extrinsic motivation value in the area. 23% strongly agree, 24% agree, and 29% are neutral about paying the entrance fee at KWPLH to help with operational costs. 5% disagree, and 9% strongly disagree if they have to pay an entrance fee in the same situation, or even worse than their last visit. This can be the point for further study regarding the feasibility of willingness to pay on post-purchase behavior of tourist loyalty in this study.

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