Does motivation have meaning for loyalties?
Empirical study from cultural destinations in Bali

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Abstract. Over the last two decades, tourism has been successfully proved its significant effect on Bali economic development as well to increase people wealthiest. Since 2010, tourism in Bali contributes more than 35 percent in formulating the regional domestic product. In addition, this sector and its related industries also absorb more than 41 percent of Bali labor force. It is well known that tourism in Bali based on its cultural uniqueness where Uluwatu and Taman Ayun temples are two famous cultural destinations for foreign as well as domestic tourists. This work is directed to elaborate the effect of visitors motivation visited Uluwatu and Taman Ayun temples toward their loyalties. By positioning internal and external motives as the antecedents of tourists’ loyalties and their satisfaction as a mediating construct, the structural equation model (SEM) is built. A hundred visitors of Uluwatu or Taman Ayun were asked to fill out the questionnaire with 5-scaled Likert’s items on August 2017. By applying variance-based SEM, both types of motivations show a significant role in forming visitors’ satisfaction, but only the external motive affect visitors’ loyalties, significantly. Examining the mediating role of visitors’ satisfaction, there is no evidence this construct able to strengthen the effect of internal and/or external tourists’ motives in forming their loyalties.

1. Introduction

Refers to Act No. 10 the Year 2009, tourism development in Indonesia is based on cultural, natural, as well as artificial or man-made attractions. Cultural-based attraction, according to Richards & Munsters [HYPERLINK "Ric10"]\textsuperscript{1}, is the oldest form of traveling in the human history. Organisation for Economic Cooperation and Development also stated cultural tourism is one of the largest and fastest growing tourism markets. Many countries around the globe have been utilised in their culture to develop tourism as well as creative industries to promote their destinations and strengthening their positions in the global market\textsuperscript{2}.

Bali, a small island in Indonesian archipelagos, is a well-known favorite destination for foreign and/or domestic visitors. Bali is famous because of its unique tradition and culture. According to Bali Regulation No. 2 the Year 2012, organization and development of tourism in Bali have to adopt the local values that originate from\textit{Tri Hita Karana} (THK) philosophy, a concept that emphasizes a harmonious relationship among The Supreme, humankind, as well as the environment. However, despite this regulation, the number of destination categorized as cultural destinations is only a small part of the total destinations in Bali. Refers to Statistical Office of Badung regency, there are only 7
out of 36 destinations categorized as cultural-based destination in this regency [ HYPERLINK "BPSBadung1" 3 ].

Uluwatu temple, located in the southern part of Bali, and Taman Ayun temple that located in the formerly known as the Mengwi Kingdom, now at the capital of Badung regency, are two famous destinations in Bali. In spite of both categorize as cultural destinations; the attractiveness of these destinations is different. Uluwatu is more likely to visit by foreign tourists when it compares to Taman Ayun temple. Fig. 1 represents the number of foreign visitors to both destinations in the period 2003 to 2015.

![Figure 1. Number of foreign visitors to Uluwatu and Taman Ayun Temples](image)

It is clear from Fig. 1 that both destinations have a similar pattern of number of tourists’ visit from 2003 until 2011. However, since that year, a significantly different pattern of visitors’ growth appears. For the 2012-2015 period, the visitors of Uluwatu rose 66.7 percent a year while the Taman Ayun's visitors grew only at 21.9 percent. The contrast of visitor growth for these destinations indicates a notable difference in tourists’ perception regarding the attractiveness as well as their motivation to visit the destination. According to Kotler 4], tourists’ behavior is strongly determined by their perceptions of the products and services consumed, and this perception will affect their preferences and actions in selecting tourism goods and or products offered. Putting attention to the imbalance in the number of foreign tourists visiting Uluwatu and Taman Ayun, identification of motivation as well as perception and satisfaction level of tourists visiting these destinations is an urgent matter. Satisfied tourists tend to revisit the cultural destination(s) and will deliver their experiences to the families and social connections in their place of origin [ HYPERLINK "Ken17" 5 ]. This work means to reveal the effects of internal and/or external visitors’ motives toward their loyalties for both destinations. In addition, the mediating effect of their satisfaction on a causal relationship between motives and loyalties is also examined.
2. Methods
2.1. Data Collection
Prior to data collection, a Likert-likes questionnaire was built. Preliminary research was conducted at Tanah Lot temple, located at southern part of Tabanan regency, to collect data for testing the quality of questionnaire. This destination is selected because its characteristics are similar to both temples such as is a cultural-based destination as well as a heritage destination. Utilizing 28 foreign tourists data visited evaluated Tanah Lot in July 2017, the reliability and validity of questionnaire. After the instrument has been proven valid and reliable for data collection, a hundred foreign visitor of Uluwatu and Taman Ayun temples were randomly selected in August 2017 and asked to fill out the statements regarding their internal and external motivation, the satisfaction level of visiting, and their loyalties to these destinations.

2.2. Research model and the hypotheses
In order to reveal the causal relationship amongst motivation, tourists’ satisfaction, and their loyalties, a structural equation model (SEM) is proposed. SEM technique is used due to its capability to analyze the effect of exogenous constructs on endogenous ones. As is depicted in Fig. 1, the hypotheses in this work as follows:
H1 : the internal motive of visitors is positively influence the satisfaction level regarding their visit to Uluwatu and Taman Ayun temples;
H2 : the external motive of visitors is positively influence the satisfaction level regarding their visit to Uluwatu and Taman Ayun temples;
H3 : the satisfaction level regarding their visit positively affect their loyalties;
H4 : the internal motive of visitors is positively affect their loyalties; and
H5 : the external motive of visitors is positively affect their loyalties.

To analyze the model, we applied variance-based SEM (VB-SEM) by utilizing SmartPLS 3.2.4 6)] with following consideration:
a) Noting the sample size is relatively small, VB-SEM is more appropriate to use than covariance-based SEM (CB-SEM) because parameters estimation in VB-SEM is done by non-parametric technique thorough bootstrapping procedure and this procedure does not require the fulfillment of normality assumption;
b) Previous study by Tenenhaus et al. [ HYPERLINK \"Ten05\" 7 ] and Hair et al. 8)] showed VB-SEM does not lose its power test despite the small sample size.
3. Results

3.1. Respondents profile

The gender of respondents was almost balanced between the male and female, namely 47 and 53 visitors, respectively. Most of the respondents (94 percent) were visiting Bali for vacation motives and had been stayed at star-rated hotel or non-rated hotel and/or other accommodation as much as 45 percent and 55 percent, respectively. In addition, almost three fourth of visitors are classify as the first time guests of Bali island.

From job point of view, more than a half of visitors is professional or private employee in their own countries. The complete distribution of visitors’ occupation is depicted in Fig. 3:
3.2. Quality of the questionnairé

Basically, according to its indicator type, a construct can be classified a reflective or formative one. For reflective constructs of this work, items’ validities and construct reliability are assess by observing intra-correlation values ($\rho$) and Cronbach’s coefficient ($\alpha$). An item be valid if its $\rho > 0.30$ [9] and a construct is reliable whenever its $\alpha \geq 0.60$ [10]. The assessment’ result for each construct is listed on Table 1.

Table 1. The assessment of reflective construct of the model.

| Construct            | Number of item | Coefficient $\alpha$ |
|----------------------|----------------|----------------------|
|                      | Total | Valid |                  |
| Internal motive     | 5     | 5     | 0.815             |
| External motive     | 5     | 5     | 0.742             |
| Satisfaction level  | 5     | 5     | 0.825             |
| Visitors’ loyalties | 5     | 5     | 0.925             |

Table 1 confirmed the questionnairé has sufficient items’ validities and is reliable to collect data from visitors of Uluwatu and Taman Ayun temples.

3.3. Outer model assessment

Before the causal relationships among construct will evaluate, the outer or measurement model that represents the relationship between a latent and its indicator is evaluated. For a reflective construct, Peng and Lai [11] and Hair et al. [8] noted the assessment is conducted by observing the internal consistency and the discriminant validity of constructs. In order to achieve the internal consistency between construct and its indicators, the average variance extracted (AVE) and the composite reliability (CR) has to be greater than 0.50 and 0.70, respectively. In addition, the outer loading of each reflective item must be significant and its value $> 0.70$. The discriminant validity of construct is assessed by observing the heterotrait-monotrait ratio of correlation (HTMT). Henseler et al. [12] suggested the HTMT $\leq 0.90$ to claim a construct has sufficient discriminant validity.

Refers to those criteria, the result of outer model’s assessment of Fig. 2 by using SmartPLS 3.2.3 is shown on Table 2.

Table 2. The outer model assessment

| Construct        | Reflective Items | Outer loading | p-value |
|------------------|------------------|---------------|---------|
| Name             | AVE CR | Code | Description                        |         |
| Internal Motive  | 0.482 0.820    | INT1 | The uniqueness of destination    | 0.718   |
|                  |          | INT2 | Cooling down the emotion         | 0.575   |
|                  |          | INT3 | Stimulate inspiration             | 0.806   |
|                  |          | INT4 | Experiencing Balinese culture     | 0.763   |
|                  |          | INT5 | Looking the Balinese way of life  | 0.577   |
| External Motive  | 0.448 0.791    | EXT1 | Recommend by third party          | 0.341   |
|                  |          | EXT2 | Enjoying the cultural events      | 0.799   |
|                  |          | EXT3 | Famous for its beauties           | 0.805   |
|                  |          | EXT4 | The hospitality of local community| 0.714   |
|                  |          | EXT5 | Enjoying the local tradition      | 0.573   |
| Satisfaction Level | 0.543 0.854 | SAT1 | Satisfy to heritage conservation | 0.796   |
| $R^2 = 0.376$    |          | SAT2 | Satisfy to Balinese architecture  | 0.726   |
|                  |          | SAT3 | Satisfy to Balinese culture       | 0.848   |
Table 2 shows two constructs have AVE’s less than the threshold value. In addition, despite their p-value prove of items’ significance, six items have the loading values less than 0.70 as suggested. Noting this figures, we decided to drop them as the reflective indicators of respective construct and the outer model without these items was re-analyzed. The result showed the internal and external motives as well as tourists’ satisfaction have an AVE as much as 0.639, 0.633, and 0.633, respectively, greater than 0.50 as suggested. Furthermore, all of the remaining items have outer loading greater than 0.70 as the lower limit value. Examination of the HTMT correlation matrix shows all values are in the range 0.527 to 0.838. Refers to the assessment, we argue subsequent analysis is worth to do.

We also knew the coefficient determination ($R^2$) of satisfaction and visitors’ loyalties as much as 0.376 and 0.493. These figures represent the amount of endogenous’ variance is successfully described by its exogenous construct(s). Refers to Chin [13], an endogenous construct falls into weak, moderate, or substantial (predictive) accuracy if its $R^2$ is greater than 0.19, 0.33, and 0.67, respectively. Noting these criteria, both endogenous constructs on the model have moderate accuracy.

### 3.4. Inner model assessment

The inner model of SEM represents the influence of exogenous on endogenous constructs. The main purpose of this assessment is to evaluate the derived hypotheses. By setting bootstrap procedure in SmartPLS to run for 5000 subsamples, we got results as listed on Table 3. Noting the p-values of path coefficient of each relationship, none of the hypotheses is rejected at 10 percent of significance level. Furthermore, the mediation effects of tourists’ satisfaction are not significant to influence the direct effect of internal and external motives toward visitors’ loyalties.

#### Table 3. The inner model assessment

| Causal Relationship                  | Direct effect | Indirect effect | Total effect | Hypothesis |
|--------------------------------------|---------------|-----------------|--------------|------------|
| Internal Motive → Satisfaction Level | 0.297         | 0.026 **        | 0.297 0.026 ** | H1 Accept  |
| External Motive → Satisfaction Level| 0.358         | 0.006 **        | 0.358 0.006 ** | H2 Accept  |
| Satisfaction Level → Visitors’ Loyalties | 0.201         | 0.067 !        | 0.201 0.067 ! | H3 Accept  |
| Internal Motive → Visitors’ Loyalties | 0.176         | 0.086 !        | 0.236 0.013 * | H4 Accept  |
| External Motive → Visitors’ Loyalties | 0.458         | 0.000 **       | 0.530 0.000 ** | H5 Accept  |
| Internal Motive → Satisfaction Level → Visitors’ Loyalties | – – 0.060 0.124 ns | – – – – – – – | – – – – – – – |
| External Motive → Satisfaction Level → Visitors’ Loyalties | – – 0.072 0.191 ns | – – – – – – – | – – – – – – – |

ns: not significant
! : significant at 10 percent
3.5. The multi-group analysis
To get better understanding regarding the influence of visitors’ motivation to their loyalties of Taman Ayun and Uluwatu temples, we conducted the multi-group analysis (MGA-SEM). This analysis is capable to elaborate the causal relationship for each temple, separately. The result is listed on Table 4.

| Causal Relationship           | Taman Ayun       | Uluwatu       | The Difference |
|------------------------------|------------------|---------------|----------------|
|                              | Path value       | p-value       | Path value     | p-value       | Path value       | p-value       |
| Internal Motive → Satisfaction Level | 0.195            | 0.355         | ns             | 0.484         | 0.000           | **             | 0.289         | 0.879         | ns             |
| External Motive → Satisfaction Level | 0.364            | 0.146         | ns             | 0.347         | 0.019           | *              | 0.017         | 0.432         | ns             |
| Satisfaction Level → Visitors’ Loyalties | 0.111            | 0.493         | ns             | 0.037         | 0.772           | ns             | 0.074         | 0.349         | ns             |
| Internal Motive → Visitors’ Loyalties | 0.391            | 0.014         | *              | 0.478         | 0.000           | **             | 0.088         | 0.671         | ns             |
| External Motive → Visitors’ Loyalties | 0.281            | 0.085         | !              | 0.466         | 0.000           | **             | 0.185         | 0.837         | ns             |

4. Discussion
Without discerning the Taman Ayun with Uluwatu temple, we found the internal as well as external motives of visitors significantly influence their satisfaction in visiting those temples. The external has a greater effect compares to the internal motive. This finding is inline with other research that found level of tourists’ satisfaction is significantly determined by their travel motives [14,15]. The level of satisfaction, in turn, significantly affects visitors’ loyalties to the destination [4,14].

The relationship amongst motivation and visitors’ loyalties also demonstrated a significantly effect. The higher internal and/or external motive, tourists tend to be more loyal to destination. The external motive has a greater influence than the internal in forming visitors’ loyalties. In addition, the existence of level of tourists’ satisfaction as a mediator construct was insignificant to strengthen the effects of both motives.

Regardless the quasi-significant influence of satisfaction on visitors’ loyalties, MGA-SEM gives another point of view regarding this relationship. When the causal relationship between constructs in the model is sorted according to the temple, we found visitors’ satisfaction level did not influence their loyalties. For Taman Ayun temple, the effect of internal motive on loyalties is dominates the external motive while for Uluwatu temple is quite similar. In addition, for Uluwatu temple, the internal motive has bigger effects than the external motive in forming tourists’ satisfaction while the contrary is found for Taman Ayun temple. Other interesting point of view is both motives did not affect the satisfaction when visiting Taman Ayun.

5. Conclusion
Our work reveals, without differentiating Taman Ayun from Uluwatu temple, internal and external motives significantly influence visitors’ satisfaction as well as their loyalties. However, both motives do not affect the satisfaction of Taman Ayun’s visitor as seen for Uluwatu temple. Noting the insignificant influence of the both motives on the satisfaction of tourists visiting Taman Ayun, quality as well as variety of cultural attraction in this destination must be improved.
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