The link between travel motivation and satisfaction in heritage destination: The role of experiential factors and heritage destination image

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Abstract. Gravari-Barbas (2018) states that the demand for heritage is becoming increasingly urgent in the context of a hypermodern society. The motivation-satisfaction relationship is a popular research topic in tourism. Both can be investigated through direct relationships and indirect relationships. However, the previous literature failed to explain the direct relationship between motivation-satisfaction. This study aims to determine the direct and indirect effects between tourists’ motivation-satisfaction towards the heritage destination through the role of experience-related factors and destination images perceived by tourists during a visit to a heritage destination. The sample is Indonesian citizens who had traveled to Borobudur Temple last year. The research is using Partial Least Square-Structural Equation Modeling (PLS-SEM) for processing data from 442 respondents. The result indicates a significant effect between motivation-satisfaction through destination image and one of the experiential factors. These findings contribute to understanding the determinants of tourist’s behavior and satisfaction towards a heritage destination.

1. Introduction

Heritage tourism is one of the oldest and rapidly growing tourism industry segments in the future [1], [2]. Gravari-Barbas [3] states that the demand for heritage is becoming increasingly urgent in the context of a hypermodern society. Correia et al revealed that tourists have the internal motivation (push factors) and external motivation (pull factors) to visit and engage in the destination. The push-pull theory is a popular framework for understanding tourist travel motivation [4]–[6]. In the tourism literature, travel motivation is a popular topic in researching heritage tourism [7]–[10]. Based on Poria [9] found three groups of motivation for tourists visiting heritage destinations such as heritage experiences, recreational experiences [4], [11], [12] and cultural experiences [7], [13]. When tourists perceive a history, they will also be exposed to emotional experiences [9], [11], [14]. Motivation is one of the factors that shape satisfaction [15]. In the tourism sector, tourist satisfaction is significant to ensure the sustainability of a tourist site [16]. Chi & Qu [17] stated that satisfaction is also considered to impact tourists in making tourism destination decisions, consuming products & services, and intention to revisit (revisit intention).

The motivation-satisfaction relationship is a popular research topic in tourism. Both can be investigated through direct relationships and indirect relationships. However, the previous literature failed to explain the direct relationship between motivation-satisfaction [18], so that an indirect relationship test was carried out. This study wants to know the direct and indirect relationship between motivation-satisfaction mediated by experiential factors (visitor experience & visitor engagement) and the destination image perceived by tourists [10] during their tour to the heritage tourism. Experiential
Factors are considered as determinants of tourist satisfaction because tourists interact with tourist destinations through their involvement during the visit. This involvement will become an experience as a material for tourists to evaluate their travels [19]. Another important finding from previous studies is that visitors need to express themselves through active engagement with the cultural attractions, events, and tours they visit. This determines the experiences shared and the results of the experiences that they are expected to be satisfied and recommend the tour [20].

Meanwhile, the destination image is considered a critical tourist satisfaction [17], [21], [22]. Destination image affects tourists’ subjective perception, tourist behavior, and decision-making of tourist destinations [3], [23], [24]. Research from Zhang [25] indicated that from three aspects (cognitive, affective, and conative), cognitive aspects have essential points to understand the attraction of a tourist destination other than the destination image. Cognitive aspects refer to tourists’ beliefs, perceptions, and knowledge about the attributes of tourist destinations [26]. In the context of heritage tourism, a reliable perception attribute as a measurement tool for a heritage destination image is published by the study of Remoald [27] through factor analysis with labels historical background & functionality, entertainment, and efficiency.

As a heritage tourism destination, Borobudur Temple has sufficient attraction and facilities to accommodate the domestic tourist’s needs. The potential for a surge in visits after the COVID-19 ends (more conducive) makes managers need to make anticipatory efforts to spoil tourists. Essential elements that need to be considered by managers are motivation and satisfaction from tourists visiting Borobudur Temple. Tourists can get satisfaction through their experience, engagement, and perceived destination image during their trip [10]. This study aims to determine the direct and indirect relationships between motivation-satisfaction through experiential factors (visitor engagement & visitor experience) and heritage destination image perceived by tourists during their visits to heritage destinations. A similar study was conducted in Vietnam by Su et al. [10]. The novelty of this research is to extend the generalization of the model.

2. Method

2.1. Measurement instruments

This study used an online questionnaire consisting of 45 questions and some questions about the respondents’ socio-demographic. Respondents were asked to answer the questions on a 7 point Likert scale (1 = strongly disagree, 7 = strongly agree). All of the questions were adapted from previous studies. Thirteen questions to measure multi-dimensional heritage travel motivation were adopted from Poria [9] and Bryce [28]. Six questions to measure visitor engagement were adopted from Taheri [19]. Eight questions to measure visitor experience were adopted from Kim & Ritchie [29]. Sixteen questions to measure multi-dimensional heritage destination images were adopted from Remoaldo [27]. Three questions to measure satisfaction towards a heritage destination were adopted from de Rojas & Camarero [30]. In figure 1 shows the data processing flow of this study.
2.2. Participants and sample size
In this research, the respondent criteria needed are an Indonesian citizen (WNI) visiting Borobudur Temple in the last year. The researcher limits the visit duration because consumers’ ability to recall their consumption experiences is not more than a period of one year since they first made consumption [31]. The minimum sample required in this study is 225 people. The total sample size of 225 is obtained from the number of questionnaire question items multiplied by the number five, according to references from Hair et al. [32]. Then, the data were processed using SPSS and SmartPLS 3.

3. Results and discussion

3.1. Profile of respondents
Four hundred forty-two respondents filled out the questionnaire. Respondents in this study were dominated by the female gender (60.86%). Half of the respondents were dominated by the age group 18-22 years (57.69%). Respondents were dominated by those who had completed high school education (50.23%), followed by Bachelor graduates (39.37%). As many as 42.53% of respondents have worked. The professions of the respondents are mostly students (47.06%), followed by private employees (23.08%) and freelancers (10.86%). Respondents dominated the respondents’ domicile from Java Island (81.45%) and Sumatra Island (11.09%). Many of the respondents had an average monthly income of <IDR 3,000,000.00 (66.06%) and an income range of IDR 3,000,000.00 - IDR 4,999,999.00 (16.06%). This is because some of the respondents are still students, part-timers, and freelancers. Respondents claimed to have an average monthly expenditure of IDR 1,000,000.00 - IDR 1,999,999.00 (39.82%) and expenses <IDR 1,000,000.00 (30.32%). As many as 27.83% of respondents have visited Borobudur Temple only once, and some have visited it more than once. The majority of respondents visited Borobudur Temple with friends (50.23%) and family (39.59%).

3.2. Measurement model: first-order model
The measurement model was evaluated based on the criteria of internal consistency reliability, convergent validity, and discriminant validity. The first one is that internal consistency reliability was evaluated by the composite reliability value > 0.7 [33], [34]. All research variables have shown a good reliability level of more than 0.7. Second, the convergent validity was evaluated by the outer loadings > 0.7 and the AVE values > 0.5 [35]. The result has shown that convergent validity is good after some adjustment/elimination. According to Hair et al [35], elimination of indicators with extreme loading values lower than 0.7 was carried out by considering the effect on composite reliability and the construct’s content validity. Therefore, the researcher removed one of visitor experience’s indicator because it had a low outer loading value of 0.365 and three other variables such as one from visitor engagement (0.500) and two others from heritage destination image (DIM 3: 0.573) & (DIM 5: 0.625) to increase the composite reliability value and AVE value [36], [37]. The rest indicators were retained.
in the measurement scale because these items’ deletion did not significantly affect composite reliability and AVE values after the elimination; all of the indicators showed a high AVE value level. Third, discriminant validity was evaluated by the Fornell-Larcker criterion, cross-loadings value, and the HTMT value. The Fornell-Larcker criterion and cross-loadings value shown that each construct was highest compared to its correlation values with other factors. The HTMT value for each correlation between constructs is below one, so that this research model has a good level of discriminant validity.

3.3. Measurement model: second-order model
In this study, the second-order construct consists of emotional experiences, recreational experiences, cultural experiences (in the construct of heritage travel motivation) and historical background & functionality, entertainment, efficiency (in the construct of heritage destination image). Furthermore, Hair et al. [35] recommend bootstrapping with 5,000 subsamples to see the t-value. If the t-value is above 1.96 or below -1.96 with a p-value <0.05, the relationship is considered significant. The results showed that all first-order constructs have a t-value of more than 1.96, so it is evident that each construct has a significant influence on each second-order construct.

3.4. Structural model: direct relationships
Evaluation of the direct relationship between variables using the t-value through a two-tailed test with a significance level of 5%. The hypothesis will not be rejected if the t-value is above 1.96 or below -1.96. Tests were carried out using a bootstrapping technique with 5,000 subsamples according to Hair et al [35] recommendation. The results show that the enormous path coefficient value is indicated by the influence of heritage travel motivation on visitor experience (0.631), followed by the influence of visitor experience on satisfaction towards the destination (0.507) and the influence of visitor experience on heritage image destination (0.423). Overall, there are eight significant direct effects relationships. Meanwhile, the other two were not significant such as the effect of visitor engagement on heritage image destination (0.126) and the influence of visitor engagement on satisfaction towards the destination (0.402). Only two out of three variables become the most vital determinant of tourist satisfaction, such as the visitor experience and heritage destination image variables.

3.5. Structural model: indirect relationships
The indirect effect test results found two significant indirect effects: the variable visitor experience and heritage image destination. This means that these two variables become a mediating variable between heritage travel motivation and satisfaction towards the destination. The relationship between the two effects is classified as complementary (partial mediation) because the indirect and direct effects are significant and show the same direction [35]. Meanwhile, the visitor engagement variable was found not to be a mediator of the relationship between heritage travel motivation and satisfaction towards the destination. This can already be identified in testing the direct effect between visitor engagement variables on satisfaction towards the destination, which is not significant. This means that the insignificant indirect effect is classified as direct-only (no mediation).

3.6. Evaluation of predictive capability
Predictive capability model evaluation is done by assessing three criteria: coefficient of determination (R-Square), F-Square, and Q-Square. First, R-Square analysis is used to determine how exogenous variables can explain much variability of endogenous variables. The closer to the value 1, the level of prediction accuracy is said to be perfect [37]. The exogenous variables in this study are Heritage Travel Motivation (MOT), and the endogenous variables in this study are Visitor Engagement (ENG), Visitor Experience (VEX), Heritage Image Destination (DIM), and Satisfaction towards a destination (SAT). MOT as an exogenous variable can explain 16.1% ENG, 47% DIM, 46.8% VEX, and 63.9% SAT. From these results, MOT can explain DIM, VEX, and SAT quite well. Meanwhile, MOT could not explain ENG well due to a weak indication of R-Square. Second, F-Square analysis is used to determine whether exogenous variables on endogenous variables are significant if there are changes. The effect of changes
categorized as weak (F-Square > 0.02) is indicated by eliminating the ENG variable, which will impact DIM and SAT. The effect of changes categorized as weak is shown by eliminating the MOT variable, which impacts the DIM and SAT variables. A structural change (F-Square > 0.35) occurs when the MOT variable is deleted; it will impact the SAT variable. Third, Q-Square analysis is used to validate the predictive ability of the model. According to Yamin, S. & Kurniawan [34], if the value of Q-Square > 0 means that exogenous variables can predict endogenous variables. The results show that all endogenous variables, namely DIM, ENG, VEX, SAT variables have a value of Q-Square > 0, meaning that the predictive ability of the model in this study is good.

3.7. Discussion

This study’s findings indicated a direct link between heritage travel motivation and satisfaction towards a destination. Based on the R-Square analysis results, heritage travel motivation can explain a 63.9% variation of satisfaction towards a destination accompanied by high predictive capability Q-Square. This result is greater than the previous study by Su et al. [10], which amounted to 51.3%. This result is in line with previous studies [38], [39]. In this study, tourists have a high motivation to relax and be biologically entertained while traveling.

Besides that, this study also showed that there was an indirect link between motivation-satisfaction via visitor experience and heritage destination image. In particular, heritage travel motivation significantly affects visitor engagement and visitor experience during the visit to a destination. These results are in line with previous studies [19], [28], [40], [41]. Tourists want to be involved in the facilities that have been provided, such as video and audio, guidebooks, materials, and literature, to available online facilities. It is also evident that tourists want to have new experiences, away from stress and relaxation, from traveling experiences. However, only the visitor experience has a significant effect on satisfaction. This is because tourists are not involved with the facilities provided at the heritage destination of Borobudur Temple. Tourists tend to be interested in carrying out main travel activities, such as blending with nature and the historical trail of destinations, shopping, tour activities, and existing local culture [42].

However, the manager needs to pay attention to visitor engagement in order to increase the visitor experience. These results are following previous studies [19], [20], [43]. Of course, there must be both one-way and two-way activities to gain experience during their tour. Another unique finding from this
study is that visitor engagement does not form or has no influence on a heritage destination image. This is different from visitor experience, which is one of the experiential factors that determined the heritage destination image perceived by tourists during their tour. These results are consistent with previous studies [5], [29], [44]. The formation of an image towards a destination is dynamic, either before, during, or after the tour experience. The first impression is important in forming a destination image.

Another finding is that heritage travel motivation significantly affects heritage destination image during traveling in destinations, affecting tourist satisfaction. This study’s results follow previous studies [3], [41], [42], [45], [46]. This shows that tourist perceptions of the destination image are very dynamic, both before traveling (motivation), during, and after the tour (satisfaction). Perceptions of the image that consist of historical, artistic, shopping opportunities, the friendliness of the population, and the price paid are significant to the manager.

The visitor experience is a potent mediator between motivation-satisfaction among experiential factors (visitor engagement and visitor experience) and heritage destination image. Therefore, the manager needs to pay attention to tourists’ experiences while in tourist destinations. Based on the findings, the following practical implications for boosting the visitor’s satisfaction are proposed. First, the visitor experience is the best predictor for satisfaction towards a heritage destination. So, the destination managers need to provide the experience that tourists get about local culture, main activities at Borobudur Temple, and other new experiences. One concept that can be applied is to create a living tour package in the era of the Borobudur Temple. Second, a heritage destination image is the second predictor for satisfaction. The destination managers need to maintain the architectural and artistic relics, increase the quality and quantity of shopping activities, and maintain the tourists’ efficiency at Borobudur Temple. Third, tourists have high recreational motivation while learning local culture. It is crucial to create a program that raises a relaxing effect on tourists. Besides, there are some implications regarding the significant relationships between engagement-experience, such as providing interactive facilities (video/audio, literature, manual book, and material) to boost visitor engagement to maximize visitor experience.

4. Conclusion
This study contributes to understanding tourists’ satisfaction through experience, engagement, and perceived destination image during their trip to a heritage destination. The findings indicate a direct and indirect relationship between motivation and satisfaction of tourists visiting a heritage destination. From experiential factors and heritage destination image, it is known that visitor experience and heritage destination image have a significant effect directly or indirectly on satisfaction towards the destination. Among the three mediating variables, the visitor experience is the best predictor for tourist’ satisfaction, followed by a heritage destination image. However, the visitor experience is also influenced by visitor engagement. So, both are important to be harmonized. In this study, satisfaction was formed stronger through the indirect relationship between motivation-satisfaction. This study also has limitations and suggestions for future research, such as the first; the survey needs to be carried out directly at the location of tourist destinations to measure the on-site experience more accurately. Second, researchers can make further adjustments or explore the types of engagement offered by tourist destinations so that measurements can be carried out more accurately and thoroughly. Third, research indicators need to be adjusted to the research context (general and specific indicators). It is essential to get more precise data about a situation, depending on the context used. Fourth, researchers can search for respondents from various parts of Indonesia to obtain a more even distribution of respondents. Fifth, researchers can expand the target respondents, for example adding foreign tourists as a sample.

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