

The Effect of Visiting Motivation on Tourist Satisfaction and Loyalty at Nusa Penida Destination in Klungkung Bali

I Wayan Yudiartawan¹, I Putu Sagita Jaya Utama², Made Ojes Mahardika³, Ni Putu Dewi Eka Yanti⁴, Made Dion Adi Negara⁵

Politeknik Negeri Bali ^{1,2,3,4,5}

Email: yudinuspen@pnb.ac.id

Abstract

The purpose of this study is to determine the characteristics, influence of push motivation, pull motivation, satisfaction, and tourist loyalty in the Nusa Penida Bali. The respondents used were 100 respondents. Data were collected by observation and questionnaires. The data analysis techniques used are quantitative, qualitative, descriptive analysis and structural equation models (SEM) using SmartPLS 3.0. The results showed that the characteristics of tourists will be visiting Nusa Penida destinations. The influence of motivation, tourist satisfaction on loyalty has direct, indirect and significant influence. Satisfaction mediates spatially the effect of pushing and pulling motivation on tourist loyalty. The implication of the findings of this study is to achieve loyalty, the Klungkung government needs to pay attention to the driving motivation, attracting motivation, and tourist satisfaction.

Keywords: Motivation visit, Satisfaction, Loyalty, Destinations to Nusa Penida Klungkung, Bali

A. INTRODUCTION

Tourism sustainability relies heavily on tourist loyalty, which manifests in repeat visits and positive word-of-mouth recommendations. In Bali, particularly in emerging destinations such as Nusa Penida Island, Klungkung Regency, achieving high tourist loyalty remains a central challenge. Although Nusa Penida has experienced a rapid surge in domestic and international arrivals driven by its pristine coastal attractions, sustaining long-term loyalty requires more than natural endowments. The destination currently faces critical infrastructure bottlenecks such as damaged road access covering nearly 45% of its network and utility constraints which directly jeopardize visitor comfort and experience. When physical amenities lag behind tourist expectations, visitor satisfaction declines, posing a serious threat to post-visit behavioral intentions and destination advocacy. Consumer behavior and destination marketing literature emphasize that tourist loyalty is fundamentally driven by tourist satisfaction. Satisfaction itself is shaped by the complex interplay of travel motivations, traditionally conceptualized through push and pull factors. Push motivations represent internal, socio-psychological desires such as the need for escapism, rest, and adventure whereas pull motivations pertain to external destination-specific attributes, including unique sceneries, marine tourism activities, and local hospitality. While recent studies have examined push and pull drivers across various settings (López-Sanz et al., 2021; Lemy et al., 2020), empirical investigations into how these motivational dimensions interact to influence satisfaction and subsequent loyalty within developing island destinations with infrastructural challenges remain limited. Addressing this gap is critical for destination managers in formulating targeted retention

* Corresponding author

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strategies. Understanding whether external attractions (pull) or internal travel needs (push) exert a stronger influence on satisfaction and loyalty allows authorities to prioritize resource allocation effectively (Jalali et al., 2026). Therefore, this study aims to examine the direct effects of push and pull motivations on tourist satisfaction and loyalty, as well as the mediating role of tourist satisfaction in the relationship between travel motivations and tourist loyalty at Nusa Penida Destination, Klungkung, Bali.

Despite being designated as a National Tourism Strategic Area (Kawasan Strategis Pariwisata Nasional/KSPN) and experiencing rapid tourist growth, Nusa Penida faces critical destination management challenges. The destination is endowed with high pull factors, ranging from pristine coastal landscapes and vibrant marine ecosystems for diving and snorkeling to unique spiritual-cultural heritage. However, this natural appeal contrasts sharply with existing infrastructure deficits. Approximately 45% of the 229-kilometer road network remains damaged, alongside recurring clean water supply shortages in key tourism zones such as Pejukutan Village. Recent tourism literature demonstrates that physical accessibility and destination infrastructure are pivotal pull attributes that directly shape visitor experiences and overall satisfaction (Mahagangga & Suryawan, 2023; Wayan et al., 2025). While strong intrinsic (push) motivations drive tourists to seek novel experiences despite logistical obstacles, persistent infrastructural inadequacies risk undermining perceived service quality, visitor comfort, and long-term destination loyalty. Consequently, understanding how internal travel desires and external destination attributes interact within this developing island context is vital for local destination managers and the Klungkung Regency Government in designing sustainable tourism enhancement strategies.

B. RESEARCH METHODS

This study employed a quantitative research design with a positivist paradigm to investigate the structural and mediating relationships among push motivation, pull motivation, tourist satisfaction, and tourist loyalty. The empirical investigation was conducted at Nusa Penida Destination, Klungkung Regency, Bali a premier marine and coastal tourism area in Indonesia. 2. Population, Sample, and Sampling Technique

The target population comprised domestic and international tourists visiting tourist attractions across Nusa Penida. Due to the unknown total visiting population across specific sites, a non-probability purposive sampling technique was utilized. A total of 100 valid respondents were recruited based on the inclusion criteria: 1). tourists aged 18 years or older; and 2). those who were currently visiting or had completed visiting major attractions in Nusa Penida during the survey period. This sample size satisfies the minimum threshold requirements for Partial Least Squares Structural Equation Modeling (PLS-SEM) based on the "10-times rule" of maximum structural paths directed at a single construct. 3. Instrumentation and Data Collection

Primary data were gathered through structured on-site questionnaires and direct field observations. The research instrument consisted of two main sections: respondent demographic profiles (gender, age, education level, occupation, frequency of visit, revisit intention, and information sources) and measurement items for the four focal constructs. The construct measures were adapted from established literature: 1). Push Motivation (X_1): Measured using 5 indicators capturing internal psychological desires such as relaxation, novelty seeking, escapism, and social interaction; 2). Pull Motivation (X_2): Measured using 5 indicators assessing destination attributes, natural sceneries, cultural uniqueness, accessibility, and recreational activities; 3). Tourist Satisfaction (Y_1): Assessed using 5 indicators encompassing the destination elements (Attractions, Facilities, Infrastructure, Transportation, and Hospitality - AFITH); 4). Tourist Loyalty (Y_2):

Measured using 4 indicators reflecting revisit intentions, willingness to recommend, and positive word-of-mouth advocacy. All questionnaire items were evaluated using a 5-point Likert scale ranging from 1 ("Strongly Disagree") to 5 ("Strongly Agree"). Data Analysis Method. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) assisted by SmartPLS 3.0 software. The evaluation followed a rigorous two-step analytical procedure: 1). Measurement Model (Outer Model) Evaluation: To determine construct validity and reliability, the assessment involved convergent validity (outer loadings > 0.70 and Average Variance Extracted / AVE > 0.50), discriminant validity, and internal consistency reliability (Cronbach's Alpha > 0.70 and Composite Reliability / CR > 0.70); 2). Structural Model (Inner Model) Evaluation: To test the hypothesized direct and indirect structural paths, the coefficient of determination (R²), predictive relevance (Q²), and path coefficients (β) with corresponding t-statistics and p-values were computed through a bootstrapping procedure (5,000 resamples) at a significance level of $\alpha = 0.05$ ($t > 1.96$). Mediation effects were assessed to evaluate the indirect influence of push and pull motivations on tourist loyalty through satisfaction.

C. RESULTS AND ANALYSIS

Characteristics of Tourists

Based on the results of 100 questionnaires that have been distributed, the following tourist characteristics were obtained.

Table 1 Characteristics of Tourist Respondents

No	Characteristics	Category	Number of people)	Percentage (%)
1	Gender	A Man	44	44.0
		B Woman	56	56.0
	Amount		100	100
2	Age	A 18 - 24 Years	20	20.0
		B 25 - 39 Years	66	66.0
		C > 40 Years	14	14.0
	Amount		100	100
3	Level Education	A SENIOR HIGH SCHOOL	9	9.0
		B 3-year diploma	8	8.0
		C Bachelor degree)	61	61.0
		D Master (S2)	19	19.0
		E Doctoral (S3)	3	3.0
	Amount		100	100
4	Profession	A Students	28	28.0
		B Civil Servant / Army / Police	9	9.0
		C Businessman	41	41.0
		D Private	10	10.0
		E Other	12	12.0
	Amount		100	100
5	Lots	A First time	59	59.0

	Visit	B	More than once	41	41.0
	Amount			100	100
6	Return	A	Will visit again	88	88.0
	Visiting	B	Will not be visiting again	12	12.0
	Amount			100	100
7	Source	A	Instagram	59	59.0
	Information	B	Facebook	10	10.0
		C	Website	19	19.0
		D	Vlog	3	3.0
		E	Brochure	9	9.0
	Amount			100	100

Source: Processed primary data, 2025

In the Table 1 above can be seen that the respondents with the female gender are the most, namely 56 people or 56.0 percent, while the respondents with the male gender are the least, namely 44 people or 44.0 percent. If based on age, respondents aged 25-39 years are more dominant, namely 66 people or 66.0 percent, while respondents aged > 40 years are the least, namely 14 people or 14.0 percent. If based on education level, respondents with a bachelor's degree (S1) are more dominant, namely 61 people or 61.0 percent, while respondents with a doctoral degree (S3) are the least, namely 3 people or 3.0 percent. If based on profession, respondents with an entrepreneurial profession are more dominant, namely 41 people or 41.0 percent, while respondents with a civil servant/military/police profession are the least, namely 9 people or 9.0 percent. Based on the number of visits, respondents who visited for the first time were more dominant, namely 59 people or 59.0 percent, while respondents who visited more than once were the fewest, namely 41 people or 41.0 percent. Based on returning visits, respondents who would visit again were more dominant, namely 88 people or 88.0 percent, while respondents who would not visit again were the fewest, namely 12 people or 12.0 percent. It was also seen that most respondents with Instagram information sources were 59 people or 59.0 percent, while the fewest vlog information sources were 3 people or 3.0 percent.

Measurement Model Evaluation Results (Outer model)

Outer model evaluation is also called measurement model evaluation is conducted to assess the validity and reliability of the model. Analysis of the construct measurement model with reflection indicators wants to see the validity of each indicator and test the reliability of the construct. The indicator validity criteria are measured by convergent validity, while the construct reliability is measured by composite reliability and average variance extracted or AVE.

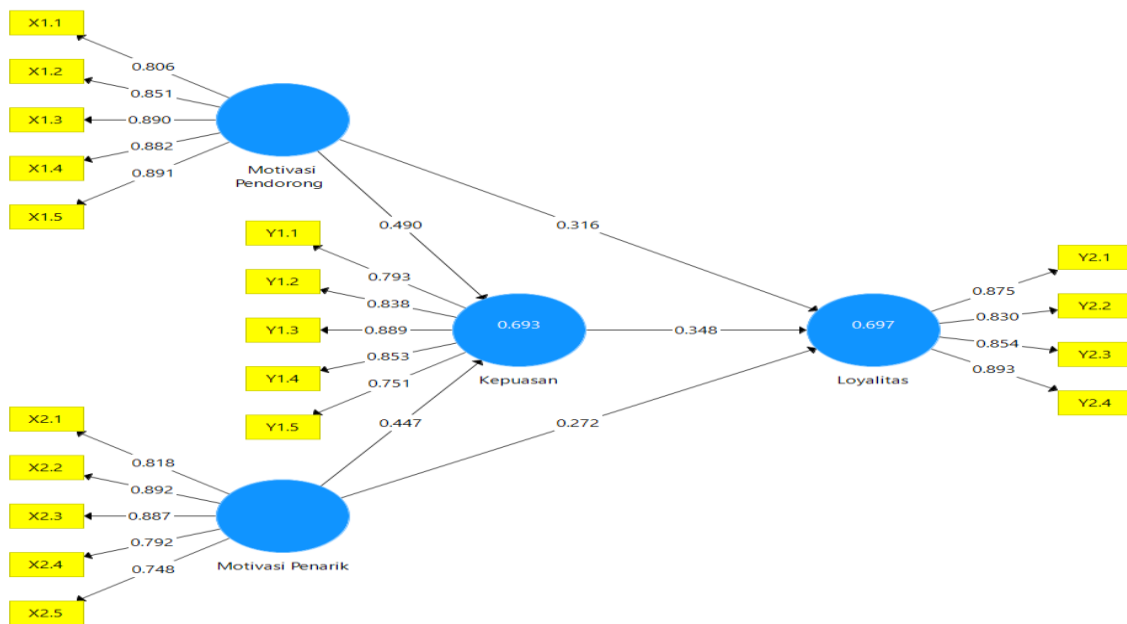


Figure 1
Outer Model

Source: Processed primary data, 2025

Based on figure 1 above, it can be seen that all the values in *loading factor* greater than 0.7. Thus it can be stated that the data in the study are valid. The AVE value is greater than 0.5. Thus it can be stated that the data in the study are valid. The value *Cronbach's alpha* on each variable is greater than 0.7 and all Composite Reliability values are more than 0.6. Thus it can be stated that the data in the study are reliable. The results of the inner model measurement show a Q-square value of 0.907 more than 0 and approaching 1, so it can be concluded that the model has a predictive relevance value.

Hypothesis Testing

The significance of the estimated parameters provides very useful information about the relationship between the research variables. The basis used in testing the hypothesis is the value contained in *output path coefficients* and total effects are presented in Table 2.

Table 2
Direct Influence Test Results

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Satisfaction -> Loyalty	0.348	0.358	0.120	2,911	0.004
Pull Motivation -> Satisfaction	0.447	0.453	0.075	5,954	0,000
Pull Motivation -> Loyalty	0.272	0.264	0.099	2,746	0.006
Driving Motivation -> Satisfaction	0.490	0.485	0.073	6,695	0,000

Driving Motivation -> Loyalty	0.316	0.315	0.099	3,196	0.001
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Source: Processed primary data, 2025

First Influence of Driving Motivation on Tourist Satisfaction

Based on the data presented in Table 2, it is known that the path coefficient driving motivation towards tourist satisfaction towards the destination of Nusa Penida of 0.490 and the t-statistics value of 6.695. The path coefficient shows that driving motivation has a positive influence on tourist satisfaction towards the destination of Nusa Penida. This proves that the higher the driving motivation, the greater the increase in tourist satisfaction towards the destination of Nusa Penida.

The driving motivation related to a person's psychological self explains why someone wants to go on a trip. Jalali, A., Abhari, S., Jaafar, M., Palalić, R., & Paijo, M. A. N. Bin. (2026) mentions this type of motivation which is psychologically *socio psychological* related to thoughts and efforts in choosing a holiday destination where the benefits, advantages and satisfaction of tourists are not related to destination attributes because the essence of traveling is because of wanting to get out of the usual routine.

This explanation is in line with the research results from Lemy, D., Nursiana, A., & Pramono, R. (2020) stated that intrinsic motivation or driving force has a positive effect on satisfaction. Also mentioned the relationship between motivation and satisfaction.

The Second Influence of Pull Motivation on Tourist Satisfaction

Based on the data presented, the path coefficient pull motivation towards tourist satisfaction towards the destination of Nusa Penida of 0.447 and the t-statistics value of 5.954. The path coefficient shows that pull motivation has a positive influence on tourist satisfaction towards the destination of Nusa Penida. This proves that the higher the motivation of the puller, the more it increases tourist satisfaction towards the Nusa Penida destination.

Pull motivation is motivation that comes from outside or external to tourists which will influence the selection of a destination or attraction to visit. The relationship between pull motivation which is an attribute of an attraction or destination is closely related to the level of tourist satisfaction.

This explanation is in line with the research results Lemy, D., Nursiana, A., & Pramono, R. (2020) stated that to increase satisfaction with the travel experience, it is necessary to consider the motivation of the puller. Explained that the relationship between motivation and satisfaction has a positive effect on satisfaction.

The Third Influence of Satisfaction on Tourist Loyalty

Based on the data presented, it is known that the path coefficient satisfaction with loyalty tourists to revisit the Nusa Penida Destination of 0.348 and the t-statistics value of 2.911. The path coefficient shows that satisfaction has a positive influence on loyalty tourists to revisit the Nusa Penida Destination. This proves that the higher the satisfaction, the higher the loyalty tourists to revisit the Nusa Penida Destination.

Tourist satisfaction indicates whether the area has provided what tourists expect. Tourist satisfaction is crucial because it will affect the intensity of repeat visits and positive recommendations of a tourist destination. Tourist destination developers must consider increasing

the level of tourist satisfaction to create post-purchase behavior of tourists (loyalty) with the aim of increasing and maintaining the sustainability of the competitiveness of tourist destinations.

This explanation is in line with the research results stated that satisfaction has a direct impact on tourist loyalty in an area, which is indicated by the desire to return and positive recommendations for a destination.

The Four Influences of Driver Motivation on Tourist Loyalty

Based on the data presented, the path coefficient motivation driving force towards loyaltyTourists are able to inform about the Nusa Penida destination of 0.316 and the t-statistics value of 3.196. The path coefficient shows that driving motivation has a positive influence on loyalty. Tourists are able to inform about the Nusa Penida destination. This proves that the higher the driving motivation, the greater the increase in loyalty. tourists are able to inform about the Nusa Penida destination.

Internal factors in the form of tourist psychology when traveling influence their loyalty with the intention to revisit and recommend a destination. This explanation is in line with the research results found a significant relationship pattern in their research between motivation and loyalty which had a positive influence.

The Five Influences of Pull Motivation on Tourist Loyalty

Based on the data presented, the path coefficientpull motivation towards loyaltyTourists are able to inform about the Nusa Penida destination of 0.272 and the t-statistics value of 2.746. The path coefficient shows that pull motivation has a positive influence on loyalty. Tourists are able to inform about the Nusa Penida destination. This proves that the higher the motivation of the puller, the more it increases loyalty. tourists are able to inform about the Nusa Penida destination.

Tourist area developers must also take into accountemotional feeling tourists to increase loyalty to a destination. This explanation is in line with the research results found a significant relationship pattern in their research between motivation and loyalty which had a positive influence.

Indirect Influence

Table 3 Results of Indirect Effect Test

Variables		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Pull Motivation -> Satisfaction -> Loyalty	->	0.156	0.165	0.069	2,269	0.024
Driving Motivation -> Satisfaction -> Loyalty	->	0.170	0.171	0.057	3,005	0.003

Source: Processed primary data, 2025

First The Effect of Satisfaction Mediates the Effect of Driving Motivation on Tourist Loyalty

Based on the results of the analysis in table 3, it was found that the influencemotivation driving force towards loyaltyTourists are able to inform about the Nusa Penida destinationwith satisfaction as a mediator has a t statistics value of 3.005, and a P value of 0.003, then the hypothesis is accepted. This shows that there is a positive influence between driving motivation and loyalty.

Tourists are able to inform about the Nusa Penida destination with satisfaction as a mediator which can be seen in the path coefficient of 0.170. This means that the higher the driving motivation, the higher the satisfaction which will result in an increase in loyalty. Tourists are able to inform about the Nusa Penida destination. This is in accordance with the hypothesis, namely satisfaction significantly mediates the influence driving motivation towards tourist loyalty is able to provide information about the Nusa Penida destination.

Second, the Effect of Satisfaction Mediates the Effect of Pull Motivation on Loyalty

Based on the results of the analysis, it was found that the influence pull motivation towards loyalty. Tourists are able to inform about the Nusa Penida destination with satisfaction as a mediator has a t statistics value of 2.269, and a P value of 0.024, then the hypothesis is accepted. This shows that there is 0.156. This means that the higher the motivation of the puller, the more satisfaction will increase which will result in an increase in loyalty. Tourists are able to inform about the Nusa Penida destination. This is in accordance with the hypothesis, namely satisfaction significantly mediates the influence pull motivation towards tourist loyalty is able to provide information about the Nusa Penida destination.

The results of the study found that tourist satisfaction variables can mediate the influence of driving motivation on loyalty. This shows that there is a positive influence between driving motivation and loyalty. Tourists are able to inform about the Nusa Penida destination with satisfaction as mediation.

Research Implications

This study found that the driving motivation, pulling motivation, satisfaction, and loyalty of tourists visiting the Nusa Penida Destination in Klungkung, Bali. To increase tourist loyalty, the Klungkung Government must pay attention to infrastructure and improve road access that has the potential to have a negative impact on tourist visits to the Nusa Penida Destination.

Research Limitations

The process of writing this research has several limitations that need to be underlined again, especially in further research. Some of these limitations include; 1). This study relies on questionnaire results, so respondents have the potential to provide answers that are considered to be in accordance with certain values that are acceptable in their social environment, so that this can distort the average value for each variable; 2). The scope of the research is limited to the Nusa Penida destination, so the results of this research cannot be generalized for research outside the Nusa Penida destination.

D. CONCLUSION

Based on the results of the research analysis and the results of the discussion in the previous chapter, the conclusions of this study are as follows: 1). Direct Influences of Travel Motivations on Satisfaction: Both push (intrinsic psychological needs) and pull motivations (destination attributes) exert a positive and significant direct effect on tourist satisfaction, with push motivation demonstrating a slightly stronger path coefficient; 2). Direct Drivers of Destination Loyalty: Tourist satisfaction, push motivation, and pull motivation significantly and positively drive tourist loyalty directly, confirming that favorable on-site experiences and aligned visitor motives reinforce revisit intentions and positive advocacy; 3). The Mediating Mechanism of Satisfaction: Tourist satisfaction serves as a significant mediating vehicle that channels the effects of both push and pull motivations

into long-term tourist loyalty. Fulfilling internal traveler expectations and delivering superior destination attributes translate into higher loyalty primarily when high visitor satisfaction is achieved.

Strategic Recommendations

Based on these findings, targeted strategies are proposed for relevant tourism stakeholders:

For the Local Government (Klungkung Regency): Prioritize infrastructure development by accelerating the rehabilitation of damaged road corridors (accounting for ~45% of total road networks) and stabilizing essential utility supplies (especially clean water in tourism-dense villages like Pejukutan) to prevent infrastructure bottlenecks from deteriorating visitor satisfaction.

Destination Managers and Tourism Awareness Groups (Pokdarwis): Enhance the quality of pull attributes by preserving pristine marine ecosystems (e.g., sustainable diving/snorkeling protocols around Mola-mola habitats), implementing safety standards at nature-based attractions, and actively leveraging visual digital channels (e.g., Instagram) for transparent destination information.

For Tourism Institutions and Industry Associations: Foster continuous capacity-building and hospitality training for local service providers, ensuring consistent service delivery (AFITH elements: Attractions, Facilities, Infrastructure, Transportation, Hospitality) that matches the expectations of modern millennial and independent travelers.

For Academics and Future Researchers: Subsequent studies are encouraged to expand the empirical scope beyond Nusa Penida to comparative island settings across Indonesia, integrate longitudinal data designs to mitigate single-source questionnaire biases, and examine potential moderating variables such as nationality/cultural background or travel companion types.

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