
INFLUENCE OF MOTIVATION ON MILLENNIAL TOURIST SATISFACTION AND RE-VISIT INTENTION AT GLAMPING IN KINTAMANI DISTRICT, BANGLI REGENCY, BALI

I Made Swariga, Ni Made Sofia Wijaya, Yuyu Indrawati

Universitas Udayana, Indonesia

Email: defendy29@unud.ac.id, sofia_ipw@unud.ac.id, yayuindrawati@unud.ac.id

KEYWORDS

motivation; satisfaction;
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ABSTRACT

The COVID-19 pandemic has an impact on the tourism industry, Bali is one of the places affected because most of the people work in the tourism industry, during the COVID-19 pandemic. Kintamani is one of the tourist destinations that is still visited by many tourists, especially domestic tourists, the development of tourism in the pandemic era has triggered the emergence of new trends in the world of tourism such as glamping business (glamour camping). This study aims to determine the effect of motivation can increase the intention of tourists to stay again in addition to affecting tourist satisfaction. The method used is a quantitative approach and uses a qualitative approach to describe the characteristics of respondents and the scale assessment given by respondents. Data collection techniques in this study use questionnaires, then sampling techniques using accidental sampling. The data analysis technique used in this study is quantitative descriptive, then hypothesis testing using smart PLS software. The results of this study concluded that based on the t-test, t-statistical value of each variable in this study, there was a positive direct influence between motivation (X) on satisfaction (Y1), motivation (X) on the re-visit intention (Y2), satisfaction (Y1) on the re-visit intention (Y2), and the indirect influence that satisfaction (Y2) was able to mediate motivation (X) and re-visit intention (Y2) from all hypotheses both direct and indirect influences Exogenous variables on endogenous variables have a significant positive influence, namely having a p-value less than (0.05) and having a t-statistic value greater than (1.96).

INTRODUCTION

Based on data from the Central Bureau of Statistics for the Province of Bali, it shows that the number of tourist visits to Bali in the last five years has increased rapidly where visits in 2019 reached 16,820,249 visits from foreign and domestic tourists and this number rose as high as 5.9 percent compared to the previous year, but there was also a very drastic decrease in 2020, the existence of the covid 19 pandemic resulted in a very drastic decrease in visits from 2019 to 2021 reaching a 66.5 percent decrease, behind all that there were companies that grew and developed in the pandemic era, especially in the Kintamani area such as glamping or glamor camping which many domestic tourists visit (Purwahita et al., 2021).

Based on data from the Bangli district tourism office, it shows that the highest tourist visits in 2019 reached 951,327 over the past five years and this number has increased as high as 55.9 percent from the previous year but in 2020 there has been a very drastic decrease in the number of visits until 2021 due to the covid 19 pandemic, behind that kintamani is one of the destinations that still has a lot of visitors from domestic tourists compared to other tourist objects in Bali.

The high interest of tourists, especially millennial tourists, to carry out glamping activities has resulted in an increase in the number of glamping accommodations in the

Kintamani area, and enthusiasts of glamping activities are more dominant than millennial tourists where millennial tourists are one of the most numerous generations after generation Z or the younger generation (Indrayani et al., n.d.), based on data from the central statistics agency from 2020 to 2022 the number of millennials will reach 27 percent of the total population of Indonesia. Based on data from the Bangli Tourism Office until 2022 due to the high interest of tourists in glamping activities, there are more than 35 available glamping in Kintamani.

Millennials prefer to visit places that have interesting places to be photographed or that are often considered Instagrammable (Haddouche & Solomone, 2018). Millennials love to seek out experiences, especially food and drink and festivals. In addition, millennial tourists like to travel to destinations that can offer meeting places or co-working spaces with adequate Wi-Fi connections (Salsabila, 2019). Millennials are a generation that prefers to spend their money on travel (Febrianto, 2021).

To increase the intention to return, motivation is the most important thing that determines the intention of tourists to make a return trip (Anugrah et al., 2022). The most appropriate approach to understanding a person's motivation to travel is a psychological and sociological approach, where the definition of motivation is understood as emotional and cognitive (internal) and social (external) as reasons for traveling both individually and in groups (Hallab et al., 2003; Yoon & Uysal, 2005). In addition to motivation, tourist satisfaction is an important factor that increases tourist intentions to stay again (Marpaung, 2019). Total satisfaction is an affective expression of an emotional response to a product or service experience that is influenced by consumers (Mastarida, 2023). Satisfaction with the product and information used in product selection.

Previous research by Hasbi (2022) showed service quality had a positive and insignificant effect on the intention to buy back from guests of hotels in Tanjung Benoa. The higher the quality of service provided by the hotel, it will affect the intention of the guest to make a repurchase or stay again at the hotel. Furthermore, Ariffin (2016) stated loyal consumers who then decide to return to buy the same product/company, tend to have felt satisfaction with the experience felt before while consuming the company's products. Moreover, the study aims to determine the effect of motivation can increase the intention of tourists to stay again in addition to affecting tourist satisfaction

RESEARCH METHOD

This research was conducted to determine the effect of motivation on millennial tourists' satisfaction and intentions to stay again at the glamping site in Kintaman, Bangli Regency, Bali, in Kintamani District, Bangli Regency. This research uses a quantitative descriptive approach (Creswell, 2021) with a sample of millennial tourists living in Kintamani. This measures the level of re-visit intention which is influenced by several factors, namely the motivation and satisfaction of millennial tourists staying at Kintaman. The research results were analyzed by SEM analysis using SmartPLS software. The research linked the opinions of tourists staying at glamping in Kintaman by measuring the results of a survey of 100 samples. According to Sugiyono (2019), quantitative data is positivist (concrete data), inquiry-based research methods. Data is in the form of numbers, statistics function as calculation and testing tools and are measurable numbers related to the problem under study to draw a conclusion. The data analysis technique used in this study is quantitative descriptive, then hypothesis testing using smart PLS software.

RESULTS AND DISCUSSION

In this study the data analysis technique used was Structural Equation Modeling (SEM) using the Smart PLS application. This technique is used to explain the relationship between variables and variables with their constructs, which exist in the research as a whole. The main purpose of using Structural Equation Modeling (SEM) analysis techniques is to check and justify a model with existing theory. Structural Equation Modeling (SEM) using the Smart PLS application is a set of statistical techniques that allows testing a series of relationships simultaneously, the relationship is built between one to several independent variables.

Outer Model Measurement Evaluation Results

The outer model is a model that specifies the relationship between the latent variables and the indicators or it can be said that the outer model defines how each indicator relates to its latent variables (Ghozali, 2016). To measure the validity of an indicator it is measured by convergent validity or outer loading value, while to test the reliability of an indicator it is measured by composite reliability and average variance extracted or AVE.

Convergent Validity

From the measurement model with reflexive indicators, it can be seen the correlation between the item score/component score and the construct score. The individual reflexive measure is said to be high or valid if it is analyzed to have a loading factor value of more than 0.70 with the construct you want to measure. However, for reflexive early stages of developing a measurement scale, loading factor values above 0.50 to 0.60 are considered to be sufficient (Ghozali, 2016). The value of convergent validity can be seen in table 1 below.

Table 1. Description of Research Variables

Variable	Indicator	Loading Factor
Motivation	X1	0.754
	X2	0.757
	X3	0.715
	X4	0.740
	X5	0.720
	X6	0.786
	X7	0.752
	X8	0.716
	X9	0.754
	X10	0.735
Satisfaction	Y1.1	0.818
	Y1.2	0.845
	Y1.3	0.838
	Y1.4	0.823
	Y1.5	0.750
	Y1.6	0.797
	Y1.7	0.821
Re-visit intention	Y2.1	0.823
	Y2.2	0.814
	Y2.3	0.838

Source: Results of Primary Data Processing, 2023

In table 1 it can be seen that each indicator in this study has an outer loading value of more than 0.7 which can be interpreted that all indicators have a high value or can be said to be valid. Another model that can also be used as a reference for assessing whether the data in this study is valid or not is through discriminant validity assessment. Discriminant validity is

carried out by comparing the square root of the average variance extracted (AVE) for each variable with a correlation between one variable and another in a model. A model is declared to have good discriminant validity if the square of the average variance extracted (AVE) on each variable is greater than the correlation of the variable with other variables in one model or it is recommended that the average variance extracted (AVE) measurement value is greater than 0.5. The measurement results can be seen in the table below.

Table 2. Average Variance Extracted (AVE)

Variable	Average Variance Extracted
Motivation	0.552
Satisfaction	0.662
Re-visit intention	0.681

Source: Results of Primary Data Processing, 2023

In table 2 above it can be seen that the correlation value of the average variance extracted (AVE) owned by each variable is greater than the other variables and is above 0.5 which is a measurement value to declare the validity of a data, each variable has an average variance extracted (AVE) value more than 0.5, it can be said that each variable in this study is valid.

Discriminant Validity

Discriminate validity is a reflexive measurement model of an indicator that is assessed based on cross loading measurements with constructs. If the construct's correlation with the measurement item is greater than the value of the other constructs, this indicates that the latent construct can predict the size of the block better than the size of the other blocks. A latent variable can be used as a comparison for a model if it has a discriminant validity value greater than 0.5. The results of the discriminant validity measurement of this study are as follows.

Table 3. Discriminant Validity

Variable	Satisfaction	Motivation	Re-visit Intention
Satisfaction	0.814		
Motivation	0.795	0.743	
Re-visit Intention	0.709	0.745	0.825

Source: Results of Primary Data Processing, 2023

Based on table 3, the cross loading value of each indicator for each other variable is greater than 0.5. This shows that the data in this study can be declared valid.

Composite Reliability

Composite reliability is a group of indicators that measure a variable having a good composite reliability. A latent variable can be said to have good reliability if the composite reliability value is more than 0.6 and the Cronbach's alpha value is more than 0.7 (Ghozali, 2016). The measurement results of composite reliability and Cronbach's alpha in this study can be seen in the table below.

Table 4. Coefficient of Composite Reliability and Cronbach's Alpha

Variable	Cronbach's Alpha	Composite Reliability
Motivation	0.910	0.925

Satisfaction	0.915	0.932
Re-visit intention	0.766	0.865

Source: Results of Primary Data Processing, 2023

In table 4 it can be seen the composite reliability and cronbach's alpha values of each variable. The data shows that each variable has a composite reliability value of greater than 0.6 and a Cronbach's alpha value of more than 0.7. So it can be concluded that the variable values in this study are reliable.

Results of Inner Model Measurement Evaluation

Evaluation of inner model measurements in a study using PLS can be seen from the R-Square value to see the effect of exogenous variables on endogenous variables (Ghozali, 2016), besides that you can also see the Q-Square value if the value of $Q^2 > 0$ indicates a model has predictive relevance (Ghozali & Latan, 2012).

R-Square

The R-square function is to see the magnitude of the influence between exogenous variables on endogenous variables. It can be seen that the weak or strong influence between other variables is clarified with three criteria, namely it is said to be weak if the R-square value is between 0.19 to 0.32, then if the R-square value is R-square is in the range of 0.33 to 0.66 is said to be moderate, and lastly if the R-square value is in the range > 0.67 then it is said to be strong. The following is the R-square value for this research variable.

Table 5. R-Square (R) Value of Endogenous Variables

	R Square	R Square Adjusted
Satisfaction	0.632	0.628
Re-visit intention	0.592	0.584

Source: Results of Primary Data Processing, 2023

Table 5 shows the R-square value where the satisfaction variable has a value of 0.632 and the re-visit intention is 0.592, where each variable is between 0.33 and 0.66. Therefore, it can be concluded that the variable values in this study fall into the moderate criteria.

Q-Square

Testing the inner model using PLS by looking at the Q-square value, if the Q-square value is more than 0 then the model is categorized as having predictive relevance, whereas vice versa if the Q-square value has a value less than 0 then the model can be categorized as having less predictive relevance (Ghozali & Latan, 2012). The following is the Q-square value in this study.

Table 6. Q-Square Value (Q2)

Variable	SSO	SSE	Q2
Motivation	1000,000	1000,000	
Satisfaction	700,000	410,608	0.413
Re-visit intention	300,000	184,474	0.385

Source: Results of Primary Data Processing, 2023

In table 6 it can be seen that the Q-square value where the satisfaction variable has a value of 0.413 and the re-visit intention variable has a value of 0.385, therefore, it can be

concluded that the variable values in this study are included in the criteria of having predictive relevance.

Goodness of Fit

Apart from looking at the R-square value and Q-square value, you can also see the fit model value in PLS by looking at several values or categories, namely the Chi-square value of more than 0.5 which indicates that the empirical data is identical to theory and model, then the value is standardized root residual (SRMR) should be less than 0.08, and normal fit index (NFI) value is expected to be less than 0.90. The following is the value of the goodness of fit model in this study.

Table 7. Goodness of Fit Model

	Saturated Model	Estimated Model
SRMR	0.080	0.080
d_ ULS	1,442	1,442
d_ G	0.798	0.798
Chi_Square	407,209	407,209
NFIs	0.726	0.726

Source: Results of Primary Data Processing, 2023

Based on table 7 it can be seen that the chi-square value in this study is 407,209 more than 0.5 which indicates the empirical data is identical to the theory and model, then the standardized root riseual (SRMR) value in this study, namely 0.083, is in accordance with the expected measurement standards less than 0.08, and finally the normal fit index (NFI) value in this study, which is 0.726, is in accordance with the standard expected value of less than 0.90. So it can be concluded that this study was declared fit because all categories could be fulfilled, so it was feasible to test the research hypothesis.

Hypothesis Testing

Hypothesis testing is a way to see whether there is a direct or indirect effect of each variable in this research. Testing the hypothesis in this study using the PLS with the bosstrapping method then looking at the value of the direct effect and indirect effect testing then comparing it with the t-statistic/t test value in this study which is 1.98, if the results of the direct effect and indirect effect testing ($> 1, 98$) then these variables have an influence in this study.

The direct effect of motivation on satisfaction and intention to return to glamping in Kintamani

The direct effect is the effect that occurs between exogenous variables and endogenous variables. The direct influence in this study, among others.

Table 8. Output Indirect Effect Bootstrapping Results

hypothesis	Variable		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Value
H1	Motivation Satisfaction	-	0.795	0.798	0.034	23,635	0.000
H2	Motivation - Re-visit intention		0.495	0.509	0.097	5.124	0.000
H3	Satisfaction – Intention to Re-Stay		0.315	0.304	0.097	3,243	0.001

Source: Results of Primary Data Processing, 2023

The Effect of Motivation on Millennial Tourist Satisfaction in Glamping in Kintamani

Based on the results of the hypothesis test in table 8, the p-value of the motivation variable on millennial tourist satisfaction is 0.000 with a smaller value than the significant value of 0.05. Apart from having a significant p-value ($0.000 < 0.05$), the motivation variable on millennial tourist satisfaction also has a t-statistic value of 23,635 which means it is greater than (1.98), so it can be concluded that motivation has a positive influence on tourist satisfaction which means (H1) is accepted and (H0) is rejected.

The Influence of Motivation on Millennial Tourists' Return Stay Intention to Glamping in Kintamani

In the results of the hypothesis test in table 8, the p-value of the motivation variable for the intention to return to millennial tourists is 0.000 with a value less than significant, namely 0.05. In addition to having a significant p-value ($0.000 < 0.05$), the variable motivation on the intention to return to millennial tourists also has a t-statistic value of 5.124 which means it is greater than (1.98), so it can be concluded that motivation has a positive influence on intention millennial tourists stay again, which means (H1) is accepted and (H0) is rejected.

The Effect of Satisfaction on Millennial Tourists' Re-Stay Intention at Glamping in Kintamani

In the results of the hypothesis test in table 8, the p-value of the variable satisfaction with the re-visit intention for millennial tourists is 0.001 with a smaller than significant value of 0.05. Apart from having a significant p-value ($0.000 < 0.05$), the variable of satisfaction with the re-visit intention for millennial tourists also has a t-statistic value of 3.243 which means it is greater than (1.98), so it can be concluded that satisfaction has a positive influence on intention millennial tourists stay again, which means (H1) is accepted and (H0) is rejected.

The Indirect Effect of Motivation on Satisfaction and Intentions to Re-Stay Millennial Travelers at Glamping in Kintamani

Indirect effect is the effect that occurs between exogenous variables and endogenous variables mediated or mediated by other variables. The indirect effect in this study, among others.

Table 9. Output Indirect Effect Bootstrapping Results

hypothesis	Variable		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Value
H4	Motivation Satisfaction – Re-visit intention	-	0.251	0.243	0.079	3,160	0.002

Source: Results of Primary Data Processing, 2023

Based on table 9, the p-value and t-statistic variables obtained can be explained as follows.

The Influence of Motivation on Millennial Travelers' Re-stay Intentions Through Satisfaction

In the results of the hypothesis table 9, the p-value of the motivation variable on the intention to return to millennial tourists through satisfaction is 0.002 with a value less than significant, namely 0.05. In addition to having a significant p-value ($0.000 < 0.05$), the motivation variable for the intention to return to millennial tourists through satisfaction also has a t-statistic value of 3.160 which means greater than (1.98), it can be concluded that tourist satisfaction is able positively mediates the effect of motivation on tourists' re-visit intention, which means (H1) is accepted and (H0) is rejected. This means that if motivation increases, satisfaction also increases, this increase will also affect the re-visit intention.

Consumer satisfaction can establish a harmonious relationship between producers and consumers which creates a good basis for repeat purchases, as well as word of mouth recommendations (Kivetz & Samson, 2002).

CONCLUSION

The conclusion can be drawn based on results of study are; (1) Motivation has a significant influence on the satisfaction of millennial tourists staying at glamping in Kintamani, (2) motivation has a significant effect on millennial tourists' re-visit intention at glamping in Kintamani District, (3) satisfaction has a significant effect on millennial tourists' re-visit intention at glamping in the District, and (4) watisfaction has an indirect effect or is able to mediate between motivation and the intention to stay back for millennial tourists significantly.

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