

The Influence of Push and Pull Factors of Tourism on Decision-Making and Behavior of Domestic Tourists in Batu City, East Java

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Abstract

Batu City, known for its diverse tourist attractions and supporting facilities, has become a favored destination for domestic tourists. Visitor motivations vary, influenced by internal (push) and external (pull) factors that affect their decision-making and travel behavior. This study applied a quantitative approach to examine the influence of push and pull motivational factors on tourist decision-making and behavior. A total of 100 domestic tourists were selected through accidental sampling, and data were collected using closed-ended questionnaires with a Likert scale. Analysis was conducted using Partial Least Squares–Structural Equation Modeling (PLS-SEM) via SmartPLS 3.0. The findings revealed that: (1) Push factors significantly influenced tourist decision-making ($p = 0.003$); (2) Pull factors also significantly influenced tourist decision-making ($p = 0.000$); and (3) Tourist decision-making significantly affected tourist behavior ($p = 0.000$). These results suggest that the Batu City Government should continue enhancing the quality and uniqueness of its attractions, diversifying tourism products, and improving visitor facilities to strengthen its appeal to domestic tourists and support sustainable tourism development.

Keywords: domestic tourist; push and pull factor; tourist behavior; Batu City

INTRODUCTION

Background

Domestic tourism plays a crucial role in Indonesia's economy, particularly in driving the growth of the service sector and improving the well-being of local communities. Batu City, East Java, is one of the leading tourist destinations, offering a

combination of natural attractions, cultural experiences, and artificial recreational facilities. With the rapid growth of the tourism sector in Batu City, understanding the factors influencing tourists' decisions to visit is essential in efforts to enhance the destination's competitiveness (Uysal et al., 2020).

In tourism studies, tourists' decisions to choose a destination are influenced by push factors and pull factors. Push factors originate from tourists' internal motivations, such as the desire to relax, enhance cultural experiences, or strengthen social relationships with family and friends (Pearce & Packer, 2019). Meanwhile, pull factors are related to destination characteristics, including the uniqueness of tourist attractions, available facilities, accessibility, and marketing strategies implemented by tourism managers (Chen & Phou, 2020). These two factors interact in shaping tourists' decisions and influencing their behavior during travel.

Several previous studies have examined the role of push and pull factors in tourists' decision-making. For instance, Kim and Park (2021) found that tourists' motivation tends to be influenced by psychological needs and unique experiences that they cannot obtain in their daily lives. However, that study primarily focused on international tourists, leaving a gap in understanding how these factors influence domestic tourists in Indonesia, particularly in the context of Batu City. Additionally, many previous studies have only analyzed push and pull factors separately without considering the relationship between them in tourists' decision-making. A study by Wong et al. (2020) explored how destination attractiveness influences tourists' decisions but did not further investigate how these decisions impact their behavior after arriving at the destination. Therefore, more comprehensive research is needed to understand the interconnection between tourist motivation, travel decisions, and behavior during the trip.

Research on domestic tourists' motivation in Indonesia remains relatively limited. Most existing studies have focused on the economic and social aspects of tourism, without sufficiently exploring the psychological and emotional factors that deeply influence tourists' decisions. For example, Rahman et al. (2021) emphasized the role of social influences, such as

recommendations from friends and exposure to social media, in shaping domestic tourists' decisions. However, their study does not specifically examine the interaction between push and pull factors in influencing tourist behavior, which remains a gap in the literature (Sun et al., 2019).

Despite the extensive application of push and pull theory in tourism studies, limited research has comprehensively examined the interaction between push and pull factors in influencing domestic tourists' decision-making, particularly within the dual context of natural and artificial attractions in a single destination. Most previous studies have either focused on international tourists, analyzed push and pull factors in isolation, or failed to highlight how both types of tourism (natural and artificial) within one city like Batu collectively influence tourists' preferences and behavior. Moreover, while some studies acknowledge the role of social media or accessibility (e.g., Rahman et al., 2021; Santoso et al., 2022), they do not integrate these into a holistic motivational framework based on internal and external stimuli. Thus, a deeper understanding of how these factors interact and shape tourist behavior is both timely and necessary.

Additionally, there is still little research highlighting the differences in the influence of push and pull factors in the context of nature-based and artificial tourism destinations. A study by Sun et al. (2019) found that tourist motivation in cultural destinations differs from that of tourists visiting natural destinations. However, their research did not examine how artificial and natural tourism within the same city can simultaneously influence tourists' decision-making (Zhang et al., 2022). Batu City, which offers a combination of natural and artificial tourism attractions, provides a unique context for further exploration of these factors.

Batu City, as a tourist destination, has a unique appeal by combining elements of natural and artificial tourism. Natural attractions such as Coban Talun, Gunung

Banyak, and Coban Rais Waterfall offer nature-based tourism experiences that attract domestic tourists seeking tranquility and natural beauty. On the other hand, artificial attractions such as Jatim Park, Batu Night Spectacular (BNS), and Transportation Museum provide recreational experiences based on education and entertainment, making them ideal for families and young travelers (Batu City Tourism Office, 2022). The diversity of these tourist attractions makes Batu City one of the top destinations for domestic tourists in Indonesia. However, there is still limited understanding of how push and pull factors influence tourists' decisions to choose and visit this destination.

Although Batu City continues to experience an increase in tourist visits, challenges remain in understanding domestic tourists' preferences and how their behavior evolves with changing travel trends. A study by Wicaksono & Purnomo (2021) found that domestic tourists in Batu City tend to choose destinations that offer experiences shareable on social media. Meanwhile, a study by Santoso et al. (2022) indicated that accessibility and ease of transportation significantly contribute to tourists' decisions to visit specific destinations in Batu City. By gaining a deeper understanding of how push and pull factors influence domestic tourists' decision-making and behavior in Batu City, this study is expected to provide strategic implications for tourist attraction managers. The findings can be used to design more effective marketing strategies, enhance tourists' experiences, and support the development of tourism destinations in Batu City. Accordingly, the purpose of this study is to analyze the influence of push and pull factors of tourism on the decision-making and behavior of domestic tourists in Batu City, East Java.

LITERATURE REVIEW

Tourist

The concept of a *tourist* has been defined from various institutional and academic perspectives. The International Union of Official Travel Organizations (IUOTO), as cited in Suwena and Widyatmaja (2010), defined a tourist as an individual residing in a country who visits another place—either domestically or internationally—for more than 24 hours, with purposes ranging from recreation, health, and education to business, religion, or family visits. Similarly, Pendit (2006) and Yoeti (1983) emphasized the voluntary and temporary nature of tourism, highlighting that it is undertaken for non-remunerative purposes and within a legally permitted time frame (typically from 24 hours up to six months). These definitions share a common focus on non-permanent travel motivated by various personal, social, or professional interests.

Synthesizing these perspectives, a tourist can be understood as a person or group who temporarily travels to a destination for purposes other than earning a living, engaging in activities such as leisure, recreation, business, or personal enrichment. Understanding the diverse motivations and patterns behind such travel is critical for tourism planning and destination management—especially in cities like Batu, East Java, where the tourism market includes both natural and artificial attractions, catering to different types of domestic tourists.

Tourists can be further characterized by travel-related and personal attributes. Travel characteristics typically include the purpose of visit (e.g., leisure, business, visiting relatives), trip duration, travel timing, distance traveled, type of accommodation, transportation mode, and trip organization (Kotler et al., 1993; Lupu et al., 2021). On the other hand, personal or individual characteristics can be described using socio-demographic (e.g., age, gender, occupation, education), geographic (place of

residence), and psychographic variables (e.g., lifestyle, social class, values) (Koswara, 2002).

In the context of this study, such classifications are particularly relevant for segmenting domestic tourists visiting Batu City, whose behavior may vary depending on whether they are drawn by natural landscapes or artificial attractions. Thus, analyzing tourists' profiles and motivations allows destination managers to develop more tailored strategies that align with travelers' preferences—especially when examining how push and pull factors influence tourist decisions and behaviors.

Push and Pull Factors in Tourism

Tourist travel behavior is shaped by a complex interplay between internal desires and external stimuli. Two major categories of motivation—push factors and pull factors—have long been used to explain why people traveled. These concepts, widely recognized in tourism studies, describe how psychological needs interacted with the characteristics of destinations to influence tourists' decisions.

Push factors are generally rooted in an individual's internal psychological state or socio-demographic context. As stated by Pitana and Gayatri (2005), these motivations emerged from within the individual and often reflected a desire for change, escape, self-development, or connection with others. In contrast, pull factors referred to the specific attributes of a destination that attracted visitors—such as its image, climate, culture, facilities, or natural beauty.

Richardson and Fluker (2004), as cited by Pitana and Gayatri (2005), emphasized that push factors included broader personal or societal conditions—economic pressures, changing lifestyles, or psychological dissatisfaction—that motivated someone to travel, even before a particular destination was selected. Once the intent to travel was formed, pull factors played a larger role in influencing the actual choice of destination. These included tangible and intangible qualities that made one place

more appealing than another, such as safety, cultural uniqueness, marketing effectiveness, or environmental features.

Dann (1977) further contributed to this understanding by observing that many Western tourists were primarily motivated by the need to escape psychological pressures in their everyday lives. For these travelers, tourism served as a form of emotional release, rather than merely a recreational activity. Ryan (1991) offered a more nuanced framework of push motivations by identifying several psychological needs that underpinned the decision to travel. These included the desire to escape from a monotonous routine, to rest and rejuvenate, and to experience joy through play and leisure. Other motivations such as strengthening family relationships, seeking prestige, meeting new people, or pursuing educational experiences also influenced travel behavior.

In certain cases, motivations such as self-fulfillment and wish-fulfillment were central—particularly for individuals who traveled to fulfill spiritual goals or lifelong dreams. Meanwhile, the destination's pull factors also played a critical role in travel decision-making. Jackson (1989) identified a set of external elements that influenced tourists' choices, including favorable climate, promotional efforts by the government, advertising campaigns, and large-scale events. Additional factors such as visits to friends or relatives, availability of attractions, rich cultural traditions, and the natural or built environment made destinations more competitive and desirable in the eyes of potential visitors.

Recent studies revealed how push and pull motivations evolved over time, especially among younger tourists. For example, Jaimun et al. (2020) found that millennial tourists visiting South Kuta, Bali, were primarily driven by internal desires to escape routine, experience a new lifestyle, and socialize with others. The pull factors that attracted them to the destination included the popularity of the area on social media, affordable prices, vibrant nightlife,

and an inviting atmosphere. Similarly, Oktoraini et al. (2022) showed that domestic tourists who visited Sasak Ende Village in Lombok were motivated by the desire for unique experiences. The village's local culture, hospitality, and natural beauty served as the primary pull factors influencing their decision to visit. Understanding how these motivations influenced travel behavior had significant implications for tourism destination management. It allowed planners, marketers, and stakeholders to align their development priorities, promotion strategies, and visitor experiences with tourists' evolving preferences.

In this study, push and pull factors were conceptualized as exogenous latent variables. Each was operationalized through reflective indicators drawn from previous research. Push factors were based on the theoretical frameworks proposed by Ryan (1991) and Pitana & Gayatri (2005), representing the internal psychological motivations behind travel. Meanwhile, pull factors were adapted from the work of Jackson (1989) and Richardson & Fluker (2004), representing the external attributes of a destination that appealed to travelers.

Tourist Decision-Making and Behavior

Before embarking on a trip, prospective tourists typically undergo a cognitive process in which they make decisions about when to travel, for how long, where to go, and how to get there. This decision-making process was fundamental to tourism development, as it involved a range of interrelated factors that could be shaped—or even influenced—through marketing strategies, destination branding, and promotional efforts (Kumar & Valeri, 2022). At the heart of this process, tourists often sought complete, accurate, and persuasive information about various aspects of the destination, including accessibility, attractions, costs, and facilities (Adel et al., 2021).

In essence, deciding to travel could be viewed as a form of consumer behavior—a purchasing decision in which

travelers spent money in exchange for anticipated satisfaction and memorable experiences. However, tourism-related purchases differed significantly from conventional goods due to their intangibility, variability in value perception, and emotional-symbolic attributes (Melese & Belda, 2021). The 'product' being purchased was not a tangible item but an experience—one that encompassed transportation, accommodation, attractions, social interaction, and personal fulfillment.

Mathieson and Wall (1982) described the tourist decision-making process as consisting of five sequential phases. The first phase involved the emergence of a need or desire to travel, where the individual evaluated the purpose and necessity of the trip. This was followed by an information search and evaluation phase, in which the tourist consulted travel agents, reviewed promotional materials (e.g., brochures, media advertisements), or sought advice from experienced travelers. The evaluation considered factors such as budget, time availability, and alternative destinations. The third phase, the decision to travel, involved choosing a destination, type of accommodation, travel method, and planned activities. In the fourth phase, preparation and travel experience, tourists made reservations, prepared logistics, and ultimately embarked on the journey. Finally, during the post-travel evaluation, tourists consciously or subconsciously assessed their experiences, which could influence satisfaction levels and future travel intentions.

This structured process not only shaped individual travel behavior but also served as a framework for understanding how tourists respond to destination attributes and promotional messages. In relation to this study, these stages provide a conceptual foundation for examining how push factors (internal motivations such as escape, relaxation, or cultural curiosity) and pull factors (external attractions like climate, image, or event offerings) affect travel decisions.

Additionally, Shaw and Williams (1992) classified tourist behavior into three distinct categories based on their decision-making style. Impulse buyers were highly responsive to promotions or discounts and made spontaneous travel decisions. Repeat buyers demonstrated loyalty by revisiting the same destinations annually, often driven by familiarity or satisfaction. Meanwhile, meticulous planners exhibited rational, information-seeking behavior, gathering detailed and updated insights before carefully planning their trips.

Understanding these behavioral typologies was highly relevant to this research, which aimed to analyze the interaction between motivational factors and tourist decision-making. As this study focused on how push and pull factors influence the travel choices of domestic tourists—especially among millennial segments—identifying where tourists fall within these behavioral categories helped reveal how motivations translated into concrete decision-making patterns. These insights were crucial for developing targeted tourism marketing strategies and enhancing destination competitiveness in a rapidly evolving travel landscape.

METHOD

This study employed a survey method using a quantitative approach. According to Margono (2005), a survey is a systematic investigation aimed at obtaining accurate information about a particular issue within a defined population or area. Similarly, Kerlinger (2004) noted that survey research involves analyzing a sample drawn from a population to determine the incidence, distribution, and relationships among variables.

The research was conducted in Batu City, East Java, with data collected from several prominent tourist attractions, including Selecta, the Jatim Park Group, Batu Night Spectacular, the Transportation Museum, and various souvenir centers located within the city. The sampling

technique applied in this study was non-probability sampling, specifically the accidental sampling method, in which respondents were selected based on chance encounters at the selected tourist sites. The target sample consisted of domestic tourists visiting Batu City who reside outside the Malang Raya region (i.e., outside Malang City, Malang Regency, and Batu City). Due to time limitations and the challenge of accessing a fully randomized sample, the sample size was determined using Taro Yamane's formula, as cited in Rakhmat (1998), as follows:

$$n = \frac{N}{N \cdot d^2 + 1}$$

Where: n = Sample size

N = Population size

d² = Precision level

Based on the formula above, the researcher determined a sample size of 100 domestic tourists. In addition to using this formula, the sample size was aligned with the recommended range for Structural Equation Modeling (SEM), which supports smaller samples when using Partial Least Squares (PLS).

Data analysis was conducted using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) technique, utilizing SmartPLS 3.0 software. This method was selected because it allows for the analysis of complex relationships among multiple latent variables, including push factors, pull factors, decision-making, and tourist behavior. SEM-PLS is particularly suitable for exploratory studies, enables the measurement of unobservable (latent) constructs, examines both direct and indirect effects, and performs well even with relatively small sample sizes.

Additionally, a Goodness of Fit (GOF) analysis was conducted to assess how well the model explains the influence

of push and pull factors on tourist decision-making and behavior. The study employed 29 indicators, distributed across three major constructs. The exogenous latent variables in this model are push factors and pull

factors, while the endogenous latent variables are decision-making and tourist behavior. The following table presents the detailed research indicators used in this study.

Table 1. Research Variables and Indicators

Variabel	Indicators	Code	Number of Indicators
Tourism Push Factors (PUH)	1 Desire to escape from a monotonous environment	PUH1	10
	2 Desire for physical refreshment	PUH2	
	3 Desire to experience joy through recreational activities	PUH3	
	4 Desire to strengthen family bonds	PUH4	
	5 Desire to show prestige	PUH5	
	6 Desire for social interaction with peers	PUH6	
	7 Desire to meet people who create a romantic atmosphere	PUH7	
	8 Desire to see new things, learn about other people/places, or understand different cultures	PUH8	
	9 Desire for self-discovery	PUH9	
	10 Desire to fulfill long-held travel dreams	PUH10	
Tourism Pull Factors (PUL)	1 Climate conditions	PUL1	11
	2 Promotional activities carried out by the government	PUL2	
	3 Advertisements in various media	PUL3	
	4 Extensive marketing activities	PUL4	
	5 Special events	PUL5	
	6 Availability of incentives	PUL6	
	7 Visiting friends	PUL7	
	8 Visiting family	PUL8	
	9 Tourist attractions	PUL9	
	10 Culture and traditions	PUL10	
	11 Natural and artificial environment	PUL11	
Tourism Decision-Making (DES)	1 Need or desire to travel	DES1	5
	2 Search and evaluation of information	DES2	
	3 Decision to take a trip	DES3	
	4 Travel preparation and tourism experience	DES4	
	5 Evaluation of travel satisfaction	DES5	
Tourist Behavior (BEH)	1 Tourists interested in low prices	BEH1	3
	2 Tourists who return to the same tourist destination every year	BEH2	
	3 Tourists who strive to find complete and up-to-date information	BEH3	
Total Number of Indicators			29

Sources: Ryan (1991), Jackson (1989), Mathieson and Wall (1982), Shaw and Willian (1992)

RESULTS AND DISCUSSION

Respondent Characteristics

Demographically, the majority of domestic tourists visiting Batu City were from East Java Province, accounting for 66% of the total respondents. This is not surprising given Batu's proximity and accessibility to cities within East Java, making it a popular short-haul destination for weekend or holiday travel. The next largest group came from DKI Jakarta (11%), reflecting Batu's appeal as a leisure destination even for tourists from the capital. Tourists from Central Java and West Java made up 9% and 8% of the respondents, respectively, indicating a moderate level of inter-provincial tourist movement from Jawa's central and western regions.

In terms of gender distribution, the sample was relatively balanced, with 46% male and 54% female respondents. This suggests that Batu City appeals equally to both male and female travelers, without significant gender disparity in visitation. With respect to age groups, the majority of respondents (68%) were teenagers under the age of 20, highlighting Batu's popularity among youth segments, particularly students or family travelers bringing along younger members.

This demographic may be influenced by the availability of family-friendly attractions and educational tourism products such as museums and theme parks. Respondents aged 20–29 years comprised 21%, indicating strong interest among young adults, likely motivated by recreational or social activities. Meanwhile, 9% were aged 30–39 years, and only 2% were 40–49 years old, suggesting a lower participation rate from older age brackets, possibly due to travel preferences or mobility limitations.

In terms of educational background, the largest group of visitors (47%) were those who had completed senior high school (SMA/SMK). This is consistent with the age data, as many respondents were teenagers or young adults, typically

still in or recently graduated from school. Visitors with a diploma or undergraduate degree (D3/S1) also made up a significant portion, although less than high school graduates. The smallest group—just 1%—consisted of tourists with a Master's degree (S2), indicating that highly educated individuals were less represented in this particular sample, possibly due to differences in travel patterns, income levels, or leisure preferences.

Overall, the demographic profile shows that Batu City predominantly attracts young, student-age tourists from East Java and other parts of Java Island, with a relatively balanced gender composition and an education level centered around senior high school. These characteristics are important for designing targeted tourism marketing strategies, product development, and service offerings tailored to the needs and preferences of this demographic segment.

Validity and Reliability Testing

To evaluate the quality of the measurement model in Structural Equation Modeling (SEM) using Partial Least Squares (PLS), several key statistical metrics are commonly employed: a) The *outer model* refers to the relationship between each observed indicator and its corresponding latent construct. It is assessed to ensure that each indicator accurately reflects the variable it is intended to measure (Ghozali, 2014); b) *Average Variance Extracted (AVE)* quantifies the amount of variance captured by a construct relative to the variance attributable to measurement error.

An AVE value greater than 0.50 is generally considered sufficient, indicating that the construct explains more than half of the variance in its indicators (Hair et al., 2012); and c) *Composite Reliability (CR)* evaluates the internal consistency of indicators within a latent construct and is regarded as a more robust measure than Cronbach's alpha in SEM-PLS, particularly for reflective models. A CR value exceeding 0.70 indicates good reliability

(Sarwono & Narimawati, 2015). Collectively, these metrics serve to confirm that the constructs in the model are both valid and reliable for further structural analysis. Convergent validity can be assessed using two main criteria: the outer loading coefficients and the Average Variance Extracted (AVE) values. A reflective indicator is considered to have acceptable convergent

validity if its outer loading exceeds 0.70 (Ghozali, 2014). However, according to Sarwono and Narimawati (2015), an outer loading value as low as 0.69 may still be deemed acceptable in certain contexts. An AVE value above 0.50 further confirms that the construct captures sufficient variance from its indicators, thus demonstrating adequate convergent validity.

Table 2. Convergent Validity Test

AVE		PUL	PUH	DES	BEH
0.626	BEH1				0.767
	BEH2				0.791
	BEH3				0.817
0.838	DES1			0.910	
	DES2			0.920	
	DES3			0.920	
	DES4			0.915	
	DES5			0.913	
0.718	PUH1		0.892		
	PUH2		0.866		
	PUH3		0.827		
	PUH4		0.710		
	PUH5		0.799		
	PUH6		0.873		
	PUH7		0.896		
	PUH8		0.894		
	PUH9		0.827		
	PUH10		0.827		
0.754	PUL1	0.876			
	PUL2	0.876			
	PUL3	0.891			
	PUL4	0.906			
	PUL5	0.904			
	PUL6	0.916			
	PUL7	0.786			
	PUL8	0.849			
	PUL9	0.866			
	PUL10	0.813			
	PUL11	0.857			

Source: Processed Primary Data (2024)

The outer model specifies the relationship between latent variables and their

indicators, or in other words, it defined how each indicator is related to its

respective latent variable (Ghozali, 2014). Based on the convergent validity test results, all outer model values exceed 0.7, with an AVE value greater than 0.5, indicating that all indicators are convergently valid.

For discriminant validity, according to Fornell and Larcker (1981) in Ghozali

(2014), it could be assessed through cross-loading values with the variable construct. If the correlation between a variable and its measurement items is higher than its correlation with other variables, this indicates that the latent variable has good discriminant validity.

Table 3. Discriminant Validity Test (Cross Loading)

	PUL	PUS	DES	BEH
BEH1	0.297	0.503	0.617	0.767
BEH2	0.214	0.300	0.504	0.791
BEH3	0.428	0.362	0.758	0.817
DES1	0.502	0.522	0.910	0.742
DES2	0.477	0.471	0.920	0.741
DES3	0.570	0.576	0.920	0.731
DES4	0.473	0.540	0.915	0.749
DES5	0.532	0.543	0.913	0.750
PUH1	0.505	0.892	0.568	0.423
PUH2	0.473	0.866	0.441	0.388
PUH3	0.539	0.827	0.528	0.445
PUH4	0.485	0.710	0.516	0.460
PUH5	0.459	0.799	0.485	0.433
PUH6	0.500	0.873	0.491	0.431
PUH7	0.482	0.896	0.459	0.403
PUH8	0.544	0.894	0.472	0.423
PUH9	0.480	0.827	0.424	0.342
PUH10	0.478	0.875	0.487	0.406
PUL1	0.876	0.444	0.494	0.367
PUL2	0.876	0.465	0.453	0.288
PUL3	0.891	0.459	0.406	0.306
PUL4	0.906	0.608	0.604	0.472
PUL5	0.904	0.509	0.456	0.350
PUL6	0.916	0.512	0.558	0.457
PUL7	0.786	0.474	0.463	0.350
PUL8	0.849	0.510	0.418	0.326
PUL9	0.866	0.542	0.497	0.357
PUL10	0.813	0.453	0.453	0.291
PUL11	0.857	0.587	0.470	0.318

Source: Processed Primary Data (2024)

Based on the discriminant validity test results, the latent constructs predict

their respective indicators within their block better than indicators in other blocks.

This indicates that the constructs of push factors, pull factors, decision-making, and tourist behavior form a good model, meaning that all constructs in the estimated model have met the criteria for discriminant validity.

The third part of the outer model involves testing composite reliability, which

measures the reliability of indicator blocks within a construct. A construct is considered reliable if its composite reliability value exceeds 0.6. The following table presents the composite reliability output from PLS.

Tabel 4. Composite Reliability

	Composite Reliability
Tourism Pull Factors	0.971
Tourism Push Factors	0.962
Tourism Decision-Making	0.963
Tourist Behavior	0.834

Source: Processed Primary Data (2024)

Structural Equation Model Analysis

Results of the Measurement Model Analysis (Outer Model)

The measurement model (outer model) illustrates the role of indicators in reflecting the constructed variables or the relationship between variables and their constituent indicators (Suryawardani and Wiranatha, 2018). The highest outer model value for each variable represents the most representative indicator of the constituent variable. The significance of these

relationships is obtained through bootstrapping with 500 sub-samples and a 5% significance level.

The measurement model output shows that the push factor variable is reflected by 10 indicators, the pull factor variable is reflected by 11 indicators, the decision-making variable is reflected by 5 indicators, and the tourist behavior variable is reflected by 3 indicators. These details are presented in the following table.

Table 5. Measurement Model Output of the Tourism Push Factor Variable

Code	Indicators	Outer Load-ing	Standard Deviation (STDEV)	T Statistics (O/STERR)	P values	Signifi-cance
PUH1	Desire to escape from a monotonous environment	0.892	0.023	39.463	0.000	Significant
PUH2	Desire for physical refreshment	0.866	0.024	35.591	0.000	Significant
PUH3	Desire to experience joy through recreational activities	0.827	0.035	23.402	0.000	Significant
PUH4	Desire to strengthen family bonds	0.710	0.057	12.359	0.000	Significant
PUH5	Desire to show prestige	0.799	0.040	19.937	0.000	Significant

Code	Indicators	Outer Loading	Standard Deviation (STDEV)	T Statistics (O/STERR)	P values	Significance
PUH6	Desire for social interaction with peers	0.873	0.025	35.180	0.000	Significant
PUH7	Desire to meet people who create a romantic atmosphere	0.896	0.021	43.137	0.000	Significant
PUH8	Desire to see new things, learn about other people/places, or understand different cultures	0.894	0.019	46.116	0.000	Significant
PUH9	Desire for self-discovery	0.827	0.030	27.759	0.000	Significant
PUH10	Desire to fulfill long-held travel dreams	0.875	0.028	31.799	0.000	Significant

Source: Processed Primary Data (2024)

Based on the table above, the indicator "Desire to meet people who create a romantic atmosphere" (PUH7) with a value of 0.896 is the strongest indicator representing the push factor variable in tourism.

Additionally, PUH8 (0.894) and PUH1 (0.892) have values closely aligned with PUH7, indicating that PUH8 and PUH1 are also among the best indicators for the push factor variable in tourism.

Table 6. Measurement Model Output of the Tourism Pull Factor Variable

Code	Indicators	Outer loading	Standard Deviation (STDEV)	T Statistics (O/STERR)	P values	Significance
PUL1	Climate conditions	0.876	0.021	41.308	0.000	Significant
PUL2	Promotional activities carried out by the government	0.876	0.018	48.820	0.000	Significant
PUL3	Advertisements in various media	0.891	0.021	41.969	0.000	Significant
PUL4	Extensive marketing activities	0.906	0.014	65.340	0.000	Significant
PUL5	Special events	0.904	0.019	48.850	0.000	Significant
PUL6	Availability of incentives	0.916	0.014	64.926	0.000	Significant
PUL7	Visiting friends	0.786	0.049	16.077	0.000	Significant

Code	Indicators	Outer loading	Standard Deviation (STDEV)	T Statistics (O/STERR)	P values	Significance
PUL8	Visiting family	0.849	0.025	34.013	0.000	Significant
PUL9	Tourist attractions	0.866	0.026	33.675	0.000	Significant
PUL10	Culture and traditions	0.813	0.033	24.730	0.000	Significant
PUL11	Natural and artificial environment	0.857	0.028	30.248	0.000	Significant

Source: Processed Primary Data (2024)

Based on the table above, the indicator "Availability of incentives" (PUL6) with a value of 0.916 is the strongest indicator representing the pull factor variable in tourism.

Table 7. Measurement Model Output of the Decision-Making Variable

Code	Indicators	Outer Loading	Standard Deviation (STDEV)	T Statistics (O/STERR)	P values	Significance
DES1	Need or desire to travel	0.910	0.014	66.866	0.000	Significant
DES2	Search and evaluation of information	0.920	0.014	64.480	0.000	Significant
DES3	Decision to take a trip	0.920	0.014	67.289	0.000	Significant
DES4	Travel preparation and tourism experience	0.915	0.014	64.736	0.000	Significant
DES5	Evaluation of travel satisfaction	0.913	0.017	54.709	0.000	Significant

Source: Processed Primary Data (2024)

As seen in Table 7 above, the indicator "Decision to take a trip" (DES3) with a value of 0.920 and "Search and evaluation of information" (DES2) are the best indicators representing the Decision-Making variable.

Table 8. Measurement Model Output of the Tourist Behavior Variable

Code	Indicators	Outer Loading	Standard Deviation (STDEV)	T Statistics (O/STERR)	P values	Significance
BEH 1	Tourists interested in low prices	0.767	0.050	15.457	0.000	Significant
BEH 2	Tourists who return to the same tourist destination every year	0.791	0.065	12.206	0.000	Significant

Code	Indicators	Outer Loading	Standard Deviation (STDEV)	T Statistics (O/STERR)	P values	Significance
BEH 3	Tourists who strive to find complete and up-to-date information	0.817	0.026	31.128	0.000	Significant

Source: Processed Primary Data (2024)

As shown in Table 8, the indicator "Tourists who strive to seek complete and up-to-date information" (BEH3) with a value of 0.819 is the best indicator representing the Tourist Behavior variable.

Structural Model Analysis Results (Inner Model)

The output of the structural model (inner model) after 500 bootstrap iterations can be seen in the following figure.

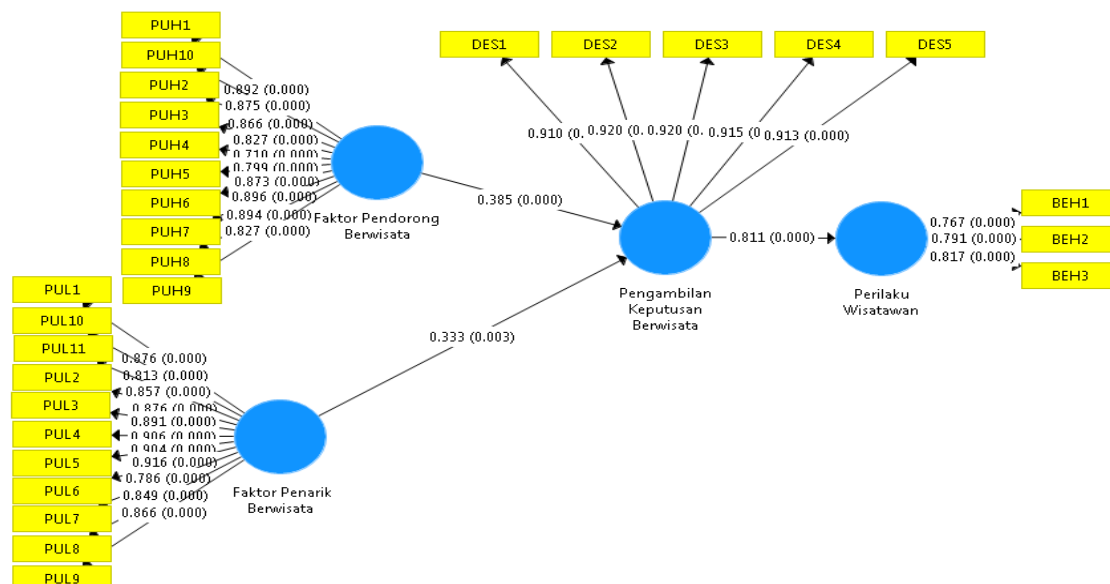


Figure 1. Output Results of the Structural Equation Model

The model evaluation uses R-square (R^2) for the dependent construct. The R-square value reflects the predictive power of the overall model (Falk and Miller, 1992; Pirouz, 2006), with the threshold for

R-square being greater than 0.10 or more than 10 percent (indicating the model's goodness-of-fit). Based on data processing using PLS, the resulting coefficient of determination (R-square) is as follows.

Table 9. R-square Values

Construct	R-Square
Tourism Decision-Making	0.410
Tourist Behavior	0.658

Source: Processed Primary Data (2024)

Based on the table above, it is known that the R-square for the Decision-Making variable is 0.410, which means

that Decision-Making is influenced by Tourism Pull Factors and Tourism Push Factors by 41.0%, while the remaining

59.0% is influenced by other factors. Meanwhile, the R-square value for the Tourist Behavior variable is 0.658, indicating that Tourist Behavior is influenced by Decision-Making by 65.8%, while the remaining 34.2% is influenced by other factors. On the other hand, the Tourism Pull Factors and Tourism Push Factors variables are independent variables that affect the dependent variables, so they do not have an R-square value.

The goodness of fit in PLS can be determined from the Q^2 value. The Q^2 value has the same meaning as the coefficient of determination (R-square / R^2) in regression analysis. The higher the R^2 , the better the model fits the data. A Q-Square value greater than 0 indicates that the model has predictive relevance, whereas a Q-Square value less than 0 suggests that the model has low predictive relevance (Ghozali, 2014). Based on the table above,

the Q^2 value is as follows.

$$\begin{aligned} Q^2 \text{ Value} &= 1 - (1 - R_{21}) (1 - R_{22}) (1 - R_{23}) \\ &\quad \dots (1 - R_{2n}) \\ &= 1 - (1 - 0.410) (1 - 0.658) \\ &= 1 - 0.2021 = 0.7979 \end{aligned}$$

In this research model, the R-square value obtained in the overall model equation is 79.79%, which is considered high. This indicates that the structural model has high predictive relevance, making the model increasingly robust and suitable for use in predictions.

Direct Effect of Exogenous Variables on Endogenous Variables

This direct effect indicates the magnitude of the direct influence of the exogenous variable on the endogenous variable without involving a mediating variable.

Tabel 10. Direct Effect

Hypothesis	Direct Effect	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
H1	Tourism Pull Factors -> Tourism Decision-Making	0.333	0.110	3.031	0.003
H2	Tourism Push Factors -> Tourism Decision-Making	0.385	0.110	3.512	0.000
H3	Tourism Decision-Making -> Tourist Behavior	0.811	0.026	31.387	0.000

Source: Processed Primary Data (2024)

The estimation results of the inner model for the direct effect of tourism pull factors on decision-making show a path coefficient value of 0.333 with a p-value of 0.003, which is smaller than alpha 0.05 (error rate $\alpha = 5\%$). This indicates that the direct effect of tourism pull factors on decision-making is significant. The effect is positive, meaning that the better the tourism pull factors, the higher the decision-making will be.

The estimation results of the inner model for the direct effect of tourism push factors on decision-making show a path coefficient value of 0.385 with a p-value of 0.000, which is smaller than alpha 0.05 (error rate $\alpha = 5\%$). This indicates that the direct effect of tourism push factors on decision-making is significant. The effect is positive, meaning that the better the tourism push factors, the higher the tourism decision-making will be.

The estimation results of the inner model for the direct effect of decision-making on tourist behavior show a path coefficient value of 0.811 with a p-value of 0.000, which is smaller than alpha 0.05 (error rate $\alpha = 5\%$). This indicates that the direct effect of decision-making on tourist behavior is significant. The effect is positive, meaning that the better the decision-

making, the more tourist behavior will improve.

Indirect Effect of Exogenous Variables on Endogenous Variables

This indirect effect indicates the magnitude of the direct influence of the exogenous variable on the endogenous variable while involving a mediating variable.

Tabel 11. Indirect Effect

Indirect Effect	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Tourism Pull Factors -> Tourism Decision-Making				
Tourism Pull Factors -> Tourist Behavior	0.270	0.088	3.056	0.002
Tourism Push Factors -> Tourism Decision-Making				
Tourism Push Factors -> Tourist Behavior	0.312	0.092	3.400	0.001
Tourism Decision-Making -> Tourist Behavior				

Source: Processed Primary Data (2024)

The path coefficient for the indirect effect of tourism pull factors on tourist behavior through decision-making is 0.270, with a p-value of 0.002, which is smaller than 0.05. This indicates that the indirect effect of tourism pull factors on tourist behavior through decision-making is significant. In other words, the better the tourism pull factors, the more they influence the increase in tourism decision-making, which in turn enhances tourist behavior.

The path coefficient for the indirect effect of tourism push factors on tourist behavior through decision-making is 0.312, with a p-value of 0.001, which is smaller than 0.05. This indicates that the indirect effect of tourism push factors on tourist behavior through decision-making is

significant. In other words, the better the tourism push factors, the more they influence the increase in decision-making, which in turn enhances tourist behavior.

Results of Structural Model Feasibility Analysis

Before interpreting the results of the structural equation model analysis in this study, several researchers (Chin, 1998; Hair et al., 2012; Henseler et al., 2009 in Suryawardani and Wiranatha, 2018) recommended that the model's feasibility should be examined first. Table 12 presents the steps commonly used to assess the feasibility of the structural model, which is analyzed using the SEM Smart PLS model.

Tabel 12. Statistical Values for Assessing Model Feasibility

Variable	Variable Type	Number of Indicators	AVE	R ²
Tourism Pull Factors	Eksogen	11	0.754	NA ^a
Tourism Push Factors	Eksogen	10	0.718	NA ^a
Tourism Decision-Making	Endogen	5	0.838	0.410
Tourist Behavior	Endogen	3	0.627	0.658
Average	-	-	0.734 ^b	0.534

Explanation:

^a: The value is not available because it is an exogenous variable type

^b: The average weight is based on the number of indicators

Based on Table 12, the average AVE value is 0.734, and the average R² value is 0.534. To assess the feasibility of the structural equation model, the Goodness of Fit (GOF) value for the overall model, referring to the formula introduced by Tanenhaus et al. (2005) in Suryawardani (2018), is as follows:

$$GoF = \sqrt{Communalitix\overline{R^2} = \overline{AVE}x\overline{R^2}}$$

In the equation above, the average AVE represents the weighted average value, with weights based on the number of indicators for each variable. Using the formula above, the GOF value of the model is calculated as:

$$GoF = \sqrt{0.734x0.534} = \sqrt{0.3921} = 0.6262$$

The GOF value of the structural model above is 0.6262, which exceeds 0.5, indicating that the model is acceptable and can be further interpreted.

Discussion

The results of this study indicate that push factors in tourism significantly influence tourists' decision-making. Based on the Structural Equation Model (SEM) analysis, the indicator “the desire to meet people who create a romantic atmosphere” (PUH7) shows the highest loading value (0.896), marking it as the best

representative of the push factor construct. Indicators such as “the desire to experience something new, learn about other people/regions, or understand different cultures” (PUH8 = 0.894) and “the desire to escape from a monotonous environment” (PUH1 = 0.892) are also prominent.

These findings indicate that tourists' internal motivations—such as the desire to escape routine, seek new experiences, and engage in social interactions—play a crucial role in determining their choice of travel destinations. The results of this study are consistent with research by Alfisyahr and Deasyana (2019), who found that rest and relaxation are dominant motivations for domestic tourists visiting Malang Regency. Similarly, Prabawa et al. (2019) emphasized the importance of social interaction and the pursuit of novel experiences as key determinants in travel decision-making.

Furthermore, Fila Hidayana et al. (2019) confirmed that push and pull factors significantly influence tourist satisfaction, particularly in cultural destinations like Prai Ijing Village. These findings reflect real-world conditions, where Batu City—with its variety of artificial attractions and cool climate—effectively caters to these tourist motivations. As such, Batu City remains an attractive destination for domestic travelers seeking both a break from routine and meaningful travel experiences.

Pull factors in tourism significantly influence tourists' decision-making. Among these, the indicator “presence of

incentives” (PUL6), with a value of 0.916, emerges as the most prominent representation of the pull factor variable. This finding is consistent with the profile of heterogeneous domestic tourists in Batu City, where a substantial number of visitors arrive through company-sponsored travel programs. These tourists typically travel in groups with colleagues, with all expenses covered by their respective organizations. In such cases, travel incentives serve as a key external motivator, playing a decisive role in shaping destination choices.

Incentives—such as discounts, promotional packages, and travel rewards—serve as powerful external motivators that encourage individuals to travel by reducing financial barriers and increasing the perceived value of the tourism experience. These forms of stimuli are especially effective in attracting price-sensitive segments, including group travelers, families, and corporate employees participating in incentive-based travel programs. Research by Mukiroh and Setiyorini (2012) identified that pull factors, particularly incentives, play a significant role in influencing tourists' decisions when selecting a destination. Their study highlighted that the presence of tangible benefits, such as special offers or cost savings, enhances tourists' perception of destination attractiveness, as incentives are perceived not only as economic advantages but also as expressions of hospitality and value-added service.

In addition, Pitana and Gayatri (2005) emphasized that travel incentives contribute to increased tourist motivation by offering supplementary benefits that align with visitors' needs, preferences, and expectations. These incentives may take the form of discounted entrance fees, bundled travel and accommodation packages, complimentary services (e.g., guided tours or meals), or exclusive access to premium facilities. When strategically implemented, such offerings can differentiate a destination from its competitors, strengthen its market positioning, and boost repeat

visitation by reinforcing positive travel experiences. Supporting these findings, Purnami and Suryawardani (2018) concluded that service quality—when coupled with value-enhancing offers such as incentives—significantly affects visitor satisfaction and their desire to revisit, particularly in agrotourism destinations like Bali Pulina. Similarly, Rahman et al. (2019) demonstrated that perceived service value and tangible benefits are key predictors of revisit intention at Sasak Sade Village, with incentives playing a mediating role between satisfaction and behavioral loyalty.

Decision-making has a significant impact on tourist behavior. The more complex and deliberate the decision-making process, the stronger its influence on tourists' behavioral patterns when visiting destinations such as Batu City. Based on the results of the Structural Equation Model (SEM) analysis, the indicators “decision to take a trip” (DES3), with a loading value of 0.920, and “search and evaluation of information” (DES2) emerged as the most representative indicators of the decision-making construct. These findings suggest that tourists' decisions are shaped by a combination of push and pull factors, which subsequently exert a direct influence on their behavior when selecting Batu City as a travel destination.

In this context, a well-informed and thoughtful decision-making process plays a critical role in shaping tourists' behavior when selecting travel destinations. This process involves multiple cognitive stages, including information search, evaluation of alternatives, and the assessment of personal and social motivations. Rosiana et al. (2017) identified that psychological factors, particularly the way tourists process information, perceive risks, and assess destination attributes, significantly influence their behavioral intentions. Their study emphasized that tourists who are more engaged in the decision-making process tend to exhibit more deliberate and goal-oriented travel behaviors. Furthermore, Pitana

and Gayatri (2005) highlighted several determinants that shape tourist decision-making, including individual characteristics (such as age, education, income, and lifestyle), awareness of the personal and social benefits of travel, and the perceived image of the destination. These elements interact dynamically: for example, a positive destination image combined with high awareness of potential travel benefits (e.g., relaxation, cultural enrichment, or social bonding) enhances the likelihood of a tourist deciding to visit a particular location. As such, the decision-making process acts as a mediator between motivational factors (push and pull) and actual tourist behavior, ultimately influencing not only the selection of destinations but also the satisfaction and loyalty outcomes associated with the travel experience.

This study provides strategic insights for tourism management in Batu City. Tourist motivations—both internal (push) and destination-based (pull)—significantly shape travel decisions and behavior. Tourism policies must therefore align with these evolving motivations. First, strong push factors such as escaping routine, seeking novelty, and emotional connection indicate that tourists seek psychological fulfillment beyond leisure. This opens opportunities for personalized tourism packages—romantic, educational, or spiritual—that foster self-exploration and social interaction. Second, the prominence of incentives as pull factors highlights the importance of offering attractive deals and quality facilities. Group visits through corporate incentive programs suggest the need for collaboration with private sectors. The Tourism Office can support this by facilitating partnerships and offering fiscal incentives for bundled promotions, positioning Batu as an incentive-friendly destination.

Third, the findings stress the importance of rational, information-driven decision-making. Tourists now expect reliable, accessible, and updated information. Enhancing digital platforms with features

like online booking, interactive maps, and real-time updates will improve trip planning and satisfaction. Lastly, a holistic approach to experience management is essential. Beyond attractions, improving transport, hygiene, safety, and hospitality can create a seamless experience, encouraging repeat visits and positive word-of-mouth that strengthen Batu's image as a desirable destination.

CONCLUSION

From the analysis and discussion carried out in this study, several important insights emerged regarding the decision-making behavior of domestic tourists visiting Batu City. The findings revealed that push factors, which represent the internal motivations of tourists—such as the desire to escape routine, seek relaxation, or pursue new experiences—played a significant role in influencing their travel decisions. These intrinsic motivations formed the initial impulse that led individuals to consider travel as a viable and desirable activity.

In addition, the study also confirmed that pull factors, referring to the external attributes and appeal of a destination, had a substantial impact on tourist decision-making. Elements such as the attractiveness of natural and artificial attractions, cultural uniqueness, accessibility, promotional efforts, and supporting facilities were all found to contribute meaningfully to tourists' choices in selecting Batu City as a travel destination. Together, these push and pull factors interacted to shape tourists' travel intentions and destination preferences. Another important finding was the significant influence of decision-making on actual tourist behavior. This suggests that once tourists had gathered information and evaluated their options, their final travel decisions directly shaped how they behaved during the trip, including what they did, how long they stayed, and their overall level of engagement with the destination.

Given these findings, the study underscores the importance of destination management strategies that are responsive to tourist motivations and expectations. The Batu City Government, particularly through the Tourism Office and related stakeholders, is encouraged to continue enhancing the overall quality of the tourism experience. One effective strategy is to maintain and promote the uniqueness and authenticity of Batu's attractions, while simultaneously developing a diverse range of tourism products that align with the interests of various market segments, particularly domestic tourists.

Moreover, the provision of adequate tourism facilities and infrastructure, such as clean public amenities, efficient transportation, accessible information centers, and comfortable accommodations, was shown to be critical in improving tourist satisfaction and encouraging longer stays. Attention to these aspects not only enhances the visitor experience but also strengthens the city's competitiveness as a tourism destination. These recommendations are reinforced by the results of the Goodness of Fit (GOF) analysis of the structural model used in the study. With a GOF value of 0.6262, the model met the criteria for acceptability ($GOF > 0.5$), indicating that it offered a statistically sound basis for interpreting the relationships between the variables studied.

Looking ahead, future research on tourist behavior in Batu City or other destinations is encouraged to incorporate additional variables or indicators that may further explain the complexities of travel behavior. Factors such as tourist satisfaction, digital engagement, travel companions, or post-visit loyalty intentions could offer deeper insights and contribute to the development of a more comprehensive and predictive model. By doing so, tourism planners and stakeholders can continue to refine their strategies in line with evolving tourist expectations and global travel trends.

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