What Makes Domestic Tourists Satisfied with Shopping in Bali? The Influence of Place Attachment, Shopping Motivation, and Shopping Experience

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Abstract: Shopping for souvenirs is often considered an essential part of the travel experience for many tourists. This study examines the relationship between place attachment and shopping motivation as independent variables, shopping satisfaction as a dependent variable, and shopping experience as a mediator. The findings indicate that place attachment may influence shopping pleasure indirectly, through the mediating role of shopping experience. In contrast, shopping satisfaction is affected by shopping motivation both directly and indirectly. A sample size of 308 respondents who had participated in tourism shopping at Sukawati Art Market, Gianyar, Bali, was used to validate the proposed model. The validation was conducted using PLS-SEM through outer and inner models with SmartPLS 4, using a 1-tailed test. The study employed a quantitative approach and collected data through a survey questionnaire. The results of this research hold theoretical and practical implications for increasing the understanding of shopping satisfaction of domestic tourists.

Keywords: place attachment; shopping motivation; shopping experience; shopping satisfaction; shopping in Bali

1. Introduction

Tourism plays a crucial role in creating employment, promoting prosperity, and providing leisure activities. The World Travel & Tourism Council (WTTC) has estimated that the globalized travel and tourism sector generated 21.6 million new employment opportunities in 2023, bringing the total number of jobs in the sector to 295 million globally. This indicates that by 2023, one in every eleven job opportunities globally will be in this sector. Furthermore, the

sector made a significant contribution to the global economy, accounting for 9.1% of global GDP. Despite an impressive 23.2% increase over the previous year, the figure was only 4.1% less than the level recorded in 2019 (WTTC, 2024).

To enhance the tourism industry, shop proprietors must give priority to tourist contentment, as it bears economic and socio-cultural implications for the nation (Çelık, 2019). As claimed by Sarwari (2017), consumer emotional responses are becoming increasingly important in company marketing. Moreover, shopping represents a crucial aspect of the tourist experience and ranks as one of the three most popular tourism activities, alongside general sightseeing and dining. Numerous major urban areas are heavily investing in the advancement and marketing of shopping districts as a fundamental component of their city's brand. Despite prevailing sentiments, shopping, specifically shopping districts, has not yet received adequate attention in the tourism literature (Jin et al., 2017).

Bali has emerged as a popular tourism destination due to its unique natural and cultural attractions. Its tourism hotspots feature scenic rice fields, serene lakes, stunning beaches, and majestic mountains alongside numerous cultural landmarks (Yudhistira et al., 2022), and the vibrant Bali souvenir market. Currently, the focus is on providing visitors with a gratifying shopping experience, especially at the Sukawati Art Market in the Gianyar Regency of Bali. Tourists often visit the Balinese goods marketplace at Sukawati Art Market to purchase souvenirs or gifts for their family and friends. On the other hand, any other circumstance in which customers are able to complete their purchases using their preferred method (online, offline, or multichannel) is called a regular crisis. In particular, the unpredictable crisis scenario COVID-19 (Santos et al., 2022; Sedita et al., 2022). The COVID-19 outbreak has resulted in a multitude of alterations in consumer conduct and in how people cope with fresh challenges in their day-to-day existence (Vermicelli et al., 2022).

The COVID-19 pandemic has temporarily halted Bali's tourism industry, which has significant implications for the economy of the Balinese people, as well as the local revenue of the regency and province (Subadra, 2021). This phenomenon also affects sales and alters consumer patterns at the Sukawati art market. Several scholars, including Gao et al. (2018) and Appolloni et al. (2023), who investigated online shopping have employed self-determination theory in their research. However, in contrast to previous research, the present investigation centers on travelers who purchase goods at the Sukawati art market, employing the self-determination theory to comprehend consumer behavior specifically on tourist shopping satisfaction influenced by shopping motivations. Based on the knowledge of researchers, no one has examined consumer behavior using self-determination theory in the Sukawati Art Market.

This study aims to elucidate the relationship between place attachment, shopping motivation, shopping satisfaction, and shopping experience at Sukawati Art Market, Gianyar Regency, Bali. It endeavors to ascertain how place attachment and shopping motivation influence shopping satisfaction, with shopping experience as a mediator in this relationship. In the context of research on island tourism, it can be demonstrated that place attachment has a positive influence on satisfaction (Çavuşgil Köse, 2022). This is also following the findings of Nyamekye et al. (2023) which indicate a positive influence of place attachment and satisfaction.

Moreover, previous research has proven that motivation has a positive influence on satisfaction in the context of ecotourism (Kim et al., 2023). Previous research has considered a number of aspects of place attachment and shopping motivation. However, there has been little examination of the effect of place attachment and shopping motivation on tourist shopping satisfaction. To achieve this, a survey was conducted on 308 domestic tourists who had shopped at Sukawati Art Market. The proposed model was evaluated using Partial Least Square Structural Equation Model (PLS-SEM).

This research significantly contributes to the study of domestic tourists' satisfaction at Sukawati Art Market. Specifically, it expands upon earlier investigations that explored the application of self-determination theory to online shopping in Chinese culture. This research concentrates on testing the self-determination theory within the realm of retail shopping for domestic tourists. This research assesses the influence of place attachment and shopping motivation on shopping experience and satisfaction. Furthermore, it provides valuable insights to retailers on how they can utilize travelers as a means to foster positive relationships between sellers and buyers to enhance customer attachment and satisfaction. This, in turn, contributes to the sustainability of the tourism industry by building long-term customer relationships. The final part presents the methodology, results, and analyses of the study, along with the implications, strengths, limitations, and potential for future research.

2. Literature Review

2.1 Place Attachment and Shopping Satisfaction

Tourism is a multifaceted phenomenon, and customers seek experiences that can meet multiple requirements simultaneously. These experiences are often emotionally driven (Chiappa et al., 2014). Place attachment can be attributed to emotional and cognitive connections, as well as social and cultural beliefs. A person's proximity to their family and peers can also be a significant motivator for cultural elements. Place attachment is often a result of shared cultural similarities.

The correlation between adolescents and shopping centers can be attributed to the passage of time and the presence of mall amenities, such as public spaces, which foster a reliance on the mall. Meanwhile, a place's capacity for adaptation, including its performance, sustainability, management, and visual aspects, as well as its economic worth, architectural and urban planning elements, social communication, and background features, can all contribute to happiness (Kusumowidagdo et al., 2015). In other words, when selecting a destination, travelers often take into account both physiological and psychological/emotional satisfaction, including attachment, achievement, and enjoyment.

Previous studies have shown that place attachment has a positive and significant impact on overall satisfaction (Abdulsalam & Dahana, 2022). This suggests that travelers who have strong emotional ties to a location are more likely to have a pleasant travel experience there. This finding is consistent with Dinter et al. (2022) the direct, positive effect of a sense of place on life satisfaction.

2.2 Shopping Motivation and Shopping Satisfaction

Scholars have recently focused on examining the effects of utilitarian and hedonistic motives on consumer behavior in various circumstances (Arul Rajan, 2020) because consumer satisfaction and dissatisfaction with the product can influence their future behavior (Andriani et al., 2021). According to Kesari & Atulkar (2016), shopping has been associated with happiness. Liao et al. (2016) found that it can also bring excitement and pleasure, while Bilgihan (2016) suggests that it can lead to the experience of flow.

Researchers Ekici et al. (2018), states that individuals engage in shopping not only to fulfill their utilitarian needs but also to experience pleasure, novelty, and delight, which contribute to their overall shopping well-being. Although individuals may share similar core life motives, such as shopping for their family or serving as a role model, their motivations are influenced by their experiences in different situations. This is because hedonic shopping incentives depend on the services provided by retailers. Previous research has identified a correlation between satisfaction and hedonic, utilitarian, and social purchasing values (Vilnai-Yavetz et al., 2021). Motivation and satisfaction are important factors that influence post-purchase customer behavior (Tian, 2023). Overall satisfaction with the destination experience is significantly increased by motivation (Han & Hyun, 2018).

2.3 Shopping Experience and Shopping Satisfaction

Shopping is a popular tourist activity that is often considered an essential component of the trip experience (Correia & Kozak, 2016). Study results from Fangxuan & Ryan (2018), verified this finding and added that souvenir

purchases are related not only to travel reasons but also to the experience of the area and as a commodity exchanged between tourism operators and travelers (Lew et al., 2014). Customer experiences are shaped by internal processes that involve individual assessments, opinions, sentiments, and perceptions. It is important to note that these evaluations are subjective and should be clearly marked as such (Gilboa et al., 2016).

A satisfactory shopping experience can lead to positive emotions of feeling content, fulfilled, and pleased with the service provider and their services (El-Adly & Eid, 2015), and satisfaction with the product. Improving customer satisfaction is essential for increasing return business, product referrals, and consumer repurchases. According to Lin & Chuang (2021) and Su et al. (2020), customer experience is a crucial factor in shopping satisfaction. If the client has an overall positive experience, their level of satisfaction is likely to be high. Consumers are motivated not only by the potential outcomes of a service but also by the additional benefits that can be derived from the buying experience (Roozen & Katidis, 2019).

This study aims to examine the effect of place attachment (X1), shopping motivation (X2), and shopping experience (M) on shopping satisfaction (Y) (Figure 1), which the research's location is Sukawati Art Market as a popular shopping destination in Bali. The hypothetical model (Figure 1) and several research hypotheses were developed based on the findings of this study's literature review.
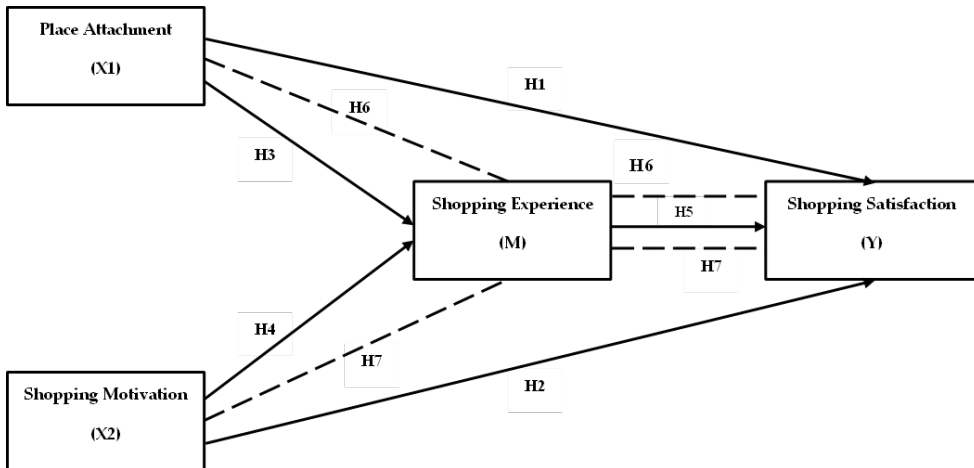

Figure 1. Hypothetical Model

H1: Place attachment has a positive and significant influence on shopping satisfaction

H2: Shopping motivation has a positive and significant influence on shopping satisfaction

H3: Place attachment has a positive and significant influence on shopping experience

H4: Shopping motivation has a positive and significant influence on shopping experience

H5: Shopping experience has a positive and significant influence on shopping satisfaction

H6: Shopping experience mediates the effect of place attachment and shopping satisfaction

H7: Shopping experience mediates the effect of shopping motivation and shopping satisfaction

3. Methods and Theory

3.1 Method

This study utilizes a quantitative methodology with a causal research design to establish direct correlations between multiple variables via data collection (Hair et al., 2021). The research explores the influences between place attachment and shopping motivation in relation to shopping satisfaction. This study employs place attachment and shopping motivation as independent variables, shopping experience is the mediating variable, and shopping satisfaction is the dependent variable. Age and gender function as control variables. The data collection was executed using a purposive sampling method, selecting sample elements based on the specific objectives of this research. Based on Hair et al. (2021) research, the minimum sample size for a representative sample should be calculated by multiplying the number of indicators by a factor of 5-10. As the study includes 42 indicators, this necessitates a minimum sample size of 210 respondents. Table 1 shows the variables and indicators in this study.

Table 1. Variables and Indicators of Research

Variables	Dimensions	Indicators Code	Indicators	Source
Place Attachment (X1)		PA01	I am particularly attached to the Sukawati Art Market.	Abdulsalam & Dahana (2022)
		PA02	There is no equivalent place to Sukawati Art Market.	
		PA03	Sukawati Art Market holds a particular place in my heart.	

Variables	Dimensions	Indicators Code	Indicators	Source
		PA04	Sukawati Art Market is very meaningful to me.	
		PA05	Sukawati Art Market feels consisting of a part of me.	
		PA06	The best shopping destination is Sukawati Art Market.	
		PA07	I would not replace any other location for accomplishing the activities I do at Sukawati Art Market.	
		PA08	I acquire more satisfaction from Sukawati Art Market than from any other market.	
		PA09	Executing what I do in Sukawati Art Market is equivalent to doing in another location.	
		PA10	I strongly relate with the Sukawati Art Market.	
Shopping Motivation (X2)	Hedonic	SM1.1	Shopping is a stress-relieving activity for me.	Tena-Monferrer et al. (2022)
		SM1.2	I enjoy spending time with family.	
		SM1.3	I enjoy keeping up with current fashion trends.	
	Utilitarian	SM2.1	I want to feel like I accomplished what I had planned on that shopping trip	
		SM2.2	After purchasing everything I desired, I am satisfied	
		SM2.3	I appreciate the ability to obtain good chances in terms of value for money.	
	Ethical	SM3.1	I felt good about supporting the local economy after making my purchase.	

Variables	Dimensions	Indicators Code	Indicators	Source
		SM3.2	I appreciate the moral behavior of tiny retailers.	
		SM3.3	Shopping in the Sukawati Art Market I believe that I'm doing the correct thing.	
Shopping Experience (M)	Education	SE1.1	The shopping experience has made me knowledgeable.	Albayrak et al. (2021)
		SE1.2	Sukawati Art Market has taught me a lot.	
		SE1.3	It fuels my curiosity to learn new things	
		SE1.4	It was a genuine learning experience at Sukawati Art Market.	
		SE1.5	The shopping experience was quite informative for me.	
	Esthetic	SE2.1	It was pleasant just to be at the Sukawati Art Market.	
		SE2.2	Sukawati Art Market was appealing.	
		SE2.3	Sukawati Art Market showed attention the detail.	
		SE2.4	Sukawati Art Market gave joy to my senses.	
	Entertainment	SE3.1	It's enjoyable to observe other people's shopping activities.	
		SE3.2	Observing other people's shopping is visually appealing.	
		SE3.3	I loved monitoring what others were doing.	
		SE3.4	It was fun to keep up with their activities.	
		SE3.5	Observing other people's purchasing habits is often enjoyable.	

Variables	Dimensions	Indicators Code	Indicators	Source
	Escapism	SE4.1	The encounter here allowed me to envisage becoming someone else.	
		SE4.2	I am entirely disconnected from reality.	
		SE4.3	I forgot about my everyday routine while shopping.	
		SE4.4	I felt like I was in another universe.	
Shopping Satisfaction (Y)		SS01	I'm pleased with my purchasing experience at Sukawati Art Market.	Cachero-Martínez & Vázquez-Casielles (2017)
		SS02	I'm satisfied, this is one of the nicest markets that I've visited.	
		SS03	I'm pleased with the things at this Sukawati Art Market.	
		SS04	I'm satisfied since I appreciated my buying experience at Sukawati Art Market.	
		SS05	I don't regret picking this market to make my transaction.	

Data was collected through survey questionnaires distributed to 308 domestic tourists who were engaged in shopping activities at Sukawati Art Market. The research utilized predetermined closed-ended questions, where respondents had to choose from a list of statements (Bougie & Sekaran, 2019). The responses obtained were scored using the Likert method, with a scale ranging from 1 (strongly disagree) to 5 (strongly agree). The data was analyzed using the Partial Least Square Structural Equation Model (PLS-SEM) with SmartPLS 4 software (Ringle et al., 2024). A one-tailed test was performed in accordance with Hair et al. (2023).

3.2 Theory

Self-Determination Theory (SDT) is a psychological theory developed by Richard M. Ryan and Edward L. Deci in the early 1980s. Its objective is to examine human behavior and individual motivations in a subjective manner. SDT suggests that satisfying the fundamental psychological necessities of autonomy,

competence, and relatedness serves as a source of intrinsic motivation. In addition to representing an empirically grounded motivation theory, SDT offers an effective framework for understanding and evaluating social situations that facilitate or impede individual drive, well-being, and potential (Ryan & Deci, 2019). The theory is based on the idea that meeting three fundamental psychological needs encourages exceptional learning and motivation, curiosity and engagement, fortitude, and adaptable coping responses to change (Legault, 2017).

The SDT theory has been employed in several tourism studies, including those examining the well-being of adventure guides (Mackenzie & Raymond, 2020), the provision of health facilities (Thal & Hudson, 2019), the motivations and experiences of travelers, and the influence of a destination's distinctive characteristics (Ginting et al., 2020). The theory has also previously been applied in other shopping research such as shopping behavior (Di Domenico et al., 2022), online customer behavior (Appolloni et al., 2023), and the influence of technology on shopping experiences (Li et al., 2023).

4. Results and Discussion

The Sukawati Art Market is a renowned traditional art market in Bali. The market is renowned among domestic and international tourists as a shopping destination for souvenirs and a producer of Balinese handicrafts at affordable prices (Pramesti & Ariwangsa, 2023). The Sukawati Art Market comprises three principal edifices. The market is divided into three sections: Block A, Block B, and Block C (Photo 1, 2, and 3). Block C is the most recent addition to the market and replaced the Sukawati Public Market, which was relocated to a different location.

The Sukawati Public Market serves the basic needs of the community, including food and ceremonies (Suasih et al., 2024). The Sukawati Art Market offers a diverse range of apparel and souvenirs. A variety of items are available, including barong t-shirts, beach trousers, necklaces, paintings, and sculptures. Additionally, handcrafted items such as masks, paintings, wooden souvenirs, and textile products are on offer (Pramesti & Ariwangsa, 2023). The architectural design of the Sukawati Art Market building is characterized by a combination of classic and ancient elements, coupled with a sense of solidity and durability.

This distinctive combination of elements serves to convey the image of the Sukawati Art Market itself, which is a traditional art market with historical, cultural value and historical heritage products. In addition to the building's typical Balinese ornaments, the presence of a temple situated in front of the Sukawati Art Market contributes to its distinctive character when viewed from the outside. Statues wrapped in Balinese poleng cloth are positioned on either side of the entrance, symbolizing the market's welcoming atmosphere (Riantra & Sukana, 2019).

Photo 1. Sukawati Art Market Block A (Photo: Jellycha Mutiara Kurnia Putri)

Photo 2. Shopping Activities at Sukawati Art Market Block B (Photo: Jellycha Mutiara Kurnia Putri)

Photo 3. Sukawati Art Market Block C (Photo: Jellycha Mutiara Kurnia Putri)

4.1 Respondent's Characteristics

The 308 respondents' characteristics were classified into five categories: gender, age, occupation, education, and frequency of visits. Table 2 displays this classification. Based on the table provided, the data collected comprises 308 respondents, with 118 (38.31%) being male and 190 (61.69%) being female, indicating that the gender classification was dominated by female respondents. The majority were 18-25 years old, with as many as 223 respondents or as many as 72.40%.

The respondent's job was dominated by students/college students, with as many as 152 respondents or as many as 49.35%. Subsequently, respondents with a bachelor's degree background prevailed, comprising 133 respondents or 43.18% of the total. Finally, when looking at the frequency of visits, the majority of respondents visited Sukawati Art Market only once, with 118 respondents or 38.31%.

Table 2. Characteristics of Respondents

		Number of Respondents	Percentage
Gender	Female	190	61.69%
	Male	118	38.31%

		Number of Respondents	Percentage
Age	18 -25	223	72.40%
	26 - 35	42	13.64%
	36 - 45	17	5.52%
	46 - 55	20	6.49%
	>55	6	1.95%
Job	Students	152	49.35%
	Private Employees	75	24.35%
	Entrepreneur	20	6.49%
	Civil Servant	8	2.60%
	Others	53	17.21%
Education	Junior High School	11	3.57%
	Senior/ Vocational High School	93	30.19%
	Diploma	62	20.13%
	Bachelor	133	43.18%
	Post - Graduated	9	2.92%
Frequency of Visits	1	118	38.31%
	2	71	23.05%
	3	30	9.74%
	>3	89	28.90%
Grand Total		308	100%

Source: Data Processing Results (2023)

4.2 Common Method Bias

It was necessary to measure the error rate increase in the research data obtained through the questionnaire for this study. The presence or absence of collinearity in the data was used to measure the error rate increase, and VIF (Variance Inflation Factor) was used as a measurement tool (Hair et al., 2021). If the VIF value is less than 3 (VIF < 3), there is no collinearity in the data (Hair et al., 2019), thus indicating no common method bias.

The VIF values for place attachment on both shopping experience and shopping satisfaction are 1.640 and 2.148, respectively. Furthermore, shopping motivation on both shopping experience and shopping satisfaction are 1.640 and 2.345, respectively. Finally, age, gender, and shopping experience on shopping satisfaction are 1.031, 1.021, and 2.942, correspondingly. These results demonstrate that all VIF values are less than 3, indicating no potential issues with collinearity.

4.3 Measurement Model Assessment: Construct Validity

Once collinearity has been identified, the data must be validated and tested for reliability. There are two types of construct validity measures: The

concepts of convergent validity and discriminant validity. Convergent validity was achieved through the outer loading and AVE values (Hair et al., 2021). This suggests that the data indicators are both valid and highly correlated. The outer loading value exceeded 0.7 (> 0.7), and the AVE value exceeded 0.5 (>0.5) (Bougie & Sekaran, 2019). Furthermore, the reliability of the data can be observed through the Cronbach Alpha and Composite Reliability values (Hair et al., 2021).

Table 3. Convergent Validity

Construct	Item Code	Outer Loadings	Cronbach's Alpha	CR	AVE
Place Attachment (X1)	PA01	0.709	0.922	0.935	0.590
	PA02	0.733			
	PA03	0.841			
	PA04	0.841			
	PA05	0.753			
	PA06	0.765			
	PA07	0.779			
	PA08	0.790			
	PA09	0.745			
	PA10	0.709			
Shopping Motivation (X2)	SM1.1	0.659	0.913	0.929	0.593
	SM1.2	0.733			
	SM1.3	0.687			
	SM2.1	0.788			
	SM2.2	0.820			
	SM2.3	0.856			
	SM3.1	0.803			
	SM3.2	0.816			
	SM3.3	0.746			
Shopping Experience (M)	SE1.1	0.789	0.944	0.949	0.512
	SE1.2	0.800			
	SE1.3	0.786			
	SE1.4	0.778			
	SE1.5	0.773			
	SE2.1	0.771			
	SE2.2	0.710			
	SE2.3	0.755			
	SE2.4	0.815			
	SE3.1	0.748			
	SE3.2	0.694			
	SE3.3	0.655			
	SE3.4	0.655			
	SE3.5	0.672			
	SE4.1	0.639			
	SE4.2	0.549			
	SE4.3	0.558			
	SE4.4	0.656			

Construct	Item Code	Outer Loadings	Cronbach's Alpha	CR	AVE
Shopping Satisfaction (Y)	SS01	0.918	0.958	0.968	0.858
	SS02	0.942			
	SS03	0.945			
	SS04	0.925			
	SS05	0.901			
Age	Age	1.000			
Gender	Gender	1.000			

Source: Data Processing Results (2023)

Table 3 shows that Place attachment, shopping motivation, shopping experience, and shopping satisfaction achieved Cronbach's alpha scores of 0.922, 0.913, 0.944, and 0.958, respectively. The corresponding Composite Reliability values were 0.935, 0.929, 0.949, and 0.968, respectively. Both measurement results demonstrate the consistency of the data with the research variables, with Cronbach's alpha value being greater than 0.6 (>0.6) and the Composite Reliability value being more than 0.7 (> 0.7) (Hair et al., 2021). Therefore, it can be inferred that the obtained data is reliable.
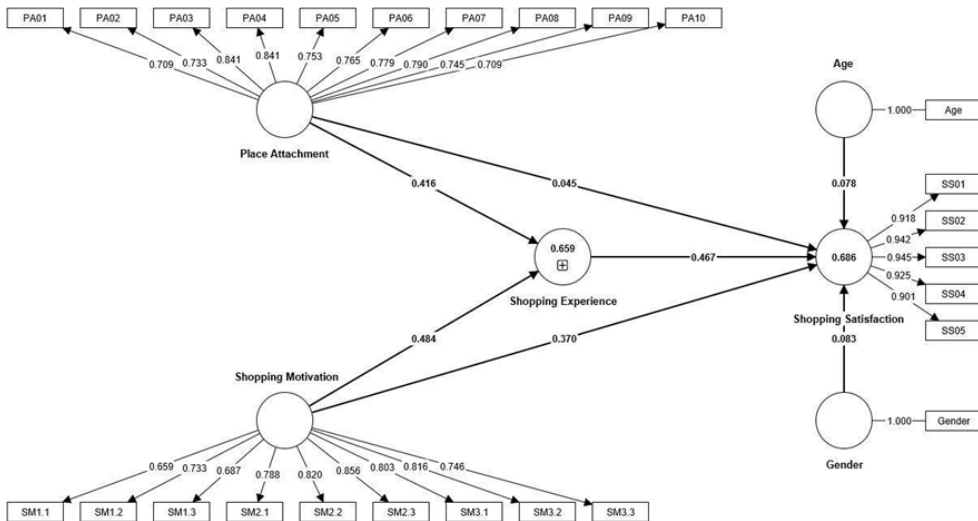

Figure 2. Initial Path-Model

4.4 Discriminant Validity

Convergent and discriminant measures are used to evaluate construct validity, as previously noted. According to Bougie and Sekaran (2019), discriminant validity is evident when constructs are anticipated to have minimal associations, or no correlation at all, with each other. Heterotrait-Monotrait

Ratio (HTMT) is used to examine discriminant validity, and a value of less than 0.90 (HTMT <0.90) is required (Hair et al., 2021). The findings of Hair et al. (2021) indicate that all constructs presented in Table 4 exhibit HTMT (Heterotrait-Monotrait Ratio) values less than 0.90, thus verifying their discriminant validity and lack of correlation, respectively.

Table 4. Discriminant Validity: Heterotrait-Monotrait Ratio Statistics

Age	Gender	Place Attachment	Shopping Experience	Shopping Motivation	Shopping Satisfaction
Age					
Gender	0.108				
Place Attachment	0.103	0.054			
Shopping Experience	0.139	0.062	0.748		
Shopping Motivation	0.115	0.088	0.660	0.766	
Shopping Satisfaction	0.190	0.028	0.641	0.796	0.795

Source: Data Processing Results (2023)

4.5 Structural Model Assessment: Hypotheses Testing

Carry out the inner model measurement after completing the outer model assessment and ensure it meets the required standards. Inner model measurement is defined by (Hair et al., 2019) as the evaluation of structural measurements to test the relevance of predictive correlations between variables or constructs. This step validates the current hypotheses using the SmartPLS 4 Bootstrapping process, which generates path coefficients and t-values. Path coefficients are utilized to identify positive and negative relationships between constructs, with measurements deemed to have a positive relationship if the value of path coefficients is less than 0.05, and a significance threshold of 5% (Hair et al., 2023). Meanwhile, t-values are employed to ascertain the level of significance in relationships between constructs, with measurements classified as having a significant relationship if the value of t-values is greater than 1.645 with a one-tailed test (Hair et al., 2023). Hypotheses testing results are displayed in Table 5.

Table 5. Summary of Hypotheses Testing

Hypotheses	Path	Std. Beta	Std. Error	t-value	p-value	Bias	Confidence Interval Bias Corrected		Decision
							5.00%	95.00%	
Direct Effect									
H1	Place Attachment → Shopping Satisfaction	0.045	0.065	0.696	0.243	0.005	-0.066	0.148	Not Supported
H2	Shopping Motivation → Shopping Satisfaction	0.370	0.073	5.051	0.000	0.010	0.248	0.487	Supported
H3	Place Attachment → Shopping Experience	0.416	0.042	9.881	0.000	0.002	0.343	0.482	Supported
H4	Shopping Motivation → Shopping Experience	0.484	0.050	9.697	0.000	0.000	0.386	0.555	Supported
H5	Shopping Experience → Shopping Satisfaction	0.467	0.093	5.016	0.000	-0.013	0.304	0.604	Supported
Indirect Effect									
H6	Place Attachment → Shopping Experience → Shopping Satisfaction	0.194	0.042	4.684	0.000	-0.005	0.132	0.266	Supported
H7	Shopping Motivation → Shopping Experience → Shopping Satisfaction	0.226	0.041	5.467	0.000	-0.008	0.160	0.293	Supported
Control Variables									
	Age → Shopping Satisfaction	0.078	0.035	2.234	0.013	-0.004	0.025	0.140	Supported
	Gender → Shopping Satisfaction	0.083	0.067	1.230	0.109	-0.000	-0.028	0.194	Not Supported

Source: Data Processing Results (2023)

Based on Table 5, the findings demonstrate that place attachment exerts an adverse and non-significant impact on shopping satisfaction (with p-values =

0.243, t-values = 0.696). In contrast, shopping motivation renders a positive and statistically significant influence on shopping satisfaction (with p-values = 0.000, t-values = 5.051). Consequently, H1 cannot be accepted, while H2 is supported.

Furthermore, the study's findings demonstrate a noteworthy and affirmative correlation between place attachment and its impact on the shopping experience (p-values = 0.000, t-values = 9.881). Additionally, a positive and significant relationship between shopping motivation and shopping experience is evident (p-values = 0.000, t-values = 9.697). Moreover, this research pinpoints that shopping experience has a positive and significant impact on shopping satisfaction (p-values = 0.000, t-values = 5.016). Therefore, H3, H4, and H5 are affirmed by this study.

Additionally, this study examines the mediating impact of shopping experience on the association between place attachment and shopping satisfaction, as well as the connection between shopping motivation and shopping satisfaction. The outcomes reveal that shopping experience has a favorable and noteworthy impact on mediating the link between place attachment and shopping satisfaction at Sukawati Art Market (p-values = 0.000, t-values = 4.684).

The study reveals that the shopping experience mediates the connection between shopping motivation as a driving force for Domestic tourists to shop and the formation of shopping satisfaction at Sukawati Art Market (p-values = 0.000, t-values = 5.467). This positively significant effect endorses H6 and H7 in the research. The control variable relationship findings are confirmed and received endorsement (p-values = 0.013, t-values = 2.234), revealing that age has a significant and positive influence on shopping satisfaction. Conversely, gender's control variable relationship shows a non-significant and negative impact on shopping satisfaction (p-values = 0.109, t-values = 1.230).

4.6 Coefficient of Determination (R^2 Value)

The R^2 value is also used to gauge the inner model's efficacy in the external construct (comprising independent variables and mediation variables) and its consequential impact on the endogenous construct (consisting of mediation variables and dependent variables). As per Hair et al. (2021), determining R^2 values of 0.25, 0.50, and 0.75 allows for the categorization of the model as feeble, moderate, or robust, respectively. Additionally, the R^2 value indicates the worth of the predictor construct, clarifying the reason for the high R^2 value, which is influenced by the high value of the predictor construct (Hair et al., 2019).

In this research, the R^2 value for Shopping Satisfaction is 0.681. This indicates that 68.1% of the variance in the Shopping Satisfaction variable is determined by Place Attachment, Shopping Motivation, and Shopping Experience. Notably, 31.9% of the variance is determined by factors not included

in this research model. Moreover, the R^2 value for shopping experience is 0.656, revealing that 65.6% of the variance in shopping experience is determined by Place Attachment and Shopping Motivation. In simpler terms, 34.4% of the variability is due to unmeasured factors in the model. Therefore, considering the R^2 value, the investigation's model can be categorized as moderate.

4.7 Effect Size (f^2 value)

The f^2 value denotes the exogenous construct's impact on the endogenous construct. The identification of f^2 values of 0.35, 0.15, and 0.02, respectively, implies that the exogenous construct has a significant, moderate, and weak influence on the endogenous construct (Hair et al., 2021). There are two endogenous constructs in this research; shopping experience and shopping satisfaction. In a relationship on shopping experience as an endogenous construct, there are place attachment and shopping motivation as an exogenous construct that affects it with the result of the f^2 value being 0.310 and 0.418, respectively. Place attachment and shopping motivation have a large effect on shopping experience. In addition, the shopping satisfaction as an endogenous construct has a relationship with place attachment, shopping motivation, and shopping experience, and also by age and gender, which the result of f^2 values were 0.003, 0.186, 0.236, 0.019, and 0.005, respectively. It indicates that the effects were small, medium, medium, small, and small, respectively.

Researchers use place attachment, shopping motivation, and shopping experience to understand tourist shopping satisfaction who have done shopping tourism activities in Sukawati Art Market, Gianyar, Bali. In this study, we validate the influence of place attachment, shopping motivation, and shopping experience on tourist shopping satisfaction. Many studies have been conducted to understand the factors that influence tourist shopping satisfaction. However, there is a lack of research comparing the influence of place attachment and shopping motivation on shopping satisfaction.

The study's findings indicate that place attachment does not significantly affect shopping satisfaction. This aligns with the explanation by (Radita et al., 2023) that place attachment has been shown to have detrimental consequences on satisfaction in a number of contexts, most notably travel and tourism. Place attachment can provide pride, enjoyment, and affection for a location, but when it is too strong or exclusive, it can also negatively affect satisfaction. Furthermore, as Ajayi & Tichaawa (2021) posit, an excessive attachment to a specific location may give rise to feelings of disappointment or discontent when that location fails to meet expectations or when events occur, such as the closure of a beloved landmark or the effects of natural disasters. Such an attachment may result in feelings of bereavement, which would be detrimental to the overall enjoyment of the trip.

Based on the previous literature review, this study does not support the previous research that suggests place attachment has a positive and significant effect on shopping satisfaction (Abdulsalam & Dahana, 2022; Dinter et al., 2022). The improvement of product and service quality, price, facilities, and accessibility is necessary for place attachment in Sukawati Art Market. Therefore, the management of the shopping place at Sukawati Art Market should focus on meeting customer needs and expectations and adapting to market changes to ensure continuous customer satisfaction.

Moreover, the findings of the research indicate that shopping motivation has a positive and significant effect on their satisfaction. These results are consistent with prior research (Han & Hyun, 2018; Vilnai-Yavetz et al., 2021). The act of shopping is driven by a multitude of factors, including motivation. It is one of the principal constructs of purchasing behavior and has a profound impact on retail marketing. Those who are motivated to purchase products tend to conduct thorough examinations of the items in question before making a purchase. They also seek out product-related information with a high degree of efficiency and employ analytical techniques to process the data gathered. Consequently, motivation exerts a significant influence on the behavior and choices made by consumers (Tian, 2023). In addition, the results showed that shopping experience has a positive and significant effect on shopping satisfaction. The findings of this study are in line with (Lin & Chuang, 2021; Su et al., 2020). Shopping experience is an amalgam of places, services, and product perceptions (Mujanah et al., 2022).

The experiences of consumers have undergone significant changes in terms of location, time, technology, and social aspects. The concept encompasses the pre-, during, and post-purchase phases, occurring in a multitude of settings and technological contexts. It is linked to various individuals, including colleagues, clients, friends, and participants in online communities. This implies that, as a consequence of the advent of various technological innovations, customers are now able to interact with brands or companies in a more straightforward manner, irrespective of their location or time of day (Koetz, 2019). Furthermore, the competitiveness of a location and its capacity to attract tourists are significantly influenced by the quality of the destination experience.

A positive experience is associated with a favorable attitude towards a place or its goods and services. Conversely, negative encounters may give rise to complaints, negative word-of-mouth, and unhappiness (Quynh et al., 2021; Sangpikul, 2018). The creation of a sense of belonging and emotional attachment to the online shopping platform can be achieved by improving the customer experience through the enhancement of place attachment. This emotional connection is a significant driver of positive experiences, which in turn influence

overall satisfaction levels (Pham & Yazdani, 2021). Thus, shopping experience can act as a mediator in the correlation between place attachment and shopping satisfaction, which has a positive and substantial relationship.

In the contemporary business environment, the enhancement of customer experience has become a primary concern for companies across a range of sectors. In contrast to a single product or a simple service, the essence of customer experience encompasses the entirety of the interaction between the customer and the provider, as well as the customer's perception of the interaction during its course. Unlike a tangible possession or a straightforward service, the customer experience is not limited to a single instance (Stein & Ramaseshan, 2020). The significance of the shopping experience is a fascinating attribute that influences the formation of consumer behavior. As a result, the service industry has both tremendous potential and problems as consumer interactions happen at the nexus of their social, physical, and digital lives (Xue et al., 2020). According to Patro (2023), Saha & Mathew (2021) posit that the consumer's experience emerges as a crucial factor influencing customers' decision to utilize digital platforms for shopping purposes. Furthermore, it offers modern consumers who prioritize speed and convenience in their product purchases an enhanced purchasing experience. In order for online shops to maintain a competitive advantage in the market, it is essential that they continue to attract digital customers. Therefore, shopping experience mediates the effect of shopping motivation and shopping satisfaction.

5. Conclusion

This study examines the relationship between place attachment, shopping motivation, shopping experience, and shopping satisfaction, and the control variables of age and gender. Seven hypotheses are presented, each of which examines a direct or indirect relationship between variables. The independent variables are place attachment and shopping motivation, the mediating variable is shopping experience, and the dependent variable is shopping satisfaction.

The results indicate that place attachment has a negative and insignificant influence on shopping satisfaction (hypotheses 1), whereas shopping motivation has a positive and significant influence on shopping satisfaction (hypotheses 2). In addition, the results indicate that place attachment has a positive and significant influence on the shopping experience (hypotheses 3), while shopping motivation also has a positive and significant influence on the shopping experience. Consequently, this study supports hypotheses 4. Furthermore, shopping experience has a positive and significant effect on shopping satisfaction (hypotheses 5).

Finally, the mediating effect of shopping experience can mediate the effect of a positive and significant relationship between place attachment, shopping

motivation, and shopping satisfaction. Consequently, hypotheses 6 and 7 are validated. Age as a control variable also affected shopping satisfaction.

The survey was conducted on individuals who had shopped at Sukawati Art Market in Gianyar, Bali. Future research could expand on these findings by incorporating additional variables. To broaden the scope of the study, additional respondents could be included, or more relevant variables could be substituted for existing ones.

5.1 Implications

This study has significant theoretical and practical implications. A model that describes the formation of shopping satisfaction has been developed and validated using PLS-SEM from a theoretical perspective. The statistical analysis indicates a lack of significant direct effect on the place attachment variable. However, it does show a positive and significant direct effect on the shopping motivation variable. This finding contributes to the theoretical development of the concept of place attachment and shopping motivation in Sukawati Art Market, Gianyar, Bali. Furthermore, the rigorous nature of PLS-SEM enables researchers to create causal models that accurately predict the factors influencing shopping satisfaction in the context of shopping tourism.

The following section will present some practical implications based on the findings of this study. Furthermore, given the importance of the shop environment, it is recommended that retail managers at Sukawati Art Market create designs for their stores. This should be done with the aim of creating an atmosphere that fits the expectations of potential tourists. In order to create a pleasant shopping environment and increase air circulation and temperature, so that tourists may spend more time in the market, managers should pay attention to the appearance of the store's scent, climate, music, design, and color.

It is evident that these components play a pivotal role in influencing visitors' emotions and behavior while shopping. This study also found that shopping motivation impacts the shopping experience and satisfaction. Tourists who visit the Sukawati Art Market gather a great deal of information before deciding to go, as well as recommendations from friends, family, and social media, which can influence their shopping decisions. Furthermore, it is anticipated that the local government and relevant stakeholders will be able to promote the Sukawati Art Market, thereby increasing the number of visitors.

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