*Original Research Article*

Driven to Return and Recommend: The Role of Motivation and Satisfaction in Shaping Tourist Future Intentions

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ABSTRACT

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| This study aims to analyze the influence of push motivation and pull motivation on overall tourist satisfaction and their impact on the desire to recommend and the intention to revisit tourist destinations in Bali, especially those located outside the Badung area. A quantitative research approach was employed using purposive sampling, with data collected from 235 Generation Z respondents who had visited destinations such as Nusa Penida, Ubud, Tanah Lot, Ulun Danu Batur Temple, and Luhur Lempuyang Temple. Data were analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) technique. The findings reveal that both push and pull motivations have a positive and significant effect on overall satisfaction, as well as on the desire to recommend and the intention to revisit. These results offer valuable insights for destination managers and local authorities to enhance the competitiveness of tourist attractions by strengthening local appeal, improving service quality, and implementing promotional strategies based on tourist experiences to support sustainable tourism development beyond the Badung area. |

*Keywords: Push Motivation, Pull Motivation, Overall Satisfaction, Willingness to Recommend, Intention to Revisit, Bali Tourism.*

1. INTRODUCTION

Tourism is a strategic sector that supports the global economy (Nasution et al., 2022). In Indonesia, tourism plays a crucial role in driving national economic growth, improving community welfare, and creating employment opportunities. Moreover, tourism contributes to cultural and environmental preservation by promoting local attractions and offering long-term benefits to surrounding communities. The relationship between economic growth and tourism shows that this sector positively impacts regional development, particularly in job creation and income generation (Saputra et al., 2021). Tourism is seen as an alternative sector supporting Indonesia’s economic development. Its growth is prioritized in regional development efforts and is expected to increase local revenue and promote local wisdom (Suranta Ginting et al., 2023).

Bali is one of Indonesia’s most important provinces in the tourism industry and is a popular travel destination. It offers natural beauty, rich and unique culture, and the hospitality of its people, providing visitors with a memorable experience. Tourism in Bali generates regional income and supports sustainable economic, social, and cultural development. The tourism sector has contributed significantly to Bali’s economic growth by creating broad opportunities for local communities, from small businesses to large-scale tourism industries (Sari, 2024). However, not all regions in Bali receive the same number of tourist visits (Abdillah, 2017). Visitor data shows that Badung Regency consistently attracts more tourists than other areas. Badung is widely recognized for its tourism appeal and draws domestic and international visitors (Pokhrel, 2024). According to Bali’s Central Bureau of Statistics, Badung ranks as the highest-earning region in the province (Statistik, 2023). The following table presents the local revenue (PAD) of Bali’s regencies/cities for 2021–2022 (Table 1).



**Fig. 1. Locally-Generated Revenue (PAD) of Regencies/Cities in Bali Province**

*Source: Indonesia Statistics Agency of Bali Province (2023).*

Based on Figure 1, Badung Regency recorded the highest Regional Original Revenue (PAD) among all regions, significantly increasing from IDR 1.75 trillion in 2021 to IDR 3.70 trillion in 2022. In contrast, Bangli Regency had the lowest PAD, declining from IDR 163.53 billion in 2021 to IDR 144.00 billion in 2022. Bali Province's total PAD rose from IDR 3.11 trillion in 2021 to IDR 3.86 trillion in 2022. These figures indicate a notable disparity in PAD contributions across Bali's regions, likely influenced by economic factors, tourism activity, and local government policies. Moreover, Badung is also one of the most attractive tourism destinations in Bali for investors. It shows from the large number of tourism facilities, especially hotels and restaurants, in South Badung (Dispar, 2020). As tourism in Badung is well-established, its main challenges lie in managing and maintaining existing destinations rather than developing new ones.

Research on regions in Bali outside of Badung offers more profound insight into the challenges and opportunities faced in developing tourism. Areas such as Klungkung, Tabanan, Gianyar, Bangli, and Karangasem have strong tourism potential but remain underdeveloped due to limited infrastructure and inadequate facilities (Subagiasta, 2017). Identifying tourism potential is essential to understanding the attractiveness of various destinations and the necessary supporting facilities. It includes evaluating the types and strengths of existing attractions and estimating the appeal of new ones (Dispar, 2020). Studies beyond Badung can support tourism growth in other regions and promote balanced economic development across Bali by offering targeted recommendations for sustainable tourism (Witari, 2017). These areas hold great potential to be developed and promoted as alternative destinations for travelers seeking different experiences, ranging from unspoiled natural beauty to rich local culture.

One of the most popular nature-based tourist destinations today is Nusa Penida (Nirmala et al., 2020). Located southeast of Bali, Nusa Penida is an exotic island gaining popularity for its stunning natural beauty. The island is known for its hidden beaches that offer a peaceful and untouched atmosphere. In addition, dramatic sea-facing cliffs enhance its uniqueness and appeal as a natural destination. Nusa Penida is also famous for its world-class snorkeling and diving spots, which provide underwater experiences rich in marine biodiversity. Previous studies highlight the island's strong tourism potential, including its scenic landscapes, diverse marine life, religious tourism, and cultural heritage (Aspriyani, 2018). Nusa Penida has become a favorite destination for travelers seeking adventure, more profound nature experiences, and a different perspective of Bali.

Ubud is well known among tourists as a travel destination that offers a wide range of attractions, especially in arts, culture, and natural scenery (Tama et al., 2021). Located in Central Bali, Ubud is a popular and appealing area on the island, often visited for its beautiful landscapes, traditional arts, cultural heritage, and local religious practices (Putri, 2023). Ubud stands out as a non-beach alternative for those visiting Bali. According to Bali Tours Club, many travelers come to Ubud for yoga, meditation, or simply to enjoy the peaceful atmosphere of resorts surrounded by lush greenery. With tranquil valley views and serene accommodations, Ubud offers a unique calm unmatched by other destinations.

Tanah Lot is one of Bali's most visited tourist destinations (Wibawa, 2019). Its natural beauty lies in the sacred area of Pura Tanah Lot, a temple uniquely built on a coral rock formation surrounded by the sea and small coastal plants (Tamah et al., 2024). To the west of Tanah Lot is Pura Enjung Bolong, another sacred temple built on a rock with a natural hole that runs from west to east. Together, these sites create a unique and picturesque setting. Tanah Lot's popularity is driven by its scenic and cultural appeal, its mystical atmosphere, and traditional rituals (Untara et al., 2020).

According to Bali Magic Tour, Pura Ulun Danu Batur is one of the most important Hindu temples in Bali. Also known as Pura Batur or Batur Temple, it is now located in Pekraman Batur Village, Kintamani District, Batur Regency. Originally situated at the foot of Mount Batur, the temple was relocated after the mountain erupted in 1926 (Darmawiguna, 2014). Pura Ulun Danu Batur differs from the more well-known Pura Ulun Danu Beratan in Bedugul. The temple faces west, about 900 meters above sea level, with Mount Batur's black lava-covered peak behind it (Balimagictour, 2023).

Pura Lempuyang is one of the oldest temples in Bali, offering stunning views that face directly toward Mount Agung. Despite its breathtaking scenery, many people are still unaware of this temple due to its remote location far from the city center (Putu et al., 2024). Pura Lempuyang Luhur is located at the peak of Bukit Bisbis, also known as Mount Lempuyang, in Karangasem Regency. It includes three temples forming a ritual procession route, beginning with purification and ending with prayers at Pura Lempuyang Luhur (Firmansyah et al., 2016). As a part of the Sad Kahyangan temples, it represents the eastern direction and honors Ida Sang Hyang Widhi Wasa in his Iswara manifestation.

The selection of tourist destinations in this study is based on the consideration that each location offers a unique and distinctive attraction, whether in terms of natural beauty, cultural value, or spiritual experience. These unique features are crucial in attracting tourists and encouraging them to engage in various activities. According to Alvito et al. (2023), friendly service quality and local community behavior significantly influence tourist satisfaction, affecting their intention to revisit. Additionally, destinations that provide positive emotional experiences can enhance tourist satisfaction and trust, encouraging repeat visits (Prakoso et al., 2020).

According to Pradnya Dewi et al. (2017), travel motivation is divided into push and pull factors. Push factors are internal desires driving a person to travel (intrinsic motivation), while pull factors are external elements that attract tourists to visit (extrinsic motivation). This study aims to understand how push and pull motivations influence tourists' decisions to recommend and revisit a destination. Push motivations relate to internal needs such as relaxation, cultural exploration, or spiritual experiences, whereas pull motivations stem from destination characteristics like natural beauty or cultural attractions. Izhar et al. (2023) found that attraction quality, emotional appeal, and accessibility positively affect tourists' intention to revisit. Additionally, this study examines tourist satisfaction as a mediator strengthening the link between motivation and revisit intention (Alvito et al., 2023).

Previous studies have shown that tourist experiences positively and significantly impact the intention to revisit a destination (Dewi & Musmini, 2023). Tourist satisfaction also plays a crucial role in increasing the likelihood of revisits and recommendations to others (Ryanda et al., 2021). Tourists with positive experiences are more satisfied and strongly desire to return and recommend the destination (Martalia, 2022). This study’s findings are expected to benefit developing tourist destinations by providing insights for managers to design more effective marketing strategies to promote sustainable tourism growth.

The research problem in this study is to determine whether push and pull motivations influence tourists’ intentions to recommend and revisit a destination, affecting their overall satisfaction. This study focuses on several tourist destinations in Bali outside of Badung, including Nusa Penida, Ubud, Tanah Lot, Pura Ulun Danu Batur, and Pura Luhur Lempuyang. Understanding these motivational factors and their impact on satisfaction can provide valuable insights for improving destination management and marketing strategies.

2. literature review

2.1 The Tourism Motivation Theory

Tourism motivation theory serves as the foundation for this study. Rooted in Maslow’s hierarchy of needs, which underpins contemporary motivation theories, motivation is defined as the internal force driving an individual to act in a specific way to fulfill needs and desires (Syaiful et al., 2023; Pramesti, 2017). Mouthinto (2000) describes motivation as an internal force that stimulates behavior to satisfy needs. Rizki et al. (2018) emphasize motivation as a critical factor influencing tourists’ decisions in selecting travel destinations. Thus, motivation is an initial driving force behind decision-making, particularly for tourists planning their trips.

Motivation is a key psychological factor affecting consumer behavior (Yusuf et al., 2021). It arises from needs that create tension, prompting actions to relieve it. According to Kumar et al. (2024), travel motivation is a psychological driver significantly impacting tourist behavior, shaped by biological and cultural forces that guide decisions and experiences (Murphy et al., 2005). Travel motivation involves internal push factors (personal desires) and external pull factors (destination attributes) (Sahara et al., 2016; Khuong et al., 2014). These factors influence the decision to travel and the choice of destination (Baloglu et al., 1996; Albughuli, 2011; Klenosky, 2002), highlighting their interconnected role in tourist decision-making.

Research on tourist motivation is essential because motivation significantly influences consumer behavior and preferences. Numerous studies on travel motivation highlight that understanding visitors’ motives is crucial for the growth of the tourism industry. Murphy et al. (2005) widely agree that destination choice is strongly affected by tourists’ motives and backgrounds, which in turn shape their visitation patterns. However, few studies have comprehensively examined domestic tourism or explored the relationships between motivation, satisfaction, and tourists’ behavioral intentions.

2.2 Push Motivation Theory

Push motivation is the internal drive that stimulates and directs tourists to travel (Kozak, 2002). Yoon et al. (2005) explain that push motivation is related to internal factors and an individual’s emotional aspects. Specifically, it originates from within the tourist, compelling them to visit a destination. Push motivation represents socio-psychological needs that drive a person to travel to a tourist destination. Also known as intrinsic motivation, it plays a key role in encouraging individuals to travel (Nasution et al., 2022). These socio-psychological motives reflect the desire to escape daily routines, rest, relax, and seek unique experiences at travel destinations (Baptista et al., 2020).

2.3 Pull Motivation Theory

Pull motivation refers to the external factors related to a destination's attractions and characteristics that influence tourists' decisions in choosing travel destinations (Gunaydin, 2021). This motivation is shaped by the destination's features, such as natural beauty, beaches, cultural attractions, entertainment, shopping centers, and other facilities that attract tourists. According to Jang et al. (2009), pull motivation involves external factors that affect tourists' choices regarding the destination, travel timing, and travel methods.

2.4 Pull and Push Motivation on Overall Satisfaction

Satisfaction is a critical indicator for tourism destinations to gather feedback from visitors. Through tourist satisfaction, destinations can obtain valuable data to improve their services. Customer satisfaction is an emotional judgment where customers compare their expectations with perceived reality (Rufliansah et al., 2020). Oliver’s (1993) widely accepted definition describes satisfaction as evaluating the extent to which products and services meet customer needs. In tourism, satisfied visitors are more likely to revisit a destination (Santoso et al., 2022). Generally, tourism satisfaction can be classified into three main aspects: satisfaction with services received, satisfaction with the destination, and overall tourist satisfaction (He et al., 2022).

Research by Htun (2023) shows that pull motivation positively affects tourist satisfaction. It aligns with previous studies suggesting marketers should enhance visitors’ travel experience satisfaction. Gnoth (1997) explored the relationship between motivation and attitude, indicating that tourist motivation influences their attitudes. Additionally, Dunn Ross et al. (1991) argued that tourism motivation explains over 90% of tourists’ overall satisfaction with destinations. He et al. (2022) found a significant positive impact of tourist motivation on satisfaction in a study conducted in Yogyakarta. Based on the above discussion, the hypotheses are proposed as follows:

H1: Pull motivation positively affects overall satisfaction.

H2: Push motivation positively affects overall satisfaction.

2.5 Pull and Push Motivation on Revisit Intention

Revisit intention is one of the key factors in ensuring the sustainability and success of the tourism sector (Abbasi et al., 2021). It is a complex concept influenced by multiple factors. Commercial consumption refers to a consumer’s willingness to repeatedly repurchase a product. Tourism denotes tourists’ readiness to revisit a destination or repurchase tourism-related products (He et al., 2022). Tourism destinations are considered products, and tourists may return or recommend them to others, such as friends or family (Yoon et al., 2005). Parasuraman, Zeithaml, and Berry (1985) define revisit intention as the desire to return after customers are satisfied with a destination and willing to recommend it to others.

Previous studies highlight customer satisfaction as a mediator of repurchase intention and emphasize the role of service quality and word of mouth (WOM). Findings show that service quality and WOM positively influence customer satisfaction, increasing repurchase intention (Dewiasih et al., 2022). Kozak (2002) identifies factors like travel experience, visit frequency, entertainment activities, local hospitality, and service satisfaction as influential on revisit intention. Pratminingsih (2014) finds that motivation affects satisfaction and directly influences revisit intention, albeit with a small regression coefficient. It suggests that satisfied tourists are more likely to revisit and return to the same destination, even if their first experience was less satisfactory (Santoso et al., 2022). Based on this, the hypotheses are proposed:

H3: Pull motivation positively affects revisit intention.

H5: Push motivation positively affects revisit intention.

2.6 Pull and Push Motivation on Recommendation Intention

Research by Bayih and Singh (2020) demonstrates that pull motivation influences tourists’ intention to recommend a destination. Recommendation intention is a key indicator of destination loyalty, as it is shaped by activities during the trip (Chen et al., 2007). Increased tourist visits reflect higher satisfaction, encouraging tourists to recommend the destination to others (Rahmanita et al., 2023). Shanka, Ali-Knight, and Pope (2002) found that word of mouth (WOM) positively affects destination choice. Positive WOM improves tourists’ attitudes toward a destination, boosting their revisit intentions (Rahayu, 2020). WOM is crucial in marketing, as it remains one of the most popular methods to attract potential tourists (Yoon et al., 2005). Hui et al. (2007) noted that satisfied tourists are more likely to recommend a destination than to revisit it themselves.

Nguyen Viet et al. (2020) identified novelty seeking as a push factor motivating individuals to recommend destinations, driven by the desire for new experiences. Although this push motivation does not always directly influence recommendation intention, it can do so indirectly when mediated by satisfaction. These studies suggest that while the direct effect of push motivation on recommendation intention may be inconsistent, its influence through satisfaction remains significant. Therefore, push motivation still holds potential in shaping tourists’ recommendation intentions. Based on the above, the hypotheses are:

H4: Pull motivation positively influences recommendation intention.

H6: Push motivation positively influences recommendation intention.

2.7 Overall Satisfaction and Revisit Intention

The success of a tourist destination in meeting or exceeding visitor expectations can be measured by repeat visits and continued participation in similar activities (Baker et al., 2000). Fostering revisit intention is crucial as it directly supports the sustainability and prosperity of the destination. Hosany et al. (2022) found that memorable travel experiences increase tourists’ intention to return, aiding destination continuity. Halstead (1989) argued that the actual value of measuring consumer satisfaction lies in its ability to predict consumer reactions post-consumption. Therefore, it is essential to understand tourists’ intentions to revisit and their relationship with satisfaction.

A satisfying purchase experience is key for a product to maintain consumer interest and encourage repeat buying (Oliver, 1993). When tourists’ expectations are well met, they tend to exhibit higher satisfaction and loyalty toward the destination. Ilda et al. (2016) revealed that destination image and customer value significantly affect tourist satisfaction, influencing loyalty. Destination managers should recognize that satisfaction is a primary determinant of tourist loyalty. High satisfaction leads to positive behaviors such as favorable word-of-mouth promotion, recommendations, and repeat visits (Rodríguez del Bosque et al., 2006; Lee et al., 2007). Based on the above, the hypothesis is:

H7: Overall satisfaction positively influences revisit intention.

2.8 Overall Satisfaction and Recommendation Intention

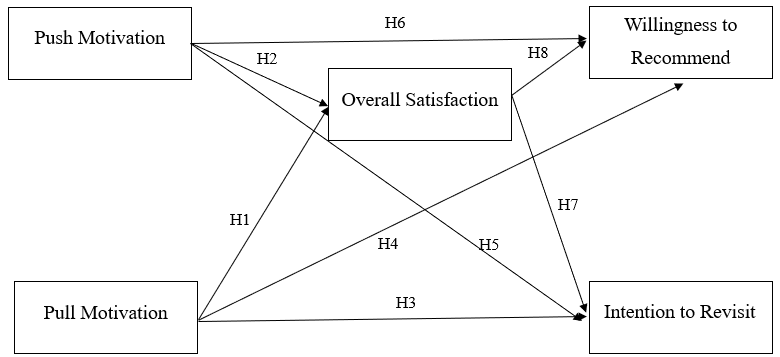
Willingness to recommend is a key indicator of destination loyalty, as the intention to recommend is influenced by travel experiences (Chen et al., 2007). Hui et al. (2007) found that satisfied tourists are more likely to recommend the destination to others than to plan a return visit. When customers are dissatisfied with a product or service, they tend to spread negative word-of-mouth more actively, which suggests that negative messages have a more substantial impact than positive ones (Rozin et al., 2001).

Tourists express their satisfaction through behavioral responses such as giving recommendations, posting positive reviews, and revisiting destinations (Canny, 2013). It is clear that tourist satisfaction significantly influences their behavioral intentions. Several studies confirm a direct effect of satisfaction on tourist behavior. Suardana, Gde Bendesa, and Antara (2014) demonstrated a positive direct relationship between satisfaction and service loyalty among divers in Bali. Additionally, tourist satisfaction directly influences future behavior and has been confirmed in natural recreation settings. For example, tourists in the Korean Demilitarized Zone reported that satisfaction directly affects their intention to recommend the destination (Lee et al., 2007). According to Do Valle et al. (2011), satisfaction significantly predicts the likelihood of international tourists revisiting the destination and their willingness to recommend it to others. Based on these findings, the hypothesis is:

H8: Overall satisfaction positively influences the intention to recommend.

2.9 Framework Model

A research model illustrating the relationships between the variables under investigation is presented to facilitate understanding of the structure and logical flow of this study. This model was adapted from a study by Bayih and Singh (2020). The research model is shown in Figure 2 below.



**Fig. 2. Framework Model**

*Source: Adapted from Bayih and Singh (2020)*

3. methodology

3.1 Measurement

This study employs a quantitative research design, selected to provide a comprehensive understanding of the relationship between travel motivation, satisfaction, intention to recommend, and revisit intention among tourists visiting various destinations in Bali, particularly those outside the Badung Regency. This approach enables data collection at a single point, efficiently analyzing tourism dynamics beyond the more developed Badung area. The study aims to identify the factors influencing tourist satisfaction, willingness to recommend, and revisit intention.

The research was conducted in Bali, focusing on emerging tourist destinations outside Badung. These areas were selected due to their diverse historical, cultural, and natural values, which are expected to offer rich insights into tourist motivation. While Badung is the leading contributor to Bali's tourism revenue and exhibits a significant economic disparity compared to other regions, this study explores how less-developed areas might strengthen their tourism competitiveness and sustainability. Data were collected using a structured questionnaire administered via Google Forms. The instrument consisted of a series of closed-ended questions using a five-point Likert scale, ranging from "strongly disagree" to "strongly agree." The questionnaire was distributed through social media platforms like Instagram and WhatsApp, targeting tourists who fit the established criteria. All responses collected represent primary data, obtained directly from the participants.

Data collection involved defining the population and sample, which is crucial for analyzing the study variables. The population refers to all individuals who have previously visited tourist destinations in Bali outside the Badung region. This population comprises tourists with firsthand experience exploring developing destinations in Bali, thus providing relevant insights into their motivations, satisfaction, and behavioral intentions. This study employed purposive sampling, selecting respondents based on the following inclusion criteria:

1. Respondents must have visited Bali between 2022 and 2025.
2. Respondents must belong to Generation Z, individuals born between 1997 and 2012 (Ngo et al., 2023). As of 2025, this cohort ranges from 13 to 28 years old. Generation Z is known for its environmental awareness, digital literacy, and inclination toward sustainable travel choices (Corbisiero et al., 2022; Agung, 2024). This generation actively engages in digital activism and influences corporate behavior, making them a crucial demographic for sustainable tourism development (Errichiello et al., 2022).
3. Respondents must have visited tourist destinations in Bali outside of Badung, including Nusa Penida, Ubud, Tanah Lot, Ulun Danu Batur Temple, and Lempuyang Temple. These destinations were selected based on recent data indicating increased tourist visitation. For example, DetikBali reports that Lempuyang Temple experienced a nearly 400% surge in visitors, averaging 800 daily.

The sample size was determined using Hair et al.'s (2010) recommendation, which suggests that the sample size should be between 5 and 10 times the number of indicators. With 47 measurement indicators across five latent variables, the minimum required sample size is 235 respondents, and the maximum sample is 470, all of whom must have previously visited destinations in Bali outside of Badung.

3.2 Data Analysis Techniques

A pilot test involving 30 respondents was conducted to assess the internal consistency of the research instrument. The analysis was performed using IBM SPSS Statistics 27. This step ensured the reliability of the questionnaire before distributing it to the full sample of 235 respondents. The study employed descriptive and inferential statistical analyses. Descriptive statistics were used to summarize respondent profiles (e.g., gender, age, education, occupation, monthly income) and tourism-related behavior (e.g., last visit to Bali, destinations visited outside Badung, visit purpose, visit frequency, length of stay, type of tourism, reasons for destination choice, and sources of information). Variables analyzed included push motivation, pull motivation, overall satisfaction, willingness to recommend, and revisit intention. To test the hypotheses, the study applied Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS. This method evaluates the relationships between latent variables and their indicators, aiming to maximize the explained variance. PLS-SEM analysis includes:

1. Measurement Model (Outer Model): assessing reliability, convergent validity, and discriminant validity.
2. Structural Model (Inner Model): assessing path coefficients, R² values, and predictive relevance (Q²).

4. results and discussion

**4.1 Respondent Characteristics**

The following section presents the results of data analysis based on the demographic profiles of respondents identified in this study. The sample population consisted of Generation Z tourists who had visited Bali between 2022 and 2025. A total of 235 respondents were included in the final analysis. The profiles include categories such as gender, age range, educational attainment, monthly income, occupation, travel experience to Bali, visit frequency, and visited destinations. The respondent profiles are summarized in Table 1 below.

**Table 1. Respondents’ Profile**

|  |  |  |
| --- | --- | --- |
| **Categories** | **Frequency** | **%** |
| **Gender**  Male  Female | 95  140 | 40.4  59.6 |
| **Age**  17 years old  18 years old  19 years old  20 years old  21 years old  22 years old  23 years old  24 years old  25 years old  26 years old  27 years old  28 years old | 11  22  14  14  28  36  21  26  18  19  13  13 | 4.5  9.3  6.0  6.0  12.0  15.4  9.0  11.1  7.5  7.8  5.4  5.7 |
| **Last education**  Elementary School or Equivalent  Junior High School or Equivalent  Senior High School/Vocational School or Equivalent  Bachelor's Degree  Master's Degree | 0  3  108  113  11 | 0  1.5  46.1  47.9  4.5 |
| **Occupation**  Student  Entrepreneur  Employee  Civil Servant  Housewife  Recent Graduate | 110  27  62  28  7  1 | 47.0  11.4  26.5  11.7  3.0  0.3 |
| **Income per month**  <Rp 2.000.000  Rp 2.000.001 – Rp 4.000.000  Rp 4.000.001 – Rp 6.000.000  >Rp 6.000.000 | 71  66  81  17 | 30.1  28.0  34.6  7.2 |
| **Year of Visit to Bali**  Year 2022  Year 2023  Year 2024  Year 2025 | 42  80  82  31 | 17.8  34.0  34.9  13.3 |
| **Accommodation Location**  Nusa Penida  Ubud  Tanah Lot  Ulun Danu Batur Temple  Lempuyang Temple | 45  59  66  42  23 | 19.3  25.3  28.0  17.8  9.6 |
| **Visit Frequency**  First-time visitor  2–3 times  More than 3 times | 88  95  52 | 37.3  40.6  22.1 |
| **Length of Stay**  Less than 1 day  1–3 days  More than 3 days | 39  132  64 | 16.6  56.3  27.1 |
| **Type of Tourism**  Nature Tourism  Cultural Tourism  Culinary Tourism  Adventure Tourism | 64  71  67  33 | 27.1  30.4  28.6  13.9 |
| **Respondent's Reasons:**  Recommendations from friends/social media.  Unique cultural or natural attractions.  Affordable prices.  Tranquility or a more comfortable atmosphere compared to other areas.  Beautiful beaches. | 41  92  62  39  1 | 17.5  39.2  26.5  16.6  0.3 |
| **Destination Information Sources**  Social media.  Recommendations from friends/family.  Travel blogs/vlogs.  Travel websites (TripAdvisor, Agoda.com, Google Maps, etc.). | 77  73  59  26 | 32.8  31.0  25.3  10.8 |

Source: Primary data (2025).

Table 1 presents the demographic profile of respondents. The majority were female (59.6%), with the most represented age group being 22–24 (35.5%). Most respondents held a Bachelor's degree (47.9%) and were predominantly students (47%). Regarding income, the largest group earned IDR 4,000,001–6,000,000 monthly (34.6%). Most had visited Bali in 2023 or 2024 (68.9%) and stayed in Tanah Lot (28%). Most visited Bali two to three times (40.6%) and stayed for 1–3 days (56.3%). Cultural tourism was the most preferred type of travel (30.4%), with the primary motivation being the uniqueness of Bali's culture and natural attractions (39.2%). Social media was the primary source of information for most respondents (32.8%).

**4.2 Measurement Model (Outer Model)**

The measurement model in this study was evaluated through validity and reliability testing. The analysis was conducted using the measurement model in SmartPLS, applying the PLS Algorithm. The bootstrapping output of the PLS Algorithm is presented in Figure 3.

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**Fig. 3. Measurement Model PLS Algorithm**

*Research model diagram during the bootstrapping process in SmartPLS. Data processing results, 2025.*

The measurement model was evaluated to verify the constructs’ validity and reliability, ensuring accuracy and internal consistency. The analysis was conducted using the PLS Algorithm in SmartPLS. Convergent validity was first assessed by checking whether the outer loading values exceeded 0.5 (Hair et al., 2017) and whether the average variance extracted (AVE) was above 0.50 (Hair et al., 2014). Discriminant validity was then evaluated using the Fornell-Larcker criterion and cross-loading analysis. Lastly, reliability was tested to determine the consistency of the constructs through Cronbach’s alpha and composite reliability. The results of the convergent validity and reliability tests are displayed in Table 2.

**Table 2. Data Convergent Validity and Reliability**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item** | **Loadings** | **AVE** | **CR** | **CA** |
| **Overall Satisfaction (KK)**  KK01  KK02  KK03  KK04  KK05  KK06  KK07  KK08  KK09  KK10  KK11  KK12  KK13  KK14  KK15  KK16  KK17  KK18 | 0,931  0,916  0,905  0,827  0,903  0,913  0,923  0,917  0,905  0,908  0,904  0,928  0,908  0,896  0,910  0,934  0,916  0,907 | 0,826 | 0,988 | 0,988 |
| **Willingness to Recommend (KM)**  KM01  KM02  KM03 | 0,948  0,938  0,920 | 0,875 | 0,954 | 0,928 |
| **Push Motivation (MPG)**  MPG01  MPG02  MPG03  MPG04  MPG05  MPG06  MPG07  MPG08  MPG09  MPG10  MPG11  MPG12 | 0,950  0,928  0,917  0,919  0,920  0,906  0,907  0,901  0,928  0,924  0,920  0,909 | 0,845 | 0,985 | 0,983 |
| **Pull Motivation (MPK)**  MPK01  MPK02  MPK03  MPK04  MPK05  MPK06  MPK07  MPK08  MPK09  MPK10  MPK11 | 0,943  0,936  0,915  0,882  0,899  0,920  0,897  0,926  0,907  0,907  0,903 | 0,833 | 0,982 | 0,980 |
| **Intention to Revisit (NBK)**  NBK01  NBK02  NBK03 | 0,923  0,941  0,925 | 0,865 | 0,950 | 0,922 |

*Source: Primary data (2025)*

*\*Notes: Overall Satisfaction (KK), Pull Motivation (MPK), Push Motivation (MPG), Willingness to Recommend (KM), Intention to Revisit (NBK)*

Table 2 indicates that the data exhibit strong validity. All indicator items demonstrate outer loading values of 0.9, confirming that all constructs in this study are valid. Regarding the AVE test, all constructs meet the minimum threshold of 0.50 (Hair et al., 2019), indicating that each construct possesses adequate convergent validity. Therefore, the results of the AVE test confirm that all constructs used in this study satisfy the requirements for convergent validity. Additionally, reliability testing shows that all variables have Cronbach's Alpha and Composite Reliability (CR) values exceeding the minimum recommended threshold of 0.60 (Hair et al., 2019). These results affirm that the measurement instruments demonstrate high internal consistency.

The following section presents the results of discriminant validity testing using the Fornell-Larcker criterion and cross-loading analysis. The Fornell-Larcker test was conducted by comparing the square root of the AVE for each construct with the correlations between that construct and others in the model. Discriminant validity is achieved when the AVE's square root is greater than 0.50 (Purwanto et al., 2020). Meanwhile, in the cross-loading test, an indicator is considered to have acceptable discriminant validity if its loading on the associated construct is ≥ 0.70 (Hair et al., 2019), and the indicator's loading is higher than its correlations with other constructs. The results of the Fornell-Larcker test are presented in Table 3, while the cross-loading test results are shown in Table 4.

**Table 3. Disciminant Validity: Fornell-Larcker**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Variables** | **KK** | **KM** | **MPG** | **MPK** | **NBK** |
| **KK**  **KM**  **MPG**  **MPK**  **NBK** | 0,909  0,841  0,868  0,859  0,845 | 0,935  0,842  0,851  0,810 | 0,919  0,858  0,852 | 0,912  0,845 | 0,930 |

*Source: Primary data (2025)*

*\*Notes: Overall Satisfaction (KK), Pull Motivation (MPK), Push Motivation (MPG), Willingness to Recommend (KM), Intention to Revisit (NBK)*

Table 3 presents the square root of AVE values based on the Fornell-Larcker criterion. For the overall satisfaction (KK) variable, the square root of AVE is recorded at 0.909, which is higher than its correlations with other constructs. It indicates that the discriminant validity criterion has been met. In other words, the Fornell-Larcker test results demonstrate that the root AVE values for each construct exceed the inter-construct correlations. This finding aligns with the discriminant validity standards proposed by Hair et al. (2019). Therefore, all variables in this study are confirmed to meet the requirements for discriminant validity.

**Table 4. Validity Disciminant: Crossloading Test**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Variables** | **KK** | **KM** | **MPG** | **MPK** | **NBK** |
| **KK01**  **KK02**  **KK03**  **KK04**  **KK05**  **KK06**  **KK07**  **KK08**  **KK09**  **KK10**  **KK11**  **KK12**  **KK13**  **KK14**  **KK15**  **KK16**  **KK17**  **KK18** | 0,931  0,916  0,905  0,827  0,903  0,913  0,923  0,917  0,905  0,908  0,904  0,928  0,908  0,896  0,910  0,934  0,916  0,907 | 0,786  0,763  0,766  0,730  0,744  0,766  0,768  0,785  0,754  0,755  0,767  0,766  0,752  0,782  0,764  0,781  0,748  0,772 | 0,804  0,784  0,806  0,689  0,786  0,778  0,822  0,763  0,809  0,803  0,756  0,810  0,802  0,758  0,813  0,816  0,790  0,800 | 0,813  0,760  0,795  0,704  0,750  0,814  0,810  0,786  0,770  0,766  0,781  0,825  0,771  0,737  0,796  0,794  0,781  0,793 | 0,775  0,742  0,757  0,689  0,762  0,792  0,767  0,782  0,793  0,752  0,753  0,796  0,790  0,759  0,790  0,795  0,770  0,745 |
| **KM01**  **KM02**  **KM03** | 0,798  0,772  0,789 | 0,948  0,938  0,920 | 0,799  0,798  0,766 | 0,796  0,812  0,781 | 0,771  0,742  0,759 |
| **MPG01**  **MPG02**  **MPG03**  **MPG04**  **MPG05**  **MPG06**  **MPG07**  **MPG08**  **MPG09**  **MPG10**  **MPG11**  **MPG12** | 0,835  0,811  0,785  0,765  0,814  0,804  0,783  0,761  0,807  0,804  0,809  0,793 | 0,799  0,790  0,765  0,781  0,755  0,766  0,764  0,771  0,782  0,790  0,795  0,730 | 0,950  0,928  0,917  0,919  0,920  0,906  0,907  0,901  0,928  0,924  0,920  0,909 | 0,807  0,809  0,760  0,804  0,787  0,795  0,757  0,769  0,803  0,801  0,805  0,768 | 0,807  0,783  0,805  0,760  0,778  0,762  0,773  0,766  0,774  0,789  0,797  0,805 |
| **MPK01**  **MPK02**  **MPK03**  **MPK04**  **MPK05**  **MPK06**  **MPK07**  **MPK08**  **MPK09**  **MPK10**  **MPK11** | 0,799  0,797  0,803  0,780  0,725  0,804  0,785  0,791  0,784  0,770  0,783 | 0,805  0,780  0,780  0,763  0,764  0,787  0,769  0,807  0,747  0,775  0,769 | 0,802  0,810  0,788  0,765  0,748  0,793  0,763  0,825  0,776  0,765  0,777 | 0,943  0,936  0,915  0,882  0,899  0,920  0,897  0,926  0,907  0,907  0,903 | 0,793  0,787  0,794  0,766  0,766  0,733  0,741  0,797  0,804  0,761  0,736 |
| **NBK01**  **NBK02**  **NBK03** | 0,759  0,792  0,804 | 0,728  0,757  0,774 | 0,762  0,806  0,808 | 0,775  0,787  0,795 | 0,923  0,941  0,925 |

*Source: Primary data (2025)*

*\*Notes: Overall Satisfaction (KK), Pull Motivation (MPK), Push Motivation (MPG), Willingness to Recommend (KM), Intention to Revisit (NBK)*

Table 4 presents the results of the cross-loading analysis, which confirms that all indicators demonstrate adequate discriminant validity. Each indicator loads its corresponding construct more than any other, indicating that the indicators effectively measure the intended variables. This finding suggests that each construct in the model is distinct and not overly correlated with other constructs, fulfilling the discriminant validity criteria. Moreover, the ability of each indicator to specifically represent its respective latent variable enhances the accuracy and interpretability of the results. The strong discriminant validity also implies that the structural model is stable and reliable, making it suitable for subsequent hypothesis testing.

**4.3 Structural Model (Inner Model)**

**Sebuah gambar berisi garis, diagram, lingkaran, deasin

Konten yang dihasilkan AI mungkin salah.**The structural model was evaluated using three types of analysis: the coefficient of determination (R²), the Q-Square predictive relevance test, and path coefficient analysis. A visual representation of the bootstrapping results used for testing the structural model is presented in Figure 4.

**Fig. 4. Bootsrapping result model**

*Research model diagram during the bootstrapping process in SmartPLS. Data processing results, 2025.*

The coefficient of determination test using the R-squared value was conducted to illustrate the extent of the relationship among variables. The R-squared indicates the proportion of variance in the dependent variable explained by the independent variables and identifies which variables have a significant influence. Meanwhile, the Q-Square test was employed to evaluate the predictive relevance of the model concerning the endogenous variables influenced by the independent variables. This test aims to assess the model’s predictive accuracy and relevance. The coefficient of determination test and predictive relevance test are presented in Table 5.

**Table 5. R-Square and Q-Square Results**

|  |  |  |  |
| --- | --- | --- | --- |
| **Variables** | **R-square** | **Adjusted R-square** | **Q-square** |
| Overall Satisfaction  Willingness to Recommend  Intention to Revisit | 0,803  0,787  0,791 | 0,801  0,784  0,788 | 0,798  0,767  0,770 |

*Source: Primary data (2025)*

Table 5 presents the results of the coefficient of determination analysis based on the R-squared values, indicating that all endogenous variables in this study are significantly explained by the exogenous variables included in the model. The three endogenous variables exhibit high R-squared values (R² > 0.67), suggesting the model has strong explanatory power. Meanwhile, the Q-Square test results reveal that all three endogenous variables have Q² values greater than zero (Q² ≥ 0). It indicates that the corresponding independent variables can adequately predict each endogenous variable in the model.

Finally, the path coefficient test was conducted to determine the direction and significance of the hypothesized relationships. In this context, the β value indicates the direction of the relationship, which can be either positive or negative. Hypothesis testing uses the T-statistic and P-value as the basis for evaluation. A hypothesis is considered supported if the T-statistic exceeds 1.96 (T-statistic > 1.96) and deemed statistically significant if the P-value is below 0.05 (P-value < 0.05). The results of the path coefficient analysis are presented in Table 6 below.

**Table 6. The Path Coefficient**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Hypotheses** | | **β** | **T value** | ***P* Value** | **Conclusion** |
| MPK → KK | H1 | 0,433 | 6,341 | 0,000 | Supported |
| MPG → KK | H2 | 0,496 | 7,548 | 0,000 | Supported |
| MPK→ NBK | H3 | 0,309 | 5,772 | 0,000 | Supported |
| MPK→ KM | H4 | 0,370 | 6,943 | 0,000 | Supported |
| MPG → NBK | H5 | 0,342 | 5,486 | 0,000 | Supported |
| MPG → KM | H6 | 0,288 | 4,722 | 0,000 | Supported |
| KK → NBK | H7 | 0,282 | 4,199 | 0,000 | Supported |
| KK → KM | H8 | 0,273 | 4,025 | 0,000 | Supported |

*Source: Primary data (2025)*

*\*Notes: Overall Satisfaction (KK), Pull Motivation (MPK), Push Motivation (MPG), Willingness to Recommend (KM), Intention to Revisit (NBK)*

Table 6 demonstrates that all hypotheses testing long-term relationships are statistically significant. Each hypothesis shows a positive correlation, as indicated by β values greater than zero. These results confirm the presence of meaningful and consistent long-term effects between the variables.

**4.3.1 Effect of Push and Pull Motivations on Overall Satisfaction**

The results of this study show that the relationship between pull motivation and overall satisfaction is statistically significant and supported. This finding indicates that pull motivation positively influences overall visitor satisfaction. The stronger the attractiveness of a destination, the higher the satisfaction tourists perceive. The motivation of Generation Z tourists to visit Bali is influenced by various push and pull factors, which collectively contribute to their overall satisfaction. One of the key pull factors is the quality of service provided during the visit. Tourists who receive friendly, professional, and responsive service from stakeholders, such as tour guides and accommodation providers, tend to report greater satisfaction with their travel experience (He et al., 2022). High-quality service creates a strong positive impression, making Generation Z tourists feel valued and prioritized. Satisfaction derived from excellent service often becomes a key reason for tourists to consider returning, as they expect to have a similar or even better experience in the future (Battour et al., 2012). Good service fosters comfort and a sense of security, enhancing the overall travel experience.

In addition, Bali’s authentic cultural appeal significantly enhances tourist motivation, acting as both a push and pull factor. The Generation Z tourists eager to explore local traditions and cultural ceremonies, such as religious rituals or cultural festivals, gain a unique experience that cannot be found elsewhere (Osiako et al., 2022). Direct interaction with Bali’s authentic culture adds emotional and intellectual depth to their journey, ultimately increasing their satisfaction with the destination. These rich and meaningful cultural experiences serve as tourist activities and opportunities to broaden one’s understanding and appreciation of Bali’s cultural heritage. According to Yoon et al. (2005), when Generation Z tourists’ expectations for deep and authentic cultural experiences are met, their satisfaction increases, encouraging them to revisit Bali and recommend it to others.

Furthermore, Bali’s exceptional natural beauty and ease of access to various attractions beyond the Badung area add to its appeal. According to He et al. (2022), tourists are more likely to enjoy their trip when they can easily reach scenic spots such as beaches, waterfalls, and spiritual sites thanks to well-developed infrastructure. Combining breathtaking landscapes and convenient access provides comfort and time efficiency during travel. These factors collectively contribute to a highly satisfying travel experience. When Generation Z tourists find their journey smooth and enriched with captivating scenery, their desire to return strengthens (Htun, 2023). Therefore, combining cultural interest, natural beauty, quality service, and ease of access significantly impacts overall tourist satisfaction in Bali.

**4.3.2 Effect of Push and Pull Motivation on Intention to Revisit**

The analysis results indicate that the relationship between push motivation and overall satisfaction is statistically significant and supported. This finding suggests that push motivation positively contributes to tourists’ overall satisfaction. When internal motivations, such as the desire for relaxation or exploration, are fulfilled, tourists experience higher satisfaction. Furthermore, the findings reveal a significant and positive relationship between push and pull motivations and tourists’ revisit intention to various destinations in Bali. A key element reinforcing this relationship is the sense of safety and comfort during the travel experience. When Generation Z tourists feel a conducive environment free from disturbances that promotes calmness and relaxation, the experience becomes more enjoyable and memorable (Khuong et al., 2014). The sense of safety is not limited to physical protection but also includes comfort in engaging in activities, moving around, and exploring without anxiety. This aspect is crucial in shaping a positive overall travel experience, ultimately strengthening the intention to revisit (Dean et al., 2019).

In addition, the availability of adequate infrastructure and facilities enhances Generation Z tourists’ motivation to return. Comfortable accommodations, diverse culinary options, and sufficient entertainment services assure visitors that their needs will be well accommodated throughout the trip (Ayoub et al., 2024). These facilities increase destination competitiveness, as tourists enjoy the main attractions and benefit from the ease and quality of supporting services. When accommodations, restaurants, shopping centers, and transportation are both accessible and high in quality, they strengthen positive perceptions of the destination (Ding et al., 2024). As a result, tourists are more confident that future visits will provide equally or more satisfying experiences.

Another significant factor is the opportunity for direct interaction between tourists and the local community. According to He et al. (2022), such interactions allow Generation Z tourists to experience the friendliness, openness, and warmth of residents, adding value to the travel experience. Involvement in cultural activities, such as participating in village tourism, learning local arts and crafts, or conversing with residents, adds a layer of authenticity that is difficult to replicate elsewhere. These emotional connections build a strong bond between tourists and the destination (Htun, 2023). This emotional attachment often encourages return visits, as Generation Z tourists feel a meaningful and memorable connection with the place they visited.

**4.3.3 Effect of Push and Pull Motivation on Willingness to Recommend**

The hypothesis testing confirms that the relationship between pull motivation and revisit intention is statistically significant and supported. This result indicates that pull motivation positively influences tourists’ intention to revisit. A strong attraction creates a lasting impression that encourages tourists to return to the destination. The findings further suggest a significant positive relationship between pull and push motivations and tourists’ willingness to recommend the destination to others. The spiritual and religious aspects of the destination partly influence this tendency. When Generation Z tourists visit spiritually significant places, such as temples or sacred sites, they often experience meaningful and profound emotional engagement (Chou et al., 2024). These experiences generate deep personal satisfaction and a strong emotional connection to the location. The Generation Z tourists who find tranquility or enlightenment are more inclined to share these experiences directly or through recommendations on various platforms (Phetbuasak et al., 2024). Consequently, the desire to recommend the destination becomes a natural step, driven by the hope that others may benefit similarly from the experience.

Additionally, push factors related to local culinary experiences influence tourists’ intention to recommend travel destinations. Regional cuisine is frequently a significant attraction, drawing visitors to explore unique gastronomic offerings (Zhong et al., 2024). When Generation Z tourists enjoy distinctive and high-quality local foods, these experiences become an integral and memorable part of their journey. Satisfied tourists are more likely to share their culinary experiences with others through word of mouth or online reviews (Gürer et al., 2023). These recommendations contribute to the destination’s rising popularity, as previous visitors’ positive endorsements often attract new travelers seeking similar enjoyable experiences (Salimon et al., 2019).

Equally important, tourists’ perceptions of cleanliness and environmental sustainability significantly influence their decision to recommend a destination. When travelers feel that a place maintains cleanliness and is committed to sustainability, they feel more comfortable and valued. As He et al. (2022) noted, in an era of growing environmental awareness in the tourism industry, these factors strongly shape tourists’ positive perceptions of a destination (Zhong et al., 2024). Tourists who believe they can enjoy their vacation while supporting environmental preservation are more inclined to share their positive experiences. They feel responsible for supporting sustainable practices and encouraging others to do the same (Carvache-Franco et al., 2020). As a result, destinations that prioritize cleanliness and sustainability are more likely to be recommended, ultimately attracting a broader range of environmentally conscious Generation Z visitors.

**4.3.4 Effect of Overall Satisfaction on Intention to Revisit**

The hypothesis testing reveals that the relationship between pull motivation and the intention to recommend the destination is statistically significant and supported. This finding indicates that pull motivation influences tourists' tendency to recommend a destination. A destination with strong appeal encourages tourists to share their positive experiences with others. The study's findings also indicate a significant and positive relationship between overall satisfaction and tourists' revisit intention across various destinations in Bali. This satisfaction is shaped by multiple factors, including the services tourism operators provide, the hospitality of residents, and the quality of available facilities at the destination (Khuong et al., 2014). Elements such as accessibility, cleanliness, and comfort of public amenities play a vital role in shaping Generation Z tourists' satisfaction. A satisfying experience, both physically and emotionally, fosters a strong motivation for tourists to plan return visits and encourages them to recommend the destination to others (Nguyen Huu et al., 2024). It suggests that high satisfaction is a key driver behind tourists' intention to return.

Moreover, tourists' comprehensive experiences, encompassing various elements aligned with their expectations and needs, further influence their perception of the destination. Aspects such as cultural authenticity, the diversity of activities offered, and the quality of accommodations and culinary offerings are critical in enhancing overall satisfaction (Seow et al., 2024). A sense of safety and comfort during the trip is also crucial in creating a memorable experience. When tourists feel connected to the local culture, gain insights into traditional practices, and enjoy meaningful engagements, they feel respected and appreciated. Collectively, these factors contribute to an enriched tourist experience that significantly impacts their intention to revisit (Gürer et al., 2023). Thus, a destination's ability to meet Generation Z tourist expectations through high-quality services and authentic experiences is pivotal in encouraging future visits to Bali.

**4.3.5 Effect of Overall Satisfaction on Willingness to Recommend**

The hypothesis testing indicates that the relationship between push motivation and revisit intention is statistically significant and supported. This result suggests that push motivation positively impacts tourists’ intention to revisit a destination. The fulfillment of personal needs during travel increases tourists’ desire to repeat the experience. When internal drives are satisfied, they form memorable experiences that individuals likely seek again. The research findings also demonstrate a significant positive relationship between overall satisfaction and the intention to recommend the destination to others. This satisfaction includes visitors’ aesthetic experiences (Nguyen Huu et al., 2024). When satisfied with such aspects, tourists are more likely to perceive the destination as worth recommending (Winnita & Winoto, 2024). This satisfaction often arises when the experience meets and exceeds expectations, offering added value and emotional gratification. Consequently, Generation Z tourists are more inclined to share their positive experiences with others, whether friends, family, or colleagues, thus creating a snowball effect that contributes to the growing popularity of the destination.

4. Conclusion

This study analyzed the influence of push and pull motivations on overall tourist satisfaction and their impact on the intention to recommend and revisit destinations in Bali, particularly outside the Badung area. The findings indicate that push and pull motivation factors significantly affect overall satisfaction, subsequently influencing tourists' revisit and recommendation intentions. These conclusions are supported by statistical analysis, which confirms significant relationships among the studied variables.

The results confirm that both push and pull motivations significantly affect satisfaction, the intention to recommend, and revisit intentions. Accordingly, several managerial implications emerge. Destination managers in Bali, especially beyond the Badung region, should actively develop and promote distinctive regional attractions such as natural beauty, local cultural richness, unique features of the destination, and facilities that support relaxation and spiritual exploration. These efforts are essential to maintaining destination competitiveness and creating memorable tourist experiences. Additionally, enhancing service quality, the comfort of facilities, and social interaction at the destination should be prioritized to boost tourist satisfaction and foster visitor loyalty. It is especially crucial given the dominant role of Generation Z in shaping current tourism trends. As digital natives, Generation Z is highly connected to technology, actively engaged on platforms such as TikTok, Instagram, and YouTube, and strongly drawn to authentic, unique, and visually shareable experiences.

Therefore, destination managers must design visually appealing, interactive promotional content that incorporates strong local elements to foster emotional engagement and curiosity among Generation Z. Additionally, the availability of facilities and activities that promote sustainability and inclusivity is an added value for this socially and environmentally conscious generation. Local governments are also encouraged to support the sustainable development of new tourism destinations to promote economic equity across Bali, while remaining responsive to the evolving preferences of younger generations as a key target market.

This study presents several limitations when interpreting the results and planning future research. First, the study involved only 235 respondents from Generation Z who had visited destinations in Bali outside the Badung area, excluding perceptions and motivations from other age groups. It limits the generalizability of the findings to broader tourist segments, such as Millennials, who may have different motivations and preferences. Second, the study focused solely on destinations outside Badung, namely Ubud, Nusa Penida, and Tanah Lot. Therefore, the results may not reflect the conditions or tourist motivations in other regions of Bali or destinations across Indonesia with different characteristics.

Using a quantitative approach with closed-ended questionnaires also introduces the potential for response bias due to limited understanding of the questions or a lack of seriousness in completing the survey. This method does not fully capture the subjective experiences or deeper perceptions of tourists, which could be more richly explored through qualitative methods such as in-depth interviews or field observations. Furthermore, the research examined only five main variables: push motivation, pull motivation, overall satisfaction, intention to recommend, and revisit intention. Despite their potential impact on tourist behavior, other external factors, such as price perception, promotion, socioeconomic conditions, or social media influence, were not addressed. Additionally, the data were collected during a specific period (2022–2025), which may have been influenced by temporary socioeconomic conditions or events such as the COVID-19 pandemic, changes in tourism regulations, or emerging travel trends.

Based on these findings and limitations, several recommendations for future research can be proposed. Future studies should expand the geographical scope to include more diverse destinations within Bali and other provinces in Indonesia, allowing for broader generalization and more comprehensive insights for national tourism development. The respondent population should also include various generational cohorts to enable comparative analysis of motivations, satisfaction levels, and revisit intentions across age groups. Qualitative approaches, such as in-depth interviews or focus group discussions, could enrich data collection methods to capture more profound tourist experiences and expectations. Future research may also integrate additional variables such as price perception, destination image, service quality, and the influence of social media to produce more holistic findings. Finally, conducting studies across different timeframes, such as during peak holiday seasons and regular periods, would allow for analysis of how tourist motivations and satisfaction may shift over time or in response to specific social conditions.

Competing interests

There is no competing interest exist.

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APPENDIX

The item scale used to measure the construct of this study was adapted from Bayih and Singh (2020). The item scale of measurement in this study presented in Table 7.

**Table 7. Item Scale**

|  |  |
| --- | --- |
| **Construct** | **Items** |
| Push Motivation | MPG1: I want to appreciate natural tourism resources.  MPG2: I need to gain knowledge about tourist destinations.  MPG3: I am interested in visiting destinations I have never visited before.  MPG4: I want to experience a new and different lifestyle.  MPG5: I aspire to explore cultural tourism resources.  MPG6: I need physical and mental relaxation.  MPG7: I want to seek excitement and thrills.  MPG8: I long to reconnect with my spiritual roots.  MPG9: I want to enhance my social interactions.  MPG10: I need to visit friends and relatives.  MPG11: I want to enjoy a new atmosphere and get away from home.  MPG12: I want to improve my net income. |
| Pull Motivation | MPK1: I am interested in cultural heritage sites.  MPK2: I am attracted by the weather/climate.  MPK3: I am attracted by safety and security at the destination.  MPK4: I am interested in traditional food.  MPK5: I am attracted by spectacular scenery.  MPK6: I am interested in festivals, events, and other outdoor activities.  MPK7: I am attracted by shopping facilities/markets.  MPK8: I am interested in traditional arts and culture.  MPK9: I am interested in the flora and fauna at the destination.  MPK10: I am attracted by theme parks and related entertainment.  MPK11: I am interested in beaches, waterfalls, lakes, rivers, and other water bodies. |
| Overall Satisfaction | KK1: I am satisfied with the availability of local transportation to and within the tourist destination.  KK2: I am satisfied with the cleanliness of the tourist site.  KK3: I am satisfied with the services provided by local transportation personnel to and at the tourist destination.  KK4: I am satisfied with the cleanliness of dining facilities at the destination.  KK5: I am satisfied with the quality of tourism accommodation.  KK6: I am satisfied with the hospitality and services of accommodation staff.  KK7: I am satisfied with the price of food and beverages offered at the destination.  KK8: I am satisfied with the availability of public toilet facilities.  KK9: I am satisfied with communication from the site/destination (e.g., brochures, pamphlets, or other communication tools).  KK10: I am satisfied with internet/Wi-Fi/telephone connectivity.  KK11: I am satisfied with the availability of high-quality and varied food.  KK12: I am satisfied with the environmental conditions at the tourist site.  KK13: I am satisfied with the safety and security at the tourist site.  KK14: I am satisfied with the atmosphere/environment of the destination/site.  KK15: I am satisfied with the tourist attractions/destinations/sites/events.  KK16: I am satisfied with the availability of accommodations.  KK17: I am satisfied with the hospitality of the local community.  KK18: I am satisfied with the diversity of activities available. |
| Willingness to Recommend | KM1: I will share positive travel experiences with others.  KM2: I hope to revisit the destination in the future.  KM3: I will recommend the destination to others. |
| Intention to Revisit | NBK1: I intend to revisit the tourism destination.  NBK2: I plan to return to the destination in the future.  NBK3: I will share positive information about the destination on social media. |