

INFLUENCE OF PUSH AND PULL FACTORS ON LOYALTY THROUGH SATISFACTION IN MANAGING SUSTAINABLE TOURISM AT PERANCAK VILLAGE, BALI

Gusti Ngurah Joko Adinegara*, I Ketut Sirna

Faculty of Business and Tourism, Dhyana Pura University
Padang Luwih Tegaljaya Dalung North Kuta Highway, Bali, Indonesia

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Abstract:

Background: The dynamic development of the tourism industry, particularly rural tourism, requires innovative and adaptive measures in managing tourist attractions and addressing the impact of changes in consumer leisure behavior. Rural tourism villages should offer unique features to attract tourists by maximizing services to ensure satisfaction.

Purpose: This study aims to understand the impact of push and pull factors on tourist satisfaction, revisit intention and word-of-mouth, with customer satisfaction as a mediator at Perancak Tourism Village.

Design/methodology/approach: This study employed a survey method to gather data from 99 tourists in Perancak Village and then analyzed the data using descriptive statistical analysis and PLS SEM to examine the relationships among variables.

Findings/Result: The findings reveal that push factors did not have a significant effect on customer satisfaction, while pull factors had a significant effect on satisfaction. Satisfaction had a significant effect on revisit intention and word of mouth. Customer satisfaction has a significant influence based on pull factors on the intention to revisit and word of mouth. However, satisfaction did not significantly mediate push factors on revisit intention and word of mouth. These results prove that the attractiveness of rural tourism has an impact on tourist satisfaction and loyalty.

Conclusion: This study highlights the potential significance of tourist attractions of customer satisfaction and behavior within the tourism context. Rural tourism management is expected to always demonstrate excellence and uniqueness to customers in attracting and retaining tourists so that tourist villages remain a priority for tourism.

Originality/value (State of the art): The study's findings contribute to marketing research by integrating satisfaction as a mediating variable between motivation and loyalty to rural tourism destinations. This broadens the understanding of how attraction and push factors contribute to satisfaction and loyalty. Additionally, it offers valuable insights for rural tourism managers, particularly in Bali, in enhancing the potential of tourist attractions by managing the uniqueness of tourism to encourage innovation and sustainability.

Keywords: push factor, pull factor, satisfaction, revisit intention, word of mouth

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* Corresponding author:

Email: jokoadinegara@undhirabali.ac.id

INTRODUCTION

Rural tourism has now become a tourism option that can provide benefits, improve living standards, and improve the environment for rural residents. The development of rural tourism is highly dependent on rural tourism products and local communities in certain areas. Tourism villages generally offer a variety of offerings that can be relied upon as a village's unique strengths, encompassing traditions, culture, customs, and nature. All of these offerings and uniqueness can contribute to the community if managed properly and in a structured manner. This tourism potential can contribute optimally if complemented by supporting service facilities, structured management and services, human resources, and transportation access. Tourism villages are expected to fulfill tourists' desires to enjoy the uniqueness and natural beauty of a destination while fostering an understanding of local customs and culture (Adinegara et al. 2025). Currently, the concept of community-based tourism (CBT) management is an alternative in managing rural resources. Local community participation represents an innovative and adaptive approach to developing sustainable tourism by placing the community at the center of the development process (Jackson, 2025). This concept is in line with the Sustainable Development Goals (SDGs), particularly in poverty alleviation programs, the provision of decent work, and economic growth.

Rural tourism is a crucial component of the tourism industry and plays an important role in ensuring destination sustainability. Despite its significance, local communities are often overlooked in tourism management. Tourism can serve as an effective tool for enhancing destination development while improving the quality of life of residents. Community-based tourism is part of the broader concept of sustainable tourism, emphasizing the involvement of local communities in various aspects of tourism, ranging from planning to active participation (Jackson, 2025). Local communities play a crucial role in the tourism process by providing authentic and unique local experiences for tourists. In Indonesia, tourism serves as an important foundation for economic development, contributing directly to income generation, employment opportunities, and the preservation of cultural heritage (Darto et al. 2025). This approach has proven to be an effective and reliable model for tourism development programs, as it actively involves local communities and enables them to directly benefit from the economic,

social, and cultural impacts of tourism. Therefore, the active role of residents in attracting and motivating tourists is essential for supporting sustainable tourism development.

Perancak Village in Jembrana Regency has become a pioneering tourist village, already well-known among both domestic and international tourists. However, since the COVID-19 pandemic, visits have decreased, impacting the community-managed tourist attractions. The tourism potential offered includes natural, religious, and culinary tourism. Natural attractions include beautiful beaches, mangrove ecotourism, and the "Kurma Asih" turtle conservation area. Religious tourism, especially for Hindus, includes the Dang Kahyangan Perancak Temple and the Tibu Kleneng religious tourism area, plus a variety of seafood culinary tourism, which is the village's main commodity. Tourist attractions are managed by the "Mekar Bersemi" Tourism Awareness Group (Pokdarwis), which plays a role in management and marketing programs. In addition, there is an automotive tourism activity in the form of a Perancak motocross circuit, but this circuit is not functioning optimally because it is rarely used for activities.

According to the Bali Government Tourist Office (2025), the highest number of tourist visits to Perancak Tourism Village occurred in 2023, reaching 28,397 visitors, before declining to 13,208 visitors in 2024. This decrease may be influenced by several factors, including the availability of alternative destinations that are perceived as more attractive and changes in tourist preferences. One of the important factors influencing the level of tourist visits to a destination is consumer behaviour. Consumer behaviour has become an important research topic for both academics and practitioners, as understanding it requires a comprehensive process and considerable time. This is particularly relevant in the tourism sector, where emotional factors often play a significant role in shaping individual tourist decisions (Kotler & Keller, 2016). Furthermore, many scholars argue that tourists go through a complex decision-making process when choosing a destination, accommodation, or travel experience. This process involves multiple stages and incorporates several concepts related to consumer decision-making (Cohen et al. 2014).

Previous research found discrepancies between push and pull factors on revisit intentions and word-of-

mouth (Baptista et al. 2020; Bayih & Singh, 2020; Acharya & Lillywhite, 2021; Marmaiyatno et al. 2023; Ramadan & Kasim, 2024; Rahmadina et al. 2025). Furthermore, the study identified a decline in tourist visits in relation to tourist satisfaction, indicating whether tourist attractions were no longer attractive. Furthermore, there is limited research examining the direct and indirect relationship between motivation and loyalty, particularly in rural tourism.

This study employed a quantitative research approach using a survey method to collect data from tourists visiting Perancak Tourism Village. Data was analyzed using Structural Equation Modeling (SEM) with SmartPLS 4 software to test the relationships between variables and the proposed hypotheses. The SEM-PLS approach was chosen because of its suitability for exploratory and predictive research, its ability to handle small to medium sample sizes, and its lack of multivariate normality assumptions.

This study attempts to analyze the results of previous studies, which found inconsistencies in the relationship between pull and push factors on loyalty, namely revisit intentions and word-of-mouth. This study also identified the relationship between tourist satisfaction and tourist attractions. Therefore, the purpose of this study is to analyze motivation (push and pull factors),

tourist satisfaction, and their impact on visits to Perancak Tourism Village in supporting sustainable tourism. Perancak Village, a pioneering tourist village known to both domestic and international tourists, has experienced a decline in tourist visits since the COVID-19 pandemic.

METHODS

This research focuses on identifying tourist motivations regarding potential tourist attractions and examining the level of tourist satisfaction and its impact when visiting Perancak Tourism Village. A descriptive design with quantitative methods was applied in this study with a statistical test process in data analysis. Primary data were collected using structured questionnaire and compiled with reference to indicators from previous research. Motivation is measured using two concepts: pull factors and push factors, which provide more detailed information regarding motivation based on research (Tang et al. 2022; Raina et al. 2025). Tourist satisfaction is measured using indicators taken from (Adinegara, 2018; Bayih & Singh, 2020; Nguyen & Mai, 2021), revisit intention (Tang et al. 2022; Nguyen & Mai, 2021), and word of mouth indicators based on research (Adinegara, 2018; Tang et al. 2022). The list of indicators can be seen in Table 1.

Table 1. List of indicators

Variables	Indicators
Push Factors (X1) (Tang et al. 2022; Raina et al. 2025)	Explore new things in rural areas Exploring the culture and history of the rural areas Help to relax and relieve stress Visit the unique activities from destination Interest in visiting a place that I have never visited before
Pull Factors (X2) (Tang et al. 2022; Raina et al. 2025)	The natural beauty of the mangrove is attractive Marine tourism of the destination is exciting Location of authentic culinary are convenient Turtle conservation is interesting to visit Beautiful spot for sunset point
Satisfaction (M) (Adinegara, 2018; Bayih & Singh, 2020; Nguyen & Mai, 2021)	Choosing the destination is a worthy decision Satisfied with the attraction in destination The trip and experiences meet my expectations
Behavioral Intention (Y1) (Tang et al. 2022; Nguyen & Mai, 2021)	I will return to Perancak Village soon I will give good reviews for Perancak Village in sosial media Perancak Village is my main choice
Word of Mouth (Y2) (Adinegara, 2018; Tang et al. 2022)	I will share positive information about Perancak Village to others I will recommend Perancak Village to my relatives and friends Encourage others to come to Perancak village

A questionnaire was used to obtain data, and was collected using a simple random sampling method to obtain an adequate sample size. The sample criteria included 99 visitors to Perancak Village who met the criteria for being used as respondents (Ghozali, 2011). The questionnaire adopted a five-point Likert scale from “strongly disagree” (1) to “strongly agree” (5). Data analysis begins with descriptive analysis to determine several characteristics of respondents, followed by analysis using smart PLS version 4. First, an Outer Model evaluation is carried out to test the validity and reliability of indicators, followed by evaluating the Inner Model to test the relationship between latent constructs, and ending with hypothesis testing. Mediation tests were also conducted to investigate the role of satisfaction in mediating the influence of push factors and pull factors on revisit intention and word of mouth.

Tourists have different motivations for traveling, especially to tourist villages. A psychological drive from within an individual to carry out an action is called motivation (Chan et al. 2018), and motivation research is often used in various studies of tourist travel motivation behavior (Su et al. 2020). In today’s digital era, tourists review the advantages or uniqueness and potential of tourism before traveling. Dann (1981) stated that tourist motivation should be studied using two concepts: push factors and pull factors. Push factors are psychological factors in tourists’ travel decisions, where people travel driven by internal motivation. Meanwhile, pull factors focus on physiological elements in destination characteristics such as destination quality (Michael et al. 2017). The unique potential and diverse appeal of a destination are factors that attract tourists to visit, while internal/personal factors are driving factors (Suni & Personen, 2019). This means that pull factors provide information about how someone chooses a tourist destination and push factors that exist within an individual to travel to a particular destination (Rahman & Mufarrohah, 2025). Conceptually, a person’s motivation can be managed or controlled. Tourism village managers can provide information through promotional activities by offering the advantages and unique potential of tourist attractions that can attract tourists. From the tourist’s perspective, this will align with their desires. People travel because of internal motivation and externally because they are attracted to the visual appearance of a destination (Alvaro et al. 2025).

Destination selection is influenced by pull factors, such as the combination of tangible and intangible aspects provided by the destination (Kim et al. 2007). These include tangible aspects such as recreation, beaches, amenities, cultural, local customs, also tourist perceptions and expectations such as expected benefits, promotion activities, and uniqueness (Bruwer et al. 2018; Prayag & Ryan, 2012). In addition to general destination attributes, accommodation quality, destination accessibility, scenic beauty, weather or climate conditions, and tidiness are considered the most significant factors influencing tourist satisfaction (Bayih & Singh, 2020). Yun et al. (2016) confirmed the relationship between tourist activities and motivations when visiting rural destinations. They found that tourists were motivated to increase their knowledge and experience life with local communities by participating in local daily activities, village customs, local cultural activities, and engaging in religious, cultural and community customs.

The service process experienced by tourists impacts tourists’ satisfaction. Structured tourist attraction management involves establishing a robust management system to ensure tourist satisfaction. Research conducted in rural Korea found that overall tourist satisfaction was influenced by physical infrastructure, service quality, and satisfaction with the tourism program (Cho et al. 2014). However, service quality was more strongly associated with revisit and recommendation intentions. These findings suggest that information sources can enhance tourist satisfaction, such as official government information or information from relatives and friends, which can increase tourist trust. Credible information sources have a positive correlation with tourist satisfaction, and therefore, accurate information sources can increase tourist reliability and trust.

According to Yuniati’s (2024) research, both push and pull motivational factors have a significant impact on satisfaction. Pull factors are the strongest motivators in attracting visitors to a destination. Visiting experience can moderate push factors, and the travel experience strengthens the push motivation in achieving satisfaction. Furthermore, Bayih & Singh (2020) found that push and pull factors influence satisfaction, where pull factors are factors that attract tourists to visit a destination. These factors include natural scenery or landscapes, tourist products, museums, art galleries, historical heritage, unique cultural identities, and other

facilities that have a significant influence on tourist satisfaction (Nguyen & Mai, 2021; Unguren et al. 2021). Moreover, it was revealed that push and pull motivational factors significantly influence destination satisfaction (Acharya & Lillywhite, 2021; Osiako et al. 2022; Jameel et al. 2025; Ningsih & Muslichah, 2025). However, Rahmadina et al. (2025) showed that push motivation has a significant effect on satisfaction, while pull motivation has an insignificant effect on satisfaction. Similarly, Su & Rahman (2025) stated that push motivation has a significant effect on satisfaction but no significant effect on loyalty, while pull motivation has an insignificant effect on satisfaction and a significant effect on loyalty. Based on theoretical studies, the following hypotheses can be formulated:

H1: Push factors have a significant effect on tourist satisfaction

H2: Pull factors have a significant effect on tourist satisfaction

Satisfaction is a consumer's response to a process they have experienced while interacting with a company. According to Vassiliadis et al. (2021), tourist satisfaction is a positive perception formed from tourist participation in recreational activities, and this can be measured by varying levels of enjoyment. Furthermore, Khoo (2022) stated that satisfaction generally refers to the emotional and mental state following an experience. Conversely, gap variables, such as social, psychological, and behavioral aspects, individual tourist desires, and external factors such as weather and social group interactions, determine satisfaction (Vassiliadis et al. 2021). Tourists will have a positive experience when a tourist destination offers what they need and want. Because tourist satisfaction influences current and future visitor behavior, it is a crucial concern for tourism destination managers (Bayih & Singh, 2020). In addition, there is consensus that positive satisfaction influences future behavior by increasing intention to return and willingness to recommend a tourist destination to friends and relatives (Adinegara, 2018).

Tourists' positive experiences during their travels drive satisfaction. Through tourist satisfaction, tourists tend to verbally inform other tourists to visit the destination, and tourists are also more likely to return to the destination in the future (Kee et al. 2017; Adinegara, 2018; Azman, 2019). Tourists who are satisfied with their visit are more likely to revisit the destination and recommend it to others (Alrawadieh et al. 2019).

Satisfaction is stated as an indicator that determines loyalty, because the satisfaction felt tends to lead to return visits or repeat purchasing activities (Brandano et al. 2019). Furthermore, tourist's motivation can influence tourist satisfaction (Alrawadieh et al. 2019). Therefore, the concepts of motivation, satisfaction and loyalty are interrelated (Wen & Huang, 2019).

Tourist satisfaction is a key factor for travelers. Tourists must be satisfied with the products and services provided at a destination to impact their subsequent behavior. Destinations typically offer a diverse range of products, including adequate facilities. This ensures that tourists can meet their expectations at the destination; thus, with this perceived satisfaction, they are expected to revisit the destination in the future (Bayih & Sing, 2020; Osiako et al. 2022; Widiyanto & Yulia, 2023). Similarly, Acharya & Lillywhite (2021), Nguyen & Mai (2021), and Rahmadina et al. (2025) show that destination satisfaction drives return intention, willingness to pay, and positive word-of-mouth promotion of the destination. Based on theoretical studies, the following hypotheses can be formulated:

H3: Satisfaction has a significant effect on revisit intention

H4: Satisfaction has a significant effect on word-of-mouth

Loyalty is the impact of satisfaction in the form of return visits, word of mouth communication, or positive information to others (Adinegara, 2018; Rahmadina et al. 2025). Previous empirical studies have also stated that tourists' intention to revisit a destination and their intention to travel are influenced by motivational push factors. Baptista et al. (2020) found that push factors were positively correlated with tourists' behavioral intentions, but pull factors were not correlated. The results also showed that tourist satisfaction significantly mediated the relationship between pull factors and tourists' behavioral intentions, while tourist satisfaction did not significantly mediate the relationship between push factors and tourists' behavioral intentions. Research by Bayih & Singh (2020) found that pull factors had a significant impact on visit intentions and willingness to revisit, while push factors had an insignificant impact on visit intentions and willingness to revisit. Similarly, Ningsih & Muslichah (2025) revealed that push and pull motivations have a positive and significant effect on the desire to recommend and the intention to revisit. Then, Marmaiayatno et al. (2023) and Ramadan & Kasim (2024) showed that motivation, both push and

pull factors, have a significant and positive influence on the intention to revisit. Rahmadina et al. (2025) showed that pull motivation, push motivation, and satisfaction showed a significant influence on revisit intention, and push motivation on revisit intention was fully mediated by satisfaction. However, Baptista et al. (2020) stated that tourist satisfaction did not significantly mediate the relationship between push factors and behavioral intention to revisit. Furthermore, Susanti (2021) and Acharya & Lillywhite (2021) stated that satisfaction mediates the pull factors to word of mouth, then tourist satisfaction significantly mediated the relationship between pull factors and revisit intention (Baptista et al. 2020; Acharya & Lillywhite, 2021). According to theoretical studies, the following hypotheses can be formulated:

- H5: Push factors significantly influence revisit intention
- H6: Pull factors significantly influence revisit intention
- H7: Push factors significantly influence word of mouth
- H8: Pull factors significantly influence word of mouth
- H9: Push factor has a significant impact on revisit intention through satisfaction
- H10: Push factor has a significant impact on word of mouth through satisfaction
- H11: Pull factor has a significant impact on revisit intention through satisfaction
- H12: Pull factor has a significant impact on word of mouth through satisfaction

Figure 1 presents a conceptual research model based on the observations of research objects and reviews of previous research in the context of the variables in this study. This conceptual framework describes the direct and indirect influence between push factors, pull factors on revisit intention and word of mouth mediated by satisfaction.

RESULTS

Based on the results of observations, it was found that there are several objects that are the mainstay of Perancak Village. These objects include the conservation and preservation of turtles “Kurma Asih”, mangrove ecotourism, culinary tourism, sunset spots, culinary tourism, fishing activities, and fresh fish trade. Validity and reliability analysis were conducted to test the reliability of the questionnaire. Validity of the score results is in the range of 0.3 and reliability if in the range of 0.6 (Ghozali, 2011). Based on the results of the validity and reliability analysis, all items were declared valid and reliable, confirming that all instruments have adequate and stable measurements, and the measurement results are truly in accordance with reality.

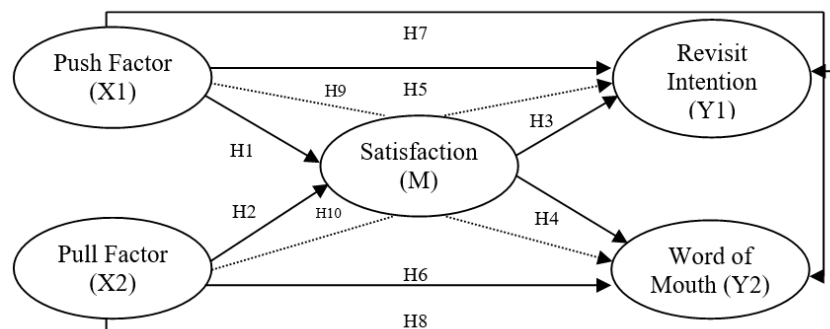


Figure 1. Conceptual framework of research

Characteristics of Respondents

From the distribution of the questionnaire, the respondent profiles are presented descriptively and arranged in a table. Table 2 shows the demographic data of the research respondents based on several indicators. In general, the number of males is 52.5%, and females are 47.5%. This result can be said to mean that there are more male respondents than female respondents in this study. Based on age, the most dominated range is between 15-25 years old at 57.6%, then between 26-35 years old (28.3%), and the least aged are over 45 years old (5.1%). This result is in accordance with the tourism potential offered being more directed towards the target of young people, namely beaches and sunset points. From the results of the place of origin, there are foreign tourists at 5% from France and Australia, the largest from Bali at 83.8%, and followed by those from other regions outside Bali at 11.1%. Based on the frequency of visits, the majority were first-time visitors (56.6%), followed by second-time visitors (22.2%), third-time visitors (10.1%), and more than three-time visitors (11.1%). Based on arrival information,

the most frequent visitors were with friends (70.7%), followed by family (25.3%), and alone (4.0%). These results indicate that the existing tourist attractions are very supportive and suitable for recreation with friends and family. Furthermore, information about the research objects was obtained from friends (49.5%), from relatives (36.4%), and from social media (14.1%). These results indicate that information from friends or relatives greatly influences tourists' intention to visit.

Outer Model Evaluation (OME)

The initial step in SEM involves theoretically identifying the research problem, which will then be hypothesized and supported by theoretical and empirical research. The next step is to develop a research framework in the form of a flowchart. Once the flowchart is created, the initial analysis process begins by testing the flowchart using the PLS-SEM algorithm. The purpose of this analysis is to determine and predict relationships between variables, especially when the data is non-normal. Outer model measurement aims to measure the reliability and validity of an existing concept.

Table 2. Respondent profile

	Demographic	Frequency
Gender	Male	52
	Female	47
Age	15 – 25	57
	26 – 35	28
	36 – 45	9
	>45	5
Place of Origin	France	2
	Australia	3
	Bali	83
	Others	11
Frequency of Visit	First time	56
	Second time	22
	Three times	10
	>Three times	11
Accompanied by	Alone	4
	Friends	70
	Family	25
Get information from	Social media	14
	Friends	49
	Relatives	36

Convergent Validity

Table 3 presents the results of the outer loading calculation based on the convergent validity calculation. Each indicator's outer loading coefficient is examined against its latent variable to determine convergent validity. If the outer loading coefficient is greater than 0.70, the indicator is valid. All indicators have an outer loading coefficient above 0.70, indicating that all indicators are convergently valid. Therefore, all indicators are suitable and can be used for the next stage of analysis.

Discriminant Validity

The next step is to test discriminant validity to ensure a measured concept is distinct and unique from other, supposedly unrelated concepts. This study uses reflective indicators, which examine whether the cross-loading value for each indicator must be higher than the cross-loading value for other variables. Discriminant validity testing can also be determined by examining the AVE value, which must be greater than 0.5. Table 4 shows the results of validity and reliability of pull and

push factors, satisfaction, revisit intention, and word of mouth communication. All indicator values have high cross-loadings on other variables, supported by an AVE value above 0.5, which means that all variables can be considered valid and 50% of the indicator's variance can be explained. Therefore, each variable can be considered to have valid discriminant validity.

Composite Reliability Test

This test is used to prove the accuracy, consistency, and precision of the instrument in measuring indicators, while Cronbach's Alpha is an assessment of the reliability of a construct. The value for composite reliability is higher than 0.70, and Cronbach's alpha above 0.6 to be declared reliable. Table 5 shows the value of each variable from the composite reliability and Cronbach's alpha. Based on the calculation results, the values of composite reliability and Cronbach's alpha are in accordance with the criteria. Therefore, these values meet the criteria, and all constructs are reliable, so they can proceed to the structural model or inner model stage.

Table 3. Outer loading result of push and pull factors, satisfaction, and revisit intention and word-of-mouth communication

Indicator	Outer loadings
M1.1 <- Satisfaction	0.890
M1.2 <- Satisfaction	0.722
M1.3 <- Satisfaction	0.847
X1.1 <- Push Factor	0.886
X1.2 <- Push Factor	0.861
X1.3 <- Push Factor	0.775
X1.4 <- Push Factor	0.738
X1.5 <- Push Factor	0.853
X2.1 <- Pull Factor	0.866
X2.2 <- Pull Factor	0.911
X2.3 <- Pull Factor	0.783
X2.4 <- Pull Factor	0.903
X2.5 <- Pull Factor	0.881
Y1.1 <- Revisit Intention	0.853
Y1.2 <- Revisit Intention	0.775
Y1.3 <- Revisit Intention	0.812
Y2.1 <- Word of mouth	0.831
Y2.2 <- Word of mouth	0.762
Y2.3 <- Word of mouth	0.859

Table 4. Validity and reliability of pull and push factors, satisfaction, revisit intention, and word-of-mouth communication

Variables	Indicators	Loading factor	AVE	Cronbach's Alpha	Composite Reliability
Pull Factors	X1.1	0.886	0.680	0.883	0.914
	X1.2	0.861			
	X1.3	0.775			
	X1.4	0.738			
	X1.5	0.853			
Push Factors	X2.1	0.866	0.757	0.919	0.939
	X2.2	0.911			
	X2.3	0.783			
	X2.4	0.903			
	X2.5	0.881			
Satisfaction	M1.1	0.890	0.677	0.762	0.862
	M1.2	0.722			
	M1.3	0.847			
Revisit Intention	Y1.1	0.853	0.662	0.746	0.854
	Y1.2	0.775			
	Y1.3	0.812			
Word of Mouth	Y2.1	0.831	0.670	0.763	0.859
	Y2.2	0.762			
	Y2.3	0.859			

Table 5. Calculation Result of R2 value of endogenous variable

Variable	R-Square
Satisfaction (M)	0.578
Revisit Intention (Y1)	0.652
Word of mouth (Y2)	0.481

Inner Model Evaluation (IME)

Inner model evaluation can proceed if the model is declared valid in the outer model. Structural model testing is conducted to observe the overall quality of the relationships between variables and to test existing hypotheses. Goodness of Fit (GoF) tests are conducted using several approaches, including R-Square (R^2) and Q-Square (Q^2).

R-Square (R^2) Test

This test examines the R^2 value for each endogenous variable as a measure of the predictive power of the structural model. R-Square (R^2) can indicate the strength or weakness of the influence of exogenous variables on endogenous variables. A positive value indicates a stronger explanation of the variable. R^2 values can be categorized as 0.75 (strong), 0.50 (moderate), and 0.25 (weak).

The R^2 calculation results in the table 4 show that the R^2 values for all variables range from 0.4 to 0.6. This means that the variation in the research variables can be explained by these variables, while the remainder is explained by other factors not included in the model. The R^2 value indicates that the model has moderate predictive ability because it is in the middle range.

Predictive Relevance/Q-Square (Q^2)

Q^2 analysis measures predictive relevance, or how well a model can predict the original data. The parameters are $Q^2 > 0$ and < 0 , which indicate models with and without predictive relevance, respectively. The closer the Q^2 value is to zero, the worse the research model is. Conversely, the further it is from zero and the closer it is to one, the better the research model is. The calculation of Predictive Relevance (Q^2), according to Ghazali & Latan (2020), is:

$$\begin{aligned}
 Q^2 &= 1 - (1 - R^2_1) (1 - R^2_2) \\
 &= 1 - (1 - 0.578) (1 - 0.652) (1 - 0.481) \\
 &= 1 - (0.422) (0.348) (0.519) \\
 &= 1 - 0.076 \\
 &= 0.924
 \end{aligned}$$

The Q^2 calculation result of 0.924 indicates that the structural model used in this study has very high predictive accuracy. Q^2 is a measure used to assess how well a model can predict endogenous variables. A value of 0.924 indicates that the independent variables in the model can explain most of the variation in the dependent variable. It can be concluded that the model fit test shows high goodness of fit (GoF) results.

Path Coefficients Test

The path coefficient test reveals the influence of the independent variables on the dependent variable. The results show that all model variables have positive path coefficients. This indicates that the higher the path coefficient of an independent variable, the greater its impact on the dependent variable. Hypothesis testing

uses a t-test to determine the level of influence of exogenous variables on endogenous variables and of endogenous variables on endogenous variables. The t-test can be used to determine the t-statistic and p-value. A variable is considered influential if the t-statistic is greater than the t-table or the p-value is less than 0.05.

Figure 2 shows the path coefficients and the influence of independent variables on the dependent variable. The internal model schematic shows five paths with insignificant results. The insignificant paths can be identified from push factors to satisfaction, revisit intention, and word of mouth. Moreover, a mediating path from push factors to revisit intention and word of mouth through satisfaction was found to be insignificant. Meanwhile, there are seven paths with significant effects as shown from Table 6. Based on these results, all research variables have positive values on the path coefficient, this means that the influence of the independent variable on the dependent variable will be stronger if the path coefficient value is also higher.

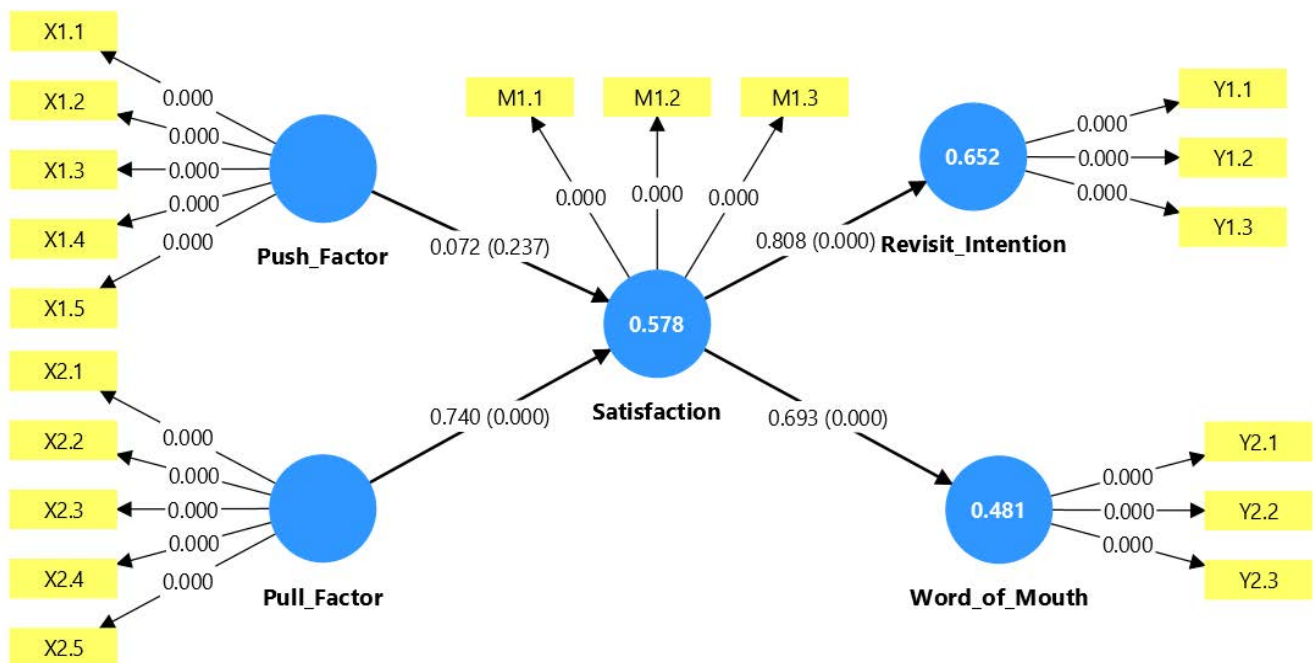


Figure 2. Results of path coefficients and p-values of independent and dependents variables

Table 6. Path Coefficient between push factor, pull factor, satisfaction, revisit intention, and word of mouth

Hypothesis	Path Coefficient	T-Statistics	P-Values	Result
H1: Push Factor → Satisfaction	0.072	1.183	0.237	not supported
H2: Pull Factor → Satisfaction	0.740	13.986	0.000	supported
H3: Satisfaction → Revisit Intention	0.808	19.232	0.000	supported
H4: Satisfaction → Word of Mouth	0.693	15.769	0.000	supported
H5: Push Factor → Revisit Intention	0.058	1.156	0.248	not supported
H6: Pull Factor → Revisit Intention	0.598	10.813	0.000	supported
H7: Push Factor → Word of Mouth	0.050	1.175	0.240	not supported
H8: Pull Factor → Word of Mouth	0.513	8.675	0.000	supported
H9: Push Factor → Satisfaction → Revisit Intention	0.058	1.156	0.248	not supported
H10: Push Factor → Satisfaction → Word of Mouth	0.050	1.175	0.240	not supported
H11: Pull Factor → Satisfaction → Revisit Intention	0.598	10.813	0.000	supported
H12: Pull Factor → Satisfaction → Word of Mouth	0.513	8.675	0.000	supported

Based on Table 6, the relationship between variables can be described as follows: (1) Push factors have an insignificant impact on satisfaction. (2) Pull factors have a significant impact on satisfaction. (3) Satisfaction has an important impact on revisit intention. (4) Satisfaction has an important impact on word of mouth. (5) Push factors do not have a significant impact on revisit intention. (6) Pull factors have a significant impact on revisit intention. (7) Push factors do not have a significant impact on word of mouth. (8) Pull factors have an important impact on word of mouth. (9) Satisfaction does not significantly mediate the relationship between push factors and revisit intention. (10) Satisfaction does not significantly mediate the relationship between push factors and word of mouth. (11) Satisfaction significantly mediates the relationship between pull factors and revisit intention. (12) Satisfaction significantly mediates the relationship between pull factors and word of mouth.

Hypothesis 1 was not supported, indicating that push factors had an insignificant impact on satisfaction. Push factors had a positive effect on satisfaction, but the effect was not significant. This result is inconsistent with the research findings of Bayih & Singh (2020); Yuniati (2024); Jameel et al. (2025); Ningsih & Muslichah (2025); Rahmadina et al. (2025); and Su & Rahman (2025). It means that indicators of pull factors that attract tourists to visit a destination are influential but not meaningful for tourists. It can be caused by many factors, especially the very diverse desires of individuals in spending their free time, whereas in rural tourist destinations, factors that encourage tourists to visit are potentially limited. Therefore, villages can prioritize target markets and analyze existing potential to have a strong focus in their marketing programs (Adinegara et al. 2025).

The second hypothesis is supported, where pull factors significantly increase the satisfaction of visiting tourists. The attractiveness of a destination can increase tourist satisfaction because expectations match perceived reality. This result is in line with Bayih & Singh (2020); Yuniati (2024); Jameel et al. (2025); Ningsih & Muslichah (2025); and Rahmadina et al. (2025). However, research by Rahmadina et al. (2025) and Su & Rahman (2025) shows that pull motivation has no significant effect on satisfaction. Likewise, the third hypothesis was also supported, where the impact of satisfaction can increase revisit intention to the tourism potential offered at the destination. This result is in line with research by Adinegara (2018), Osiako et al. (2022), and Widiyanto & Yulia (2023).

The fourth hypothesis is supported, as satisfaction can increase word-of-mouth communication, which is free promotion shared by tourists with colleagues, relatives, and others. These results align with research by Adinegara (2018), Acharya & Lillywhite (2021), Nguyen & Mai (2021), and Rahmadina et al. (2025). The fifth hypothesis was not supported, as push factors had no significant impact on revisit intention. These results indicate that visiting tourists have their own unique desires when visiting a destination, in addition to varying desires. These results align with research by Bayih & Singh (2020) and Su & Rahman (2025), which states that push motivation does not significantly influence tourist loyalty, where one form of loyalty is revisiting. These results are inconsistent with Baptista et al. (2020); Marmaiyanto et al. (2023); Ramadan & Kasim (2024); and Ningsih & Muslichah (2025), which state that push factors have a positive and significant effect on revisit intention.

The sixth hypothesis is supported: the greater the potential attractiveness of a destination, the greater the desire to revisit. This is in line with research by Bayih & Singh (2020); Ramadan & Kasim (2024); Ningsih & Muslichah (2025); and Su & Rahman (2025), which states that pull motivation significantly influences loyalty, such as revisit intention. Different results were presented by Rahmadina et al. (2025), who showed that pull motivation had no significant effect on satisfaction, possibly due to the distance of the destination from the tourist's residence or the availability of more attractive alternative options. Similarly, Baptista et al. (2020) found that pull factors were not correlated with tourist return behavior.

The seventh hypothesis was not supported, indicating that push factors have an insignificant impact on word of mouth communication. This result aligns with research by Su & Rahman (2025), who found that push motivation has no significant effect on word of mouth loyalty. However, research by Rahmadina et al. (2025) and Ningsih & Muslichah (2025) found that push motivation significantly influences satisfaction. These differences in results indicate the need for in-depth research on individual travel motivations.

The eighth hypothesis is supported, indicating that pull factors have a significant impact on word of mouth communication. The better the potential, the greater the loyalty in sharing information about the tourist attraction with others. This finding aligns with Bayih & Singh (2020); Su & Rahman (2025); and Ningsih & Muslichah (2025), who stated that pull motivation has a significant influence on loyalty. However, this result is inconsistent with Baptista et al. (2020), who found that pull factors were not correlated with tourists' behavior in informing others.

The ninth hypothesis was not supported, indicating that satisfaction did not significantly mediate push factors on revisit intention. This is supported by research by Baptista et al. (2020), which stated that tourist satisfaction did not significantly mediate the relationship between push factors and behavioral intention to revisit. Meanwhile, Acharya & Lillywhite (2021) and Rahmadina et al. (2025) showed that push motivation and satisfaction significantly influenced revisit intention, and push motivation on revisit intention was fully mediated by satisfaction. As well as the tenth hypothesis was not supported, indicating that satisfaction does not significantly mediate the push

factor on word of mouth. This result differs from the results presented by Susanti (2021) and Acharya & Lillywhite (2021), who stated that satisfaction mediates the push factor on word of mouth.

The eleventh hypothesis was supported, indicating that pull factors significantly mediated satisfaction with regard to revisit intention. This finding aligns with Baptista et al. (2020) and Acharya & Lillywhite (2021), who stated that tourist satisfaction significantly mediated the relationship between pull factors and revisit intention. Rahmadina et al. (2025) found a different finding, stating that tourist satisfaction did not significantly mediate the relationship between pull factors and behavioral intention. Likewise, the twelfth hypothesis was supported, indicating that pull factors significantly mediated satisfaction with regard to word of mouth. This finding aligns with Susanti (2021) and Acharya & Lillywhite (2021), who stated that satisfaction mediates the pull factors with regard to word of mouth.

Managerial Implications

From a managerial perspective, the findings emphasize the importance of strengthening destination pull factors, such as unique attractions, natural environments, cultural experiences, and local activities, to enhance tourist satisfaction and loyalty. Rural tourism managers and local stakeholders should focus on designing tourism products and experiences that reflect the uniqueness of the destination and differentiate them from other competing attractions. In addition, tourism managers should ensure that the quality of services and experiences provided aligns with tourist expectations, as satisfaction plays a critical role in encouraging revisiting intention and positive word of mouth. Developing authentic experiences based on local culture, community participation, and natural resources can strengthen the competitive advantage of rural tourism destinations.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

This study contributes to the literature on tourist motivation, satisfaction, and loyalty in rural tourism contexts. First, it reinforces the theoretical perspective that pull factors related to destination attributes play

a more dominant role in shaping tourist satisfaction and loyalty compared to push factors. By empirically examining the relationships between push-pull motivation, satisfaction, and behavioral intentions, this study extends the application of satisfaction and loyalty theory within the context of rural tourism destinations. Second, the study integrates tourist satisfaction as a mediating mechanism between motivational factors and behavioral outcomes such as revisit intention and word of mouth. The findings demonstrate that satisfaction significantly mediates the relationship between pull factors and tourist behavioral intentions, highlighting the importance of destination attributes in shaping positive post-visit behavior. These results contribute to a deeper understanding of how motivational drivers translate into loyalty outcomes in rural tourism settings.

Recommendations

This study has several limitations. The sample is limited to tourists visiting Perancak Tourism Village, which may restrict the generalizability of the findings. In addition, the antecedents of satisfaction examined in this study focus primarily on motivational factors, specifically push and pull factors. Future research should incorporate additional variables, investigate different rural tourism destinations, and involve larger samples to enhance the robustness and generalizability of the results. Further studies could also explore other determinants of tourist satisfaction to provide broader insights into tourist behavior in rural tourism contexts.

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