

THE EFFECT OF TOURISTS MOTIVATION AT BATU ANGUS NATIONAL PARK REVISIT INTENTION**PENGARUH MOTIVASI WISATAWAN PADA NIAT BERKUNJUNG KEMBALI KE TAMAN NASIONAL BATU ANGUS**

By:

Kezia E. Sumendap¹**James D. D. Massie²****Merinda H. C. Pandowo³**¹²³Management Department Faculty of Economics and Business
Sam Ratulangi University Manado

E-mail:

¹keziasumendap062@unsrat.ac.id²jamesmassie@unsrat.ac.id³marindapandowo@unsrat.ac.id

Abstract: In recent years, there has been a significant increase in the popularity of water-based tourism in Manado, particularly in the form of water sports and diving activities. Manado is known for its stunning marine biodiversity, including coral reefs, a variety of fish species, and other sea creatures. This has attracted a growing number of tourists, both domestic and international, seeking to explore the underwater world and enjoy the natural beauty of the area. This study aimed to explore the effect of tourists' motivation on their revisit intention to Batu Angus National Park, a popular tourist destination in Indonesia. Using a quantitative research approach, data was collected through a survey questionnaire distributed to tourists who had previously visited the park around 100 sample. The study findings indicated that the variable push motivation and pull motivation are significantly influenced the variable revisit intention to the park. The study provides useful insights for park management and policymakers to enhance visitors' experience by catering to their motivational needs, which in turn can increase their revisit intention and boost tourism development in the region. Additionally, improving facilities such as adding more benches, rest areas, and public restrooms would provide greater convenience and comfort to visitors. These enhancements would not only attract more tourists to the park but also increase their revisit intention, which could potentially boost tourism development in the region.

Keywords: push motivation, pull motivation, revisit intention

Abstrak: Dalam beberapa tahun terakhir, telah terjadi peningkatan yang signifikan dalam popularitas wisata berbasis air di Bitung, khususnya dalam bentuk olahraga air dan kegiatan menyelam. Bitung dikenal dengan keanekaragaman hayati lautnya yang menakjubkan, termasuk terumbu karang, berbagai spesies ikan, dan makhluk laut lainnya. Hal ini telah menarik banyak wisatawan, baik domestik maupun internasional, yang ingin menjelajahi dunia bawah laut dan menikmati keindahan alam daerah tersebut. Penelitian ini bertujuan untuk mengeksplorasi pengaruh motivasi wisatawan terhadap niat berkunjung kembali ke Taman Nasional Batu Angus, tujuan wisata populer di Indonesia. Menggunakan pendekatan penelitian kuantitatif, data dikumpulkan melalui survei menggunakan kuesioner yang dibagikan kepada wisatawan yang sebelumnya telah mengunjungi Taman Nasional Batu Angus, sekitar 100 sampel. Hasil penelitian menunjukkan bahwa variabel memiliki factor motivasi dorong dan motivasi tarik yang memiliki pengaruh signifikan dalam niat berkunjung kembali ke tempat tersebut. Studi ini memberikan wawasan yang berguna bagi manajemen tempat wisata dan pembuat kebijakan untuk meningkatkan pengalaman pengunjung dengan memenuhi kebutuhan mereka saat berwisata, sehingga dapat meningkatkan niat kunjungan kembali dan mendorong pengembangan pariwisata di wilayah tersebut. Selain itu, peningkatan fasilitas seperti menambah bangku, tempat istirahat, dan toilet umum yang memadai akan memberikan kemudahan dan kenyamanan yang lebih besar bagi pengunjung. Peningkatan ini tidak hanya akan menarik lebih banyak wisatawan, tetapi juga meningkatkan niat mereka untuk berkunjung kembali, sehingga berpotensi besar mendorong pengembangan pariwisata di wilayah tersebut.

Kata Kunci: motivasi dorong, motivasi tarik, niat kunjungan kembali

INTRODUCTION**Research Background**

Travel or tourism are one of the largest sectors of the service industry. According to Ramadlani (2011), the tourism industry is also considered as one of the fastest growing and one of the most important industries in

the world. They also mentioned that tourism can create more job opportunities in the hospitality industry and it can contribute to development in terms of increasing national income. These aspects are really important for the growth of the economy and that is why some countries in Southeast Asia are trying to expand and develop their tourism industry, especially the maritime sector in Indonesia, because Indonesia has many beautiful seas and islands. The maritime sector is characterized as multifunctional, as it encompasses a large and ever-evolving number of maritime activities. This multivariable nature means that the definition of nautical tourism is complex and can take many different directions in the scientific literature (Lukovic, 2007).

Som and Badarneh (2011) stated that visitors who return to a certain place feel more satisfied of the whole trip experience than first timers. Visitors' past experience of visiting a certain destination is really important for the better detailed demand and for the increasing level of awareness, confirmed by Som and Badarneh (2011). The reason why visitors return to tourist destination is no other than the fact that they are satisfied with the services or products provided. The increasing of destination income is influenced by the contribution of re-visitors. Also, mouth-to-mouth marketing can be implemented if there are many satisfied visitors, they will return to the place and recommend the place to others. Re-visitors can help the place to reduce the marketing cost because of the mouth-to-mouth power (Susyarini, 2014). For other unknown destinations, they have to spend more cost to attract tourist for newcomers, if they are satisfied, they will recommend it and do return their trip there.

A review of the literature on motivation reveals that people travel because they are "pushed" into making travel decisions by internal, psychological forces, and "pulled" by the external forces of the destination attributes (Uysal and Jurowski, 1994). Accordingly, satisfaction with based on push and pull forces, contributes to destination loyalty. Hypothetically, motivation will influence tourist satisfaction and then affects destination loyalty. Motivation for travel is considered as a key factor in explaining tourist behavior (Crompton and McKay 1997). Motivation being an important factor influencing an individual into action, it would be useful to understand how a particular decision is arrived at. In literature related to motivation, it has been acknowledged that certain forces drive an individual to act. Dann (1977) coined these forces as push and pull forces leading people to travel. The push forces are related to the desire to travel of the tourist while pull forces are associated with the qualities of the destination which tend to attract the tourist.

Crompton and McKay (1997) first sought to draw seven socio-psychological, or push motives (escape, self-exploratory, relaxation, prestige, regression, kinship enhancement, and social interaction) and two cultural, or pull motives (novelty and education). The conceptual framework that he developed would influence the selection of a destination, and this approach implies that the destination can have some degree of influence on vacation behavior in meeting an aroused need. According to Plangmarn, Mutjaba, and Pirani (2012:1298), Push Motivation is the internal strength of society itself that explains their desire to go on vacation. Meanwhile, according to Battour, Ismail, and Battor (2012:281) Push Motivation refers to certain forces in our lives that led to the decision to take a vacation (i.e., to travel outside of our everyday environment). It can be concluded that Push Motivation arises from internal factors inside the person, which is like a desire to break away from routine daily life and decided to take a vacation by doing an activities tour. According to Plangmarn, Mutjaba, and Pirani (2012), Pull Motivation is the external strength of the goal attribute that is estimated to take into account the actual choice of destination. Meanwhile, according to Yoon and Uysal (2005:46), Attractive motivation is a motivational factor that is connected to external aspects, situational, or cognitive.

The maritime tourism that is now growing very rapidly in the Batu Angus National Park that located in Bitung. Bitung is a city on the northern coast of the island of Sulawesi in Indonesia. It is in the province of North Sulawesi, and faces Lembeh Island (which forms two districts of the city) and the Lembeh Strait, which is known for its colourful marine life, in particular sea slugs. For their tourist destination, Batu Angus National Park is one of the most famous tourist attractions in there, and among the two available in Bitung (the other one being Batu Putih at the north). Batu Angus is famous by their beach that made with beautiful black colored stones, that compliments the beautiful view of their beach and sea. As an effort to increase the number of foreign tourists who travel in North Sulawesi, especially in Bitung City tourism objects, it is necessary to understand tourist attractions, the motivation, and tourist influence on post-visit behavior, namely the intention to return as a form of commitment to satisfaction.

However, Batu Angus National Park still have poor access to get to the tourist attraction, where the road to the beach is a fairly damaged dirt road, so a small car has a high risk of getting into the tourist attraction to the parking lot. In addition, the land owned by Batu Angus National Park is very wide but very little development and change has occurred. Several other things are also a problem, such as the lack of places to eat, but the Batu Angus National Park area which is very supportive of having more, to the lack of visitors from outside the area who come to Batu Angus National Park. Hence, this research is meant to analyze the motivation which define by push motivational and pull motivational factors that make and maintain Batu Angus as the tourist destination in

Indonesia, for both local and international, to be revisited again and again. With all the things stated above, this research is titled “The Effect of Tourists Motivation at *Batu Angus National Park* Revisit Intention “.

Research Objectives

The research objectives are:

1. To find out if there any partial effect of push motivational factor on revisit intention toward Batu Angus National Park
2. To find out if there any partial effect of pull motivational factor on revisit intention toward Batu Angus National Park
3. To find out if there any simultaneous effect of push motivation and pull motivation on revisit intention toward Batu Angus National Park

THEORETICAL FRAMEWORK

Marketing

According to Kotler and Keller (2009), marketing is a nodal and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others. Marketing means managing markets to bring about exchanges for the purpose of satisfying human needs and wants.

Consumer Behavior

According to Belch and Belch (2012) consumer behavior can be defined as the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires.

Revisit Intention

The intention to revisit reflects the tendency or plans to revisit the same place. Since the expense of acquiring a new tourist high relative to maintaining an existing consumer, service providers are mindful of revisiting tourist expectations (Rittichainuwat, Qu, and Mongknonvanit, 2002).

Tourist Motivation

According Kim, Noh, and Jogaratnam (2007), the definition of motivation is the particular needs that could influence or even force people in any circumstances to do certain activities which could reach their expected satisfaction. Push factors and pull factors fundamentally is the internal and external factors that motivate tourists to take the decision to make the trip.

Push Factors

Push factors is an intangible desire of individual travelers. According to Kanagaraj and Bindu (2013), push factors can be determining as the willingness to run away from either daily activities or business matters in order to refresh the traveler’s mind by exploring new places or even new things.

Pull Factors

Pull factors are external motivation and is affected by the external factor which comes from the destination place directly like the attractiveness of the destination. Pull factors are external, situational, or psychological perspectives to the tourist that urge the latter to travel to a destination (Yoon and Uysal, 2005).

Previous Research

Baniya, Ghimire, and Phuyal (2017) proposed that except for ‘enhancing social’, all the other variables (pull factors – nature, culture and heritage sites, adventure, friendly people climate; push factors – relaxation and recreation, enhance relationship, fulfilling practice, escape from daily routine) exhibited encouragingly positive correlation with re-visit intentions among international tourist to Nepal. Additionally, the overall push factors and pull factors together predicted the revisit intention of international tourists to Nepal, however push factor was insignificant. Thus, convincingly, we could say that international tourists are motivated to visit Nepal by its pull factors i.e. destination attributes.

Anuar et al. (2021) aimed to understand travel motivations of tourists and to examine on how push-pull motivations on the intention to revisit Langkawi Island. This study discovered a few key determinants on push

and pull that motivated the tourists revisit behaviours in cultural heritage attraction. In terms of relationship, the push and pull motivations have positive influence and direct affect towards the tourist’s revisit intention. Implications were discussed concerning Langkawi Island as cultural heritage attraction that needs to be highlighted in terms of enhancement and plan from various stakeholders’ perspectives.

Seyanont (2017) investigated travel motivations of European senior tourists to Thailand by adopting the theory of push and pull motivations as a conceptual framework. The objectives of this study were to investigate travel motivation and intention to revisit of European senior tourists to Thailand. Using factor analysis, this study identified six push factors and six pull factors. From the analysis, the relationships between push and pull factors had the highest correlation were “Rest & Relaxation” and “Shopping & Travel Distance”. The results of regression analysis indicated three push factors: “(1) Novelty/Knowledge Seeking”, “(2) Ego-Enhancement”, and “(3) Socialization” and three pull factors: “(1) Cultural & Historical Attractions”, “(2) Leisure Activities & Affordable”, and “(3) Relaxation Activities” were found to significant impact to the intention to revisit of European senior tourists to Thailand.

Conceptual Framework

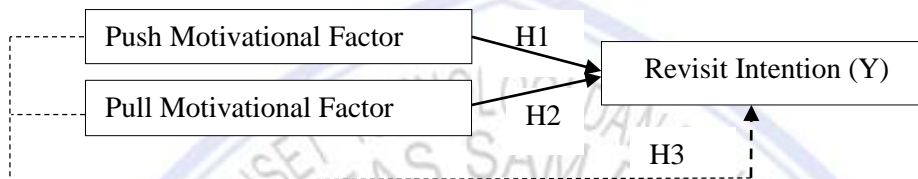


Figure 1. Conceptual Framework

Source: Literature Review

Research Hypothesis

H1: Push Motivation partially effect on Revisit Intention of Batu Angus National Park

H2: Pull Motivation partially effect on Revisit Intention of Batu Angus National Park

H3: Push Motivation and Pull Motivation simultaneously effect on Revisit Intention of Batu Angus National Park

RESEARCH METHOD

Research Approach

This research will use causal type of research with Quantitative method. As an analysis tool this research will use multiple linear regression method. The factorial design focuses on two or more categories with the independent variables as compared to the dependent variable (Polit and Vogt, 2011 in Flannelly, Flannelly, and Jankowski, 2014). Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran, 2006). The population of this research is peoples in Sulawesi Utara who has experience on Batu Angus National Park. This research is conducted by distributing questionnaires to 100 respondents which proves that sample size used in this research is more than the minimum or required respondents. The sample size is 100 customers that already visit Batu Angus National Park. In this research, purposive sampling method is used.

Data Collection Method

Data collection techniques used in this study are questionnaires that have been equipped with levels of answers as respondents; choice in answering questions. The questionnaire according to Sekaran (2006) is a list of questions in writing and has been formulated previously and will be answered by respondents, usually in clearly defined alternatives.

Operational Definition of Research Variables

Table 1. Operational Definition and Indicator of Research Variables

Variable	Definition	Indicator
Push Motivational Factor (X1)	Push factors as being associated with “whether to go” (Kanagaraj and Bindu, 2013)	1. Relaxation and health 2. Appreciate the beauty of nature and gain knowledge 3. Enhancement of human special relationship 4. Prestige

Pull Motivational Factor (X2)	Pull factors as being associated with "where to go," (Yoon and Uysal, 2005)	5. Adventure and novelty Wang and Hsu (2004:371) 1. High-quality tourism resources 2. Comfortable tourist environment 3. Availability of information and convenient facilities 4. Management and service Wang and Hsu (2004:371)
Revisit Intention (Y)	The intention to revisit reflects the tendency or plans to revisit the same place (Rittchainuwat et al.,2002)	1. Willingness to visit again 2. Willingness to invite 3. Willingness to positive tale 4. Willingness to place the visiting destination in priority Zeithaml et., al, (2018)

Sources: Journals and articles 2022

RESULT AND DISCUSSION

Result

Validity and Reliability

Validity Test

This testing can be conducted by comparing correlation index. Validity test is need for research to test the validity of the data gathered. According to Sekaran (2006), a test of validity described how the questionnaire (question or item) are truly able to measure what is measured, based on theories and experts. From several analysis tools test validity that exists, researchers choose to use Pearson correlation product moment to test the validity of the data obtained. Based on Sekaran and Bougie (2010), the variable could be classified as a good variable when the values are above 0.3. Validity test is conducted by comparing correlation index in Pearson Product Moment with significance level of 5% to see weather research instrument valid or not. When the probability of correlation is less than 0.05 (5%) then the research instrument is stated as valid. The results of each variable statement item have $r_{count} > r_{table}$ 0.196 and are declared "valid".

Reliability Test

Reliability test conducted to make sure that there no repetition. According to Sekaran (2006), the reliability of a measure is achieved when it consistently, and without bias, measure the concepts it is supposed to measure. This reliability test uses Alpha Cronbach measurement. If Alpha is less than 0.06 then it is unreliable (Sekaran and Bougie, 2010). Reliability test result of all the variables have Cronbach Alpha value above 0,6, it proves that the data is reliable.

Classic Assumptions Test

Multicollinearity

Table 6. Result of Multicollinearity Test

Model	Coefficients ^a	
	Tolerance	VIF
1		
(Constant)		
Push Motivation	.396	2.526
Pull Motivation	.396	2.526

a. Dependent Variable: Revisit Intention

Source: Data Processed 2023

Based on the the SPSS output table above, it can be seen that all variables, both Push and Pull, show a tolerance value greater than 0.100 and a VIF value less than 10.00. So it can be concluded from this test that there are no symptoms or multicollinearity problems.

Autocorrelation**Table 2. Result of Autocorrelation Model Summary^b**

Model	Durbin-Watson
1	2.152

a. Predictors: (Constant), Pull Motivation, Push Motivation

b. Dependent Variable: Revisit Intention

Source: Data Processed 2023

The results of the calculation above show that the DW value of 2.152 lies between the values du and $(4-du)$ of 1.7152 and 2.2848 ($du < DW < 4-du$) then it can be concluded that there is no autocorrelation in the regression model used in this study.

Multiple Linier Regression**Table 3. Result of Multiple Linier Regression**

Model		Coefficients ^a				Sig.
		Unstandardized Coefficients		Standardized Coefficients	t	
		B	Std. Error	Beta		
1	(Constant)	1.443	1.163		1.241	.218
	Push Motivation	.249	.083	.287	2.988	.004
	Pull Motivation	.634	.109	.559	5.807	.000

a. Dependent Variable: Revisit Intention

Source: Data Processed 2023

The "Coefficients" table above can be explained the multiple regression equation in this study. The regression equation formula in this study is as follows:

$$Y = 1.443 + 0.249X_1 + 0.634X_2$$

From the regression equation above, the conclusions that can be explained are as follows:

1. A constant value (α) of 1,443 with a positive sign state that if the Push, Pull, and Revisit Intention variables are considered constant then the value of Y is 1,443.
2. The regression coefficient value of the Push Motivation variable (X_1) is 0.249 with a positive sign stating that if the Push Motivation level increases by one unit assuming the other independent variables are constant, the Y variable will increase by 0.249.
3. The regression coefficient value of the Pull Motivation variable (X_2) is 0.634 with a positive sign stating that if the Pull Motivation level increases by one unit assuming the other independent variables are constant, the Y variable will increase by 0.634.

Hypothesis Testing**T Test**

The $T_{\text{-test}}$ is used to determine the effect of each independent variable to dependent variable individually, considering the other variables remain constant. A $T_{\text{-test}}$ is any statistical hypothesis test in which the test statistical has $T_{\text{distribution}}$ if the null hypothesis is true. This test done by comparing the T_{value} and T_{table} if T_{value} is greater than T_{table} it means, H_2 or H_3 or H_4 is accepted the value off done by T_{test} formula. The T Test is to show how much influence the independent variable partially influences, on the dependent variable, and the T Test aims to see the extent to which the partial influence of the free variable is on the bound variable. According to Ghozali (2011) if the value of Sig. < 0.05 then it means that the independent variable (X) partially affects the dependent variable (Y). Based on the results from table 3, it can be seen that the results of the t - test indicate that the significance value of the influence of Push Motivation (X_1) variable on Revisit Intention (Y) variable is $0.000 < 0.05$ and the T count value is $10.322 > T_{\text{table}} 1.98472$. H_2 : Push Motivation has an effect on Revisit Intention, H_1 is accepted. The results of the t - test indicate that the significance value of the influence of Pull Motivation (X_2) variable on Revisit Intention (Y) variable is $0.000 < 0.05$ and the T count value is $12.427 > T_{\text{table}} 1.98472$. H_3 : Pull Motivation has an effect on Revisit Intention, H_2 is accepted.

F Test

The F_{test} is used to determine the whole effect of independent variables to a dependent variable. A F_{test} as any statistical test in which the test statistical $F_{\text{distribution}}$ if the null hypothesis is true. This test will have done by a comparing the F_{value} and F_{table} . The level of significance is 5% ($\alpha=0.05$), if F_{value} is greater than F_{table} . H_0 is rejected and H_1 is accepted.

Table 4. Result of F Test

		ANOVA ^a				
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	574.591	2	287.296	87.919	.000 ^b
	Residual	316.969	97	3.268		
	Total	891.560	99			

a. Dependent Variable: Revisit Intention

b. Predictors: (Constant), Pull Motivation, Push Motivation

Source: Data Processed 2023

Based on the results from table 4. above, it can be seen that the f test results indicate that the significance value of the influence of the Push Motivation (X1) and Pull Motivation (X2) variable on the Revisit Intention variable is $0.000 < 0.05$ and the calculated F count is $87.919 > F_{\text{table}} 3,090$. From this table, it can be conclude that we deny dull hypothesis. H_3 : Push Motivation and Pull Motivation has an effect on Revisit Intention, H_3 is accepted.

Discussion**The Simultaneous Effect of Push Motivation (X1) and Pull Motivation (X2) toward Revisit Intention in Batu Angus**

Analysis of the influence of Push Motivation (X1) and Pull Motivation (X2) on Revisit Intention (Y): from the analysis on the table above, the significance value of Push Motivation (X1) is $0.000 < 0.05$ and for the standardized coefficient from Push Motivation (X1) and Pull Motivation toward Revisit Intention(Y) is 0.157. So it can be concluded that this both independent variable has a positive significant directly on Revisit Intention as the dependent variable. In other words, H_1 is accepted, meaning that the independent variable which are Push and Pull Motivation have a simultaneous influenced to Revisit Intention. This indicates that the destination which is Batu Angus have served a good view and also good services to the tourist that can attract the other visitor to come to visit this destination. According to Anuar (2021), In terms of relationship, the push and pull motivations have positive influence and direct affect towards the tourist's revisit intention.

The Effect of Push Motivation (X1) toward Revisit Intention (Y)

Analysis of the influence of Push Motivation (X1) on Revisit Intention (Y) : from the analysis on the table above, the significance value of Push Motivation (X1) is $0.004 < 0.05$ and for the standardized coefficient from Push Motivation (X1) toward Revisit Intention (Y) is 0.249. So it can be concluded that Push Motivation has a positive significant directly on Revisit Intention as the dependent variable. In other words, H_2 is accepted, meaning that Push Motivation (X1) and Pull Motivation have an influenced to Revisit Intention. This indicates that Push Motivation can be one of many factors that can make someone that have visit one destination will revisit the same destination again. According to Yoon and Usyal (2003), one's travel motivation is divided into two factors, namely, push and pull factors. Push factors are factors related to a person's desire to travel that come from within himself (intrinsic motivation).

The Effect of Pull Motivation (X2) toward Revisit Intention (Y)

Analysis of the influence of Pull Motivation (X2) on Revisit Intention (Y) : from the analysis on the table above, the significance value of Push Motivation (X2) is $0.000 < 0.05$ and for the standardized coefficient from Pull Motivation (X2) toward Revisit Intention(Y) is 0.634. So it can be concluded that Pull Motivation has a positive significant directly on Revisit Intention as the dependent variable. In other words, H_3 is accepted, meaning that Pull Motivation (X2) and Pull Motivation have an influenced to Revisit Intention. This indicates that Pull Motivation factors from the destination are success and make the visitor will revisit the same destination again. According to Yoon and Usyal (2003), while the pull factors (pull factors) are external factors (extrinsic motivation) that motivate tourists to travel. The pull factor relates to the quality of the destination that is attractive to tourists (destination-specific attributes).

CONCLUSION AND RECOMMENDATION**Conclusions**

1. Push Motivation (X1) has a significant effect on the variable Revisit Intention (Y), so that H1 is accepted.
2. Pull Motivation (X2) has a significant effect on the variable Revisit Intention (Y), so that H2 is accepted.
3. Push Motivation (X1) and Pull Motivation (X2) have a simultaneous significant effect on the variable Revisit Intention (Y), so H3 is accepted.

Recommendations

1. The management of Batu Angus need to maintain and improve services system which can have many positive impacts on customers. Also, continue to provide attractive promos and event to attract many tourist to visit and revisit again this place.
2. Competitors or companies engaged in the same field is necessary to pay attention more to the service system to survive in the endemic period of covid 19 and the digitalization era to provide more satisfaction to consumers and they will revisit the destination.
3. Researchers and further developments is hoped that the results of this study can be used as a reference for research materials for research related to motivational factors which are Push Motivation (X1) and Pull Motivation (X2) and also Revisit Intention (Y). Presumably further researchers can add other independent variables that can affect the dependent variable, namely Revisit Intention.

REFERENCES

- Anuar, N. A. M., Azemi, K. M., Husni, N. F. M., & Khalit, M. F. A. (2021). Examining the Push-Pull Motivations and Revisit Intention to Langkawi Island as Cultural Heritage Destination. Conference: Palembang Tourism Forum 2021. Available at: https://www.researchgate.net/publication/357382914_Examining_the_Push-Pull_Motivations_and_Revisit_Intention_to_Langkawi_Island_as_Cultural_Heritage_Destination. Retrieved on: July 12, 2022.
- Baniya, R. Ghimire, S. & Phuyal, S. (2017). Push And Pull Factors And Their Effects On International Tourists' Revisit Intention to Nepal. *The GAZE Journal of Tourism and Hospitality*, Vol. 8, 20-39. Available at: https://www.researchgate.net/publication/318555782_Push_and_Pull_Factors_and_their_effects_on_International_Tourists'_Revisit_Intention_to_Nepal. Retrieved on: August 5, 2022.
- Battour, M., Ismail, M. N., & Battor, M. (2012). The Mediating Role of Tourist Satisfaction: A Study of Muslim Tourists in Malaysia. *Journal of Travel & Tourism Marketing*, 29(3), 279-297. Available at: https://www.researchgate.net/publication/241748741_The_Mediating_Role_of_Tourist_Satisfaction_A_Study_of_Muslim_Tourists_in_Malaysia. Retrieved on: August 10, 2022.
- Belch, M. A., & Belch, G. E. (2012). The Future Of Creativity In Advertising. *Journal of Promotion Management*, 19(4), 395-399 Available at: <https://www.semanticscholar.org/paper/The-Future-of-Creativity-In-Advertising-Belch-Belch/f7bf03555bd3f2eed6678d8a3538f778b0f5a3d3>. Retrieved on: July 15, 2022.
- Crompton, J. L., & McKay, S. L. (1997). Motives of Visitors Attending Festival Events. *Annals of tourism research*, 24(2), 425-439. Available at: <https://www.sciencedirect.com/science/article/abs/pii/S0160738397800102>. Retrieved on: July 12, 2022.
- Dann, G. M. (1977). Anomie, Ego-Enhancement And Tourism. *Annals of tourism research*, 4(4), 184-194. Available at: <https://www.scinapse.io/papers/2059437320>. Retrieved on: July 16, 2022.
- Flannelly, L. T., Flannelly, K. J., & Jankowski, K. R. B. (2014). *Independent, Dependent, and Other Variables in Healthcare and Chaplaincy Research*. Available at: <https://lms.su.edu.pk>. Retrieved on: August 5, 2022.
- Kanagaraj, C., & Bindu, T. (2013). An Analysis of Push and Pull Travel Motivations of Domestic Tourists to Kerala. *International Journal of Management & Business (IJMBS)*, 3(2). Available at: <http://www.ijmbs.com/32/2/tbindu.pdf>. Retrieved on: August 5, 2022.

- Kim, K., Noh, J., & Jogaratnam, G. (2007). Multi-Destination Segmentation Based On Push And Pull Motives: Pleasure Trips Of Students At A US University. *Journal of Travel & Tourism Marketing*, 21(2-3), 19-32. Available at: https://www.tandfonline.com/doi/abs/10.1300/J073v21n02_02?role=button&needAccess=true&journalCode=wttm20. Retrieved on: July 11, 2022.
- Kotler, P., & Keller, K. L. (2009). *A Framework for Marketing Management*. Boston, MA: Pearson.
- Lukovic, T. C. (2007). Nautical Tourism - Definitions and Dilemmas. Available at: https://www.researchgate.net/publication/297054432_Nautical_tourism_-_Definitions_and_dilemmas. Retrieved on: July 18, 2022.
- Plangmarn, A., Mutjaba, B. G., & Pirani, M. (2012). Value and Travel Motivation of European Tourists. *Journal of Applied Business Research*, 28(6), 1295-1304. Available at: https://www.researchgate.net/publication/287246471_Value_and_travel_motivation_of_European_tourists. Retrieved on: August 5, 2022.
- Ramadlani, M. F. (2013). Determinants of Tourist Revisit Intention: An Evidence from Kota Batu. *Skripsi*. Universitas Brawijaya. Available at: <http://repository.ub.ac.id/id/eprint/106808/>. Retrieved on: July 14, 2022.
- Rittichainuwat, B. N., Qu, H., & Mongkonvanit, C. (2002). A Study of the Impact of Travel Satisfaction on the Likelihood of Travelers to Revisit Thailand. *Journal of Travel & Tourism Marketing*. Available at: https://www.researchgate.net/publication/247495274_A_Study_of_the_Impactof_Travel_Satisfaction_on_the_Likelihood_of_Travelers_to_Revisit_Thailand. Retrieved on: August 3, 2022.
- Sekaran, U. (2006). *Research Methods for Business A Skill – Building Approach*. Hoboken, NJ: John Wiley & Sons.
- Sekaran, U., & Bougie, R. (2010). *Research Methods For Business: A Skill-Building Approach*. 5th Edition. Haddington John Wiley & Sons.
- Seyanont, A. (2017). Travel Motivation and Intention to Revisit of European Senior Tourists to Thailand. *Universal Journal of Management*, Vol. 5(8), 365-372. Available at: <https://www.semanticscholar.org/paper/Travel-Motivation-and-Intention-to-Revisit-of-to-Seyanont/fe501492fc487c60539ff1adc654cc0af72cca08>. Retrieved on: July 17, 2022.
- Som, A. P. M., & Badarneh, M. B. (2011). Tourist Satisfaction And Repeat Visitation; Toward A New Comprehensive Model. *International Journal of Human and Social Sciences*, 6(1), 38-45. Available at: https://www.researchgate.net/publication/287734292_Tourist_satisfaction_and_repeat_visitation_toward_a_new_comprehensive_model. Retrieved on: July 13, 2022.
- Susyarini, N. P. W. A. (2014). Anteseden Behavioral Intentions Wisatawan Meeting Incentive Convention & Exhibition (MICE) di Bali. *Disertasi*. Universitas Brawijaya. Available at: <http://repository.ub.ac.id/id/eprint/161311/>. Retrieved on: July 16, 2022.
- Uysal, M., & Jurowski, C. (1994). Environmental Attitude By Trip And Visitor Characteristics: US Virgin Islands National Park. *Tourism Management*, 15(4), 284-294. Available at: <https://www.sciencedirect.com/science/article/abs/pii/0261517794900469>. Retrieved on: July 16, 2022.
- Wang, C.-Y., & Hsu, M. K. (2010). The Relationships Ofdestination Image, Satisfaction, And Behavioral Intentions: An Integrated Model. *Journal of Travel & Tourism Marketing*, 27, 829–843. Available at: https://www.researchgate.net/publication/254377692_The_Relationships_of_Destination_Image_Satisfaction_and_Behavioral_Intentions_An_Integrated_Model. Retrieved on: July 11, 2022.
- Yoon, Y., & Uysal, M. (2005). An Examination of the Effect of Motivation and Satisfaction on Destination Loyalty: A Structural Model. *Tourism Management*, 26(1), 45-56. Available at:

Zeithaml, V. A. (2018). *Service Quality Dimensions: Services Marketing, Integrating Customer Focus across the Firm*. 7th Edition. Mc Graw Hil. Education

