





“Role of tourist motivation as mediating variable on visitor decisions at Indonesian tourism village”

AUTHORS	Martaleni Martaleni  Ernani Hadiyati  Yussi Isna Pertiwi Ni Nyoman Kerti Yasa 
ARTICLE INFO	Martaleni Martaleni, Ernani Hadiyati, Yussi Isna Pertiwi and Ni Nyoman Kerti Yasa (2021). Role of tourist motivation as mediating variable on visitor decisions at Indonesian tourism village. <i>Innovative Marketing</i> , 17(3), 88-98. doi: 10.21511/im.17(3).2021.07
DOI	http://dx.doi.org/10.21511/im.17(3).2021.07
RELEASED ON	Friday, 20 August 2021
RECEIVED ON	Friday, 11 June 2021
ACCEPTED ON	Tuesday, 03 August 2021
LICENSE	 This work is licensed under a Creative Commons Attribution 4.0 International License
JOURNAL	"Innovative Marketing "
ISSN PRINT	1814-2427
ISSN ONLINE	1816-6326
PUBLISHER	LLC “Consulting Publishing Company “Business Perspectives”
FOUNDER	LLC “Consulting Publishing Company “Business Perspectives”



NUMBER OF REFERENCES

80



NUMBER OF FIGURES

1



NUMBER OF TABLES

4

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BUSINESS PERSPECTIVES



LLC "CPC "Business Perspectives"
Hryhorii Skovoroda lane, 10,
Sumy, 40022, Ukraine
www.businessperspectives.org

Received on: 11th of June, 2021
Accepted on: 3rd of August, 2021
Published on: 20th of August, 2021

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Martaleni Martaleni, Ph.D., Associate Professor, Management Department, University of Gajayana Malang, Indonesia. (Corresponding author)

Ernani Hadiyati, Ph.D., Professor, Management Department, University of Gajayana Malang, Indonesia.

Yussi Isna Pertiwi, Graduated Student, Management Department, University of Gajayana Malang, Indonesia.

Ni Nyoman Kerti Yasa, Ph.D., Professor, Faculty of Economics and Business, University of Udayana, Indonesia.

Martaleni Martaleni (Indonesia), Ernani Hadiyati (Indonesia),
Yussi Isna Pertiwi (Indonesia), Ni Nyoman Kerti Yasa (Indonesia)

ROLE OF TOURIST MOTIVATION AS MEDIATING VARIABLE ON VISITOR DECISIONS AT INDONESIAN TOURISM VILLAGE

Abstract

The tourism sector has become a truly global force for promoting economic growth and development. Therefore, the study of tourism has become an interesting topic for researchers lately. On the other hand, local tourism, generally in developing countries, is often neglected by academics and policymakers. For this reason, this study aims to examine and analyze the role of tourist motivation in mediating accessibility, amenities, and attractions on visiting decisions. This study is a survey research with an explanatory method. The population is tourists who visit the tourism village of Bumiaji, Indonesia, in the low and busy seasons. The population is infinite and the number of respondents who were interviewed is 100 respondents; data were collected by distributing questionnaires to domestic tourists who came from outside the tourist village of Bumiaji, then the data were processed and analyzed using Warp Partial Least Squares. The findings indicate that the effect of accessibility on visiting decisions is not mediated by tourist motivation. This shows that the decision of tourists to visit can be directly influenced by the time and means of transportation available. Meanwhile, the influence of amenities and attractions on the decision to visit is mediated by the motivation of tourists. This means that amenities and attractions can influence a tourist's decision to visit if there is an urge from tourist to relax or make friends or enjoy the culture at tourist attractions, etc.

Keywords

motivation, visiting decision, amenities, attractions, accessibility, Bumiaji

JEL Classification

D91, L83

INTRODUCTION

In general, the growth of the tourism industry has encouraged the acceleration of a country's economy the creation of more and better jobs and serving as a catalyst for innovation and entrepreneurship (Gelgel, 2006; Correia & Pimpao, 2008; Pololikashvili, 2019; Celik & Dedeoglu, 2019; Mak, 2004; Aksoy & Kiyici, 2011; Marrocu & Paci, 2013; Martaleni, 2017). This shows that the tourism sector is currently very dynamic, always providing new business opportunities as well as big challenges (Rodrigues et al., 2021) for increasing competitiveness through creative innovation in the tourism industry (Martaleni et al., 2019). Tourists as consumers, of course, have various kinds of needs and desires when visiting a tourism spot that needs to be the attention of the manager (Camilleri, 2019; Buhalis, 2000; Tajzadeh, 2013). The perception of visitors to support services differs according to the location of the tourist attraction (Jensen et al., 2017). It is necessary to adjust its tourism products to meet the expectations and needs of visitors (Happ et al., 2021).

The need to understand the motivation behind tourist behavior as consumers of a destination is very important (Correia & Pimpao,



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Conflict of interest statement:

Author(s) reported no conflict of interest

2008; Kotler & Keller, 2016; Kozak & Kozak, 2018) because the results are useful for implementing marketing strategies or designs (Beritellia et al., 2020) which results in tourism sustainability (Kastenholz et al., 2018). If tourists' needs are met, tourists will be interested in making repeat visits and will even recommend other parties (Kotler et al., 2014). Offering good attributes will be able to influence tourist decisions to make tourism visits (Cakici & Harman, 2007; Camilleri, 2019). Tourism development needs to have an important component, including tourism potential as a tourist attraction, accessibility, and basic facilities (Vareiro et al., 2021). Attractiveness can also be used as a factor forming a positive image of a tourist destination (Hernandez et al., 2021; Martaleni & Gunadi, 2017) and is a very important factor for tourists in choosing a tourist destination (Faerber et al., 2021).

Studies on the influence of tourist attributes on tourist motivation to visit destinations have been carried out, including Dey et al. (2020), Correia and Pimpao (2008), Hasan et al. (2018), Reitsamer et al. (2016), and Simeon et al. (2017). The availability of tourist attributes in a tourist destination is an important component of such tourism that can have a positive impact both directly and indirectly on tourist satisfaction and loyalty (Teixeira et al., 2019; Bayih & Singh, 2020; Faerber et al., 2021; Shaykh-Baygloo, 2021). However, there are still not many studies that show the role of tourist motivation as a mediation for the influence of accessibility, amenities, and attractions on tourists' decisions in visiting a destination, especially in tourism villages. Motivation is an important determinant of tourist behavior (Albayrak & Caber, 2018). This shows that there is a research gap regarding the role of tourist motivation as a mediating variable between accessibility, amenities, and attraction towards visiting decisions.

1. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

In studying tourism, it is crucial to determine important aspects in tourism marketing efforts and understand the motivation of tourists to make tourist visits (Camilleri, 2019; Pitana & Dianta, 2009; Tajzadeh, 2013). Destination management has become a concern and contributed to the advancement of tourism research (Volgger et al., 2021). Destination characteristics and stakeholders play an important role in engaging tourists in the production of experiences (Karayilan & Cetin, 2016). Socio-cultural and ecological dimensions as well as taking into account all stakeholders who participate in the tourism process are also important (Nadalipour et al., 2018).

In order to meet the needs, desires, and satisfaction of visitors, each tourist destination must pay attention to easy access, facilities, and support services. Tverijonaite et al. (2018) stated that accessibility is one of the most important variables in planning tourism development in natural destinations. Camilleri (2019) and Lee (2015) explained that tourist satisfaction with the factory

tour experience includes internal accessibility and external accessibility. Visitors prefer tourist destinations with good accessibility in minimizing travel time (Jin & Weber, 2016; Bhulyan & Darda, 2020). Tourists choose the main route based on travel time (Díez-Gutierrez & Babri, 2020), also they have access to, require the accommodation of tourist objects, and engage in recreational activities (Camilleri, 2019). Visitors prefer tourist destinations with good accessibility that offer an additional level of enjoyment (Jin & Weber, 2016; Bhulyan & Darda, 2020). Tourists choose the main route based on travel time and street views (Díez-Gutierrez & Babri, 2020).

Tourist attraction facilities are an important support to meet the needs and desires of tourists in enjoying tourist objects that must have the right amenities and facilities or be able to offer different products to satisfy tourists (Camilleri, 2019; Hasan et al., 2018; Lee, 2015). Wijaya et al. (2019) divided facilities into several groups, including public facilities and supporting facilities. Tourists view tourism destinations as a place to relax even though little information is available about facilities (Correia & Pimpao, 2008). Facilities and cleanliness, destination familiarity, value for money and proximity to destinations, local attrac-

tions, and supporting travel facilities are factors of interest to tourists in choosing international destinations that they want to visit (Wijaya et al., 2019).

Attractions are very important factors in choosing a tourist destination and have tremendous attractiveness to the economic impact (Faerber et al., 2021; Boom Liat et al., 2020; Simeon et al., 2017). Tourist attractions can be built from the features of natural tourism, cultural tourism, such as magic, authenticity, relaxation, discovery, and knowledge (Simeon et al., 2017; Martaleni, 2017; Camilleri, 2019). Originality has a stronger influence on the components of subjective attitudes and norms (Lee et al., 2020; Hakim & Mulia, 2019; Bhulyan & Darda, 2020), can even make tourists loyal to a tourist destination (Martaleni, 2014), and can even be used as a forming factor for a positive image of tourism destination (Martaleni & Gunadi, 2017). In addition, a positive attitude towards an attractive destination leads to a higher intention to visit that destination (Al-Kwafi, 2015; Jin & Weber, 2016). Meanwhile, service quality and tourist satisfaction are considered to have the greatest direct influence on destination loyalty (Quintal & Polczynski, 2010; Shakoori & Hosseini, 2019). Tourists can interpret cultural attractions in different ways (Boom Liat et al., 2020; Simeon et al., 2017). Tourism products can include urban (or city) tourism, seaside tourism, rural tourism, ecotourism, wine tourism, culinary tourism, health tourism, medical tourism, religious tourism, cultural (or heritage) tourism, sports tours, educational tours, and business tours (Camilleri, 2019).

Motivation is understood as a socio-psychological phenomenon, which is related to the internal and emotional aspects of the individual regarding the desire to escape, have rest, experience adventure and emotional arousal (Güzela et al., 2020). Tourism motivation is defined as a set of one's needs and attitudes to join in tourism activities (Pizam et al., 1979; Bideci & Albayrak, 2016). Motivation is the driving force that causes a person to take action to meet their needs (Kotler & Keller, 2016). Motivation is a determinant of a person's behavior (Bideci & Albayrak, 2016). Generally, tourists come from different countries with different cultures, characteristics, and preferences for tourist products depending on their level of need (Celik & Dedeoglu, 2019). Martaleni

(2014), Preko et al. (2019), and Hakim and Mulia (2019) concluded that the lowering of tourist motivation will be able to increase tourist satisfaction with tourist destinations. Tourism provides an experience that is different from everyday life, endowing tourists with a general sense of well-being (Wang et al., 2020) and it has a positive impact on satisfaction (Celik & Dedeoglu, 2019) and tourists' intention to choose sustainable tourist attractions (Correia & Pimpao, 2008; Mohaidin et al., 2017; Sie et al., 2021).

The process of making visiting decisions includes identifying problems, seeking information, evaluating information, making decisions, and post-purchase behavior (Kotler & Keller, 2016). Making travel decisions is a part of an individual's life, which is influenced by many factors, such as culture, values, religion, and income (Hassani & Moghavvemi, 2020). Bozic et al. (2017) explained that culture is the dominant factor in motivating to make tourist visits. Seo et al. (2018) stated that knowledge and subjective attitudes towards Korean food significantly influence the intention to visit Korean restaurants. To understand behavior, it is necessary to examine the complex interactions of the many elements that influence it (Moutinho, 1987).

Based on the theoretical and empirical studies review, a conceptual framework can be prepared as shown in Figure 1. In this study, three independent variables (accessibility, amenities, and attractions) were used, one intervening variable (tourist motivation) and one dependent variable (decision visiting). Furthermore, the influence of the variables of accessibility, amenities, and attractions directly on visiting decisions and the indirect influence through tourist motivation is investigated.

Based on this conceptual framework, it is hypothesized:

- H1: *Accessibility have a significant direct effect on the tourist motivation.*
- H2: *Amenities have a significant direct effect on the tourist motivation.*
- H3: *Attraction have a significant direct effect on the tourist motivation.*

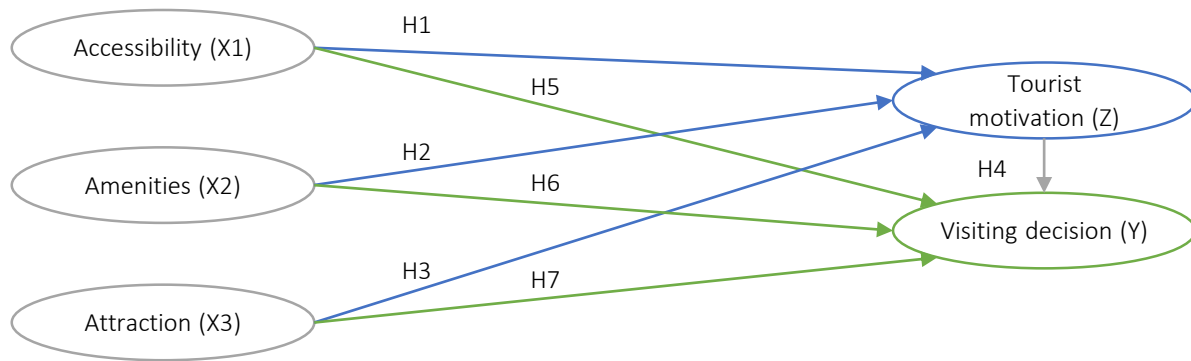


Figure 1. Conceptual framework

- H4: Tourist Motivation have a significant direct effect on the visiting decision.*
- H5: Accessibility have a significant direct effect on the visiting decision.*
- H6: Amenities have a significant direct effect on the visiting decision.*
- H7: Attraction have a significant direct effect on the visiting decision.*

2. METHODOLOGY

This study uses a quantitative research method with an explanatory type, namely a method to obtain an explanation of the relationship (causality) between variables through hypothesis testing (Cresweel, 2014; Malhotra, 2007; Solimun et al., 2017). The location is a tourist destination in Bumiaji village with 4 tourist objects, namely Crystal Guava Agro Tourism, Etawa Madukara Goat Farm, Slamet Cultural Omah, and Bumi Kitiran. The population is all domestic tourists who visit the tourism village of Bumiaji and come from outside this tourism village. The population in the study is scattered and difficult to know with certainty. The size of the sample used is 100, this is based on the opinion of Malhotra (2007) who says that the appropriate sample size is 100-200. Determination of the sample using judgment sampling (Malhotra, 2007; Hair et al., 2014) with the criteria of respondents used as samples are (1) aged above or equal to 17 years; (2) come from outside the tourism village of Bumiaji. The variables used to consist of 3 (three) types, namely independent variables, mediating varia-

bles, and dependent variables. The independent variables consist of accessibility, amenities, and attractions. Accessibility is measured by 4 (four) indicators, namely: ease of access, road quality, travel time, and transportation. Amenity is measured by 6 (six) indicators, namely: the presence of places to eat and drink, lodging facilities, gazebos or benches to enjoy objects, gift shops, toilets, parking areas. Attractions are measured by 3 (three) indicators, namely uniqueness, beauty, and authenticity. The mediating variable is the motivation of tourists as measured by 4 (four) indicators, namely: physical motivation, culture, social aspects, and fantasy. The dependent variable is the decision to visit that is measured by 5 (five) indicators, namely: convenience, facilities, image, motive, and knowledge. The type of data used is qualitative data sourced from primary data and collected using questionnaires given to tourists when tourists are at each tourist attraction or in the parking lot when they return to their respective hometowns. Respondents' answers were quantified and measured using a five-category Likert scale ranging from strongly disagree to strongly agree. Furthermore, the data is processed and analyzed using Warp Partial Least Square (Solimun, 2017).

3. RESULTS AND DISCUSSION

The characteristics of respondents in this study are tourists who visit Bumiaji tourism village, located in Batu City, Indonesia. Based on gender, 63% are female and 37% are male. Based on age criterion, 55% are 17-25 years old, 22% are over 45 years old, 19% are 26-35 years old, and 4% of respondents are

Table 1. Warp PLS model fit

Source: Authors' elaboration.

Criteria	Result	Requirement	Conclusion
APC	0.223, P = 0.005	P ≤ 0,05	Fulfilled
ARS	0.369, P < 0.001	0.19 (small)	Intermediate
		0.33 (medium)	
		0.67 (large)	
AARS	0.347, P < 0.001	P ≤ 0.05	Fulfilled
AVIF	1.218	acceptable if ≤ 5, ideally ≤ 3.3	Fulfilled
AFVIF	1.501	acceptable if ≤ 5, ideally ≤ 3.3	Fulfilled
GoF	0.447	>= 0.1 (small)	Large
		>= 0.25 (medium)	
		>= 0.36 (large)	
SPR	1.000	acceptable if >= 0.7, ideally = 1	Ideal
RSCR	1.000	acceptable if >= 0.9, ideally = 1	Ideal
SSR	1.000	acceptable if >= 0.7	Fulfilled
NLBCCR	1.000	acceptable if >= 0.7	Fulfilled

36-45 years old. Based on the education level, 61% (highest percentage) of respondents had the latest education level of high school/secondary school, 30% have undergraduate level, 6% – diploma level, 2% – postgraduate level, and 1% – elementary school level. Based on the respondent's work, it is quite evenly distributed from various kinds of professions, in terms of students as much as 38%, private employees as much as 27%, civil servants as much as 18%, self-employed as much as 10%, and other professions as much as 7%. Based on the data it can be said that the respondents used are samples that can present the population, both in terms of gender, age, education, and occupation.

The first step to ensure the feasibility of the model is to evaluate the suitability of the structural model in order to consider the acceptance of the research hypothesis. Verification of the suitability of the model (model fit) is carried out using WarpPLS 6 for the criteria and results of data processing as listed in Table 1.

Based on the data from the analysis as listed in Table 1, it can be concluded that all the criteria have met the requirements, or in other words, there is no multicollinearity. The calculation results, as listed in Table 2, show that the observed values have been reconstructed well as depicted from the value of Q Square.

The criterion for acceptance or rejection of a hypothesis is to pay attention to the p-value, where the hypothesis is accepted if the p-value is less

than 0.05. Based on the data in Table 4, it can be concluded that accessibility has an indirect effect on visiting decisions through tourist motivation. Meanwhile, based on Table 3, it is known that accessibility does not significantly influence the tourist motivation variable so that the tourist motivation variable does not meet the requirements as a mediating variable. The effect of accessibility on visiting decisions is not mediated by the tourist motivation variable. Based on the analysis of the effect of accessibility on tourist motivation, it was found that accessibility had no significant effect on tourist motivation. This means that the better accessibility to and in Bumiaji tourist destinations, such as ease of access, quality of roads, travel time, and availability of public transportation, does not have an impact on increasing the motivation of tourists to visit Bumiaji tourism village. In other words, without any increase in accessibility, the motivation of tourists is still high. The results of this study are not in line with Dey et al. (2020), and Correia and Pimpao (2008), who concluded that accessibility has a significant effect on tourist motivation. Jin and Weber (2016) concluded that visitors prefer tourist destinations with good accessibility and attractive recreational environments. Meanwhile, Díez-Gutierrez and Babri (2020) state that tourists choose their main route based on travel time and road views. Access has a significant positive impact on tourist attitudes (Reitsamer et al., 2016).

The effect of amenities on tourist motivation shows that amenities have a significant effect on

Table 2. R and Q Squares

Source: Authors' elaboration.

Model	R Square	Adj. R. Square	Q Square
Accessibility, amenities, and attractions → Tourist motivation	0.205	0.180	0.208
Accessibility, amenities, attractions, and tourist motivation → Visiting decision	0.534	0.514	0.540

Table 3. First path result

Source: Authors' elaboration.

Hypothesis	1 st Path	Direct effect	p-Value (Sig)	Info.
H1	Accessibility → Tourist motivation	0.041	0.339	Not Sig.
H2	Amenities → Tourist motivation	0.183	0.029	Sig.
H3	Attractions → Tourist motivation	0.331	< 0.001	Sig.
H4	Tourist's motivation → Visiting decision	0.264	0.003	Sig.
H5	Accessibility → Visiting decision	0.203	0.017	Sig.
H6	Amenities → Visiting decision	0.237	0.007	Sig.
H7	Attractions → Visiting decision	0.300	< 0.001	Sig.

Table 4. Second path result

Source: Authors' elaboration.

2 nd Path	Direct	Indirect	Total effect	p-Value (Sig)	Info.
Accessibility * Tourist motivation → Visiting decision	0.203	0.011	0.214	0.013	Sig.
Amenities * Tourist motivation → Visiting decision	0.237	0.048	0.285	0.001	Sig.
Attractions * Tourist motivation → Visiting decision	0.300	0.087	0.387	< 0.001	Sig.

tourist motivation. Thus, the better the amenities, the higher the motivation of tourists to visit the tourist village of Bumiaji. The results of this study contradict Sarim (2017) who concluded that tourist facilities did not affect the motivation of tourist visits. Meanwhile, according to Spillane (2000), Camilleri (2019), and Reitsamer et al. (2016), basic facilities, such as food, drinks, lodging, gift shops for shopping before returning to their place of origin have a positive and significant effect on attachment formation as these facilities and are found to be the most influencing on the accessibility of visitors (Pratiwi et al., 2015). Tourists looking for an authentic, interesting, and intimate experience, with friends and family, create opportunities for special/exclusive products (Ponte et al., 2021) Facilities and local communities have a significant positive impact on tourist attitudes (Reitsamer et al., 2016).

There is a positive and significant influence of the attraction variable on the motivation of tourists in Bumiaji tourism village, indicating that if the value of the uniqueness, beauty, and authenticity of the Bumiaji tourism village is maintained and/or increased, it can increase the motivation of tourists to visit this village. This study has extended the study of Dey et al. (2020), Al-Kwafi (2015), and Sudaryanti and Sukriah (2015) who stated that attractive attractions and rural culture have a significant influence

on tourist motivation. The results of other studies show that the factors that influence tourists to visit tourist destinations are the friendliness of service providers, the attitudes of local people, local culture, and interesting sights (Hasan et al., 2018). The performance of tourism villages in providing unique local experiences, value for money, and distinctive regional products, and opportunities for entertainment and hunting for bargains are the key variables that most strongly predict whether respondents are very satisfied or not (Murphy et al., 2011).

Accessibility, facilities, and local communities have a significant positive impact on tourist attitudes (Reitsamer et al., 2016). Simeon et al. (2017) revealed five important components of the tourist experience related to cultural attractions. They are magic, authenticity, relaxation, discovery, and knowledge. Wen et al. (2019) showed that tourists can interpret cultural attractions in different ways and cultural values relate to travel motivation. The positive and significant influence of the tourist motivation variable on the decision to visit Bumiaji tourism village shows that increased tourist motivation will improve the decision-making process for tourists. Mohaidin et al. (2017) explained that motivation has a significant effect on tourists' intention to choose sustainable tourist destinations. Meanwhile, Bozic et al. (2017) ex-

plained that culture is dominant in motivating tourist visits. Kozak and Kozak (2018) explained that tourists who are motivated to make tourist visits are to experience a different culture.

There is a significant influence of accessibility on visiting decisions. The results of this study are in line with the results of previous studies, which state that the accessibility dimension influences visiting decisions because access to tourist attractions according to visitors is quite easy (Trigantiarsyah & Mulyadi, 2012). Abdulhaji and Yusuf (2016) stated that the accessibility variable plays an important role in achieving access to tourist objects properly. City residents are willing to spend more time traveling to high-quality destinations rich in resource landscapes and recreational facilities (Zhang et al., 2021). Distance and population density show the negative impact of tourist decisions when choosing certain destinations and accessibility as it is an important determinant of tourism flows (Marrocu & Paci, 2013). There is a significant influence between the amenities on the decision to visit. The availability of tourism support facilities makes tourists feel at home in tourist attractions. Martaleni (2011) explained that supporting facilities are the attention of tourists in visiting a destination. Cakici and Harman (2007) stated that the amenities attribute is one of the factors that encourage tourists to decide to visit a tourist attraction. The relationship of attraction to visiting decisions also has a significant relationship. The findings of this study are in line with Lakhoua et al. (2020) who explained that rational fatalism, compassion, curiosity, and better offering value are the main motivations expressed by tourists visiting tourist destinations. Cakici and Harman (2007) stated that the attraction variable has a dominant and positive influence on destination selection. The culture and authenticity of the destination influence the tourist decision-making process (Lee et al., 2020). For this reason, marketers must focus more effectively on promoting 'local touch' experiences (Dai et al., 2019). Attractions are

important determinants of tourism flow (Marrocu & Paci, 2013).

The accessibility has a positive effect on the decision to visit through the motivation of tourists to Bumiaji tourism village, but it is not significant. This means that motivation is not a mediating variable between accessibility and the decision to visit because it does not meet the mediation requirements. This shows that although there is a positive influence of motivation on the decision to visit, if the accessibility conditions are not good, the motivation to visit also has no effect. The findings of this study are in line with Martaleni (2011), who concluded that supporting facilities are the attention of tourists in visiting tourist destinations. However, when compared with the conclusions of Luo and Ye (2020), the results of the study do not strengthen this conclusion, where the conclusion of Luo and Ye (2020) states that motivation is a mediating variable between generativity and intention to visit. The results showed that the available facilities will motivate tourists to come to visit a tourist attraction. Another finding shows that there is a positive influence of the attraction variable on the decision to visit through the motivation of tourists to visit Bumiaji tourism village, but it is not significant. This means that motivation is a mediating variable between attractions and visiting decisions, which means that the attractions (attractiveness) in tourist objects can attract the motivation of tourists. The results of this study are in line with Martaleni (2012) who also stated that attractions (tourist attractions) provide a high contribution to the quality of service perceived by tourists so that tourists who visit pay attention to the attractions offered. The results showed the relationship of attractions will motivate tourists to come to visit a tourist attraction. One of the key factors that can ensure the sustainability of tourism in a destination is the consistent competitiveness and attractiveness of destinations (Nadalipour et al., 2018).

CONCLUSION

This study has investigated the role of tourist motivation as a mediation of the influence of accessibility, amenities, and attractions on visitor decisions. The research findings explain that accessibility directly does not have a significant effect on tourist motivation. This means that the better accessibility as indicated by the ease of access, road quality, travel time, and the availability of public transportation in

the tourist village, does not have an impact on the motivation of tourists to visit. Tourist motivation as indicated by physical, cultural, social, and cultural fantasy motivation does not mediate the relationship between accessibility and visitor decisions. However, the direct relationship between amenities and attractions on visitor decisions has a significant effect. This means increasing amenities and attractions can increase tourist motivation to visit. Further findings explain that tourist motivation can mediate the effect of amenities and attractions on tourist visiting decisions. Meanwhile, accessibility has a direct effect on visitor decisions in the sense that tourist motivation does not mediate the relationship between these two things.

AUTHOR CONTRIBUTIONS

Conceptualization: Martaleni Martaleni.

Data curation: Ernani Hadiyati.

Formal analysis: Yussi Isna Pertiwi, Ni Nyoman Kerti Yasa.

Investigation: Martaleni Martaleni.

Methodology: Ernani Hadiyati.

Project administration: Yussi Isna Pertiwi.

Resources: Ni Nyoman Kerti Yasa.

Software: Martaleni Martaleni.

Supervision: Ernani Hadiyati.

Validation: Yussi Isna Pertiwi.

Visualization: Ni Nyoman Kerti Yasa.

Writing – original draft: Martaleni Martaleni, Yussi Isna Pertiwi.

Writing – review & editing: Ernani Hadiyati, Ni Nyoman Kerti Yasa.

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