

The Antecedents of Golfers' Satisfaction and Its Effect on Their Loyalties: A Structural Equation Model for Golf Tourism in Bali, Indonesia

Panudiana Kuhn¹, Komang Gde Bendesa², Agung Suryawan Wiranatha², I Gusti Ayu Oka Suryawardani²

Abstract

Bali as a world tourism destination, currently builds sport tourism. Golf is one of sport tourism that is increasingly attracting foreign visitors to Bali. Classified to a prestige sport, golf tourism may change the paradigm of Bali tourism from mass tourism towards quality tourism. This paper aims to elaborate on the antecedents of golfers' satisfaction and their loyalties to the destination. A hundred and thirteen foreign tourists who playing golf while their visit to Bali was surveyed and asked to fulfil the self-administered questionnaire with a 5-point Likert scale. The intrinsic as well extrinsic motivation was positioned as the exogenous constructs in a structural model with the satisfaction and tourists loyalties as the endogenous ones. In addition, their trust for the golf operators was placed as the mediator. Applying variance-based SEM, we found both motivations have a direct effect on their trust, but we did not find a significant effect of these motivations on their satisfaction. However, by the mediation of their trust towards the golf operator, intrinsic and extrinsic motivation showed their significant influences. In addition, their satisfaction in enjoying golf while traveling in Bali showed a significant effect on their loyalties to the destination.

Keywords: Golf, Trust, Satisfaction, Loyalty, Motivation, SEM.

1 Introduction

In the past five decades, the development of tourism in Bali has taken place at an amazing pace. In 1969, the number of tourists visiting Bali was only recorded at 11,278 people; and at the end of 2017, the number of tourist was recorded at 5,697,739 people. Table 1 shows the number of foreign tourist visits to Bali and their contribution to the total visits to Indonesia in the period 2012-2017. Based on these data, Bali Province has a very strategic position in the development of Indonesian tourism.

Table 1. Data of the Number of Foreign Visit to Bali and Indonesia, 2012 - 2017

Year	Number of Visit (tourists)		Share of Bali (per cent)
	Bali	Indonesia	
2012	2,892,019	8,044,462	36.0
2013	3,278,598	8,802,129	37.2
2014	3,766,638	9,435,411	39.9
2015	4,001,835	10,230,775	39.1
2016	4,927,937	12,704,109	38.8
2017	5,697,739	14,039,799	40.6

Source: Bali Tourism Office (2018)

¹Doctoral Student in Tourism Program, Udayana University, Bali, Indonesia, panudiana.kuhn@gmail.com

²Doctoral Program in Tourism, and the Centre of Excellence in Tourism Udayana University, Bali, Indonesia.

Along with the development of new tourist destinations, both at home and abroad, it has various impacts on Bali tourism. The positive impact of this condition is the distribution of tourists to destinations outside Bali so that the burden faced by Bali in terms of carrying capacity aspects can be reduced.

On the other hand, there is a potential for a decline in the rate of growth of tourist visits to Bali or a decrease in the length of stay because tourism prefers to visit tourist attractions outside of Bali. Looking at the conditions above, Bali should begin to abandon the paradigm or strategy to only increase the number of tourist visits, but dare to switch to a quality tourism strategy. The development of golf tourism in Bali is one alternative in building quality Bali tourism and an increase in the amount of tourist expenditure. This cannot be separated from paying attention to golf tourism potentially as one of the artificial tourist attractions with the expectation of developing 60 percent or above, as well as product differentiation that is able to absorb special market segments with high purchasing power. Bali, which is known for its rich natural and cultural attractions as well as friendly people, is one of the motives of visiting tourists. If these conditions can be synergized with golf tourism in Bali, then it can be a pull factor for golf players and connoisseurs to visit Bali. So that it is hoped that Bali will become one of the favourite golf tourist destinations in the world.

The potential of golf tourism that can be captured by Bali is of very high value. The market value of golf tours throughout the world is estimated at more than US \$ 20 billion. This is the main driving factor for the rapid development of golf tourism in various countries such as Kazakhstan, Nicaragua, Myanmar, and Afghanistan (IAGTO, 2013). In addition, data from developing countries shows that golf tourists spend more money than ordinary tourists. In average, foreign golf tourists generally spend USD 5,000–6,000 in one visit to Indonesia or around five to six times that of ordinary foreign tourists, which is recorded at only USD 1,190 (Tourism Ministry of Indonesia, 2015).

This paper aims to reveal the causalities amongst the motivation, satisfaction level, and the loyalties of foreign visitors who play golf while their traveling in Bali. Despite this relationship is not novel, the problem was not yet studied in Bali. The intrinsic, as well as the extrinsic of tourists, was hypothesized to have a significant role in determining their satisfaction and loyalties to play golf while visiting Bali. In detail, this work is directed to reveal:

1. The effect of intrinsic and extrinsic motivation on their trust for golf operators in Bali;
2. The effect of intrinsic and extrinsic motivation on their satisfaction in playing golf;
3. The role of trust to mediate the causal relationship amongst motivation and their satisfaction in playing golf; and
4. The effect of tourists satisfaction on their loyalties.

2 Literature Review

Motivation is one of the important topics in the realm of psychology studies. According to Ryan & Deci (2000), motivation is nothing but "... to be moved to do something". Someone who does something without motivation is often categorized as unmotivated people. To obtain the optimal results from an activity he does, one's motivation plays a very important role (Mill & Morrison, 1985). As a driving force, motivation will arise whenever people want to satisfy his/her needs (Moutinho, 1987; Bénabou & Tirole, 2003; Reinholdt, 2007).

Ryan & Deci (2000), Bénabou & Tirole(2003), Reinholdt(2007), Yoo, Han & Huang(2012), to say a few, categorized personal motivation into two broad types, i.e. intrinsic motivation, and extrinsic motivation. Referring to Ryan & Deci (2000), the motivation can be viewed from two dimensions, namely (a) the level of motivation, and (b) the orientation. The first refers to 'how much' of motivation arise in doing a certain activity, whilst the second points to the 'type' of motivation that guides one in doing his/her activity. By introducing the Self-Determination Theory (SDT) to differentiate the type of motivation, they introduced *the intrinsic motivation* which is referred to as the enjoyable or attractiveness of an activity to be experienced, and *the extrinsic motivation* which refers to doing activity because he/she hopes to get a separable outcome (Ryan & Deci, 2000).

The rising of electronic marketing on products/services offered in industries as well as in tourism businesses, the trust of consumers for the producers becomes an important part of producers strategies. According to Mayer and Davis (1995), trust can be defined as "... the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or control that other party."

Ratnasingam (2012) noting the trust can be classified into three categories, which are:

1. Competence trusts refer to the ability of producers to provide products and/or services and/or to demonstrate their capabilities and competencies which are a match to the promise;
2. Predictability trusts refer to the consistency of quality of products and/or services that are perceived by the consumers; and
3. Relationship trusts refer to customers' reliance upon the honesty, concern, and care demonstrated by the providers.

The final construct involved in our work is destination loyalty which is defined as the repeating purchases and/or a recommendation to the third party by consumers. Considering destination as a product and/or service offered, the concept of loyalty could be applied. Recently, researchers in tourism realm have included the visitors' loyalty into tourism products and/or services. Yoon and Uysal (2005; p. 48) argued the measurement of loyalty can be conducted in one the following: (a) the behavioural approach; (b) the attitudinal approach; and (c) the composite approach. In this paper, golfers' loyalty is measured by applying the behavioural approach and has been characterized by the sequence of purchase, proportion of patronage, or probability of purchase (Yoon & Uysal, 2005).

3 Research Methodology

A hundred and thirteen foreign tourists were randomly selected at five famous golf resorts in Bali, i.e. Bali National Golf Club, Bukit Pandawa Golf & Country Club, Bali Handara Kosaido, New Kuta Golf, and Bali Beach Golf Course on September 2017. They were asked to fulfil statements on the questionnaire with 5-point Likert's scale. Item validity and reliability measurement were carried out prior to data collection. Items that are invalid are repaired or eliminated, before the data collection is carried out. Structural equation model that represents the causal relationship amongst constructs is depicted in figure 1:

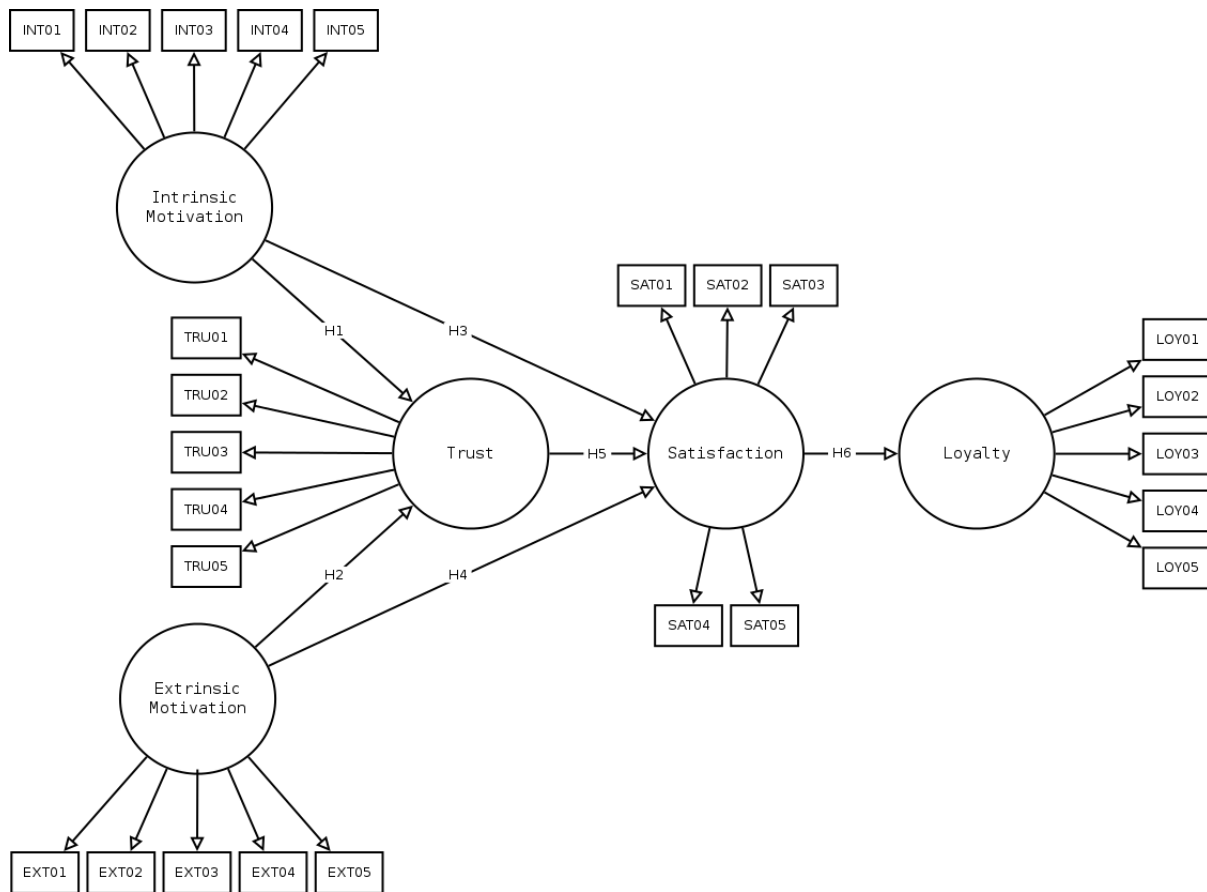


Figure 1. The Operational Model of the Work

The hypotheses in our work are as follow:

H1: Intrinsic motivation has a positive effect on the trust for golf operators. The bigger the intrinsic motivation implies the greater for the trust;

H2: Extrinsic motivation has a positive effect on the trust for golf operators. The bigger the extrinsic motivation implies the greater for the trust;

H3: Intrinsic motivation has a positive effect on tourists satisfaction. The bigger the intrinsic motivation implies the greater for the satisfaction;

H4: Extrinsic motivation has a positive effect on tourists satisfaction. The bigger the extrinsic motivation implies the greater for the satisfaction;

H5: Trust for the golf operators has a positive effect on satisfaction; and

H6: Tourists satisfaction has a positive effect on their loyalties.

In order to test those hypotheses, Smart PLS from Ringle et al. (2017) was utilized. This variance-based (PLS-SEM) technique is applied noting our sample size is relatively small. Despite the small sample, Tenenhaus et al. (2005) showed PLS-SEM did not lose its performance even for a very limited sample size. In addition, considering PLS-SEM is categorized as non-parametrical techniques, it is not limited that data have to follow normal distribution assumption likes its counterpart covariance-based SEM (Kencana & Manutami, 2016).

4 Results and Discussion

4.1 The Participants

As aforementioned, a hundred and thirteen tourists who enjoy golf while visiting Bali in September 2017 were randomly selected as the respondents of our study. Because of incomplete response, five data were eliminated. Descriptively, the respondent is dominated by male golfers (85 per cent) and they belong to 26-55 years group (59 per cent). Furthermore, one-third of the respondents stated their main jobs are professional workers or managers. An interesting point of view is most of them (81 per cent) declared himself as the repeater guests by noting the number of their visit to Bali more than two times. From these profiles, we concluded tourists who enjoyed to play golf while visiting Bali are the loyal tourists, are grouped in the middle ages with middle to upper-income level.

4.2 The Quality of Instrument

Before the data were collected, we tested the quality of our instrument by distributing it to 35 tourists who played golf in July 2017 at The Bali Beach Golf Course. All constructs with their respective items were examined their validities and its reliability. According to Churchill (1979), an item is declared invalid in reflecting its construct if the correlation with the total items in the respective construct is less than 0.30. In addition, one construct is said reliable if its Cronbach's alpha (α) at least 0.60 (Hair et al., 1995). Using SPSS 25, we examined item validities and constructs reliabilities by analysing data from 31 questionnaires (4 questionnaires were out because the respondents did not completely fill). The reliability analysis showed all of the constructs in our model have sufficient measures (the Cronbach coefficients are greater than the lower limit 0.60) and all of the reflective items have the correlation values are greater than 0.30 as suggested.

4.3 The Measurement Model

Basically, PLS-SEM can be divided into two sub-models, i.e. (a) the measurement model, and (b) the structural model. References regarding SEM recommend to check both sub-model, before any inferences were made (Hair, Hult, Ringle, & Sarstedt, 2014; Kencana & Darmayanti, 2017; Peng & Lai, 2012). The measurement model represents the causal relationship between the items and their respective construct. For the reflective items, the researchers have to check the average variance extracted (AVE) as well as the composite reliability (CR) values that represent the internal consistency of a construct. Referring Hair *et al.* (2014), in order a construct has sufficient internal consistency, the CR value at least equal to 0.708. The convergence is achieved when the $AVE \geq 0.50$ (Peng & Lai, 2012).

Referring to the threshold values for the AVE and the CR, we examine the measurement model. We found intrinsic motivation and extrinsic motivation has an AVE less than the threshold although the CRs are greater than 0.708 as suggested. By inspection of the outer loading of each respective items, we found INT02, INT05, EXT04, EXT04, and LOY05 are five items with their loading less than 0.60. As suggested by Henseler, Hubona and Ray (2016), the item should be reviewed to become an indicator of a construct if its loading less than 0.60.

To do this, we reviewed and eliminated the item(s) in sequent, start from the item with the smallest loading value; and the similar inspection was conducted. The final measurement model is listed on Table 2.

Form this table we concluded all constructs with their respective items have sufficient consistency as well as convergent validity to represent the measurement model of SEM. For the intrinsic motivation, the tourists play golf while visiting Bali are mostly driving by the motive to enhance their skill and/or knowledge of golf. For the extrinsic motivation, tourists explain are enthusiastic to play golf in Bali as a famous destination worldwide (EXT02) and they love to play at the new golf resort (EXT01). Furthermore, their trust for golf operators mostly reflected on the operator qualification in managing the golf course (TRU04). For the satisfaction construct, the dominant items are tourists satisfaction on the quality of golf course (SAT03) and service quality of the operators (SAT04). Finally, their loyalties to come to Bali and playing golf in this destination mostly reflected on their intention to recommend (LOY04) and to promote Bali as the nice place to play golf while vacation (LOY02). Based on the measurement model, we conclude that all of the constructs or latent variables in the model are worth to analysis in the inner sub-model.

Table 2. The result of final measurement model

Latent Variable	Item Code	Description	Factor Loading	p-value
Intrinsic Motivation AVE = 0.628 CR = 0.835	INT01	Golf tourism gives different experience	0.732	0.000
	INT03	To enhance golf skill	0.823	0.000
	INT04	Like to play golf	0.819	0.000
Extrinsic Motivation AVE = 0.642 CR = 0.843	EXT01	Love to play at new golf resort	0.809	0.000
	EXT02	Interested to play at famous destination	0.812	0.000
	EXT03	The resort has good facilities & services	0.782	0.000
Trust for Golf Operators AVE = 0.684 CR = 0.915	TRU01	The operators have enough experiences	0.817	0.000
	TRU02	The operators provide safety & security	0.820	0.000
	TRU03	The operators have good reputation	0.820	0.000
	TRU04	The operators qualified in managing the golf course	0.868	0.000
	TRU05	The operators competent in satisfying the players	0.809	0.000
Satisfaction AVE = 0.601 CR = 0.883	SAT01	Satisfy on access	0.703	0.000
	SAT02	Quality of golf club house	0.752	0.000
	SAT03	Quality of golf course	0.854	0.000
	SAT04	The service of golf operator	0.813	0.000
	SAT05	Natural environment	0.746	0.000
Loyalties AVE = 0.698 CR = 0.902	LOY01	Willingness to say positive things	0.816	0.000
	LOY02	Willingness to promote Bali	0.834	0.000
	LOY03	Willingness to revisit Bali	0.798	0.000
	LOY04	Willingness to recommend to friends or relatives	0.891	0.000

4.4 The Inner Model

The second sub-model of an SEM is a structural sub-model, also known as the inner model. As a non-parametric technique, this sub-model is analysed through the SmartPLS bootstrap procedure whose configuration is set as follows: (a) the number of sub-samples = 5000; (b) changes from the path coefficient mark on each sub-sample are ignored, and (c) the significance of the test used is 5 percent. In examining the inner model, in addition to path coefficients and their significance values, Hair *et al.*(2014) recommend checking coefficient of determination (R^2) for an endogenous construct. The lowest limit to declare an endogenous construct is weak, moderate, or substantial is 0.19, 0.33, and 0.67 (Kencana & Manutami, 2017; Wiranatha *et al.*, 2016).

The greater the R^2 , the more capable the exogenous construct in describing its respective endogenous. The results of the analysis of the inner model are shown in Figure 2.

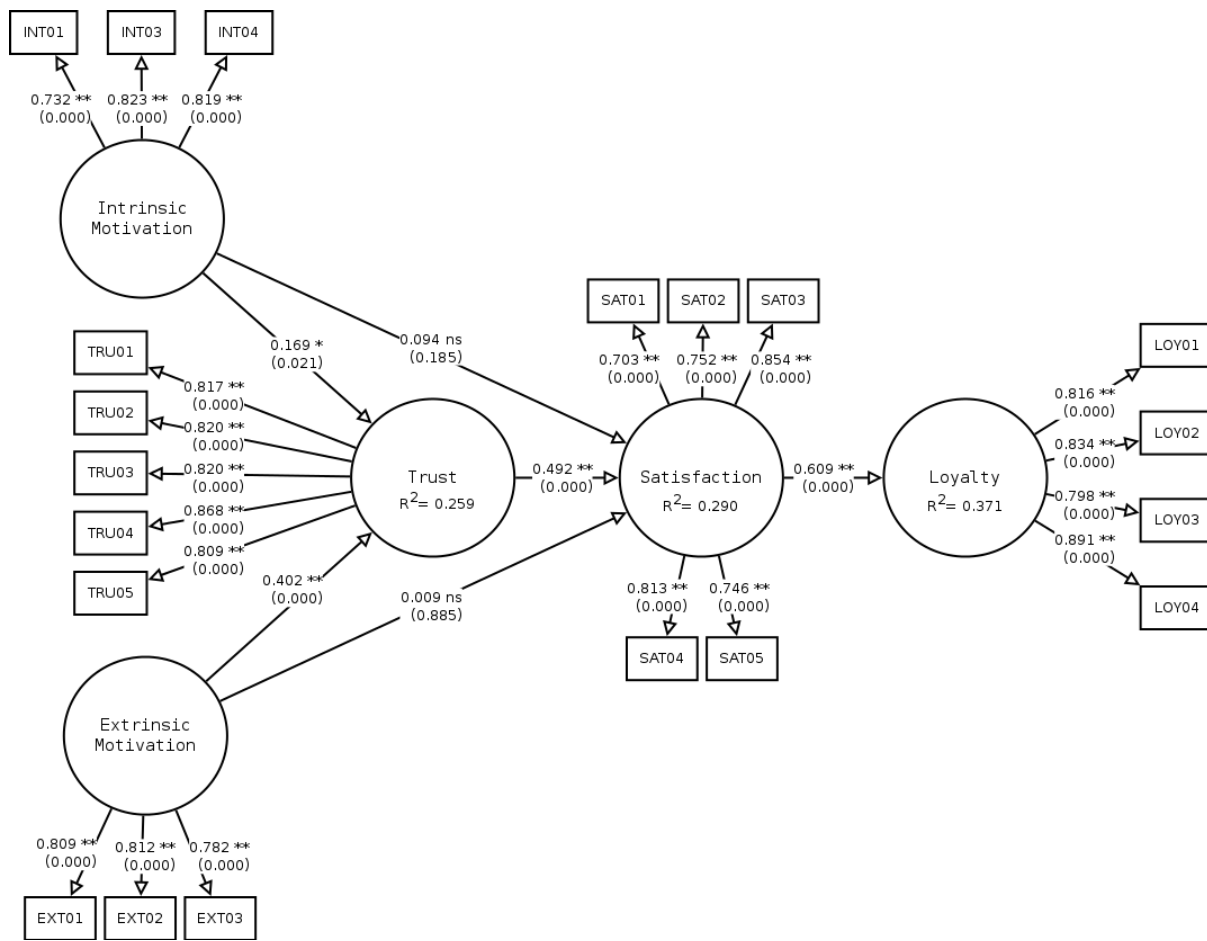


Figure 2. The Result of Inner Model Analysis with Smart PLS 3.2

4.5 Discussion

Referring to Fig. 2 it is clear that tourists trust for golf operators, their satisfaction, and their loyalties have been weakly described by the respective exogenous. However, the causal relationship amongst constructs gives some important information. **First**, intrinsic motivation and extrinsic motivation have a positive and significant effect on tourists trust with the path values are 0.169 and 0.402, respectively. From this finding, H1 and H2 are supported. Referring to Ryan & Deci (2000), internal motivation focuses on the internal individual through a series of processes including interest, enjoyment, and self-satisfaction. In this case, with the intrinsic motivation of tourists to improve their skills, the desire to participate in golf events based on socializing needs and self-actualization, and the desire to gain a different playing experience from other golf courses, it can be understood the three indicators of intrinsic motivation has a significant effect on the trust of golf managers and operators that are represented by the ability of operators to fulfil the players' intrinsic motivation.

As well as the intrinsic motivation, extrinsic motivation also shows a significant effect on tourists trust. In addition, this effect is much larger than the effect of intrinsic motivation. Extrinsic motivation of tourists in this study is predominantly reflected by the perception that Bali is not only known for its culture, there are also several new and quality golf courses (EXT01 and EXT02). This is precisely anticipated by service providers and field operators through professionalism and integrity that are valued by tourists. Thus, the extrinsic motivation of tourists representing the market (demand side) has a significant effect on the quality of golf products or services provided by the provider or operator representing the supply side.

Second, the effect of intrinsic motivation on satisfaction can occur directly or through the mediation of tourist trust. In a direct relationship, intrinsic motivation from tourists has not been able to provide a real influence on satisfaction.

Although some researchers found a real influence between motivation (intrinsic and or extrinsic) on the level of satisfaction of tourists (Gnoth, 1997), the H3 hypothesis was rejected in this study (intrinsic motivation has a positive effect on the level of tourist satisfaction) is also supported by several similar studies. As the finding for intrinsic motivation, the influence of the extrinsic motivation on tourists satisfaction in this study also showed insignificant value. The path coefficient of this relationship is only as much as 0.009. This empirical fact causes H4 hypothesis which states extrinsic motivation has a positive effect on tourist satisfaction can not be accepted.

Vigolo et. al. (2018) who examined the motivation of elderly tourists to visit Lake Garda destinations in Italy found tourist motivation - without distinguishing its characteristics - did not have a real effect on satisfaction. For example, elderly tourists who have the character “young at heart” are actually not satisfied with their visit to Lake Garda because the destination does not provide activities that are physically stimulating. In this study, the analysis did not distinguish the origin of tourists and their backgrounds. The structural equation model developed assumes that respondents are homogeneous. Referring to the results of research from Vigolo et. al. (2018), it can be explained why H3 and H4 cannot be accepted in this study.

Third, the fifth hypothesis that was built in this study is the tourist trust affects their satisfaction. The results of the analysis justify the acceptance of H5. The trust of tourists to the managers and/or operators of golf courses in Bali has a significant positive effect of 0.492 on tourist satisfaction. This empirical fact shows an increase of 1 unit in the trust of tourists regarding the professionalism and integrity of the manager and operator of the golf course able to increase his satisfaction during playing golf in Bali by 0.492 units. The finding in this study is in line with research conducted by Artigas et. al. (2018) which examines the antecedents of the level of satisfaction and loyalty of tourists visiting major destinations in Chile. The results of his research show that tourist trust in tourist destinations in Chile is the result of 'cognitive perception' and 'effective evaluation' that he did during his visit. Attention (cognition) and evaluation are the two main pillars that build tourist trust. This is in line with this research which looks at cognition and evaluation of tourists regarding the professionalism and integrity of the managers and operators of golf courses which they consider satisfying. This is what causes the significance of the variable influence of tourist trust on the level of satisfaction.

Fourth, the last hypothesis examined in this study is the causality between the satisfaction of tourists and their loyalty to the destination. Noting the path coefficient value in this causal relationship as much as 0.609 with a probability of 0,000; then the H6 hypothesis can not be rejected. The higher the satisfaction level of tourists playing golf in Bali, tourists will be more loyal to Bali as a quality golf tourist destination. This empirical finding is in line with similar studies that examine the influence of satisfaction with tourist loyalty. Huang in his study found a behavioural intention that represents future 'shopping' behaviour for tourists who enjoy coastal sports tourism attractions in Penghu, Taiwan, is strongly influenced by its current level of satisfaction (Huang, 2017). Huang also concluded that tourists who think their experience in accordance with the time and costs incurred will have a high level of travel satisfaction which ultimately affects their intention to revisit the destination and recommend destinations to close families, friends or business relations. Other research also justifies that satisfaction has an effect on tourist loyalty carried out by Battour et. al. (2012) who examined the effect of mediation on the level of tourist satisfaction on the relationship between motivation and loyalty. These researchers found visitors who were satisfied with their experience in Malaysia and considered the time, effort, and costs incurred commensurate with their experienced experience tended to convey it to relatives and co-workers. They also found that the dominant indicator of latent variable tourist loyalty was indicated by their willingness to recommend destinations as vacation spots.

5 Conclusion

Some important points can be concluded related to the antecedents of satisfaction and loyalty of tourists who play golf in Bali during their visit, namely:

1. The intrinsic motivation of tourists playing golf in Bali is dominated by the need to participate in a tournament, improve their ability to play, and increase their knowledge of golf. Intrinsic motivation has proven to have a significant influence on tourist trust for golf operators;
2. The extrinsic motivation of tourists playing golf in Bali is dominated by information Bali has good golf courses with good facilities as well as Bali's reputation as a world-class tourist destination. Extrinsic motivation also has a significant effect on tourist trust for golf operators;
3. Intrinsic and extrinsic motivation of tourists directly has not been able to give a significant influence on tourists

satisfaction in playing golf while traveling in Bali;

4. Tourist trust in the professionalism and integrity of golf operators in Bali has proven to have a significant influence on their satisfaction in playing golf; and
5. Tourists who are satisfied with their experience in playing golf have a positive effect on their loyalty to Bali as a golf tourist destination. Their loyalties are dominated by the intention to recommend Bali as a golf destination and can be utilized to reach the potential of tourists in golf tourism.

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