

Provide travel experience : The Influence of Tourism Motivation on Satisfaction

Chao-Sen Wu^{1*}, Tien-Tze Chen²

¹Department of Tourism and Hospitality, TransWorld University, Taiwan

² Department of Sport Management, Aletheia University, Taiwan

*corresponding Author: Chao-Sen Wu

Abstract : *In this research, the behavior of tourists is examined, specifically related tourism motivation and travel. To assist in the development of Taiwan's future tourism market, market strategies and other information were examined. This study provided the following conclusions: tourism motivation has a positive effect on travel satisfaction.*

Keywords -Taiwan ; Tourism Motivation; Travel Satisfaction

Date of Submission: 24-01-2019

Date of acceptance: 08-02-2019

I. Introduction

Tourism research is paramount in achieving the economic goals related to tourism. Tourism research expresses the key factors related to individuals' tourism behavior, and these are the most critical issues in tourism development[1]. According to the analysis of Yeh, Pai, and Tan [2], motivation is related to satisfaction. Customer satisfaction is a crucial deciding factor for repurchasing[3]. Tourism motivation is what moves tourists to satisfy different needs mentally and physically, and it is a key recreational pursuit[4]. Baker and Crompton [5] considered that travel satisfaction is derived from personal experience, and that it is a feeling generated from a tourist's reaction to a destination. Bigné, Sánchez and Sánchez [6] suggested that perceived satisfaction determines tourists' final evaluation toward a trip. Wu [7] considered that customer satisfaction is the main focus for tourist service management.

Chen, Liu, Liu, and Huang[8] surmised that tourism satisfaction is determined by a travelers' participation in the whole process of tourism, the feelings and expectations of the service emotions and evaluation, and direct or indirect factors that affect their judgment of the experience. Campo-Martinez, Garau-Vadell, and Martinez-Ruiz[9] contended that visitor satisfaction can be considered as an evaluation of the visitor's purchase after the destination, and positive satisfaction has a positive effect on the repeat purchase intention. To understand the tourists' sightseeing behavior, the most crucial factor is to explore tourists' travel motivation and tourism satisfaction [10].

Regarding the background and motivations stated here, this paper examines the behavior of tourists in Taiwan, discusses how the motivation of tourists affects the travel satisfaction. It is expected that this study will provide a reference for governments and travel industries for promoting tourism, improving facilities at tourist sites, increasing quality standards for travel, and developing marketing strategies.

II. Literature Review

2.1 Tourism Motivation

Pratminingsih, Rudatin, and Rimenta (2014) indicated that motivation is the main factor that persuades people to act, and it causes people to engage in an activity that has a certain goal, such as satisfying their needs or aspirations. It is clear that consumer behavior is a motivating factor, as motivation is the prime cause for inducing consumption. Tourism motivates visitors to engage in leisure activities in specific places, and they expect to achieve the purpose of recreation and to have their needs met (Plangmarn, Mujtaba, and Pirani, 2012). Yoon and Uysal (2005) also stated that a motive can be described as either a push motivation, a pull motivation or an intrinsic motivation. A push motivation could be a result of a need to get away or a desire for rest and relaxation. Jang and Wu (2006) suggested that push motivations include ego-enhancement, self-esteem, knowledge-seeking, relaxation, and socialization, whereas pull motivations encompass cleanliness and safety, beneficial facilities, events and cost, and natural and historical sites. Chen and Wu (2009) suggested that travel motivation connects families through traveling and that releases daily life stress, resulting in positive emotions. From these arguments, travel motivation is influenced by mental factors that lead individuals to participate in traveling services or products.

2.2 Travel Satisfaction

Akama and Kieti (2003) indicated that tourist satisfaction is the difference between expectations before trips through advertising, recommendations from friends and relatives, and traveling brochures and information compared with how the trip actually turned out. Kim (2008) indicated that cognitive involvement and affective involvement are valuable predictors of satisfaction. Chen and Kao (2010) suggested that process quality and outcome quality have substantial direct and positive effects on satisfaction. Chen and Chen (2010) stated that in the travel domain, satisfaction can be defined as difference between expectations before the trip and experiences that are recalled after the trip.

2.3 Hypothetical Inferences

Williams, Schreyer, and Knopf (1990) revealed that tourists' travel experiences affect tourism motivation. If the experience is beneficial, satisfaction occurs, making tourism motivation stronger. Mannll and Iso-Ahola (1987) pointed out that tourism motivation affects tourists' satisfaction. Ross and Iso-Ahola (1991) revealed that tourists' satisfaction is affected by tourism motivation. Fielding, Pearce, and Hughes (1992) found that tourism motivation affected satisfaction directly. Tang (2014) stated that tourism motivation is not only related to tourist satisfaction. From the discussion of the literature, the following hypotheses were established:
H1 : Tourism motivation has a significant and positive impact on their travel satisfaction.

III. Methodology

3.1 Research Framework

Based on the above motives, purposes, and literature review, research framework is constructed, as shown in Figure 1

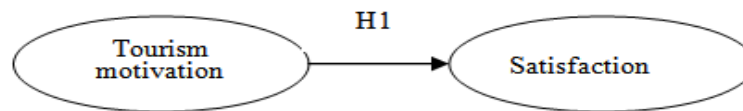


Figure1: Research Framework

3.2 Measurement of Research Variables

This research analyzed the two variables, and the measurement of each variable is as follows.

Tourism motivation: Travel motivation is based on the scale proposed by Lin(2003) and Lu(2007), and focused on two push factors (innovation and relaxation), and two pull factors (historical culture, and natural environment). A total of 14 questions were administered to evaluate tourists' motivation.

Travel satisfaction: Travel satisfaction is based on the scale proposed by Lin(2003) and Lu(2007). Therefore, we used satisfaction as related to commuting, restaurant service, and travel environment. 8 questions were administered in this category.

For these questions, opinions were gauged through a 5-point Likert scale, from "strongly agree" to "strongly disagree" to discuss the data.

3.3 Research Scope and Samples

This study regarded people who had tourists in Taiwan as its subjects. Limited by this way of survey, it required the high cooperation of consumers. Convenience sampling was adopted. With the consent of the subjects, the investigation was conducted between March 2017 to May 2017. It was expected to distribute 300 copies of questionnaire. According to Bagozzii and Yi (1988) more than 150 copies of a questionnaire are required for optimal results. This study, aimed for a 70% return ate; 350 copies were compatible with this condition.

3.4Pre-Test Questionnaire Reliability Analysis

The pre-test questionnaire sample collection was conducted on November, 2016, in Tainan City. A total of 50 pre-test questionnaires were retrieved, and the reliability coefficient Cronbach's α value was used to measure the consistency of the questions about the two variables. After reliability analysis, the Cronbach's α coefficient for tourism motivation was 0.88, and that for travel satisfaction was 0.85. According to Nunnally (1978), when the Cronbach's α coefficient is greater than 0.7, there is high reliability. Thus, the pre-test reliability analysis of the questionnaire showed that the research variables had reliability coefficients over 0.7, and since the scales had related literature as the theoretical foundation, the content validity was good.

IV. Results

4.1 Description of The Sample Structure

This study formally had 350 questionnaires to tourists. A total of 287 valid samples were received, and the return rate was 82%. The respondents included 137 males (47.7%) and 150 females (52.3 %); 154 participants were 21-30 years old (53.8%); most of them had university or college education (222 people, 77.3%); most of them were military personnel, public servants, teachers, and students (189 people, 65.72%); most of them had income of \$40,001~50,000 NTD (131 people, 45.6%), followed by income of \$30,000~40,000 NTD (74 people, 25.7%).

4.2 Reliability And Validity Analysis

By the largest variation axis method of factor analysis, factors with eigenvalue above 1 were extracted from different scales, and items with lower factor loading were eliminated. The internal consistency of items was measured by Cronbach's α . Table 1 showed the Cronbach's α of all dimensions were above 0.7. According to Nunnally (1978), Cronbach's α above 0.7 was acceptable criterion; therefore, reliability of this questionnaire should be acceptable.

In scale of tourism motivation, three factors were extracted and accumulated explained variance is 82.77%. Factor 1 was related to like the novelty experience and it was called "feel curious"; Factor 2 was related to a rest with life and it was called "relax"; Factor 3 was related to the work economy and it was called "socioeconomic Conditions". Cronbach's α of three factors were 0.93, 0.90 and 0.83. In regard to the satisfaction scale, one factor was extracted, where the cumulative amount of variation explained was 67.66 percent, and because the factor was associated with satisfaction of the tourism and travel, it was called "satisfaction". Cronbach's α of the aspect of satisfaction was 0.88. Cronbach's α for each factor aspect in this study was greater than 0.80, suggesting that the scale had high reliability. The factor aspects extracted based on factor analysis were consistent with the original design of this study, suggesting that the scale had appropriate construct validity.

4.3 The Research Variables Correlation

According to the correlation analysis in Table 1, tourists are motivated to be novel, able to rest fully and travel within his economic range, and their satisfaction is positively correlated. In other words, when 「feel curious」, 「relax」 and 「socioeconomic conditions」 of travel endorsed by tourists are higher, consumers' 「satisfaction」 are better.

4.4 Regression Analysis

In order to understand the correlation among travels' tourism motivation and satisfaction, regression analysis was conducted, where satisfaction was used as criterion variables. And travels' feel curious, relax and socioeconomic conditions were used as predictor variables. It was found in the results of regression analysis that among travels' tourism motivation (feel curious, relax and socioeconomic condition) had a significant influence on travels' satisfaction (β values were 0.20, 0.27, and 0.22, respectively) suggesting that there was a linear relationship, as shown in models 1, 2 and 3 (Table 2).

Table 1: Table of Pearson Correlation Analysis

Research variable	1	2	3	4
1 Feel curious	1.00			
2 Relax	.70**	1.00		
3 Socioeconomic Conditions	.25**	.49**	1.00	
4 Satisfaction	.32**	.27**	.43**	1.00

Note: Significant at: * $p > 0.05$ and ** $p > 0.01$

Table 2: Regression Analysis on Tourism Motivation and Satisfaction

Criterion variables	Satisfaction		
	Model 1	Model 2	Model 3
Predictor variables			
Tourism motivation feel curious	0.20**		
relax		0.27**	
socioeconomic condition			0.22*
F-value	10.96 **	20.32**	12.29**

Note: Significant at: * $p > 0.05$ and ** $p > 0.01$

V. Conclusions

From the tourism motivation dimensions, we discovered that in travel motivations, the most commonly observed variable was curiosity, followed by relaxation, the last observed variable was social and economic

condition. This indicates that the tourists feel that travel is exotic and have a strong curiosity about travel. During the travel itinerary, the passenger wants to be able to relax. Finally, consider the passenger's own economic basis to achieve its tourism goals. From the travel satisfaction dimensions, the validation results revealed that satisfaction with travel and tourism motivation exhibited a positive effect. Maintain quality standards for tourism and enhance tourist satisfaction while contributing to the future and revisiting recommended sources. Anderson and Sullivan (1993) revealed that Swedish tourism had a high customer satisfaction rating, and this strongly affected the consumers to visit the area. In considering the dual role of tourist satisfaction in the theoretical model and the travel industry of tourism operators, it is crucial to determine how to improve the satisfaction of tourists.

Taiwan's service quality has a considerable influence on tourism satisfaction. Providing good quality of tourism products or services is necessary. Therefore, this is crucial not only to attract major customer groups and potential customer groups to increase the number of visiting tourists, but also these quality standards have a considerable effect on others' recommendations, and the willingness of previous tourists to visit area.

References

- [1]. Anderson, E. W., Sullivan, M., "The antecedents and consequences of consumer satisfaction for firms", *Marketing Science*, 12(2), 1993, 125-143.
- [2]. Akama, J. M., Kieti, D. M., "Measure tourist satisfaction with satisfaction with Kenya's wildlife safari: A case study of Tsavo West National Park", *Tourism Management*, 24(1), 2003, 73-81.
- [3]. Bagozzi, R. P. & Yi, Y., "On the evaluation of structural equation models" *Academy of Marketing Science*, 16(1), 1988, 76-94.
- [4]. Baker, D. A. & Crompton, J. L., "Quality, satisfaction and behavioral intentions", *Annals of Tourism Research*, 27(3), 2000, 785-804.
- [5]. Bigné, J. E., Sánchez, M. I. & Sánchez, J., "Tourism image, evaluation variables and after purchase behavior: inter-relationship", *Tourism Management*, 22, 2001, 607-616.
- [6]. Chen, C. F. & Wu, C. C., "How Motivations, Constraints, and Demographic Factors Predict Seniors Overseas Travel Propensity", *Asia Pacific Management Review*, 14(3), 2009, 301-312.
- [7]. Chen, C. F. & Chen, F. S., "Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists", *Tourism Management*, 31(1), 2010, 29-35.
- [8]. Chen, C. F. & Kao, Y. L., "Relationships between process quality, outcome quality, satisfaction, and behavioural intentions for online travel agencies - evidence from Taiwan", *The Service Industries Journal*, 30(12), 2010, 2081 - 2092.
- [9]. Campo-Martinez, S. V. & Garau-Vadell, J., & Martinez-Ruiz, M. P., "Factors influencing repeat visits to a destination: The influence of group composition", *Tourism Management*, 31, 2010, 862-870.
- [10]. Chen, H. F., Liu, Y. L., Liu, H. K. & Huang, S. N., "An Exploration of Urban Marketing Examining the Relationships between Travel Motivation, Satisfaction, and Willingness to Revisit-A Case Study of Pier-2 Art Center" *Journal of Tourism and Leisure Management*, 3(1), 2015, 215-226.
- [11]. Fielding, K., P. L. Pearce, K. & Hughes, "Climbing Ayers rock: relating visitor motivation, time perception and enjoyment", *The Journal of Tourism Studies*, 3(2), 1992, 40-52.
- [12]. Iso-Ahola, S. E. & Allen, J. R., "The Dynamics of Leisure Motivation: the effects of outcome on leisure needs", *Research Quarterly for Exercise and Sport*, 53(2), 1982, 141-149.
- [13]. Jang, S. & Wu, C. E., "Seniors' travel motivation and the influential factors: An examination of Taiwanese seniors", *Tourism Management*, 27(2), 2006, 306-316.
- [14]. Kim, K., "Analysis of Structural Equation Model for the Student Pleasure Travel Market: Motivation, Involvement, Satisfaction, and Destination Loyalty", *Journal of Travel and Tourism Marketing*, 24(4), 2008, 297-313.
- [15]. Lin, K. H. The Study on the Attitude and Motive of the People of China Who Come to Taiwan for Travelling, Master's degree in Department of Leisure, Recreation, and Tourism Management, Chaoyang University of Technology: Taichung, 2003.
- [16]. Lu, H. Y. A Study of the Relationships among Travel Motivation, Satisfaction and Revisit Intention - Group Package Tours to Switzerland as a Case, Master's degree in Department of Tourism, Shih Hsin University: Taipei, 2007.
- [17]. Mannell, R. C. & Iso-Ahola, S. E., "Psychological nature of leisure and tourism experience", *Annals of Tourism Research*, 14, 1987, 314-331.
- [18]. Nunnally, J. *Psychometric theory* 2 ed. McGraw-Hill: New York, 1978.
- [19]. Oliver, R. L., "Cognitive, Affective, and Attribute Bases of the Satisfaction Response", *Journal of Consumer Research*, 20(3), 1993, 418-430.
- [20]. Plangmarn, A., Mujtaba, B. G., & Pirani, M., "Cultural value and travel motivation of European tourists", *Journal of Applied Business Research*, 28(6), 2012, 1295-1304.
- [21]. Pratminingsih, S. A., Rudatin, C. L., & Rimenta, T., "Roles of motivation and destination image in predicting tourist revisit intention: A case of Bandung - Indonesia", *International Journal of Innovation, Management and Technology*, 5(1), 2014, 19-24.
- [22]. Ross, E. L. D. & Iso-Ahola, S. E. Sightseeing tourists' motivation and satisfaction. *Annals of Tourism Research*, 18(2), 1991, 226-237.
- [23]. Tang, Y., "Travel motivation, destination image and visitor satisfaction of international tourists after the 2008 Wenchuan earthquake: A structural modelling approach", *Asian Pacific Journal of Tourism Research*, 19(11), 2014, 1260-1277.
- [24]. Williams, D. R., Schreyer, R. & Knopf, R. C., "The effect of the experience Use history on the multidimensional structure of motivations to participate in leisure activities", *Journal of Leisure Research*, 22(1), 1990, 36-54.
- [25]. Wu, H. J., "The impact of customer-to-customer interaction and customer homogeneity on customer satisfaction in tourism service-The service encounter perspective", *Tourism Management*, 28, 2007, 1518-1528.
- [26]. Wang, Y. Y. & Wang, J. M. "A Study of Tourists' Traveling Motivation, Satisfaction, and Revising Willingness-A Case of Endemic

- Species Research Institute of Chichi Town”,*Review of Leisure, Sport and Health*, 5(1), 2013, 117-132.
- [27]. Yoon, Y. &Uysal, M, “An examination of the effects of motivation and satisfaction on destination loyalty: structural model”, *Tourism Management*,26(1), 2005, 45-56.
- [28]. Yahua Zhang &Yiqian Peng, “Understanding travel motivations of Chinese tourists visiting Cairns, Australia”,*Journal of Hospitality and Tourism Management*,21, 2014, 44-53.
- [29]. Yeh, T. M., Pai, F. Y. & Tan, H.C, “The Effects of Tourist’s Motivation and Satisfaction on Revisiting Willingness in Harbor District”, *Leisure Industry Research*, 13(3), 2015, 40-64.

Chao-Sen Wu" Provide travel experience : The Influence of Tourism Motivation on Satisfaction" *International Journal Of Engineering Science Invention (Ijesi)*, Vol. 08, No. 02, 2019, Pp 29-33