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THE EFFECT OF TRAVEL MOTIVATION FACTORS ON SATISFACTION AND LOYALTY TOWARDS MALAYSIA AS A DESTINATION CHOICE : A STUDY OF INDONESIAN TOURISTS

BY

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A dissertation submitted in fulfilment of the requirement for the degree of Master of Science (Marketing)

Kulliyyah of Economics and Management Sciences
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ABSTRACT

This study intends to identify the travel motivations of Indonesian tourists towards Malaysia as a destination choice and investigate the effects of push and pull travel motivations on satisfaction and loyalty. The research framework of this study is adopted from Battour, M. M., Battor, M.M., & Ismail, M. (2012), and the sample for this study was 384 Indonesian tourists. After analyzing collected data using PLS-SEM, six proposed hypotheses were accepted, and one proposed hypothesis was rejected. It can be concluded that both, the push and pull travel motivations have a significant and positive influence on tourist satisfaction, whereas only push travel motivation has a significant and positive influence on loyalty. Furthermore, satisfaction is found to mediate the relationship between push and pull travel motivations and loyalty. The results of this study can be used for destination marketeers and authorities to implement strategies and plans in order to satisfy the needs of tourists and make them loyal towards Malaysia as a destination choice.

خلاصة البحث

هذه الدراسة تهدف إلى معرفة دوافع السفر للسائحين الإندونيسيين إلى ماليزيا وكذلك معرفة أسباب اختيارهم للرحلة إلى هذا البلد بالتحديد، كما أن الدراسة ستقوم بتحقيق تأثيرات دوافع هذه السياحة وما كسبوه من القناعة والرضا لرحلتهم السياحيّة. علمًا بأن إطار هذه الدراسة يعتمد على ما جاء من عند بتور (M. M., Battor) وإسماعيل (Ismail, M.) (الذي صدر عام 2012)، كما أن النماذج لعينة هذه الدراسة تتكون من 384 سائحًا إندونيسيًّا. وبعد تحليل البيانات التي تم جمعُها باستخدام PLS-SEM، تم قبول ستّ فرضيات مقترحة، ولكن تم رفضُ فرضية واحدة مقترحة. ويمكن أن نخلص إلى أنّ لكلّ من العامل المشجّع للرحلة والعامل الجاذبيّ تأثيرًا إيجابيًّا فيما يخصُّ رضا السائحين وقناعتهم، علمًا بأن العامل المشجّع هو الدافع الوحيد الذي له تأثير كبير وإيجابي على اختيار السائحين لوجهة الرحلة، بالإضافة إلى ذلك فإن قناعة السائحين تمثل واسطًا في العلاقة بين العاملَين المذكورين مع اختيارهم لوجهة الرحلة المفضلة. ويمكن استخدام نتائج هذه الدراسة للقائمين بتسويق الرحلة السياحيّة وكذلك للسلطات المعنية للقيام بتنفيذ الاستراتيجيات والخطط من أجل تلبية احتياجات السائحين حتى يجعلوا ماليزيا وجهةً مختارةً ومفضلةً لرحلتهم السياحية.

APPROVAL PAGE

I certify that I have supervised and read this study and that in my opinion, it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as a thesis for the degree of Master of Science (Marketing).

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DECLARATION

I hereby declare that this dissertation is the result of my own investigations, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at IIUM or other institutions.

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This dissertation is dedicated to my beloved parents, siblings and closed friends for their continuous love, support, and prayers

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LIST OF ABBREVIATIONS

WTTC	World Travel and Tourism Council
UNWTO	United Nations World Tourism Organisation
GDP	Gross domestic product
MYR	Malaysian Ringgit
NKEA	National Key Economic Areas
MACS	Middle-Class and affluent consumers
PLS	Partial Least Square
SEM	Structural Equation Modelling
CR	Composite Reliability
AVE	Average Variance Extracted
LV	Latent Variables
SPSS	Statistical Package for Social science

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Travel and Tourism industry is an economic sector that contributes significantly to enhance the economic growth of a nation, and it has a multiplier effect to other industries such as agriculture, food production, retail, hospitality, real estate and other related industries (World Travel & Tourism Council (WTTC), 2017). The tourism industry has benefited in terms of job creation and source of income for the country.

Tourism does not only create jobs in the tertiary sector, but also creates jobs in the primary and secondary sectors of the industry. According to the WTTC report, tourism sector contributed 10.4 per cent to global GDP, and one out of ten jobs are supported by tourism sector, or 9.9 per cent of global employment. Lastly, one-fifth of all global net jobs generated in the last ten years was within the tourism sector. As an illustration, Malaysian tourism sector contributed MYR181.4bn or USD41.9bn, translated into 13.4 per cent of GDP in 2017 (WTTC, 2018). Additionally, the total contribution of tourism sector to employment, consisting of jobs indirectly sustained by the industry, was 11.8% of total employment, or it accounted for 1,704,500 jobs in 2017. The tourism industry also recorded a significant number in terms of visitor export. In 2016, visitor export generated MYR76.7bn, and in the following year it increased to MYR80.2bn. Total international tourists arrival was documented at 26,757,392, which slightly dropped to 25,948,459 in 2017. (*Mytourismdata.tourism.gov.my, 2016)*.

Malaysia as a tourist destination has been acknowledged by the United Nations World Tourism Organization (UNWTO) as the 10th most favourite destinations in 2012

(*The Star Online*, 2013). Malaysia is abundance with various natural attractions that can be developed into resources to attract travellers to visit Malaysia. In addition, World Travel and Tourism Council proclaimed that Malaysia is a destination full of unrealized potentials as the main strength. There is a wide range of various attractions that are available to suit all tourist preferences, with affordable value and well-preserved destinations (WTTC, 2017). Thus, tourism industry is selected as one of the 12 National Key Economic Areas (NKEA) under the National Economic Transformation Program (ETP). The 12 NKEA are divided into five themes such as affordable luxury; nature adventure; family fun; events, entertainment, spa and sports; and tourism business. The Malaysian government expects that the income generated from tourism industry could reach RM103.6 million by 2020 (Shukor, Mohd Salleh, & Mohd Idris, 2017).

Table 1. 1 Top 10 of Foreign Tourist Arrivals in Malaysia (2013-2017)

No	**Country**	**Visitors (2017)**	**Visitors (2016)**	**Visitors (2015)**	**Visitors (2014)**	**Visitors (2013)**
1	Singapore	12,441,713	13,272,961	12,930,754	13,932,967	13,178,774
2	Indonesia	2,796,570	3,049,964	2,788,033	2,827,533	2,548,021
3	China	2,281,666	2,124,942	1,677,163	1,613,355	1,791,423
4	Thailand	1,836,522	1,780,800	1,343,569	1,299,298	1,156,452
5	Brunei Darussalam	1,660,506	1,391,016	1,133,555	1,213,110	1,238,871
6	India	552,739	638,578	722,141	770,108	650,989
7	Philipines	370,559	417,446	554,917	618,538	557,147
8	Japan	392,777	413,768	483,569	553,106	513,076
9	Australia	351,232	377,727	486,948	571,328	526,342
10	UK	3,588,18	4,002,69	401,019	445,789	413,472

Source: Tourism Malaysia with the cooperation of Immigration Department, (*Mytourismdata.tourism.gov.my, 2017*)

According to tourist arrival report from 2013 until 2017, five out of ten top arrival countries that contribute to Malaysian tourism industry were Southeast Asian countries such as Singapore, Indonesia, Thailand, Brunei Darussalam, and the Philippines (*Mytourismdata.tourism.gov.my, 2018).* Moreover, among those five countries, Indonesian tourists were the most potential targets for Malaysian tourism sector due to the significant growth of the middle class compared to other neighbouring countries (*McKinsey & Company*, 2018).

Indonesia has the fourth-largest population in the world, which is increasing in size and purchasing power of middle-class and affluent consumers (MACs), making the country a potential target for travel and tourism products and services. The number of middle-class and affluent consumers population is predicted to be around 141 million by 2020 (*McKinsey & Company*, 2018). This high number of potential customers serves many opportunities for Malaysian tourism service industry to provide and sell tourism products and services to Indonesian travellers. In order to understand what customer needs, marketeers or service providers need to know customer behaviour of the targeted group. As an illustration, Malaysia, as a tourism service provider needs to understand their tourist behaviour and cater to their need and make them satisfied with the tourism services. The satisfaction of travel experience will lead to a recommendation to their families, friends, and closed groups. Therefore, a better understanding of the Indonesian tourists' needs and expectations, will help position the country on strategies to attract them.

The Malaysian tourism industry is projected to continuously contribute to the Malaysian economy, as the industry is one of the vital sectors that will increase the number of employments, generating income for the service providers, and the

government. To achieve the target of 36 million tourists in 2020, the Malaysian government needs to provide products and services that satisfy the needs and wants of the tourists. Knowing and understanding the needs and wants of tourists is compulsory, due to the various desires of tourists. This is critical during the decision-making process before they go and visit the destination. After visiting a tourist destination, the tourist will have either a negative or positive experience. A positive experience means that the tourists are happy with the products and services offered. If the tourist is satisfied with a travel experience, it may lead to loyalty processes such as to revisit the destination and recommend it to families and friends.

According to Pearce (2005), measuring the quality of products/services in tourism services can be examined through the behaviour of tourists toward products/services that were offered. In other words, tourist behaviour knowledge is vital for tourism industry development. As an illustration, motivation, satisfaction, and loyalty are relevant concepts to tourist behaviour (Juvan, Omerzel, & Maravić, 2017). Research by Khuong, Thi, and Ha (2014) revealed that knowledge about tourist motivation is crucial as it can predict upcoming travel patterns. It will indicate what the travellers have chosen and the reason for the travel.

Similarly, past studies found that people decide to travel because of their internal/psychological reasons (push factors), whereas the destination characteristics pulled them to choose that particular destination (Crompton, 1979; Dann, 1977; Uysal & Jurowski, 1994; Yoon & Uysal, 2005). As a result of using travel products and services, tourists would be able to decide whether the services at the tourist destination are meeting expectations, below expectations, or exceed their expectations. A tourist destination that can fulfil their needs and meet or exceed expectations will lead to

satisfaction. Otherwise, it will lead to dissatisfaction. Furthermore, satisfaction with travel experiences that was based on push and pull factors become a factor in loyalty toward the destination (Yoon & Uysal, 2005). According to Oppermann (2000), tourist loyalty towards a destination can be seen from their repeat visit and recommendation to others.

According to Yoon and Uysal (2005), knowing and understanding motivation factors and interrelationship with consumer satisfaction and loyalty is vital in order to compete with other tourism service providers. Furthermore, Lubbe (1998) found that motivation of travellers starts when they are conscious about specific needs and believe that specific places can fulfil those needs. Motivation is also one of the psychological aspects of personal behaviour that can influence purchase decision making (Kotler & Amstrong, 2010). Therefore, knowing tourist travel motivation is essential in order to know how to meet tourists' needs and exceed their expectations.

1.2 STATEMENT OF THE PROBLEM

Indonesian tourists are the second highest number of tourist arrival from 2013 until 2017 that contributed to the tourism sector in Malaysia. Moreover, Indonesia is one of the largest Asian markets generating tourists to Malaysia. Intense competition in the travel industry within Southeast Asian countries, especially Singapore, Malaysia, and Thailand, affect the number of Indonesian tourists who travel to Malaysia. As a rival in the travel industry, Singapore has succeeded in attracting more Indonesian tourists to visit Singapore and made it the most favourite tourist destination for Indonesian tourists (ASEANStatsDataPortal,2019). Singapore tourism industry has successfully identified factors that affect Indonesian tourists' destination choice. It is reflected in the number

of Indonesian tourist arrival, which is likely to increase year by year (Stb.gov.sg, 2019). The opposite situation has occurred in the Malaysian tourism industry. The Malaysian tourism industry is faced with a fluctuating number of Indonesian inbound travellers. The number of Indonesian tourists visiting Malaysia fluctuated from 2013 until 2017. Table 1.1 shows that the trend of Indonesian tourist arrival fluctuates. Starting with 2.5 million number of tourists in 2013, then it increased to around 2.8 million tourist arrival, with a growth rate of 11 per cent for the following year. However, in 2015, the number of Indonesian tourists declined to a 1.4 per cent growth rate, but it rose up to 9.4 per cent of growth rate in 2016. Nevertheless, later in the following year, the number of tourist arrival dropped to 8.3 per cent in growth rate or around 2,796,570 million tourists, or loss of around 253,394 tourists. This situation encourages the researcher to find out the internal and external factors that affect the tourist destination choice among Indonesian tourists.

Little attention has been given toward research that examines inbound Indonesian tourists behaviour. However, a few studies had investigated Indonesian tourists behaviour when they visited a specific tourist destination. For example, Reisinger and Turner (1997) explored cross-cultural differences between Indonesian and Australian people in a tourism context. According to Reisinger and Turner (1997), knowing the cultural dissimilarity between both nations help tourism service providers to determine which factors influence tourists behaviour in the decision-making process. Another study has been conducted by Pawitra and Tan (2003) to assess the perception of Indonesian tourist toward the image of Singapore as a tourist holiday destination. Additionally, a study about Indonesian tourist motivations has been conducted by Ismayanti, Ismayanti, Djamhur, Ina, and Levyda (2011) to explain travel preferences among Indonesian travellers. The researchers found that two motives affect Indonesian tourist decision-making to travel; unconscious motives and conscious motives.

Unconscious motives are related to inner intention, while conscious motives are associated with destination characteristics. Moreover, another study has been conducted to understand Indonesian tourist behaviour (Herstanti, Suhud, & Ferry W, 2014). Researchers carried out the study to investigate revisit intention of Indonesian tourists who have visited Australia.

Findings from past motivation studies revealed that motivation is a starting point towards identifying the reason why people travel and decide on a destination (Kim, 2008). Uysal and Jurowski (1994) found that push motivation factors are derived from the internal desire of tourists. Battour, Battor, and Ismail (2012) explained that inner desire is related to socio-psychological concerns and inherent desires such as prestige, family and friend bonding, sport, enjoying natural resources, escape, relaxation, adventure, and sport. In contrast to push motivation factors, Kim and Lee (2002) found that pull factors represent external factors that lead the tourist to the destination. These include modern atmospheres and activities, wide space and activities, small size and reliable weather, natural scenery, different culture, cleanness and shopping, nightlife and local cuisine, interesting town and village, and water activities (Yoon and Uysal, 2005). Research conducted by Kim (2008) suggested that tourism marketeer could examine factors that influence tourist decision-making toward a destination to visit through utilizing the analysis of push and pull model.

Many studies have been conducted to examine the relationship between tourist motivations, tourist satisfaction, and tourist loyalty toward a destination. As an illustration, Sato, Kim, Buning, and Harada, (2016) reported that pull motivation factors affect loyalty significantly towards a destination through satisfaction for the travellers. Similar to tourist motivation, push and pull factors have been found to have a significant

and positive relationship with tourist satisfaction, while tourist loyalty toward a destination is also associated with tourist satisfaction (Battour, Battor, & Ismail, 2012).

Therefore, by looking at the phenomenon, this study focuses on examining tourist motivations, overall tourist satisfaction, and tourist loyalty among inbound Indonesian tourists in Malaysia.

1.3 RESEARCH OBJECTIVES

1.3.1 General Objective

Generally, this research aims to identify the motivation push and pull factors that influence Indonesian tourists to visit Malaysia and lead the tourists to attain satisfaction and loyalty towards the destination. The motivation push and pull factors can help service providers (destination) to fulfil the need of travellers from different target markets. Knowing and understanding tourists' motivation are vital to predicting future travel patterns, and it would help the destination marketeers to strategize and implement new marketing strategies to achieve tourist satisfaction.

1.3.2 Specific Objectives

Specifically, the study aims to achieve the following objectives:

1- To determine the relationship between push motivation and overall tourist satisfaction among Indonesian tourists who visit Malaysia.

2- To determine the relationship between pull motivation and overall tourist satisfaction among Indonesian tourists who visit Malaysia.

3- To determine the relationship between overall tourist satisfaction and tourist loyalty among Indonesian tourists who visit Malaysia.

4- To determine the relationship between push motivational factors and tourist loyalty among Indonesian tourists who visit Malaysia.

5- To determine the relationship between pull motivational factors and tourist loyalty among Indonesian tourists who visit Malaysia.

6- To determine the mediating relationship between push motivational factors and tourist loyalty through overall tourist satisfaction among Indonesian tourists who visit Malaysia.

7- To determine the mediating relationship between pull motivational factors and tourist loyalty through overall tourist satisfaction among Indonesian tourists who visit Malaysia.

1.4 RESEARCH QUESTIONS

This study aims to answer the following research question:

1. Is there any relationship between push motivational factors and tourist satisfaction among Indonesian tourists who visit Malaysia?

2. Is there any relationship between pull motivational factors and tourist satisfaction among Indonesian tourists who visit Malaysia?

3. Is there any relationship between tourist satisfaction and tourist loyalty among Indonesian tourists who visit Malaysia?