

The Role of Tourist Satisfaction in Mediating Tourist Attractions and Motivations Towards Domestic Tourist Loyalty in Gianyar Regency

I Gede Darma Wiweka*, I Made Suniastha Amerta

Warmadewa University, Denpasar, Indonesia

*Corresponding author. Email: darma.wiweka10@gmail.com

ABSTRACT

Tourism plays a key role in economic development, including in Indonesia, with Bali being a leading destination known for its natural beauty and cultural heritage. Gianyar Regency, in particular, offers diverse attractions in nature, culture, and history. This study analyzes the role of tourist satisfaction in mediating the effects of tourist attractions and motivation on domestic tourist loyalty in Gianyar. Data were collected from 100 domestic tourists through a survey and analyzed using Partial Least Squares (PLS). The results show that tourist attractions positively and significantly influence both tourist satisfaction and loyalty. Satisfaction also positively affects loyalty. Motivation has a positive but insignificant effect on satisfaction, yet it significantly affects loyalty. Furthermore, satisfaction mediates the relationship between tourist attractions and loyalty but does not mediate the relationship between motivation and loyalty.

Keywords: *tourist satisfaction, tourist attractions, motivation, tourist loyalty.*

1. INTRODUCTION

Tourism is a major driver of economic development, particularly in Indonesia, where it creates employment and business opportunities across various sectors. Bali, renowned for its natural beauty and cultural richness, stands out as a top tourist destination. In Bali, Gianyar Regency offers a variety of attractions, combining nature, culture, and history. However, recent data (Gianyar Government, 2022–2023) show a sharp decline in domestic tourist visits, highlighting the need to strengthen domestic tourist loyalty. Tourist loyalty is crucial for sustainable tourism and is influenced by factors such as service quality, attractions, satisfaction, destination image, and motivation (Khadafi, 2021; Rossalina, 2022). Tourist attractions significantly impact satisfaction (Yoeti, 1985; Apriliyanti et al., 2020), while motivation also plays a key role in influencing both satisfaction and loyalty (Seyitoglu, 2020; Ramadhan et al., 2021). Satisfaction itself is central to loyalty formation, as stated by Kotler and Keller (2020), and is proven to positively affect tourist loyalty in numerous studies. Although many studies examine the direct effects of tourist attractions and motivation on loyalty, research on tourist satisfaction as a mediating factor remains limited, especially in Gianyar Regency. Understanding these relationships is vital for improving destination competitiveness and sustaining tourist visits.

2. RESEARCH METHODS

The location of this research was conducted in Gianyar Regency by considering that Gianyar Regency is one of the regencies that has extraordinary potential and natural beauty and several cultural heritage destinations that provide competitive advantages in the tourism industry. The population of this research was conducted in Gianyar Regency, by considering the target population, namely domestic tourists visiting Gianyar Regency and other sectors related to and integrated with tourism development in Gianyar Regency, namely: tourist attractions, motivation, destination image, support (infrastructure) market satisfaction, service loyalty, governance, socio-economic, nature, culture and product/destination loyalty. The target population is domestic tourists visiting Gianyar Regency. The sample used was 100 respondents, which is 5 times the number of indicators studied. Sampling to determine the sample to be used in this study was based on purposive sampling. Data were obtained from a survey of domestic tourists who had visited Gianyar Regency using a questionnaire instrument that had been prepared in advance. This study also used secondary data obtained from related agencies, in this case the Central Statistics Agency and the Gianyar Regency

Government. The data analysis technique used is inferential analysis to analyze the relationship between the variables studied in this study, namely tourist attractions, motivation, satisfaction, and tourist loyalty.

3. RESULTS AND DISCUSSIONS

3.1. Validity and Reliability Test

The results of the validity test in Table 1 show that the product moment correlation of all research instruments used to measure the variables of tourist attraction, motivation, satisfaction and tourist loyalty has a correlation coefficient value with a total score of all statement items greater than 0.30. This means that all indicators of each variable are worthy of being used as a research questionnaire, because all instruments are valid. The results of the reliability test, that all constructs show a Cronbach's Alpha value of more than 0.60 so that all constructs are declared reliable, meaning that the respondents' answers to the list of statements submitted are very consistent. So it can be stated that all variables have met the reliability requirements so that they can be used to conduct research.

3.2. Hypothesis Testing

Tourist attractions have a positive and significant effect on tourist satisfaction, with a coefficient of 0.497 and a t-value of 6.191, greater than the t-table value of 1.96 at the 0.05 significance level. This indicates that the better the tourist attractions, the higher the tourist satisfaction. Tourist attractions also positively and significantly affect tourist loyalty, with a coefficient of 0.281 and a t-value of 3.089, meaning that improvements in tourist attractions significantly enhance tourist loyalty. Motivation has a positive effect of 0.163 on tourist satisfaction; however, it is not significant because the t-value of 1.923 is smaller than the t-table value of 1.96. Thus, better motivation does not necessarily increase tourist satisfaction. On the other hand, motivation significantly influences tourist loyalty with a coefficient of 0.163 and a t-value of 2.178, indicating that stronger motivation can significantly enhance tourist loyalty. Tourist satisfaction has a positive and significant effect on tourist loyalty, with a coefficient of 0.490 and a t-value of 5.076. This shows that higher tourist satisfaction leads to greater loyalty. Furthermore, tourist satisfaction partially mediates the relationship between tourist attractions and tourist loyalty, as both the direct and indirect effects are significant. However, tourist satisfaction does not mediate the relationship between motivation and tourist loyalty, as the indirect effect is not significant, although the direct effect remains significant. The R-Square value for tourist satisfaction is 0.307, indicating that tourist attractions and motivation explain 30.07% of the variation in tourist satisfaction, while the remaining 69.93% is influenced by other factors outside the model. Meanwhile, the R-Square value for tourist loyalty is 0.550, suggesting that tourist attractions, motivation, and satisfaction explain 55% of the variation in loyalty. The predictive relevance (Q^2) values are 0.173 for satisfaction and 0.341 for loyalty, showing that the model has moderate to strong predictive accuracy according to the criteria by Lathan and Ghazali.

Table 1. Hypothesis Test Results

Construct	Path Coefficient	P value	Information
Tourist Attraction (X1) -> Satisfaction (Y1)	0.014	>0.426	Not Significant
Tourist Attraction (X1) -> Tourist Loyalty (Y2)	0.340	<0.001	Significant
Satisfaction (Y1) -> Tourist Loyalty (Y2)	0.422	<0.001	Significant
Motivation (X2) -> Satisfaction (Y1)	0.443	<0.001	Significant
Motivation (X2) -> Tourist Loyalty (Y2)	0.357	<0.001	Significant
Tourist Attraction (X1) -> Satisfaction (Y1) -> Tourist Loyalty (Y2)	0.130	<0.005	Partial Mediation
Motivation (X2) -> Satisfaction (Y1) -> Tourist Loyalty (Y2)	0.430	<0.001	Not Significant
R ² Satisfaction:0.307; R ² Traveler Loyalty:0.550; Q ² satisfaction: 0.173; Q ² tourist loyalty: 0.341			

4. DISCUSSION

4.1. The Influence of Tourist Attractions on Domestic Tourist Satisfaction

The results of the analysis show that tourist attractions have a positive and significant effect on tourist satisfaction. This means that the better the tourist attractions in Gianyar Regency, the higher the tourist satisfaction will be. Conversely, the worse or less attractive the tourist attractions, the lower the level of tourist satisfaction. These findings suggest that the quality of tourist attractions in Gianyar Regency—including aspects such as natural beauty, cultural heritage, supporting facilities, and accessibility—plays a crucial role in enhancing tourist satisfaction. Referring to the 4A theory (Attraction, Amenities, Accessibility, Ancillary), tourist attractions are not only determined by the uniqueness of the destination itself, but also by the completeness of facilities, ease of access, and support from various stakeholders. Therefore, effective management of tourist attractions is essential in maintaining and improving domestic tourist satisfaction in Gianyar Regency. This result is consistent with previous studies, such as those conducted by Apriliyanti et al. (2020), Surya & Ningsih (2020), Khadafi (2021), Mulyanto & Shaleha (2022), and Wahid (2023), which also found that tourist attractions have a positive and significant effect on tourist satisfaction.

4.2. The Influence of Tourist Attractions on Domestic Tourist Loyalty

The results of the analysis indicate that tourist attractions have a positive and significant effect on tourist loyalty. This means that the better the tourist attractions in Gianyar Regency, the higher the loyalty of tourists will be. Conversely, the poorer the tourist attractions, the lower the tourist loyalty will be. This finding suggests that if Gianyar Regency offers high-quality tourist attractions, such as natural beauty, cultural heritage, supporting facilities, and accessibility, it will foster greater loyalty among tourists. In line with the 4A theory (Attraction, Amenities, Accessibility, Ancillary), tourist attractions are not solely defined by the uniqueness of the destination, but also by the available facilities, ease of access, and support from various stakeholders. Therefore, effective management of tourist attractions is essential in maintaining and enhancing the loyalty of domestic tourists visiting Gianyar Regency. This study supports previous research, such as the findings of Surya & Ningsih (2020), which showed that tourist attractions have a positive and significant influence on tourist loyalty. Similar results were also reported by Rahmadani (2023), Rizqy and Roostika (2023), Khadafi (2021), and Prianggie (2021), all of whom concluded that tourist attractions positively and significantly affect tourist loyalty.

4.3. The Influence of Motivation on Domestic Tourist Satisfaction

The results of the analysis show that motivation has a positive but not significant effect on tourist satisfaction. This has a meaning, better motivation does not necessarily increase tourist satisfaction. Although the motivation of tourists to visit Gianyar Regency increases, it does not directly have a significant impact on their level of satisfaction. This means that even though tourists have a strong motivation or reason to visit, other factors such as the quality of service, facilities, experiences gained, and their expectations of the destination still play a bigger role in determining satisfaction. In other words, high motivation is not always directly proportional to tourist satisfaction. This research is in contrast to the results of previous research conducted by study Seyitoglu (2020), Andriansyah et al. (2021), Ramadhan et al. (2021), Pujiastuti et al. (2022), and Ariyanti's research (2024), which found that motivation has a positive and significant effect on tourist satisfaction.

4.4. The Influence of Motivation on Domestic Tourist Loyalty

The results of the analysis show that motivation has a positive and significant effect on tourist loyalty. This means that the better or higher the motivation of tourists to visit Gianyar Regency, the higher the loyalty of tourists towards Gianyar Regency. Likewise, the smaller the motivation of tourists to visit Gianyar Regency, the lower the loyalty of tourists. These findings indicate that tourists' motivations for traveling to Gianyar Regency vary widely, depending on the attractions they seek. One of the main factors driving visits is the uniqueness of local arts and culture, which provide authentic experiences for tourists. In addition, some tourists come for health purposes, such as undergoing traditional medicine or therapy. Gianyar Regency is also a destination for those who want to watch sports events or participate in religious activities, including traditional ceremonies and unique belief rituals. In addition, the availability of travel packages subsidized by related parties also serves as a motivating factor for tourists to visit, so that they can enjoy a more affordable and well-planned tourism experience. Therefore, when tourists have the motivation to travel with their goals, it will make a significant contribution and become an important factor in maintaining and increasing the loyalty of domestic tourists visiting Gianyar Regency. This study supports the results of previous research by study Seyitoglu (2020), show that motivation has a positive and significant effect on tourist loyalty. Likewise, the research results of Purwianti and Patrici (2021), Ramadhan et al. (2021), Rossalin (2022), Syaiful et al. (2023), show that motivation has a positive and significant effect on tourist loyalty.

4.5. The Influence of Satisfaction on Domestic Tourist Loyalty

The results of the analysis show that tourist satisfaction has a positive and significant effect on tourist loyalty. This means that the better the satisfaction of tourists after traveling to Gianyar Regency, the higher the loyalty of tourists towards Gianyar Regency. Likewise, the worse the tourist satisfaction in Gianyar Regency, the lower the tourist loyalty will be. These findings indicate that tourist satisfaction when visiting Gianyar Regency is influenced by various factors that are in accordance with their expectations. Tourists feel satisfied because tourist destinations in Gianyar Regency are able to meet their expectations, both in terms of beauty, experience, and services provided. The alertness of tourism actors in providing friendly and professional services also increases tourist comfort. In addition, the quality of facilities, cleanliness, security, and aesthetics that are maintained further increase tourist satisfaction during their visit. Not only that, tourists also feel that the experience they get is comparable to the costs incurred, so they feel they get value that matches their travel investment in Gianyar Regency. Therefore, when tourists get satisfaction, it will make a significant contribution and become an important factor in maintaining and increasing the loyalty of domestic tourists visiting Gianyar Regency. This study supports the results of previous research by study Lu et al. (2020), show that Tourist satisfaction has a positive and significant effect on tourist loyalty. Likewise, research from Lesmana et al. (2020), Muis et al. (2020), Surahman et al. (2020), Fahmi et al. (2022), Hibatullah (2022), Listyawati & Wulandari (2022), and research results Wulandani (2022), show that Tourist satisfaction has a positive and significant effect on tourist loyalty.

4.6. The Influence of Tourist Attractions on Tourist Loyalty Through Satisfaction as a Mediating Variable

The results of this research analysis show that satisfaction is able to mediate the attraction of tourism towards tourist loyalty. This can be seen from the significant results of the indirect relationship between tourist attractions and tourist loyalty through satisfaction as a mediator, as well as the significant results of the direct relationship between tourist attractions and tourist loyalty. So it is concluded that satisfaction can mediate perfectly (full mediation) between the influence of tourist attractions on tourist loyalty. This study supports the results of previous research by study Surya & Ningsih (2020), showed that tourist attractions have a positive and significant effect on tourist loyalty through satisfaction as a mediating variable. Likewise, the results study Prianggie (2021), Khadafi (2021), Kusumawardani (2020), and Fristiandi's research (2025), show that Tourist attractions have a positive and significant influence on tourist loyalty through satisfaction as a mediating variable.

4.7. The Influence of Motivation on Tourist Loyalty Through Satisfaction as a Mediating Variable

The results of the analysis show that tourist satisfaction does not act as a mediating variable in the relationship between motivation and tourist loyalty. This can be seen from the insignificant indirect effect between motivation and tourist loyalty through satisfaction, although motivation can affect the level of tourist satisfaction, this satisfaction does not significantly impact on increasing tourist loyalty. However, the results of the analysis also show that the direct effect between motivation and tourist loyalty has a significant influence. This finding indicates that tourists who have a strong motivation to visit Gianyar Regency tend to immediately show their loyalty to the destination without being influenced by the level of satisfaction they feel. This indicates that there are other factors that may be more dominant in influencing this relationship. Several previous studies have shown that factors such as destination image, tourist experience, or service quality can play a more significant role in shaping tourist loyalty directly. Therefore, further research is recommended to explore these factors to gain a more comprehensive understanding. This research is in contrast to the results of previous research, namely research by Purwianti & Patrici (2021), Ramadhan et al. (2021), Seyitoglu (2020), Ariyanti (2024), and Suhartanto (2020), who showed that Motivation has a positive and significant influence on tourist loyalty through satisfaction as a mediating variable.

5. CONCLUSION

Based on the description and results of the research analysis, several conclusions can be put forward as follows: Tourist attractions have a positive and significant influence on tourist satisfaction. Tourist attractions have a positive and significant influence on tourist satisfaction. Tourist attractions have a positive and significant influence on tourist loyalty. Motivation has a positive but not significant effect on tourist satisfaction. Motivation has a positive and significant influence on tourist loyalty. Satisfaction has a positive and significant effect on tourist loyalty. Satisfaction can mediate the attraction of tourism towards tourist loyalty. Satisfaction is unable to mediate motivation towards tourist loyalty. To increase the tourist attraction in Gianyar Regency, it is necessary to have good nature conservation and improve cleanliness, road accessibility and indoor or outdoor activities to be more complete and varied. To increase the motivation of tourists to return, it is necessary to add a design of activities such as sports events held both on a national and international scale. To increase the loyalty of tourist visits, it is necessary to add attractions that

attract attention and can make tourists involved in the attraction, so that it can make other tourists who have not visited more interested and have better tourist attractions. The scope of the study is limited to tourism in Gianyar Regency only, so this study cannot be generalized to all tourist destinations in Bali. This study obtained a determination coefficient of 0.550, which means that only 55 percent of the loyalty variable is influenced by the variables of tourist attraction, motivation and satisfaction, so there are still other factors that influence tourist loyalty. Further research could add other variables such as destination image, service quality, or tourist experience to better understand the factors that influence loyalty. This study uses a quantitative approach limited to questionnaire data. Further research is recommended to combine qualitative methods, such as in-depth interviews, to gain a deeper understanding of tourist motivation and satisfaction. This study has limitations in the number of samples used, namely 100 respondents, which can be said to be less representative to describe the entire population of domestic tourists visiting Gianyar Regency. Therefore, to increase external validity, further research is recommended to increase the number of samples or expand the research area in order to obtain more representative results.

REFERENCES

- Apriliyanti, E., Hudayah, S., dan ZA, Saida, Z. (2020). Pengaruh Daya Tarik Wisata, Citra Destinasi Dan Sarana Wisata Terhadap Kepuasan Wisatawan Citra Niaga Sebagai Pusat Cerminan Budaya Khas Kota Samarinda. *Jurnal Manajemen*. Vol. 12. (1).pp. 145-153.
- Andriansyah, A., Nasution, B., & Siregar, O. M. (2021). Pengaruh Pariwisata Syariah Dan Motivasi Berwisata Terhadap Kepuasan Wisatawan Pada Objek Wisata Syariah Museum Tsunami Aceh, Kota Banda Aceh. *SENRIABDI*, 1080-1094.
- Ariyanti, E. (2024). *Pengaruh Variabel Penentu E-Wom Dengan Kepuasan Wisatawan Dan Loyalitas Sebagai Variabel Mediasi* (Doctoral dissertation, Universitas Atma Jaya Yogyakarta).
- Badan Statistik Kabupaten Gianyar. (2023). *Jumlah Wisatawan Domestik Ke Kabupaten Gianyar, 2022-2023*. Pemerintahan Kabupaten Gianyar.
- Fahmi, M., Gultom, D.K., Siregar, Q.R., dan Daulay, R. (2022). Citra Destinasi dan Pengalaman Destinasi Terhadap Loyalitas: Peran Mediasi Kepuasan Wisatawan. *Jurnal Ilmiah Manajemen dan Bisnis*. Vol. 23. No. 1.p. 58-71.
- Fristiandi, H., Werleam, I., Sulistia, E., Yeni, A. C., & Werleam, H. (2025). Pengaruh daya tarik wisata terhadap kepuasan dan loyalitas wisatawan di Kota Padang. *Jurnal Pendidikan Tambusai*, 9(1), 5659–5669. <https://jptam.org/index.php/jptam/article/view/25366>
- Hibatullah, N., Suardana, I. W., & Sudiarta, I. N. (2022). Customer Experience, Kepuasan Wisatawan Dan Loyalitas Wisatawan Di Floating Market Lembang Bandung. *Jurnal Master Pariwisata (JUMPA)*, 8(2), 461.
- Khadafi, A. (2021). Pengaruh Kualitas Layanan Dan Daya Tarik Wisata Terhadap Loyalitas Wisatawan Dengan Kepuasan Wisatawan Sebagai Variabel Intervening Pada Istano Pagaruyung Batu Sangkar (*Doctoral dissertation, Universitas Putra Indonesia" YPTK"*).
- Kotler, P., & Keller, K. L. (2022). *Marketing management* (16th ed.). Pearson Education.
- Kusumawardani, N. (2020). *Pengaruh Citra Destinasi Dan Daya Tarik Wisata Terhadap Minat Kunjung Ulang Dengan Kepuasan Sebagai Variabel Intervening (Studi Pada Pendaki Gunung Prau Via Patak Banteng)* (Doctoral dissertation, Universitas Putra Bangsa).
- Lesmana, R., Habiyah, W., & Nabila, N. I. (2020). Peran Kepuasan Wisatawan Terhadap Loyalitas Wisatawan Pada Objek Wisata Kepulauan Seribu Jakarta. *JIMF (Jurnal Ilmiah Manajemen Forkamma)*, 3(2), 142-149.
- Lu, R., Zhao, X., Li, J., Niu, P., Yang, B., Wu, H., ... & Tan, W. (2020). Genomic characterisation and epidemiology of 2019 novel coronavirus: implications for virus origins and receptor binding. *The lancet*, 395(10224), 565-574.
- Listyawati, I.H., dan Wulandari, A. (2022). Pengaruh Citra Destinasi dan Kepuasan Wisatawan terhadap Loyalitas Wisatawan di Yogyakarta. *Jurnal Bisnis Manajemen dan Akuntansi*. Vol. IX. No. 1.p. 37-43.
- Muliyanto, T., & Shaleha, W. M. (2022). Tourism attraction factors on tourist satisfaction and loyalty. *Jurnal Ekonomi Pembangunan STIE Muhammadiyah Palopo*, 8(2), 265-277
- Muis, M. R., Gultom, D. K., Jufrizen, J., & Azhar, M. E. (2020). Model Elektronik Word of Mouth: Citra Destinasi, Kepuasan dan Loyalitas Wisatawan. *Jurnal Ilmiah Manajemen Dan Bisnis*, 21(1), 1-19.

- Prianggie, A. F. (2021). Pengaruh Daya Tarik Wisata, Sistemkeselamatan Dan Sarana Wisata Terhadap Loyalitas Wisatawanmelaluikepuasan Sebagai Variabel Mediasi (Studi pada Pengunjung Agrowisata Kaligua Paguyangan, Brebes) (*Doctoral dissertation, Universitas Muhammadiyah Purwokerto*).
- Pujiastuti, E.E., Utomo, H.J.N., Hidayati, N. (2022). Pengaruh Tourist Motivation dan Tourist Attraction Terhadap Tourist Satisfaction Serta Dampaknya Pada Tourist Benefit di Masa Pandemi Covid 19. *Jurnal Ilmiah Administrasi Bisnis dan Inovasi*. Vol. 6. No. 1.pp. 31-50.
- Purwianti, L., & Patricia, E. (2021). Analisa Pengaruh Destination Image dan Motivation Terhadap Tourist Loyalty dengan Perceived Value dan Tourist Satisfaction sebagai Mediasi di Kota Batam. *CoMBInES-Conference on Management, Business, Innovation, Education and Social Sciences*, 1(1).pp. 2110–2122.
- Rossalina, E. (2022). Pengaruh Citra Destinasi, Motivasi dan Kepuasan terhadap Loyalitas Penduduk Lokal pada Wisata Kuliner di Kota Batam (*Doctoral dissertation, Universitas Internasional Batam*).
- Ramadhan, D., Yahya, E.S., dan Senalajari, W. (2021). Analisis Loyalitas Wisatawan Studio Alam PAL 16 Cikole Lembang. *Prosiding The 12th Industrial Research Workshop and National Seminar*.pp. 1087-1095.
- Rahmadani, L. Y. (2023). Pengaruh Fasilitas dan Daya Tarik Wisata Terhadap Loyalitas Pengunjung Pada Objek Wisata Telaga Ngebel Ponorogo (*Doctoral dissertation, IAIN Ponorogo*).
- Rizqy, A. M. F., & Roostika, R. (2023). Pengaruh Daya Tarik Destinasi Wisata terhadap Loyalitas Destinasi melalui Kesejahteraan Subjektif dan Keterikatan Destinasi sebagai Mediator:(Studi Kasus: Destinasi Wisata di Magelang dan Yogyakarta). *Selekta Manajemen: Jurnal Mahasiswa Bisnis & Manajemen*, 2(3), 77-94.
- Seyitoglu, F. (2020). Cappadocia: The Effects of Tourist Motivation on Satisfaction and Destination Loyalty. *Journal of Tourismology*. DOI: 10.26650/jot.2020.6.1.0033.pp. 35-48.
- Syaiful, H., Wibowo, A. E., & Nasution, M. N. A. (2023). Pengaruh Motivasi Terhadap Minat Kunjungan Ulang Wisatawan Mancanegara: Perspektif Faktor Penarik. *Jurnal Manajemen Kuliner*, 2(1), 54-72.
- Suhartanto, D., Brien, A., Primiana, I., Wibisono, N., & Triyuni, N. N. (2020). Tourist loyalty in creative tourism: the role of experience quality, value, satisfaction, and motivation. *Current Issues in Tourism*, 23(7), 867-879.
- Wahid, D. A. (2023). *Analisis Daya Tarik Wisata terhadap Kepuasan Wisatawan di Suku Baduy Luar* (Doctoral dissertation, Sekolah Tinggi Pariwisata AMPTA Yogyakarta).
- Yoeti, A. (1985). Pemasaran Pariwisata. Bandung: Angkasa Offset