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INSTITUTE OF GRADUATE SCIENCE

DOCTORAL DISSERTATION

DEPARTMENT OF BUSİNESS

ADMINISTRATION PROGRAM OF BUSINESS ADMINISTRATION

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ADVISOR

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ABSTRACT

Understanding how consumers assess the quality of services they receive and the factors influencing their loyalty is crucial. This research aims to explore the impact of motivational factors and service quality on tourist satisfaction and loyalty. Utilizing various statistical techniques, including one-way analysis of variance, confirmatory factor analysis, structural equation modeling, and bootstrapping, the study analyzed data from 413 tourist responses.

The study reveals that tourist satisfaction is positively influenced by the pull factor of motivational factors and service quality dimensions such as tangibility, reliability, responsiveness, assurance, and empathy. Conversely, the push factor was found to have no significant effect on tourist satisfaction. Additionally, the research demonstrates that tourist satisfaction serves as a complete mediator between the independent factors and tourist loyalty.

Furthermore, the research identifies specific demographic variables that impact tourists' perspectives on service excellence, motivational factors, tourist contentment, and allegiance. Consequently, the findings of this study can provide valuable insights for tourist destinations seeking to enhance their services to better align with the needs and preferences of tourists.

Keywords: Perceived Service Quality, Motivational Factors (push, pull), Tourist Satisfaction, Tourist Loyalty.

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List of Abbreviations

TAN	Tangibility
REL	Reliability
RES	Responsiveness
ASS	Assurance
EMP	Empathy
T.S	Tourist Satisfaction
T.L	Tourist Loyalty
SERQAUL	Service Quality
MOTIV	Motivation Factors
SEM	Structure Equation Modeling
SRMS	Standardized Root Squared Residual
AVE	Average Variance extracted
ANOVA	Analysis of Variance
SPSS	Statistical Package for the Social Sciences
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
AMOS	Analysis of Moment Structure
TLI	Trucker-Lewis fit Index.
RMSEA	Root Means Square Error of Approximation
CR	Composite Reliability
SMC	Squared Multiple Correlation

List of Symbols

H	Hypothesis
P	Significance Level
N	Population Size
n	Sample size
β	Beta (Regression Coefficient)
α	Cronbach Alfa
T	Independent- Sample T test
R^2	R-Squared
X^2	Chi- square
DF	Degree of Freedom

Chapter 1: Study Background and Its importance

1.1 Introduction

Due to developments in transportation, rising disposable income, and more leisure time, the tourism industry has grown to be a major contributor to the world economy (Jesus, 2013). Attracting and keeping tourists is essential for the growth of successful tourism, which makes marketing an indispensable weapon in the cutthroat travel destination sector.

According to Som and Badarneh (2011), competitiveness, attractiveness, tourist loyalty, satisfaction, perceived service quality, and motivation factors are the main topics of recent studies in tourism marketing.

Effective service marketing requires an understanding of tourist behavior, which Ryan (2002) divided into four main phases: pre-visit motivation, on-site perceived service quality, post-visit satisfaction, and future decision-making (destination loyalty). Destinations that want to stay competitive need to figure out why people travel there, improve the quality of their services, and recognize the variety of needs that travelers have (Kotler, 1979).

tourist behavior in the tourism business is characterized by a variety of models that take both internal and external aspects into account (Gilbert and Peter, 1995). Marketers ought to examine factors such as motivation, attitude, and perception while making decisions (Wright, 2006).

By analyzing theoretical and empirical data, this study seeks to investigate the causal relationships between tourist motivation, opinions of the quality of the services they receive, tourist satisfaction, and destination loyalty. Effective management of the tourism industry can greatly enhance the social and economic standing of a nation (Cornelissen, 2017). Due to the fierce competition in the tourism industry, many nations have included the industry in their development plans (Tosun et al., 2003).

Destinations need to stand out in order to attract and keep tourists in light of increased travel as a result of improved communication, free time, and economic opportunities (Massidda and Etzo, 2012; Tfaily, 2018; Choi and Wu, 2018). Tourism development depends on creating a strong brand with a unique personality (Salehzadeh et al., 2016; Usakli and Baloglu, 2011; Pan et al., 2017).

Predicting visitor behavior is made possible by understanding perceived personality traits and attributes (Wu et al., 2019).

Istanbul is a good site for this study because of its attractiveness, wide range of services, large population, and high number of international tourists (Okumus and Cetin, 2018; Akgün, Senturk, Keskin, & Onal, 2019).

1.2 Statement of the Problem

While past studies have shown a basic relationship between customer satisfaction and service quality, no comprehensive evaluation of the factors of service quality has been done to show how closely it correlates with customer satisfaction. Based on several dimensions of service quality, some research has sought to investigate the relationship between customer satisfaction and service quality. Still, relatively few studies have attempted to clarify this association with the five-dimensional criterion. Furthermore, not a single study has fully used every variable listed in the SERVQUAL model, even among those that have used service quality dimensions to demonstrate the correlation.

To the best of our knowledge, the relationship between perceived service quality (Tangibility, Reliability, Responsiveness, Assurance, Empathy), motivation factors (both push and pull), tourist satisfaction, and destination loyalty—specifically for tourists in Istanbul—has not received enough attention. There's a lot of study on destination loyalty and unforgettable travel experiences, but there isn't much in the corpus of contemporary tourism literature about the relationship between these experiences and travel incentive variables. The study follows the commonly used categorization of destination loyalty, which takes loyalty into account as a function of both revisit intention and recommendation intention and uses the push and pull factors classification in conjunction with perceived service quality.

1.3 Purpose of the Study

This study's main goal is to find out how motivational factors and service quality affect tourists' loyalty and satisfaction in the travel and tourism industry. The goal of the study is to demonstrate a direct correlation between the services offered and how tourists view those services. It seeks to comprehend how shifts in service quality—whether positive or negative—affect client opinions. Based on a five-dimensional model and motivational factors, the study aims to demonstrate the relationship between customer satisfaction and the services provided. Making use of the

SERVQUAL model, the study investigates the relationship between several measures of customer satisfaction and the five components of service quality. The study also seeks to ascertain if tourist satisfaction is primarily based on service quality or if satisfaction is influenced by factors other than service quality. It goes on to explain how these dimensions (tangibility, reliability, responsiveness, assurance, and empathy) and motivating factors (push and pull) affect tourists' satisfaction and loyalty in a travel destination. The main objective is to identify the relative contributions of each component to tourist satisfaction and loyalty, as well as the ways in which these dimensions and incentive variables influence tourist satisfaction, which in turn influences destination loyalty.

Furthermore, there is a dearth of information in the literature on tourism currently in publication about the impact of perceived service quality (Tangibility, Reliability, Responsiveness, Assurance, Empathy) and motivation factors (push and pull) on tourist satisfaction and destination loyalty, especially for tourists in Istanbul.

Thus, the goal of the current investigation is to:

1. Examine the effects of push and pull motivating factors on the satisfaction of tourists.

2. Examine how tourists' opinions of the quality of the services they receive—which include tangibility, dependability, assurance, responsiveness, and empathy—affect their degree of satisfaction.

3. Examine how motivational factors and perceived service quality interact to influence tourists' satisfaction and loyalty to a certain destination.

4-Evaluate the relationship between motivational factors and perceived service quality in influencing destination loyalty.

5. Assess tourists' contentment and dedication to the location.

The commonly used classification of destination loyalty is used in this study, which takes loyalty into account as a function of both revisit intention and recommendation intention.

1.4 Research Questions

The following questions form the basis of the research:

1-To what extent do tourists' motivational factors influence their vacation experience and contentment when visiting Turkey?

2-How much does tourists perceived level of service quality affect their steadfastness when choosing Turkey as their vacation destination?

3-Is there a moderating effect of tourist attribute satisfaction on destination loyalty?

1.5 Study Objective

This study is the first to examine the relationship between tourists' reasons for choosing Turkish destination and the combined effects of service quality categories (Tangibility, Reliability, Responsiveness, Assurance, Empathy). The study's particular goals are to: a) ascertain the impact of tourists' perceptions of the quality of the services they received on their level of satisfaction.

a) To find out how factors associated with tourists' motivations affect their level of satisfaction.

b) To find out how tourists' opinions of service quality affect their loyalty to a destination.

c) To determine the impact of a tourist's satisfaction on their loyalty to a destination.

d) To ascertain the relationship between tourists' contentment and their destination loyalty.

1.6 Importance of Study

In the tourism industry, destination managers will find great value in this research initiative. It acts as a fundamental source of knowledge, illuminating the significance of providing outstanding services and their direct bearing on tourists' satisfaction. As a result, destination managers may use this knowledge to further solidify their position as industry leaders. The research holds significant value for marketing managers who oversee destination management, as it offers useful insights into the provision of superior services and their correlation with increased tourist loyalty. Equipped with this data, marketing managers can strategically improve corporate offers, increasing revenues and improving the brand's reputation among tourists. Marketing managers will be aware of their critical role as the main factor influencing service quality at a tourist destination and will understand their importance in guaranteeing excellent services. With the knowledge they gain from this study, they will be able to interact with tourists in a way that will guarantee higher levels of satisfaction and loyalty, strengthening the site's reputation.

1.7 Conceptual Model

The SERVQUAL model, developed to evaluate service quality by Parasuraman et al. (1985, 1988), serves as the foundation for this inquiry. This study's main goal was to investigate how service quality and motivation affect customers' loyalty and satisfaction. Research on loyalty, satisfaction, and service quality has dominated the literature to date. Studies on management and marketing have highlighted the significance and function of these constructs by analyzing how they relate to one another (Caruana, 2002; Cronin and Taylor, 1992; Nguyen, 2009). But it hasn't always been clear how these notions relate to one another (Fayed et al., 2016; Mosahab et al., 2010; Piramanayagam et al., 2021). An increasing understanding on the interdependence of these notions resulted from the collaboration of several experts through conversations and efforts to elucidate these links.

1.8 Theoretical Framework

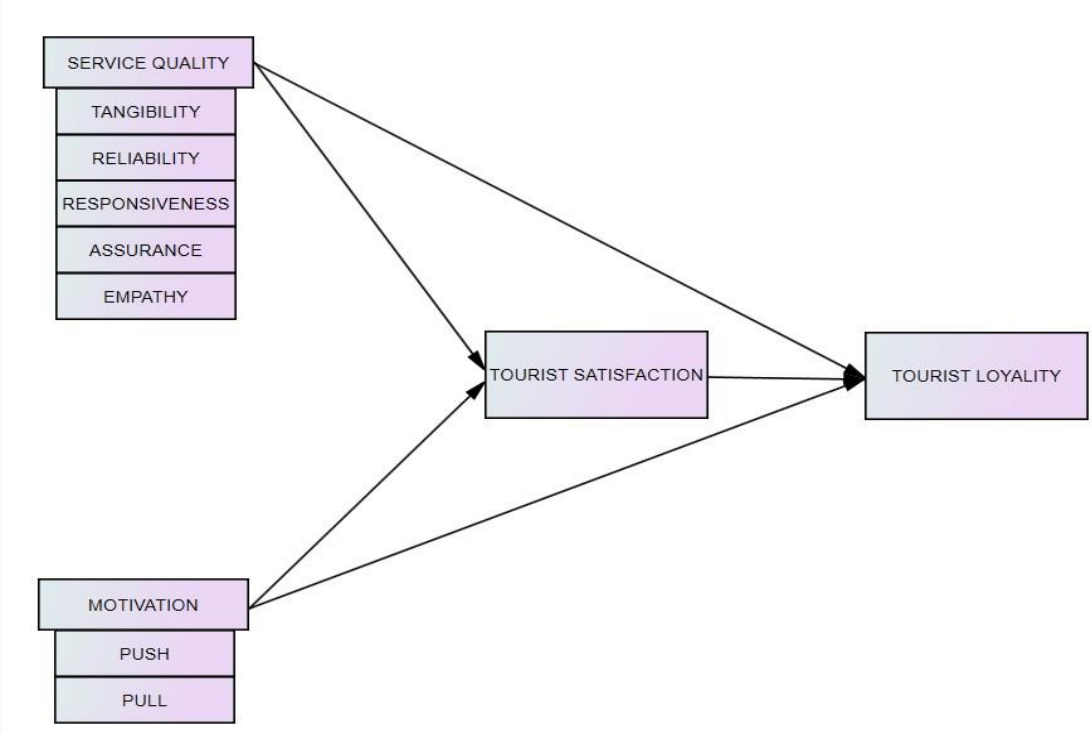

Figure 1-1 Theoretical Model of the Study

The model was developed and refined based on the basis of (Wafik, G. M., & Gerges, N. W. 2016).

1.9 Operational Definitions of Term

1.9.1 Concept of service quality

According to Sasser et al. (1978), several factors, including availability, security, attitude, consistency, completeness, condition, and service provider training, all play a role in providing higher-quality services. Lehtinen & Lehtinen, 1982) found that the degree of service quality was also influenced by corporate, interaction, and physical quality. Using gap modeling, elements that customers believed were important in affecting the quality of the services were explained. Ten service quality characteristics were identified, along with definitions of each across five dimensions, by Parasuraman et al. (1985).

1. Tangibility: This category includes tangible proof and depictions of the service, such as the existence of other clients within the service location.

2. Reliability: Guaranteeing regularity and dependability in work output, precision in invoicing, thorough documentation, and prompt fulfillment of agreed-upon services.

3. Responsiveness: This refers to how eager and prepared staff members are to assist, as well as how swiftly they do it. Examples of this include sending out transaction slips on time, answering client calls right away, and providing timely service.

4.Assurance: Giving clients assurance entails speaking with them in their mother tongue and attending to their requirements regardless of their age, nationality, or level of education.

5. Empathy: This is the capacity to show concern for other people, give them individual attention, and deliver services that give them a sense of importance to the business providing those services.

1.9.2 Concept of Motivation Factors (Push and Pull)

Motivation is a critical component that shapes people's actions, especially when it comes to travel. Travel motivation, according to A. Pizam et al. (1979), is "a set of attributes that cause a person to participate in a tourist activity," which includes the need to achieve one's objectives and meet expectations (D. Fodness, 1994). Motivation is widely acknowledged as a fundamental and significant psychological element in understanding the behavior of tourists (Backman et al., K. F., 1995). Travel motivation is greatly influenced by the push and pull factors theories (G. M. S. Dann, 1977), which offer a well-liked and useful framework for analyzing tourist behavior.

Reasons for choosing to travel are explained by the interaction of push and pull variables. Although they are driven by internal impulses, they are drawn in by the destination's external features. According to J. Crompton, 1979; Uysal and Jurowski, 1993, push motivation, which is fueled by outside factors, forces travelers to take vacations based on their innate or abstract interests. Eight socio-psychological impulses (escape, self-exploratory, relaxation, prestige, regression, kinship enhancement, and social connection) and two cultural motives (novelty and education) make up push factors, according to J. Crompton. According to J. Crompton (1979), knowing these push factors is essential to comprehending traveler motivation and behavior.

Conversely, pull incentive becomes relevant once the decision to go is established. location choice is heavily influenced by pull motivation, which is described as the tangible resources and the traveler's perception and expectations toward the features, attractions, or traits of a certain location (J. Crompton, 1979; Uysal and Hagan, 1993; S. S. Kim, et al., 2003). Pull factors include outside influences that are associated with the destination's promoted image, food, people, recreation options, and natural and historic attractions (Uysal and Hagan, 1993).

1.9.3 Concept of Tourist Satisfaction and Loyalty

Customer satisfaction is defined by the customer's perception, which is generated by contrasting their expectations before and after receiving a service, according to Kotler (1999).

The definition of customer loyalty given by Oliver (1999) is defined as "a deeply held commitment to consistently repurchase or remain loyal to a preferred product/service in the future, leading to repetitive visiting same destination, despite attempts by marketing to encourage switching behavior." This concept highlights the behavioral and attitudinal components as the two main facets of loyalty. Numerous factors impact consumer loyalty, including satisfaction from the experience, value, quality or performance of the service, superiority of the product, personal resilience, social connection and synergy, pricing, risk, reputation of the brand, demography, habits, and past brand usage.

1.10 Study Hypothesis

Hypothesis 1 (H1): Service Quality has a positive impact on Tourist Satisfaction.

Hypothesis 1a (H1a): Tangibility has a positive impact on Tourist Satisfaction.

Hypothesis 1b (H1b): Reliability has a positive impact on Tourist Satisfaction.

Hypothesis 1c (H1c): Responsiveness has a positive impact on Tourist Satisfaction.

Hypothesis 1d (H1d): Assurance has a positive impact on Tourist Satisfaction.

Hypothesis 1e (H1e): Empathy has a positive impact on Tourist Satisfaction.

Hypothesis 2 (H2): Motivation Factors have a positive impact on Tourist Satisfaction.

Hypothesis 2a (H2a): Push Factor has a positive impact on Tourist Satisfaction.

Hypothesis 2b (H2b): Pull Factor has a positive impact on Tourist Satisfaction.

Hypothesis 3 (H3): Tourist Satisfaction has a positive impact on Tourist Loyalty.

Hypothesis 4 (H4): Service Quality has a positive impact on Tourist Loyalty.

Hypothesis 4a (H4a): Tangibility has a positive impact on Tourist Loyalty.

Hypothesis 4b (H4b): Reliability has a positive impact on Tourist Loyalty.

Hypothesis 4c (H4c): Responsiveness has a positive impact on Tourist Loyalty.

Hypothesis 4d (H4d): Assurance has a positive impact on Tourist Loyalty.

Hypothesis 4e (H4e): Empathy has a positive impact on Tourist Loyalty.

Hypothesis 5 (H5): Motivation Factors have a positive impact on Tourist Loyalty.

Hypothesis 5a (H5a): Push Factor has a positive impact on Tourist Loyalty.

Hypothesis 5b (H5b): Pull Factor has a positive impact on Tourist Loyalty.

Hypothesis 6 (H6): Service Quality dimensions have a positive indirect impact on Tourist Loyalty.

Hypothesis 7 (H7): Motivation Factors have a positive indirect impact on Tourist Loyalty.

Chapter Two: The Literature Review

2.1 Introduction

A few studies have examined the precise relationship between culturally oriented tourists' motivations and assessments of the quality of the services they receive (Shen & Tseng, 2006; Wu et al., 2004). The purpose of this study is to close this gap by investigating the push and pull factors and their effects on the quality of services provided by tourism sites at different times, with a special emphasis on loyalty. Previous research have shown differences in the ways that various tourist types evaluate the quality and loyalty of services (Bowman & Narayandas, 2001; Evanschitzky & Wunderlich, 2006; Garbarino & Johnson, 1999). The present study aims to bridge a theoretical and empirical gap in the literature by investigating the moderating effect of tourist environments on the links among motivations, perceptions of service quality, and loyalty (Matzler et al., 2008). Developing and testing a causal model of tourism site based on push and pull factors, opinions about the quality of services, and their combined impact on tourist satisfaction and loyalty is the main objective.

Customer retention and loyalty each have an impact on customer satisfaction (Bolton and Drew, 1991; Boulding et al., 1993; Buttle, 1996). Additionally, tourist satisfaction is strongly impacted by how well-serviced consumers perceive tourism destinations (Crosby, 1979; Zeithaml et al., 1996; Buzzell & Gale, 1987; Zahorik & Rust, 1992; Rust & Zahorik, 1993).

Determining the overall success of a tourist destination requires an understanding of how service quality affects a customer's opinion of the place and their future plans. As such, it has become essential for tourist destinations to define service quality and set quantifiable standards. Throughout the last twenty years, scholars studying service quality have encountered difficulties since travelers and tourist locations have different meanings of this elusive word.

On the other hand, motivation has long been a focus of research on tourist behavior. Maslow's hierarchy of needs theory, which divides needs into physiological, safety, social, esteem, and self-actualization categories, served as a common theoretical foundation for early academics (Jang & Cai, 2002).

According to marketing literature, consumer, customer, and marketer decisions are heavily influenced by satisfaction. When it comes to destination marketing, tourist satisfaction is important since it affects how inclined a tourist is to suggest or advertise a location to other travelers.

Previous studies have shown a relationship between tourist satisfaction and characteristics of the destination, the caliber of goods and services, and the interests of the tourist s. Motivation, satisfaction, and satisfaction levels are important concepts to grasp because they might show different behaviors. Travel satisfaction is influenced by both push and pull forces, according to later studies.

A growing field of study in tourism examines the effects of motivational factors (push and pull) and service quality dimensions (tangibility, reliability, responsiveness, assurance, and empathy) on tourist satisfaction and loyalty in Turkish destinations. Since they are anticipated to increase tourist satisfaction and loyalty, identifying service quality and motivational factors is essential. There is, however, a void in the literature concerning research on destination loyalty, incentive factors, contentment of tourists, and service quality, which calls for more investigation.

To further understand the notion and the roles that service quality and motivating factors play in the development of customer satisfaction and loyalty, practitioners and academics are recommended to do additional studies on loyalty (Chi & Qu, 2008). The impact of destination satisfaction and image on destination loyalty is the specific focus of the current study.

2.2 Service Quality Definitions

As a source of competitive advantage through service differentiation, service quality has recently become essential for all businesses, having an impact on their marketing and financial success (Smith et al., 2007). According to Parasuraman et al. (1988), it is the difference between what buyers believe they received and what they really expected.

According to Kotler and Keller (2009), a service is any intangible good or service that is given by one person to another without granting them ownership of it. Moreover, Sureshchandar et al. (2001) stress the essential difference between a product and a service because a service is ethereal and cannot be experienced physically.

Supplementary services are defined by Wirtz and Lovelock (2016) as a collection of services that either improve or facilitate the use of core services. Lewis and Booms (1991) provide a framework

for characterizing service quality and emphasize that it is measured according to the degree to which an organization's services meet the overall expectations of its clients.

Both the American (Parasuraman et al., 1985, 1988) and Nordic (Grönroos, 1982, 1984) perspectives use the disconfirmation model, which compares expectations against performance, to assess the quality of their respective contributions. Grönroos's 1982 introduction of the idea of perceived service quality has been inspired by the marketing industry, which places a high priority on the personal relationship between a firm and its customers.

Service quality is defined by Parasuraman et al. (1985, 1988) as the discrepancy between the services that consumers perceive as being supplied by a certain business and the premium services that they expect within an industry. When performance is not up to satisfactory levels, dissatisfaction sets in. According to Khafafa and Shafii (2013), the general evaluation of the client regarding the discrepancies between the services they expected and received determines the quality of the service.

As defined by Selvakumar (2016), gap analysis is used to determine the discrepancy between consumers' expectations and actual service performance. Depending on how well expectations and perceptions line up, there are three possible outcomes: contentment, disappointment, or pleasant surprise.

2.3 Service Quality Model

2.3.1 Grönroos Service quality model

Grönroos (1984) developed the initial service quality model illustrated in Figure (2.1), employing qualitative methods to evaluate perceived service quality. Three dimensions of service quality were included in the model: corporate image, functional quality, and technical quality. Client evaluations influence technical quality, while functional quality—which is more important for client perceptions and service differentiation than technical quality—focuses on how customers select and use the service. While technical quality is more concerned with the content of the service, functional quality is more concerned with how the perceived service quality is. Positive client impressions are influenced by the corporate image.

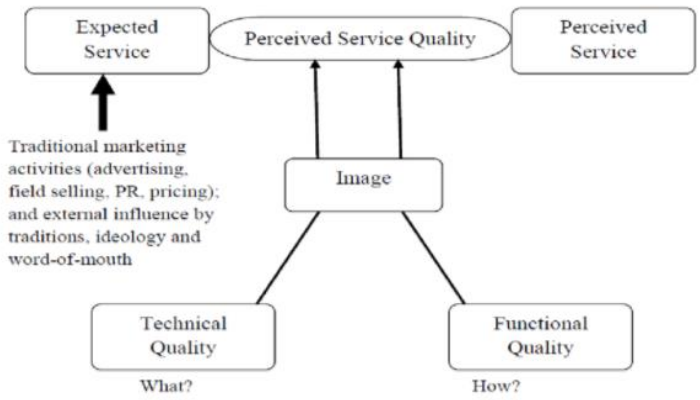

Figure 2-1 Technical and Functional Quality Model

Source: Grönroos, 1984.

Parasuraman et al. (1985) developed the GAP model and explored the components of service quality to create a useful framework for defining and assessing service quality (Saat, 1999). Based on the findings of a preliminary investigation involving focus groups and in-depth interviews, they presented the GAP Service Quality Model, which is illustrated in Figure (2.2). This model summarizes the most important findings on the concept of service quality that were discovered through executive interviews and focus groups.

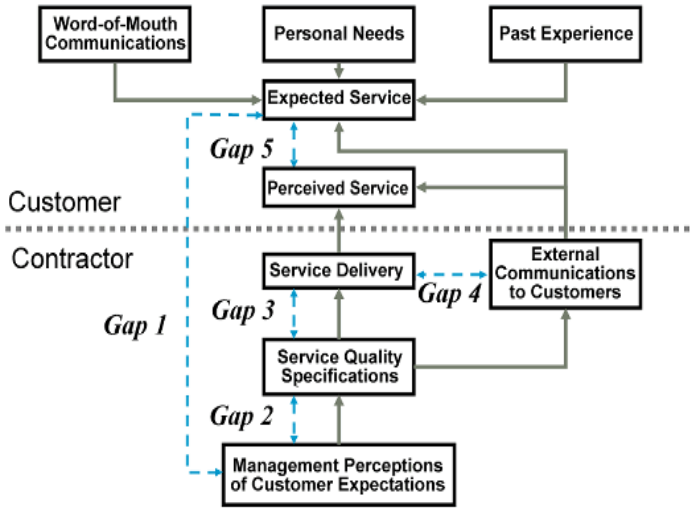

Figure 2-2 Parasuraman Service Quality Gap Model

Source: Parasuraman, et al., 1985.

The gaps detected by the executive interviews were shown in the marketer side (GAP 1, GAP 2, GAP 3, GAP 4), and the GAP 5 which was formed by the focus group interviews was in the client side of the model. The following GAP relationships and names have been clarified (Parasuraman et al., 1985; Lovelock et al., 2011):

Six service delivery gaps are listed by Wirtz et al. (2014):

- The first knowledge gap (GAP) is the difference between management's perceptions and actual expectations of customers.
- The second gap in service delivery standards is known as the policy gap, which is the discrepancy between management's perception of what customers want and the standards set out.
- The third gap is known as "The Delivery Gap," and it refers to the discrepancy between service teams' real performance and service standards.
- The fourth gap is the communications gap, or the difference between what the business says and what the customer actually hears and sees.
- The fifth gap of Service Gap: The difference between what customers think they are getting and what they expect from the service.

Observations from participants in focus groups indicated that assessments of excellent and low service quality depended on how customers perceived actual service delivery within the framework of their expectations.

2.3.2 Frost and Kumar Service Quality Gap Model

The SERVQUAL service quality model was developed by Frost and Kumar (2000) and is an adaptation of Parasuraman et al.'s GAP Model (1985). This methodology assesses the level of service that airline industry internal customers—including front-line and support staff—receive. The study's conclusions indicated that, while dependability was shown to be the most important SERVQUAL dimension, responsiveness had the biggest effect on internal service quality.

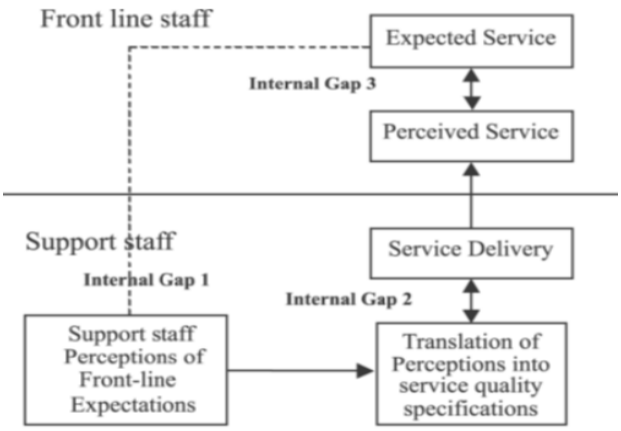

Figure 2-3 Internal Service Quality Gap Model

Source: Frost and Kumar (2000)

2.3.3 Brady and Cronin Service Quality Model

Brady and Cronin (2001) developed the model shown in Figure (2.4) to evaluate the quality of services. The model states that valence, the quality of the physical service environment (defined by ambient tangibles), attitude, behavior, knowledge, and interaction quality are all related to service quality. A seven-point Likert scale was used in the study to gauge the attitudes and opinions of the participants on the topics related to these aspects.

In their empirical investigation, Caro and Garcia (2007) used this model to gauge the perceived quality of services in the urgent transport service sector. They emphasized that their methodology combined the hierarchical RSQS model of Dabholkar et al. (1996) with the paradigm of Rust and Oliver (1994).

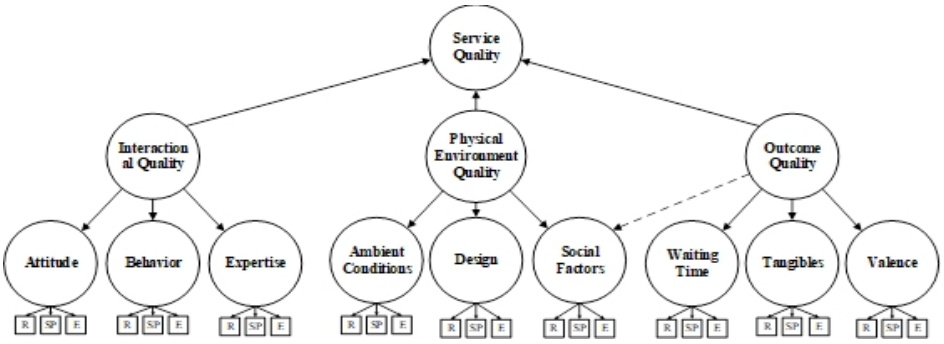

Figure 2-4 Brady and Cronin Service Quality Model

Source: Brady and Cronin, 2001.

2.3.4 Combination of Service Quality Gap Models

Figure (2.5) displays the seven primary gaps in the service quality domain; the model is an expansion of (Parasuraman et al., 1985). According to the explanation (ASI Quality Systems, 1992; Curry, 1999; Luk and Layton, 2002), Gaps 1, 5, and 6 are the three main gaps that are more closely tied to external customers since they have direct relationship with consumers.

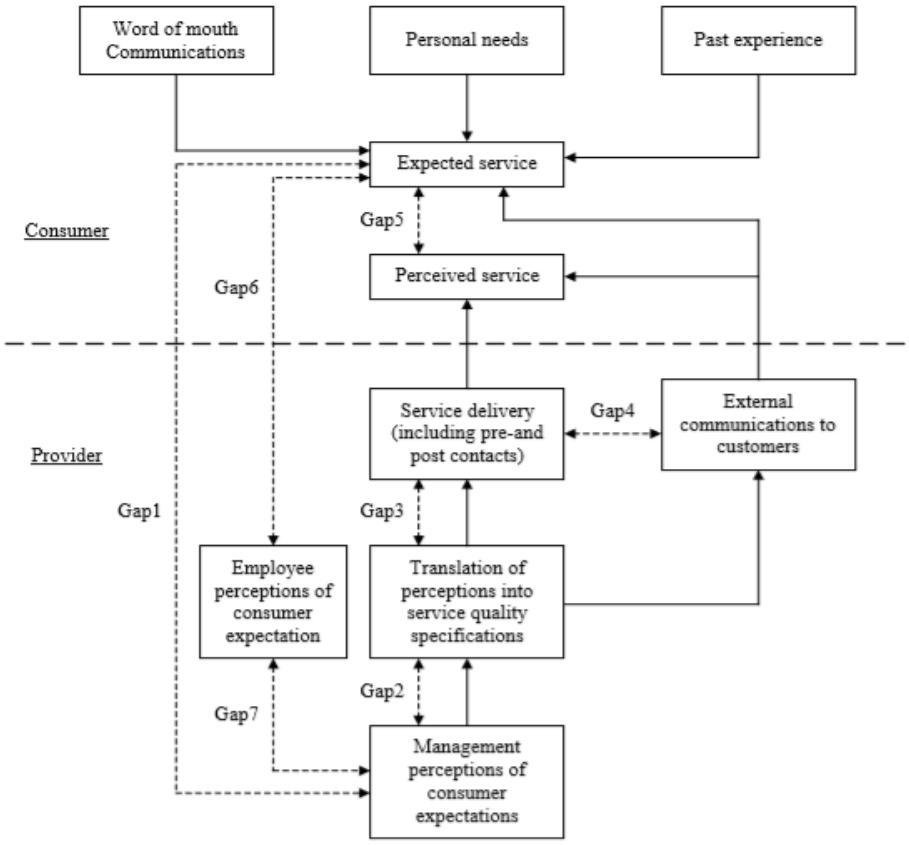

Figure 2-5 Combination of Service Quality Gap Models

Source: Parasuraman et al., 1985; Curry, 1999; Luk and Layton, 2002.

Gap1: The primary causes of the mismatch between management perceptions and consumer expectations include an excessive number of management levels, weak upward communication, and a lack of marketing research focus.

Gap2: Insufficient goal setting, a lack of task standardization, a belief in the difficulties of the work, and a poor dedication to service quality are the reasons why management viewpoints and service standards differ.

Gap 3: The reasons for the mismatch between service specifications and service delivery are unsatisfactory supervisory control mechanisms, a lack of perceived control, position ambiguity and conflict, poor employee-job fit, and inadequate technology-job fit, and a lack of teamwork.

Gap4: The reasons for the disparity between external communication and service delivery include a failure to put service delivery above external communication and a propensity to overpromise.

Gap5: Ambiguity between client expectations and opinions of the services received results from both client influences and service provider flaws. Customer expectations are shaped in part by past service experiences, word-of-mouth recommendations, and personal desires.

Gap6: Variations in front-line service providers' comprehension of client expectations lead to discrepancies between staff perceptions and customer expectations.

Gap7: Differences in managers' and service providers' understanding and knowledge of customer expectations lead to discrepancies between employee and management perspectives.

2.4 Determinants of Service Quality

As per Sasser et al. (1978), factors like availability, security, consistency, attitude, completeness, condition, and training of service providers are factors that elevate the quality of services. Moreover, service quality is influenced by corporate quality, physical quality, and interactive quality (Lehtinen & Lehtinen, 1982). The drivers of service quality that customers used to interpret the quality were described after the gap modeling. The 10 factors that determine service quality are listed and explained in Table (2.1) below.

Table 2-1 Determinants of Service Quality

Determinants of Service Quality	Description
RELIABILITY	reliability and consistency in performance, correctness in billing, upkeep of correct documentation, and prompt delivery of services.
RESPONSIVENESS	The willingness or readiness of the employee to assist, the promptness of the service—for example, sending a transaction slip right away, returning the call quickly, and offering timely assistance.
COMPETENCE	the ability to conduct research for the organization, the expertise and abilities of the contact and support staff, and the motivation for performing the service.
ACCESS	The service is easily accessible by phone, has low wait times for service, convenient operating hours, and is conveniently placed. It is also personable and easy to contact.
COURTESY	The qualities of public interaction staff should include cleanliness, politeness, consideration, friendliness, and regard for the property of the customer.
COMMUNICATION	providing clients with information and listening to their needs, explaining the service and its price, and assuring them that any issues would be fixed.
CREDIBILITY	Contact staff members' personal qualities, company reputation, honesty, believability, and concern for the customer's best interests are all crucial.
SECURITY	Physical safety, financial security, confidentiality, and freedom from risk, danger, or ambiguity.
UNDERSTANDING/KNOWING THE CUSTOMER	Recognizing the needs and preferences of the client, attending to their specific needs, providing individualized service, and recognizing returning customers.
TANGIBLES	Additional customers in the service establishment, in addition to tangible evidence and depictions of the service.

Source: Parasuraman, et al., 1985.

Three essential elements of a service quality model—physical facilities, policies and procedures, people conduct and camaraderie, and professional judgment—were contested by Haywood-Farmer (1988). The service quality variables identified by Parasuraman et al. (1985) were connected to Haywood-Farmer's service quality attributes. This model and its relationship to the Service Quality Determinants of Parasuraman et al. (1985) are displayed in Table (2.2).

Table 2-2 Haywood-Farmer Service Quality Attributes vs. Parasuraman et al.'s Service Quality Determinants

Haywood-Farmer Service Quality Attributes	Parasuraman et al.'s Service Quality Determinants
1. Physical facilities, procedures, and processes: location, design, scale, furnishing, consistency of the facility, flexibility and flow of the processes, capacity balancing, flow control, and service range	Tangibles
2. Human behavior and conviviality: promptness, gregariousness, warmth, friendliness, attitude, tone of voice, clothes, neatness, civility, anticipating needs, addressing complaints, and resolving issues	Reliability, Responsiveness Access, Courtesy, Communication
3. Professional judgment, which includes talent, expertise, confidentiality, honesty, creativity, direction, diagnosis, and advise.	Competence, Credibility, Security, Understanding consumer

Source: compiled from Ghobadian et al., 1994; Dotchin and Oakland, 1994.

SERVQUAL is an enhanced approach to assessing service quality that was developed by Parasuraman et al. (1988). It consists of 22 items with a seven-point Likert scale and 5 dimensions. To evaluate a particular functional service quality, empirical studies in the fields of tourism industry services were conducted.

Table 2-3 Parasuraman et al. (1988) Five Dimensions And 22 Items of Servqual

Dimensions	Items
Tangibles: physical facilities, equipment, and appearance of personnel	1. Equipment should be modern. 2. The actual physical facilities should have a pleasing appearance. 3. Employees should be presentable and well-dressed 4. The physical facilities' design should match the kind of services offered.
Reliability: to perform the promised service dependably and accurately	5. Must finish assignments by the due date. 6. They should be understanding and comforting to clients who are struggling. 7. Needs to have authority. 8. They must deliver the services on their promised timeliness. 9. Keep precise documentation.
Responsiveness: to help clients and provide prompt service	It is unreasonable to anticipate that clients will be aware of the completion date of services. 11. Demanding that customers get service right away is unreasonable. 12. It is not necessary for staff members to always be ready to help customers. 13. If they're too busy to respond to your questions right immediately, that's okay.
Assurance: courtesy knowledge, ability of employees to inspire trust and confidence	14. Clients ought to be able to trust staff members. 15. Patron's ought to trust the staff members of these establishments. 16. Workers must be courteous. 17. Workers should have enough assistance to do their responsibilities effectively.
Empathy: caring, individualized attention the firm provides its customers	18. Clients shouldn't anticipate receiving preferential treatment from the business. 19. It is not reasonable to expect employees to give each client their whole attention. 20. Staff members shouldn't be expected to know what their clients require. 21. Expecting them to act in the best interests of their clients is unreasonable. 22. All customers should be able to take use of the same operation hours.

Source: compiled from Parasuraman, et al., 1988; Finn and Lamb, 1991.

Tools for assessing service quality include the gap-oriented SERVQUAL scale and the performance-oriented SERVPERF scale. A performance-centric model called SERVPERF was created by Cronin and Taylor (1992) based on empirical research done in several industries, including banking, fast food, dry cleaning, and pest control.

Among the service quality models, SERVPERF is the most memorable, according to Brady et al. (2002). In order to verify the results of Cronin and Taylor (1992) across a number of businesses, including fast food, long-distance carriers, entertainment, spectator sports, and health care, they expanded and duplicated the SERVPERF model.

Following an assessment of the stability and fit of several service quality models, Stafford et al. (2011) concluded that service quality can be measured using either a mix of expectations and perceptions (SERVQUAL) or purely perceptions (SERVPERF).

In order to comprehend their effects on tourist satisfaction and loyalty, this study explores the aspects of service quality (tangibility, reliability, responsiveness, assurance, empathy) and motivation factors (pull, push).

2.5 Service Quality Dimensions

Lovelock et al. (2011) outlined the dimensions of service quality as follows:

Tangibility:

Tangibility refers to the physical evidence of the service, encompassing the tangible attributes of buildings, equipment, personnel, and communication channels. These tangibles provide real examples or representations of the services that tourists, especially first-time tourists, use to assess quality.

People (Providers) Dimensions:

Reliability:

Reliability involves keeping promises, signifying the capacity to consistently and precisely deliver the promised service. In a broader sense, reliability extends to a site ability to uphold commitments related to delivery, service provision, problem resolution, and pricing.

Responsiveness:

Responsiveness entails the willingness to assist clients and deliver prompt services. This dimension emphasizes being attentive and responsive to client requests, inquiries, complaints, and issues. The time tourists wait for assistance, responses to inquiries, or addressing issues

communicates the level of responsiveness. Flexibility and the ability to tailor services to individual tourist needs are also part of responsiveness.

Assurance:

Assurance involves inspiring trust and confidence, characterized by the expertise and politeness of staff members. The company or tourist destination, along with its personnel, aims to instill confidence and trust. This is particularly crucial for services perceived as high risk or when tourists are uncertain about evaluating outcomes.

Empathy:

Empathy revolves around treating tourists as individuals, reflecting the destination's interest and personalized attention to its tourists. The essence of empathy lies in demonstrating to tourists that they are unique and special, and that their needs are understood through individualized or tailored service. Tourists seek to feel understood and valued by the tourist sites that serve them.

2.5.1 Services in Tourism Sector

Destinations throughout the world are forced to offer tourists top-notch services and unique features to meet their needs because the assessment of tourism service quality depends not only on the service outcomes but also on the service process (Kandampully, Mok, & Sparks, 2001). With today's technology, tourists may learn a great deal about other tourist destinations, which increases rivalry between them. Destinations hoping to make a lasting impression on their tourists may find it beneficial to establish one or more competitive advantages. It is important to begin with one of the most often accepted definitions of services before delving into its complexities: Services are actions, procedures, and performances that one person or entity provides for another person or entity, either alone or in collaboration. (Zeithaml, Bitner, & Gremler, 2009). An important characteristic of services is intangibility, which gives tourism products distinctive qualities and has a big impact on how satisfied or unsatisfied tourists are. Offers related to tourism include differences in physical aspects. According to Reid and Bojanic (2009), the marketing mix for the hotel industry should include a product-service mix that includes all of the tangible and intangible goods and services that the company offers.

Destination elements, as outlined by Middleton & Clarke (2001), include:

Natural attractions: Encompassing the destination's climate, flora and fauna, beaches, seascapes, and other geographical features, along with its natural resources.

Man-made attractions: Consisting of structures and infrastructure related to tourism, such as monuments, promenades, parks, gardens, and buildings featuring both modern and historic architecture.

Cultural attractions: Encompassing museums, theater, music, dance, and various forms of entertainment, as well as aspects of history, folklore, religion, and the arts.

Social attractions: Involving the local or host community's way of life, customs, language, and opportunities for social interaction.

2.6 Motivation Factors

A major area of study in tourism studies is the investigation of tourist's motivation, which has drawn interest from academics like Pearce and Lee (2005). Crompton (1979) highlights the significance of knowing why people decide to go to or stay away from places, claiming that this knowledge helps in assessing visitor needs, which is essential for the success of tourist attractions. Dann (1981) made seven contributions to the field of tourist motivation, providing a thorough framework for comprehending the reasons for travel. The "sunlust" and "wanderlust" typologies developed by Gray (1970) classify travelers according to whether they are seeking adventure or rest.

According to research based on Maslow's hierarchy, travelers are driven by a need for novelty, individuality, or relaxation when contrasting the difficulties of daily life with the opportunity for escape that travel provides. Among these are sunlust (want for a different climate) and wanderlust (the urge to discover something new) (Gray, 1979, as cited in Mansfeld, 1992).

Crompton (1979) and Dann (1977) coined the words "push" and "pull" variables to distinguish between two types of motivations: the desire to escape from a perceived situation ("push") and the attractions luring people to a destination ("pull"). Rose's symbolic interactionist theory from 1962, integrated by Dann and Sethna (1977), demonstrates how different actors define a destination based on varied motivations.

Inspired by Dann's work, Pearce and Lee (2005) developed the Travel Career Patterns (TCP) theory, which reduces 69 motive aspects to 14 motivation components. The 'push-pull factor' compendium theory, often referred to as the sign-gestalt paradigm, is still widely used in tourism

research (Tolman, 1959; Dann, 1977), emphasizing the importance of motivation in shaping consumer behavior.

According to Crompton and McKay (1997), who associate tourist satisfaction with initial motives, it is vital to comprehend tourist motivations in order to improve products and services. While Uysal and Hagan (1993) emphasize motivation's influence on tourist behavior and trends, Iso-Ahola (1980, 1982) highlights motivation's predictive significance in leisure travel. Travel decisions are influenced by motivation, which is based on the discrepancy between desired and actual states (Kotler et al., 2018; Pearce et al., 1998).

2.7 Push and Pull

Push and pull factors are commonly used in tourist motivation studies to evaluate reasons. Pull factors are the reasons people travel to specific locations, whereas push factors are the things that visitors need and want to get them to leave their usual place of residence. The theory that peoples are drawn to a location by its external forces and features while being compelled to travel by their own internal forces, as indicated by Uysal and Jurowski (1994) and Cha et al. (1995), connects these factors, which represent two discrete decisions: deciding whether to travel and where to go.

According to Oh and Uysal (1995), motivational drive and destination appeal characteristics are comparable, implying that a visitor's opinion of a place influences its capacity to entice and engage visitors. Dann (1981) developed a two-tiered framework to evaluate tourist motivation, with the push domain concentrating on socio-psychological travel inclinations and the pull domain handling destination choices. The destination "pull" responds to the motivational "push" in the interactive motivating approach. Push factors deal with the reasons behind tourists' motivations, whilst pull factors are those aspects that entice visitors to a certain location. While push factors incline people to travel, pull factors are related to the characteristics of the location and help explain destination selection decisions.

The push and pull dimension notion was first presented by Baloglu and Uysal (1996), who suggested that people's decisions to travel are influenced by both internal and exterior forces. While push factors are internal factors, pull factors are characteristics of a place that entice individuals to visit a particular area. The push-pull tourist motivation theory was created by Dann (1977), who placed a strong emphasis on the "why" and "where to" of travel decisions. As noted

by Uysal and Hagan (1993), the idea suggests that outside forces "pull" as well as "push" people to travel.

Table 2.4 shows examples of push and pull factors that motivate the individual to travel.

Table 2-4 Push and pull framework of tourism motivations.

Origin	Destination
Push factors.	**Pull factors.**
Motivations	Destination attributes and type of facilities
Escape	Climate
Rest and relaxation.	History sights
Self-esteem	Scenic beauty
Prestige	Sunshine
Health and fitness	Beaches
Adventure	Cultural events
Social interaction	Snow
Benefits	Recreational opportunities
Interests	Benefit expectation.
Socioeconomic and demographic factors	Accessibility
Age, gender, income, education, family life cycle and size, race/ethnic group, occupation, second home ownership	Maintenance factors situational factors
	(Safety, security, seasonality)
	Marketed image.
	formed negative/positive.
	destination image
	quality of service
	quality of facilities

Source: After Uysal and Hagan, (1993).

According to Crompton (1979), imbalances in a person's cultural, social, and psychological needs may have an impact on their desire to travel, especially for satisfaction. His theory holds that individuals live in a condition of social-psychological equilibrium, which can be upset by mundane chores at work or home and result in a need for escape, relaxation, or change. Perceptions of the characteristics of the location and travel reasons are included in the interplay of these variables.

Nine motives wesituation and ompton's empirical study, comprising two pull factors—non-regression and education—influenced by destination features and seven socio-psychological (push factors)—regression, self-evaluation, self-exploration, relaxation, prestige, escape from a perceived dull situation, and strengthening familial ties. Pull factors come before push forces in Crompton's classification scheme, which makes a distinction between socio-psychological and cultural reasons. Dann (1977) backs this integration, claiming that travelers' decisions about where and when to vacation are influenced by both push and pull forces.

Although some contend that push and pull pressures are inseparable because of their basic similarities (Albughuli, 2011), it is important to examine traveler motivations since they are important indicators of consumer behavior and have a substantial impact on consumer preferences. It is thought that an understanding of visitor motivations is essential to the expansion of tourism since it influences visitation patterns and methods for choosing destinations.

There has been a lot of research on the push and pull variables influencing foreign visitors, but there hasn't been as much on domestic travel, especially when it comes to the relationships between the behavioral goals, motives, and satisfaction of tourists. Current research has examined the pull and push factors that affect domestic visitors' intents and satisfaction in a few different countries. In the meantime, push and pull travel motivations have been investigated in studies on foreign visitors as antecedents of overall satisfaction and behavioral intentions, producing inconsistent results.

2.8 Travel Motivation

A variety of internal and external factors, such as destination attributes, marketing strategies, information sources, and structural constraints, influence the decisions made by tourists. These internal factors include motives, intrapersonal constraints, images, attitudes, beliefs, intentions, and personality. (Crawford, Jackson, & Godbey, 1991; Dann, 1977; Sirakaya & Woodside, 2005). In the lack of a single all-encompassing theory to explain or forecast consumer actions, analyzing these elements is essential for decision-making research (Sirakaya & Woodside, 2005). Motives are essential since they are the driving force behind all human endeavors (Fodness, 1994).

Understanding the underlying causes of travel motivation is necessary to comprehend the behavior of tourists (Mansfeld, 1992; Pearce & Caltabiano, 1983). A comprehensive understanding of travel

behavior is facilitated by integrating incentives with extrinsic variables impacting decision-making processes related to mode of transportation and destination choices. A few techniques, including the push-pull framework, motivation as fantasy, and motivation typologies, are used to evaluate travel motivations. These techniques are based on Maslow's hierarchy of needs theory (Maslow, 1943) (Dann, 1981).

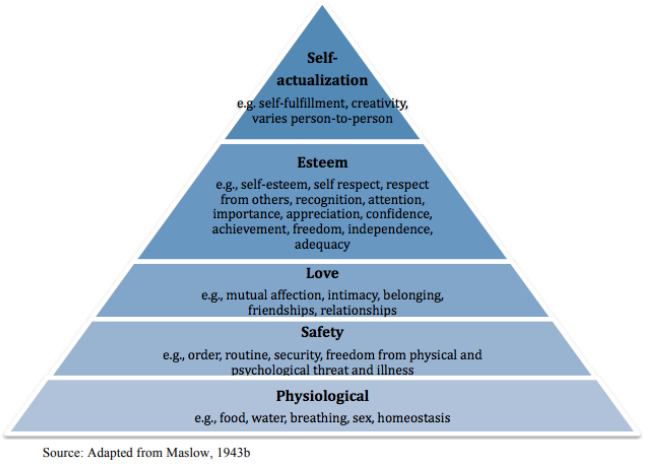

Figure 2-6 Hierarchy of needs theory of motivation

According to Maslow's theory, when lower-order desires are satisfied, higher-order demands take precedence. Building on Maslow's framework, Pearce's theory of travel motivation highlights the travel career pattern, in which travelers satisfy higher-order desires by moving up Maslow's hierarchy with increasing experience (Pearce & Caltabiano, 1983; Pearce & Lee, 2005).

In line with the goals of the study, the push-pull framework permits independent examination of push and pull components, considering their frequently disregarded relationship. Pull factors include destination-specific characteristics such local culture, history, and climate, and push factors, like regression, self-evaluation, relaxation, and family relationships, indicate intrinsic drives (Crompton, 1979). According to Uysal & Hagan (1993); Kozak (2002); Pesonen et al. (2011), this method acknowledges the dynamic link between push and pull variables and the differences in incentives based on persons, market segments, destinations, and decision-making processes.

Push factors, or intrinsic motives, offer necessary conditions and objectives, serving as inducements to travel and include aspirations, sought-after experiences, and sought-after locations. These inherent impulses are distinguished from destination-specific characteristics by the push-pull paradigm (Mansfeld, 1992). This paradigm serves as the foundation for understanding travel motivation, considering both internal psychological factors and outward destination attributes.

Questions related to each variable as a reasonable basis for measurement...

Table 2-5 Variable and Related Questions

Variable	Definition	Question
Tourism motivations Zhang and Peng (2014)	A set of requirements known as motivation is what pushes people to take action and pursue their goals.	What made you decide to take this particular trip at this time, and why have you decided to set off on this journey? What are the main reasons you are traveling?
Push factors Prebensen, Woo, Chen and Uysal (2015)	The desire to travel, the experience one seeks, and/or the destination one seeks are all considered push factors for tourists.	Sort the following reasons for traveling according to importance: relaxation, social interaction, escape, new experiences, relationships, status, education, and regression. Determine the most important motivation and give an explanation. What is the duration since your most recent trip?
Pull factors Seebaluck et al. (2015)	Extrinsic motivations that emerge from the destination's allure are known as pull factors.	What attracted your attention to this location? Which particular aspects of this attraction most appealed to you, and how did you find out about it? Based on the facts you were given, what was your first impression of the place?
Destination image Gunn (1972)	The mental images of a destination that a person has formed as a result of their interactions with tourism products and services.	Discuss the features of the pictures you saw that drew your attention. What impression of the location did you get from these pictures alone? Which picture piqued your curiosity the most, and which one did not? Discuss the general feeling that these images evoked.
Tourist satisfaction Belanche, Casaló and Guinalíu, (2012) and Dayour and Adongo, (2015)	The essence of customers' interactions with products and services	Would you think about going back to this place again? Describe your best memory of the trip. Please list the aspects of the visit that you found most and least pleasurable. Is this location better or worse than the others you've been to, and if so, why? Did the location live up to your expectations when you initially arrived?

Mody, M., Day, J., Sydnor, S., Jaffe, W., & Lehto, X. (2014).

Table 2-5 presents an investigation that was carried out by Caber and Albayrak (2016) in order to measure the answers of tourists and determine the push-pull variables that motivate travel. The destination's characteristics influence how the destination is seen, which influences the assessment tool for push-pull aspects (Prayag & Hosany, 2014). According to Wang, Luo, and Tang (2015), knowing why travelers choose a particular location gives important insights into their decisions and recurrent visits.

Researchers are urged to change scales and include extra survey questions to thoroughly study motivators, even when the current measurement instrument might not address all possible queries posed by clients (Prayag & Hosany, 2014). Travelers are motivated or drawn in by external stimuli, which are influenced by the aspects of the destination (Leong et al., 2015; Seebaluck et al., 2015). As travelers attempt to concurrently satisfy their needs and interests, the interaction of motivating components gets more complex (Bhargava, 2013). The location's characteristics also have a big influence on the traveler's decision, in addition to push-pull incentives.

2.9 Customer Satisfaction

In marketing, the idea of consumer (or tourist) satisfaction is crucial (Kozak, Bigne, & Andreu, 2004). According to Hill (1986, as referenced in Heung & Cheng, 2000), customer satisfaction is typically the outcome of an assessment and comparison of the perceived performance of goods or services with initial expectations. Expectations and real performance perspectives are contrasted when products or services are used (Bitner, 1990). When performance exceeds expectations, customers are satisfied; when expectations are higher than performance, customers are not satisfied (Bitner, 1990; Heung & Cheng, 2000).

The literature on tourism has several methods for calculating tourist satisfaction (TS). For example, Yoon & Uysal, 2005 cite the expectation/disconfirmation model (Chon, 1989) which compares perceived performance with expectations (Heung & Cheng, 2000) to assess tourist satisfaction. The perceived overall performance model (Tse & Wilton, 1988, as cited in Yoon & Uysal, 2005) is another significant satisfaction model that determines tourist satisfaction as a function of actual performance. Tse and Wilton claim that this approach works best when tourists have no prior ideas about the trip and are content to base their satisfaction just on what they really encounter there (Yoon, Uysal, 2005).

Effective destination marketing depends on satisfied tourists since they will choose to travel there again, recommend it to others, and stay loyal to the location (Fornell, 1992; Kozak & Rimmington, 2000; Kozak et al., 2004). Marketing experts in the tourism sector have taken notice of Bowen and Clarke's (2002) emphasis on tourist satisfaction as the key metric for assessing the quality of tourism services. Yoon and Uysal (2005) put it succinctly: the perceived difference between desired and actual leisure events determines tourist contentment.

Moreover, two elements influence tourists' satisfaction: their evaluation of the results of their experience in the destination region and their expectations of the destination based on prior perceptions (norms/reference points) (Neal and Gursoy, 2008).

2.10 Tourist Satisfaction Related to Service Quality

The choice of destination, the use of goods and services, and the likelihood of returning are all influenced by tourist satisfaction, which is critical to the success of destination marketing (Kozak & Rimmington, 2000). Customer satisfaction and the creation of tourist perceptions have been the subject of numerous research (Bramwell, 1998; Bowen, 2001). To measure tourist satisfaction at particular tourism sites, a number of models have been used, such as the expectation/perception gap model by Parasuraman, Zeithaml, and Berry (1985), Oliver's expectancy-disconfirmation theory (Pizam and Milman, 1993), Sirgy's congruity model (Sirgy, 1984; Chon and Olsen, 1991), and the performance-only model (Pizam, Neumann, and Reichel, 1978). The expectancy-disconfirmation theory is one of these theories that has become well-known because of its wide range of applications. By adding Oliver's (1980) expectancy-disconfirmation model, Pizam and Milman (1993) improved the predictability of traveler satisfaction and included the dynamic element of the disconfirmation model in tourism research. To investigate the causal relationship between two alternative disconfirmation procedures, they used a regression model with 21 difference-score measures as the independent factors and a single "expectation - met" measure as the dependent variable.

The expectations of tourists and their overall satisfaction with their location are positively correlated, according to research by Chon and Olsen (1991). Their research indicates that travelers will be satisfied with their experience overall if they believe that the trip services and items, they received exceeded their expectations.

In addition, Chon and Olsen (1991) carried out a thorough analysis of the research on tourist satisfaction. Dissatisfaction with any feature contributes to overall dissatisfaction with the destination, according to Pizam, Neumann, and Reichel's (1978) emphasis on the significance of measuring customer content with every part of the destination. As such, analyzing a range of favorable and unfavorable events may exacerbate discontent. According to Rust, Zahorik, and Keininghan (1993), it is important to look into how important each component is in forming the whole image.

2.11 Tourist Satisfaction Related to Motivation Factors

Tourists' inclinations to visit a particular area are usually intensified by internal causes and/or diverse qualities of the destination (Uysal and Jurowski & McDonald, 1994; Correia and Pimpa¸o, 2008; Crompton, 1979; Dann, 1977, 1981). According to Reiss (2004), "We pay attention to stimuli that are relevant to the satisfaction of our desires and tend to dismiss stimuli that do not meet our desires." Therefore, the main source of intrinsic motivations can be thought of as desires. Push motives, according to Yoon and Uysal (2005), are associated with emotional and psychological goals like self-actualization, leisure, relaxation, or social contact. Pull incentives, on the other hand, are connected to external and mental elements like the setting, friendliness, weather, or amenities. Prior research (Correia and Pimpão, 2008; Correia et al., 2007; Yoon and Uysal, 2005) shows that push and pull motives are related, and that each tourist decision is based on both structures.

According to Del Bosque and Martı´n (2008), a person's subjective desires may be used to define satisfaction. Evaluating the product's distinctive features is not as important as having a satisfying experience. This is consistent with the basic tenet of the cognitive-affective approach, which takes into account how expectations and desires match total satisfaction (Oliver, 1993). There have been attempts to include an emotional assessment; however, authors typically utilize emotions to measure subjective feelings toward the objective, rather than taking wants congruency with mind (Alegre and Garau, 2010). Thus, it is important to consider that tourist satisfaction is a complex idea that includes both psychological and cognitive elements (Peter and Olson, 2008).

It is necessary to conceive overall satisfaction using both the expectancy and wants congruency approaches. Bultena and Klessig (1969), p. 349, suggest that the concept could be viewed as "a function of the degree of congruency between goals and the observed actuality of experiences." Expectations are tied to destination characteristics, but desires are related to internal motivations (Reiss, 2004). It therefore seems sense that the push and pull paradigm would be the source of the factors employed. To comply with the expectancy confirmation approach and desire congruency principles, however, a certain amount of scale adaptation is required. This study builds on Correia and Pimpão's (2008) work, which assessed satisfaction by utilizing push and pull factors. Additionally, these scholars stress the significance of push and pull incentives in understanding tourist satisfaction and behavioral intentions. According to recent research, culture is one of the

main factors influencing tourist s reasons for selecting travel destinations. It also provides a framework for understanding the origins of cross-cultural preferences among various nations that attract tourists (Funk and Bruun, 2007; Kozak, 2002; Maoz, 2007). Due to a trend toward greater specialization among tourists, cultural and heritage tourism has clearly emerged as the sector of the tourism industry with the quickest rate of growth. The increase of travelers looking for adventure, culture, history, archeology, and interaction with locals is indicative of this trend (Hollinshead, 1999; Hughes and Allen, 2005; Nuryanti, 1996). Apart from its greater spending habits and educational background, this category is also highly sought-after by destinations.

2.12 Relation between Customer Satisfaction and Customer Loyalty

Customer satisfaction is integral for retaining customers and achieving long-term financial success (Deng et al., 2013; Kärnä, 2014). Its significance is growing across various service sectors, particularly in tourism, where satisfied tourists are more likely to endorse the visited place or activity to others. This word-of-mouth promotion is cost-effective and highly impactful (Crosby, 1993; Söderlund, 1998; Akama and Kieti, 2003).

Studies reveal that tourist satisfaction boosts tourist loyalty, which generates economic gains including higher tourist numbers and revenue (Deng et al., 2013; Kärnä, 2014). Long-term gains, client loyalty, and organizational profitability are all correlated with an understanding of customer satisfaction (Cheng et al., 2015; Grafeld et al., 2016; Kärnä, 2014). The evaluation of customer satisfaction has drawn a lot of interest in competitive market economies since gaining customer satisfaction and, by extension, loyalty, is intimately linked to corporate performance (Ibrahim and Gill, 2005; Hassan & Shahnewaz, 2014).

Tourist satisfaction affects a few decisions, including choice of location, use of activities and services, intention to return, and recommendation-making. Evaluating tourists' overall satisfaction entails looking at how satisfied they are with each feature and how important it is. This could lead to positive behavioral responses like recommendations and repeat business (Gursoy et al., 2014).

Travelers who are satisfied with their experience serve as important brand ambassadors by using word-of-mouth techniques to advocate tourist destinations. Due to its substantial influence on tourists’ choices, purchasing habits, and decisions to return or promote the location, this has grown to be a serious problem for competing destinations (M. A. Bhat & Qadir, 2013; Gnanapala, 2016;

Huh et al., 2006; Kozak & Remmington, 2000; Shirazi & Som, 20). Enhancing client satisfaction has been recognized as a crucial role for Destination Management Organizations (DMOs), resulting in heightened appeal and competitive positioning (Dmitrovic et al., 2009)..

Furthermore, loyal tourists, characterized by repeat visits and positive recommendations, contribute to minimizing customer recruitment expenses and servicing costs. Loyalty, in the context of travel destinations, is akin to repeat visits or recommendations to others (Yoon and Uysal, 2005). Loyal tourists are found to be less price-sensitive, and enhancing customer satisfaction is crucial for destination loyalty (Hallowell, 1996; Petrick, 2004).

Following a trip, managers evaluate the emotional condition of tourists, which helps them compare organizational performance, enhance services, and acquire a competitive advantage (Fornell, 1992; Kotler, 1994; Peters, 1994). The role of travel experience, vacation motivations, service quality, perceived pricing, customer value, and business success are all highlighted in recent holistic models that explain destination loyalty (Yoon and Uysal, 2005; Oh, 1999; Bigne et al., 2001; Kozak, 2001; Um et al., 2006). In order to comprehend destination loyalty, these models take into account variables like motivations, sociodemographics, and personal attributes. They also acknowledge the heterogeneous behavior of tourists with different features (Mittal and Kamakura, 2001; Beerli and Martn, 2004; Font, 2000).

2.13 Previous Studies

To enhance this research, the researcher conducted a comparative analysis with various international studies, one of which is outlined below:

2.13.1 Study Conducted by Cristobal, E., Flavian, C., & Guinaliu, M. (2007).

Title: "Perceived e-service quality (PeSQ) Measurement validation and effects on consumer satisfaction and web site loyalty"

Objective: This study aimed to develop a multiple-item scale for assessing e-service quality and examine the influence of perceived quality on consumer satisfaction and website loyalty.

Variables:

- *Independent Variable:* Perceived service quality.
- *Mediator Variable:* Satisfaction.
- *Dependent Variable:* Loyalty.

Sample: The study involved 54 participants divided into two groups to refine the scale and assess its impact on the target population. The pre-test phase resulted in a total of 25 items.

Findings: The validation process of the scale indicated that perceived quality is a multidimensional concept encompassing online design, customer service, assurance, and order administration. The study established that perceived quality has a positive impact on satisfaction, and in turn, satisfaction influences consumer loyalty. Notably, these conclusions remained consistent when the entire sample was segmented into buyers and information seekers.

2.13.2 Study Conducted by Hsieh, C. M., Park, S. H., & Hitchcock, M. (2015)

"Examining the relationships among motivation, service quality and loyalty."

Objective: This study aims to explore the causal relationships between push and pull motivations, perceptions of service quality, and loyalty intentions. Additionally, it investigates the moderating effect of membership status at Taiwan's largest museum, the National Museum of Natural Science (NMNS).

Variables:

- *Independent Variables:* Push Motivation, Pull Motivation
- *Mediator Variable:* Perceptions of Service Quality
- *Dependent Variable:* Museum Loyalty

Sample: Data were collected from 405 paid admission guests using quota and systematic sampling through two stages of pre- and post-visit questionnaires.

Findings: The study reveals that both push and pull motivations influence perceptions of service quality, subsequently impacting museum loyalty. Interestingly, the influence of pull motivation on service quality perceptions was more pronounced in the non-member group compared to the member group. Conversely, the effect of service quality perceptions on loyalty was stronger in the member group than in the non-member group. These findings suggest that museum administrators should tailor their approach to design and promote museum products and services to cater to different tourist types, ensuring the sustained success and prosperity of the museum.

2.13.3 Study Conducted by RAHMIATI, F., OTHMAN, N. A., BAKRI, M. H., ISMAIL, Y., & AMIN, G. (2020).

"Tourism service quality and tourism product availability on the loyalty of international tourists"

Objective: This study aimed to assess various dimensions of tourism service quality, encompassing tour agents, efficient personnel, accessible transportation, and information service quality. Additionally, it examined criteria for tourism product availability, including a diverse range of products, tour agencies, tourist items, and amenity services.

Variables:

- *Independent Variables:* Tourism service quality, tourism product availability
- *Mediator Variable:* Tourist satisfaction
- *Dependent Variable:* Tourist Loyalty

Sample: A total of 424 questionnaires were collected, with 35 excluded due to errors. Utilizing the incidental sampling method, 389 respondents were surveyed at Soekarno Hatta International Airport, targeting international tourists.

Findings: With the exception of the impact of tourism service quality on tourist loyalty in Indonesia, all other hypotheses were substantiated. This research aims to make a substantial contribution to existing tourism literature, particularly from the perspective of foreign tourists visiting Indonesia.

2.13.4 Study Conducted by Huong, V. T., Casadesus, M., & Marimon, F. (2017).

"Assessing learner satisfaction by simultaneously measuring learner attitude, motivation, loyalty and service quality in English academies."

Objective: This study pursues a threefold objective in the context of English academy teaching: (i) evaluating learner satisfaction, (ii) examining the influence of satisfaction on loyalty, and (iii) assessing three identified antecedents of learner satisfaction - learner motivation, learner attitude, and service quality.

Variables:

- *Independent Variables:* Learner motivation, Service quality
- *Mediator Variable:* Learner satisfaction
- *Dependent Variable:* Learner loyalty

Sample: In 2014, a questionnaire was administered to 334 English learners in Spain.

Findings: The results indicate that learner satisfaction is primarily influenced by service quality, with minimal impact from learner motivation and learner attitude. Additionally, learner satisfaction significantly correlates with learner loyalty. Extrinsically motivated learners exhibit a weak association with learner attitude and an adverse connection with service quality, as indicated by the findings.

2.13.5 Study Conducted by Qu, H., & Ping, E. W. Y. (1999).

"A service performance model of Hong Kong cruise tourists' motivation factors and satisfaction"

Objective: This study aims to identify the profile, motivation factors, and satisfaction levels of Hong Kong cruise travelers. Additionally, it seeks to investigate the primary determinants and the likelihood of cruise travelers returning to cruise travel.

Variables:

- *Independent Variables:* Service quality; Motivation
- *Dependent Variable:* Satisfaction

Sample: A structured personal interview was conducted, involving 330 respondents from five vessels, selected using a systematic sampling approach. The study employed a service performance model, complemented by descriptive and logistic regression analyses.

Findings: The findings highlight motivations such as "Escape from normal life," "Social gathering," and "Beautiful atmosphere and landscape." Respondents expressed high satisfaction with the food and beverage facilities, as well as the quality and performance of staff. However, dissatisfaction was noted in areas such as "Attractiveness, variety, and organization of entertainment," "Sport/fitness, shopping, and childcare facilities," and "Seating space in F&B outlets." "Accommodation," "Food and beverage," and "Entertainment" emerged as the most critical determinants influencing the likelihood of returning to ship travel.

2.13.6 Study Conducted by Appel-Meulenbroek, R. (2008).

"Managing "keep" factors of office tenants to raise satisfaction and loyalty."

Objective: This paper aims to contribute to the literature on behavioral property aspects and enhance the landlord-tenant relationship by investigating the influence of office factors, including location and building attributes categorized as "keep," push, and pull factors, on tenant satisfaction and loyalty.

Variables:

- *Independent Variables:* Push Motivation, Pull Motivation
- *Mediator Variable:* Satisfaction
- *Dependent Variable:* Loyalty

Sample: The study employs structured face-to-face interviews with 38 office tenants to identify significant push, pull, and "keep" factors and their impact. The results are contextualized within marketing theories related to competition and customer intimacy, offering practical insights for property management.

Findings: The findings suggest that maintaining a tenant requires more relational effort than merely competing based on a superior price/quality ratio. The tenant's assessment of "keep" factors, primarily functional, involves a subjective dimension. While push and pull factors are predominantly technical, their ability to enhance satisfaction is limited. The research acknowledges limitations, such as a sample confined to two multi-tenant buildings in one location, emphasizing the need for future extensions to diverse locations and tenant types to acquire longitudinal data.

2.13.7 Study Conducted by Ramseook-Munhurrun, et al. (2010).

"Service Quality in the Public Service"

Objectives:

1. To identify and elucidate the push and pull factors impacting tourists' behavioral intentions.
2. To assess the influence of push and pull factors on tourist satisfaction.
3. To investigate the mediating role of tourist satisfaction in the relationship between push and pull factors and tourists' behavioral intentions.

Variables:

- *Independent Variables:* Push factors, Pull factors.
- *Mediator Variable:* Tourist's satisfaction
- *Dependent Variable:* Behavioral intentions

Sample: The study focuses on international tourists who have visited Timor-Leste, particularly Dili, stayed in Dili hotels, and explored tourist destinations in Dili. The total sample size comprises 171 participants.

Findings: The findings indicate a positive association between push variables and tourists' behavioral intentions, whereas pull factors do not exhibit a significant impact. Furthermore, the study reveals that tourist satisfaction plays a substantial mediating role in the relationship between pull variables and tourist behavioral intentions. However, it does not significantly mediate the connection between push factors and tourists' behavioral intentions. Understanding both push and pull forces is crucial for developing tourism destinations that leverage their natural and cultural uniqueness to align with tourists' behavioral intentions, thereby gaining a competitive advantage.

2.13.8 Study Conducted by Subrahmanyam, A. (2017)

“Relationship between service quality, satisfaction, motivation and loyalty”

Objectives: This paper utilizes structural equation modeling (SEM) to identify and assess four competing models that explore the interrelationships among students' perceived service quality, satisfaction, motivation, and loyalty. The aim is to determine the most fitting model through the chi-square difference ($\chi 2$) statistic test.

Variables:

- *Independent Variables:* Perceived service quality, Motivation.
- *Mediator Variable:* Satisfaction.
- *Dependent Variable:* Students’ loyalty.

Sample: The study employs a survey research approach to gather data on students' perceptions of service quality, satisfaction, motivation, and loyalty. A total of 1,439 valid questionnaires were collected from four public institutions in the Indian state of Andhra Pradesh. Structural Equation Modeling (SEM) was employed to examine the relationships between these four variables.

Findings: Among the competing models, the structural model with direct and indirect links between the constructs emerged as the most suitable. The results affirmed a direct influence of students' perceived service quality on satisfaction and motivation, along with an indirect impact on students' loyalty. The paper discusses implications, research contributions, and proposes areas for future research in this domain.

2.13.9 Study Conducted by Piramanayagam, S., Kumar, N., Mallya, J., & Anand, R. (2020

"Tourist's Motivation and Behavioral Intention to Visit a Religious Buddhist Site"

Objective: This study aims to discern motivation factors and assess their influence on the behavioral intentions of pilgrims visiting Bodhgaya, a prominent Buddhist religious site in India.

Variables:

Independent Variables: Religious belief, History, architecture and culture, Service quality.

Dependent Variable: Behavioral intention.

Sample: To accomplish this objective, 28 religious motivational items were identified based on previous studies and underwent exploratory factor analysis (EFA). The study involved 385 respondents.

Findings: Religious belief, service quality, and the historical, architectural, and cultural characteristics of religious institutions emerged as motivational factors. Utilizing structural equation modeling, the study delved into the impact of these motivational factors on behavioral intention. The findings highlighted that service quality stands out as the most influential motivator affecting the behavioral intentions of religious tourists in Bodhgaya, followed by religious belief. In contrast, the history, architecture, and cultural characteristics of Bodhgaya showed no significant influence on tourist behavior. The report suggests that service providers in this destination should prioritize enhancing service quality.

2.13.10 Study Conducted by Fayed, H. A. K., Wafik, G. M., & Gerges, N. W. (2016).

"The Impact of Motivations, Perceptions and Satisfaction on Tourists Loyalty"

Objective: This study aims to bolster Egypt's tourism competitiveness by identifying tourist motives and improving destination service quality. For tourism marketers in Egypt, understanding passenger behavior and perceptions is crucial to securing or expanding Egypt's market share. The study seeks to comprehend the causal relationships between tourist motivations, perceptions, satisfaction, and destination loyalty. Additionally, it aims to investigate tourists' motivations and perceptions of Egypt as a tourism destination to gain insights into their behavior. Finally, the study examines the connection between satisfaction and loyalty.

Variables:

- *Independent Variables:* Motivations, Perceptions.
- *Mediator Variable:* Satisfaction.
- *Dependent Variable:* Loyalty.

Sample: To achieve these objectives, a self-field questionnaire was utilized for data collection. Path analysis was employed to explore relationships among variables. The sample comprised 400 tourists, with 232 collected questionnaires representing a response rate of 58%.

Findings: Key findings revealed that tourists' motivations and perceptions significantly influenced satisfaction and the willingness to return. Both motivations and perceptions demonstrated a significant impact on satisfaction, while motivations, perceptions, and satisfaction collectively significantly influenced loyalty.

Chapter Three: Research Methodology

3.1 Introduction

The study strategy is explained at the outset of this chapter by providing a summary of the study philosophy, technique, and approach used in the current research. The chapter then goes on to outline the traits of the selected population, the procedure for selecting samples, and the approach for gathering and analyzing data. The study then evaluates the validity and reliability of the quantitative research. In the final section, which discusses difficulties with filling out the questionnaire, a summary of the research is given.

Various concepts related to the characteristics of service quality (Tangibility, Reliability, Responsiveness, Assurance, and Empathy), motivation factors (Push and Pull), tourists' satisfaction, and loyalty are discussed in the study's theoretical component.

The methods used in this study include a review of the literature on motivation factors and aspects of service quality. Because it was simple to use and fit the goals of the study, the questionnaire was chosen as the main tool for gathering data.

This chapter describes the tests that were performed in order to investigate the suggested hypotheses and the research's theoretical framework. It includes the research design, as well as sections on sampling, data collection, variable measurement scales, and data analysis techniques, in that order.

3.2 Research Design

The purpose of this study was to evaluate the impact of motivational factors and service quality on tourist satisfaction and loyalty. The study also looked at how tourist satisfaction mediated the relationship between motivational factors, service quality, and tourist loyalty. The study used a quantitative research design and was centered on Istanbul as a tourist destination. The study employed partial least squares structural equation modeling (PLS-SEM) to assess the influence of motivating factors and service quality on tourist satisfaction and loyalty.

Data were gathered using a self-administered, three-part questionnaire. The first section examined the independent variables and included 28 items that were derived from Bhat et al. (2012) and Leo

et al. (2021). Four of the headings measured overall tourist satisfaction, while the remaining four measured tourist loyalty (Rodger et al., 2015). On a 5-point Likert scale, with 1 denoting strongly disagree and 5 denoting strongly agree, each item in this section was assessed. The participants' age, gender, level of education, income, and region were among the demographic data that was collected in the second section. Four academics in the field of tourism reviewed and revised the study instrument before data collection.

3.3 Sampling and Data Collection

Convenience sampling was used to get information from tourists in Istanbul. It was an economical technique that allowed for quick data gathering. An airport departure terminal utilized a self-administered questionnaire. At the outset, participants were questioned about their experiences and whether they had been to Istanbul in light of their motivational factors and expectations for the quality of the services. They were then invited to participate in the survey by email. A total of 450 surveys were delivered and collected, with the questionnaires being given to both groups and individual travelers. Only 413, however, were judged appropriate (with a minimum 5% margin of error and a 95% confidence level). for data analysis. Cochran's formula (Parvin et al., 2020) indicates that 384 samples are adequate for large populations (approximately 15 million tourists arrived in Istanbul in 2019).

3.4 Measurements

An English-language, self-administered, structured questionnaire was used to survey tourists. The established measurement scales from earlier studies in the literature served as the foundation for the creation of the questionnaire. The study's issue was measured from the views of tourists using a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). The questionnaire was divided into four components, each of which is described in more detail below:

3.4.1 Service quality Activities

Using a scale developed from Parasuraman et al. (1985), participants were asked to rate how well they thought the services they received met their expectations. The purpose of this scale is to provide a more thorough understanding of the five aspects of service quality: assurance, empathy, responsiveness, reliability, and tangibility. This survey also sought to determine how they felt about the overall quality of the services.

3.4.2 Motivation factors

The measurement strategy was modified from Leo et al. (2021) in order to provide a comprehensive and in-depth explanation of the connections between the motivations. These incentives included push factors like travel for work, leisure, recreation, or holidays, visiting friends, and health. The primary mode of mobility in the area was also investigated, encompassing alternatives such as private vehicles, rented cars, public transportation, and more. Furthermore, pull factors were considered, drawing from earlier research (Uysal et al., 1996; Iso-Ahola and Mannel, 1987; Fodness, 1994; Mohsin and Ryan, 2003; Shoemaker, 1989; Cossens, 1989). These factors included beaches, spas, hospitality, authenticity, accessibility, historical centers, traffic, forms of transportation, sports facilities, landscape, monuments, urban planning, and restaurants. This strategy sought to clarify the reasons travelers select the location over alternatives, the type of experience they seek, the activities they wish to engage in, and the impact of these factors on satisfaction and tourist loyalty.

3.4.3 Tourist satisfaction

Participants used a Likert scale, which went from strongly disagree (1) to strongly agree (5), to indicate how satisfied they were. Finally, the multidimensional Rodger et al. (2015) recommended scale was used to measure overall satisfaction. Each component's relevance was rated on a five-point Likert scale using this scale.

3.4.4 Tourist loyalty

Relative attitude can be categorized as either high or low. In this study, relative attitude is assessed through four statements on a 5-point Likert scale, which contributes to the intention to revisit and positive word of mouth. Bhat. M. A (2014)

3.5 Data Analysis

Following the collection of data from respondents, any missing values were carefully examined, and appropriate action was taken. Before beginning the data analysis, the data were subjected to accuracy checks. Four successive steps of the study were carried out using the Statistical Package for Social Sciences (SPSS):

3.5.1 Phase 1: Preliminary Data Analysis

Every variable in the study was subjected to univariate analysis. To evaluate the distribution of the observed variables, descriptive statistics such as means, standard deviations, skewness, and kurtosis values were analyzed. The values of skewness and kurtosis were carefully examined to make sure they were within a reasonable range of normalcy. For each dimension and the overall variable, a Q-Q plot was used to perform a graphical normality test. In addition, the study examined the frequencies of several demographic attributes in order to examine the respondents' profile.

3.5.2 Phase 2: One-Way Analysis of Variance

In this study, One-way Analysis of Variance (ANOVA) was utilized to investigate the differences in respondents' demographic features. Moreover, Tukey's HSD test was used in post-hoc multiple comparisons to pinpoint the precise groups in charge of the observed differences. To determine whether there were differences in the variables of interest based on the demographics of the tourists—gender, age, marital status, income, education level, and region—a one-way analysis of variance was performed.

3.5.3 Phase 3: Two-step SEM process

A statistical technique called structural equation modeling (SEM) uses a confirmatory approach to examine a structural hypothesis behind a phenomenon. This theory often depicts a "causal" process and gathers data using a set of structural equations to show an explicit model (Byrne, 2010).

The "Analysis of Moment Structure" (AMOS) 20 program was used to examine the data. This investigation used a two-step SEM procedure. First, the measurement model's fit and concept validity were evaluated using Confirmatory Factor Analysis (CFA) (Hair et al., 2014). Within the SEM framework, CFA provides an illustration of the measurement model, the relationships between factors, and their measured variables (Byrne, 2010).

Additionally, the model's overall goodness of fit was evaluated using independent fit indices, which included the Chi-Square ($\chi 2$), RMSEA (Root Mean Square Error of Approximation), and SRMR (Standardized Root Mean Square Residual). Additionally, incremental fit indices were used, such as the Tucker-Lewis Index (TLI) and the Comparative Fit Index (CFI). The threshold values for the fit indices used in this investigation are shown in Table (3.1), in compliance with Hu & Bentler's (1999) advice.

Table 3-1 Fit Index and Cut-off Values Fit

Fit Index	Cut-off Criteria
$\chi 2$(Chi-square goodness of fit)	$p > 0.05$
CFI (Comparative Fit Index)	CFI>0.95
TLI (Tucker-Lewis Fit Index)	TLI>0.95
RMSEA (Root Mean Square Error of Approximation)	RMSEA<0.06
SRMR (Standardized Root Mean Residual Incremental)	SRMR<0.08

Note. $\chi 2$ = chi-square; df = degree of freedom; CFI = comparative fit index; TLI = Tucker-Lewis fit index; RMSEA = root mean square error of approximation; SRMR = standardized root mean residual Source: Hu & Bentler (1999).

Subsequently, convergent validity was examined, which was accomplished by assessing discriminant validity and reliability using internal consistency assessment. Testing the structural model and determining the importance of the associations was the next step in this stage (Hair et al., 2014). After the structural model's fit was analyzed, theories were put to the test, and the relationships were estimated using the path diagram.

3.5.4 Phase 4: Testing Mediation

Two approaches were used in this study to investigate the mediating function of tourist satisfaction. The first tactic is the causal steps approach, which, according to MacKinnon & Fairchild (2009), suggests that the indirect effect of a variable happens when the causal impact of an antecedent variable is passed to the dependent variable through a mediator. Kline (2011) pointed out that the causal steps approach's indirect effect lacks a statistical definition. Consequently, evaluating the mediational model through examining the direct effects between variables is an alternate strategy. As a result, the direct effects of tourism service quality and motivation factors on tourist loyalty were assessed in order to investigate the mediating function of tourist satisfaction. The mediating effect was then ascertained by comparing this direct effect to the overall effect.

However, other researchers contend that the mediator effect cannot be directly predicted by the causal stages' methodology, necessitating the use of an alternative method in order to formally evaluate the mediator (MacKinnon, Lockwood, Hoffman, West, & Sheets, 2002; Preacher & Hayes, 2004). Consequently, in order to evaluate the indirect impact of tourist satisfaction, the bootstrapping technique was used (MacKinnon & Fairchild, 2009; Preacher & Hayes, 2004; Shrout & Bolger, 2002).

According to Bollen and Stinet (1990), this approach bases the estimators' attributes on samples taken from the original observations. After testing the hypothesis, the null hypothesis—that there is no indirect effect—is rejected at the designated significance level if 0 falls outside the top and lower bounds of the confidence interval (Efron, 1987; Preacher & Hayes, 2008).

Chapter Four: Result Analysis and Findings

4.1 Introduction

This chapter is organized into four sections, each of which highlights a significant discovery from the study. The first section consists of preliminary data analysis for the items on the measuring scale, explaining the distribution, gathering, and verification of questionnaires. It also provides a thorough examination of the demographic traits of tourists. The nine study dimensions—Service quality (SERVQUAL), Tangibility (TAN), Reliability (REL), Responsiveness (RES), Assurance (ASS), Empathy (EMP), Motivation factors (MOV), Push and Pull Factors, Tourist satisfaction (TS), and Tourist loyalty (TL)—are also descriptively examined in this phase. The mean, standard deviation (Std.), skewness, kurtosis, and mean confidence interval are all included in the descriptive analysis. Furthermore, a Q-Q plot normality test is performed, utilizing a graphical normality test for every dimension and the total set of variables.

Using one-way analysis of variance (ANOVA) and post-hoc multiple comparisons using Tukey's HSD test, the second phase presents the demographic differences among the respondents and identifies which groups are responsible for the observed discrepancies. The Structural Equation Method (SEM) is used in the third step. A measuring model is first described using Confirmatory Factor Analysis (CFA), and then a structural model is created to examine the study's hypotheses. In the last stage, the bootstrapping approach and the causal steps strategy are both used to evaluate the mediating role of tourist satisfaction.

4.2 Preliminary Data Analysis

Following the tourists' completion of the questionnaires, the data were examined for correctness, missing information, and response distribution normality. Four hundred and twenty-six of the 450 sent surveys were returned. Due to response bias, non-response bias, and missing data, only (413) questionnaires were deemed valid and useful for additional analysis (refer to Table 4.1).

Table 4-1 Numbers of Questionnaires in Data Gathering Process

	Distributed Questionnaire	Received Questionnaire	Valid Questionnaire
Total	450	426	413

4.3 Demographic Analysis

Features In addition, supplementary analysis was conducted to verify the respondents' gender, age, marital status, level of education, monthly income, and region. Additionally, the results of the respondents' gender demographic data are displayed in Table 4.2.

Table 4-2 Gender Demographic Characteristics of Respondents

Demographic Characteristic	Number	%
Gender		
Male	135	32.7
Female	253	61.3
Others	25	6.1
Total	**413**	**100.0**

According to Figure 4.1, the total number of respondents consists of 32.7% (135) male, and 61.3% (253) females and 6.1% (25) others.

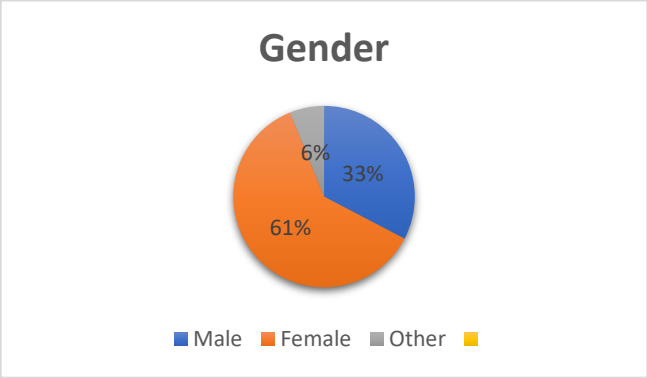

Figure 4-1 Gender Demographic Characteristics of Respondents

Furthermore, Figure 4.2 illustrates that 11.6% (48) of tourists fall within the age range of 46 to 64 years, with 33.9% (140) falling between 36 to 45 years old. The majority of tourists, constituting 35.1% (145), belong to the age group of 18 to 35 years. Additionally, 19.4% (80) of tourists are aged 65 years and older.

Table 4-3 Age Demographic Characteristics of Respondents

Demographic Characteristic	Number	%
Age		
From 18 to 35 Years	145	35.1
From 36 to 45 Years	140	33.9
From 46 to 64 Years	48	11.6
65 years and older	80	19.4
Total	**413**	**100.0**

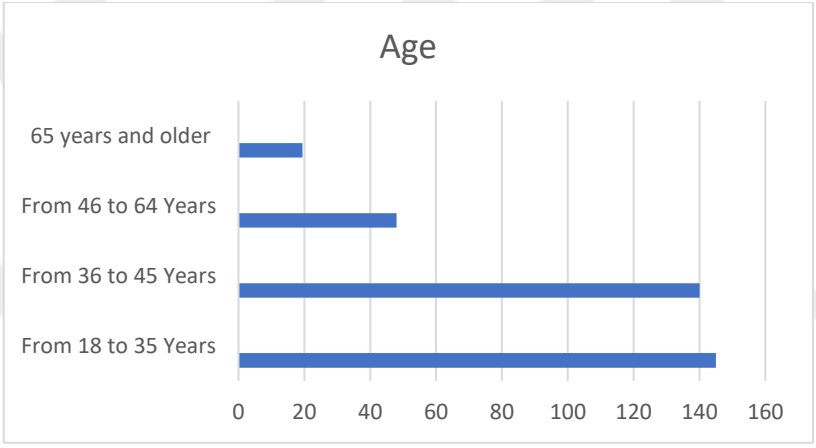

Figure 4-2 Age Demographic Characteristics of Respondents

Besides, Figure 4.2 shows that the majority of tourists are married 60% (248), 30.3% (125) of tourists are single, and 9.7% (40) of tourists select the "other' category in marital status.

Table 4-4 Marital Status Demographic Characteristics of Respondents

Demographic Characteristic	Number	%
Marital_status		
Single	125	30.3
Married	248	60.0
Other	40	9.7
Total	**413**	**100.0**

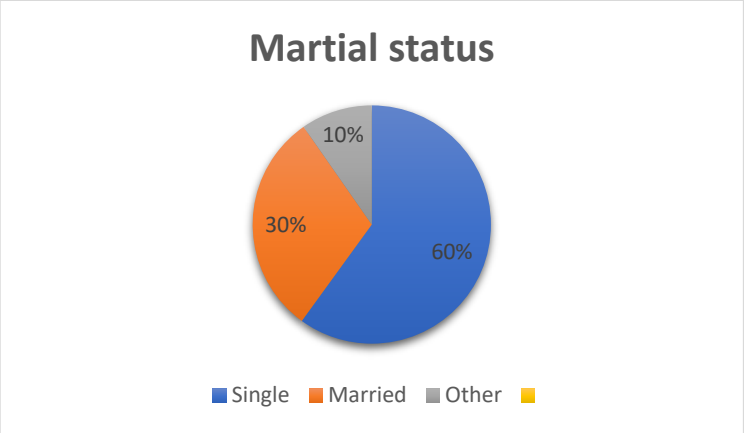

Figure 4-3 Marital Status Demographic Characteristics of Respondents

In terms of the educational level of respondents, the majority of tourists, comprising 58.8% (243) respondents, hold a bachelor's degree. Additionally, 17.9% (74) of tourists have a high school education or less, 12.3% (51) have completed college, and the remaining tourists, accounting for 10.9% (45), possess a master's degree or above (refer to Figure 4.4).

Table 4-5 Educational Level Demographic Characteristics of Respondents

Demographic Characteristic	Number	%
Educational level		
High School or Less	74	17.9
College Level	51	12.3
Bachelor's Degree	243	58.8
Master's Degree or above	45	10.9
Total	**413**	**100.0**

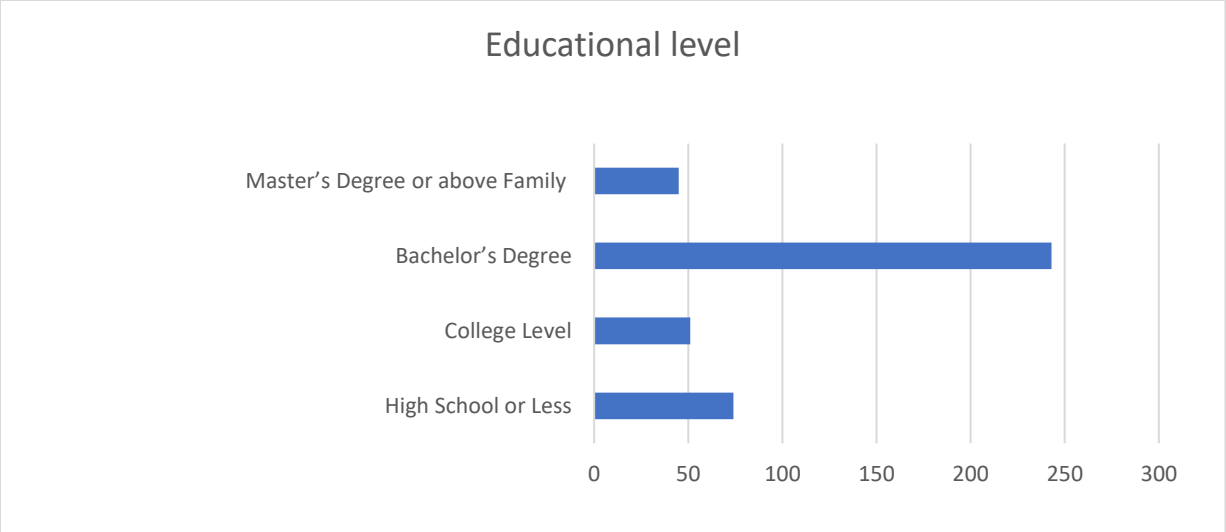

Figure 4-4 Educational Level Demographic Characteristics of Respondents

Additionally, concerning the monthly income of respondents, nearly half of the respondents, constituting 48.4% (200) individuals, earn between $2001 and $3000. Furthermore, 7.3% (30) of respondents have a monthly income of less than or equal to $1000. Moreover, 23% (95) of tourists earn between $1001 and $2000 per month. Additionally, 21.3% (88) of tourists report a monthly income of $3001 or more.

Table 4-6 Monthly Income Demographic Characteristics of Respondents

Demographic Characteristic	Number	%
Monthly income		
Less than 1000$	30	7.3
From 1001 to 2000$	95	23.0
From 2001 to 3000$	200	48.4
3001$ or more	88	21.3
Total	**413**	**100.0**

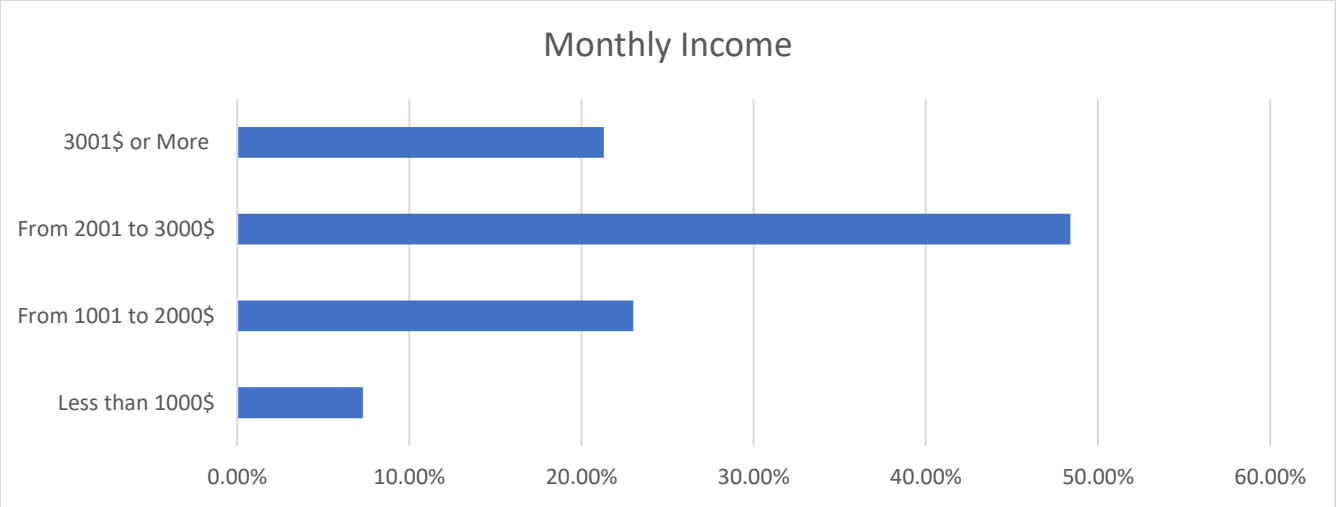

Figure 4-5 Monthly Income Demographic Characteristics of Respondents

Finally, as illustrated in Figure 4.6, the breakdown of tourists' regions of origin reveals that the majority, accounting for 38.8% (158) of tourists, come from Asia. Additionally, 10.9% (45) of tourists originate from Africa, 13.3% (55) from Eastern Europe, 2.4% (10) from Australia, 23% (95) from Europe, and 8.5% (35) from North America. The remaining 3.6% (15) of tourists come from South America.

Table 4-7 Region Demographic Characteristics of Respondents

Demographic Characteristic	Number	%
Region		
Africa	45	10.9
Eastern Europe	55	13.3
Asia	158	38.3
Australia	10	2.4
Europe	95	23.0
North America	35	8.5
South America	15	3.6
Total	**413**	**100.0**

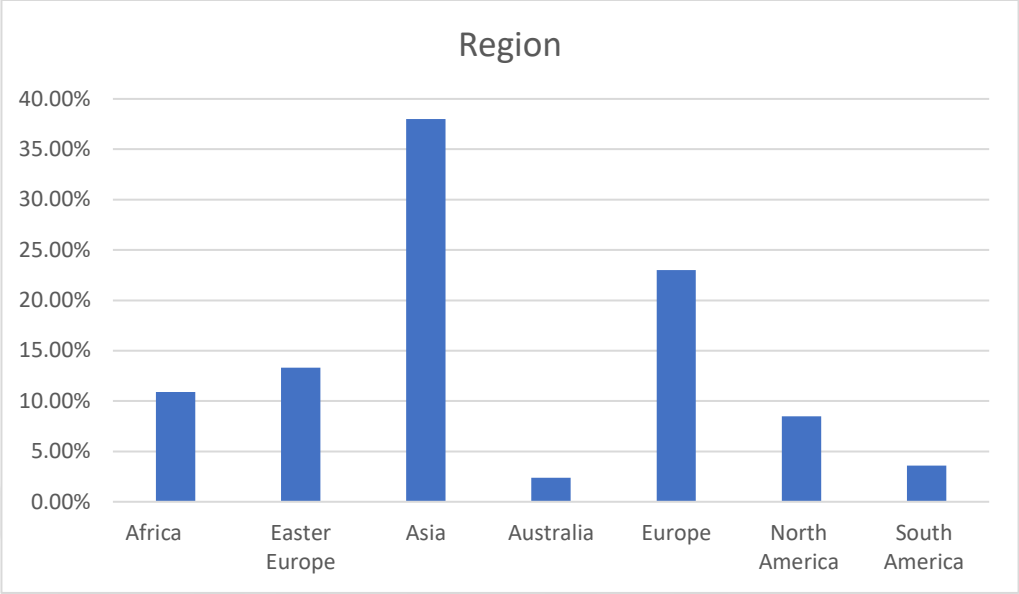

Figure 4-6 Region Demographic Characteristics of Respondents

4.4 Descriptive Analysis of the Study's Dimensions

Presenting a descriptive summary of the study's dimensions comes next in this phase, following the preliminary data analysis for the measurement scale items. This covers important statistical factors such the data's mean, skewness, kurtosis, standard deviation (or Std.), and confidence interval. As shown in Table 4.8 below, descriptive statistical tools are used to summarize the data gathered for this investigation.

Table 4-8 Findings of the Descriptive Analysis of the Study's Dimensions

						CI 95% for mean	
Dimensions	**N**	**Mean**	**Std.**	**Skewness**	**Kurtosis**	**Lower bound**	**Upper bound**
Tangibility	413	3.8935	.86856	-.889	.672	3.8094	3.9775
Reliability	413	3.9080	.79440	-.929	.329	3.8311	3.9848
Responsiveness	413	3.8656	.81891	-.985	.660	3.7864	3.9448
Assurance	413	3.8971	.84958	-.779	.360	3.8149	3.9793
Empathy	413	3.9262	.77819	-.684	-.187	3.8509	4.0014
Push	413	3.9322	.83623	-.616	-.481	3.8513	4.0131
Pull	413	3.9818	.79686	-.743	.375	3.9048	4.0589
Tourist satisfaction	413	4.0206	.82523	-.922	.829	3.9408	4.1004
Tourist loyalty	413	4.0133	.76192	-.914	.788	3.9396	4.0870

As can be seen in the table, the 'Tourist Satisfaction' dimension has the highest mean score among the nine dimensions, with a mean of 4.02 and a standard deviation (Std.) of 0.825 based on respondent responses. 'Responsiveness' has the lowest mean value, 3.86, with a standard deviation

of 0.818. Notably, all dimensions—including "Responsiveness"—have mean values greater than the three (3) mid-score on the 5-point Likert scale.

In addition, Table 4.8 presents the data skewness and kurtosis results. Kurtosis characterizes how heavy the distribution is toward the tail, whereas skewness describes the degree of symmetry—or lack thereof—in a dataset. The skewness of a perfectly symmetrical dataset is 0. The data is within an acceptable range of normality if the skewness and kurtosis are between -1 and +2. The results for skewness and kurtosis in Table 4.8 show that all dimensions fall within the permitted range of normality. Additionally, the outliers fall within the allowable range of error occurrence when computing population averages with a 95% confidence interval.

Table 4-9 Descriptive Statistics Related to Service Quality Tangibility (TAN)

Items of Tangibility	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Deviation
TAN1	2.40% 10	4.60% 19	17.40% 72	41.4% 171	34.1% 141	4.0024	.95911
TAN2	2.40% 10	7.30% 30	20.6% 85	42.1% 174	27.6% 114	3.8523	.98532
TAN3	2.70% 11	5.80% 24	21.1% 87	43.1% 178	27.4% 113	3.8668	.97003
TAN4	2.40% 10	4.80% 20	21.5% 89	41.9% 173	29.3% 121	3.9080	.95595

*** TAN: Tangibility**

TAN1 "Modern and technologically relevant transportation."

A considerable percentage of responders, almost 41.4% (171 out of 413) and 34.1% (141 out of 413), agreed and strongly agreed, respectively, with statement TAN1, as shown in Table 4.9. On the other hand, just 4.6% disagreed and 2.4% strongly disagreed with the same statement. Furthermore, 'neutral' was selected by 17.4% of respondents (72 out of 413). The replies to this statement have a mean score of 4.00 and a standard deviation of 0.959, respectively. This suggests that one of the most important roles that contemporary, "Modern and technologically relevant

transportation." plays in the values related to the Tangibility dimension. Notably, out of all the statements in the Tangibility dimension (TAN) section, this one had the highest overall mean value.

TAN 2: "Appealing accommodation facilities."

Additionally, Table 4.9 shows that the second statement (TAN2) was agreed upon by 42.1% and strongly agreed upon by 27.6% of respondents, respectively. In contrast, just 2.4% and 7.3% of participants, respectively, expressed strongly disagreement and disagreement. Moreover, the 'neutral' option was selected by 20.6% of respondents (85 out of 413). With a standard deviation of 0.985 and a mean score of 3.85, this statement has the lowest mean value when compared to the other statements.

TAN 3: "Overall cleanliness of the destination."

The majority of respondents, or roughly 43.1%, agreed with the third statements (TAN3), and 27.4% strongly agreed. On the other hand, just 21.1% chose the "neutral" option, 5.8% disagreed, and 2.7% strongly disagreed. The replies to this statement have a mean score of 3.86 and a standard deviation of 0.970. Significantly, the majority of respondents agreed with it, as indicated by the mean score being greater than 3.0, the midpoint of the 5-point scale.

TAN4: "Excellent food."

Of the respondents, 41.9% (173 out of 413) agreed with the fourth statement (TAN4), and 29.3% strongly agreed. In contrast, just 2.4% and 4.8% of participants, respectively, expressed strongly disagreed and disagreed. Furthermore, the 'neutral' option was selected by 21.5% of respondents. The replies to this statement have a mean score of 3.90 and a standard deviation of 0.955, as shown in Table 4.9. It's noteworthy to observe that respondents support the statement, as indicated by the mean score.

Table 4-10 Descriptive Statistics Related to Service Quality Reliability (REL)

Items of Reliability	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Deviation
REL 1	1.50% 6	3.60% 15	22.0% 91	46.5% 192	26.4% 109	3.9274	.86997
REL2	2.20% 9	7.00% 29	16.5% 68	46.0% 190	28.3% 117	3.9128	.95894
REL3	2.20% 9	7.70% 32	16.5% 68	44.1% 182	29.5% 122	3.9104	.98000
REL4	1.20% 5	7.70% 32	15.0% 62	42.1% 174	33.9% 140	3.9976	.95404

***REL: Reliability**

REL 1: "Performing the service/s at the promised time."

A considerable proportion of responders, almost 46.5% (192 out of 413) and 26.4% (109 out of 413), strongly agreed and agreed, respectively, with statement REL 1. This is shown in Table 4.10. On the other hand, just 1.5% and 3.62% of participants expressed strong disagreement and disagreement with the same proposition. Furthermore, 91 out of 413 respondents, or 22% of the sample, selected the "neutral" option. The responses to this statement had a mean score of 3.92 and a standard deviation of 0.869, respectively. This suggests that "Performing the service/s at the promised time." has a significant impact on the reliability dimension's values. Notably, respondents' support for the statement is reflected in the mean score of the responses.

REL 2: "Performing the service/s right the first time."

Furthermore, Table 4.10 shows that the second statement (REL 2) was agreed upon by 46% and strongly agreed upon by 28.3% of respondents, respectively. In contrast, just 2.2% and 7% of participants, respectively, expressed significant disagreement and disagreement. Furthermore, the 'neutral' option was selected by 16.5% of respondents (68 out of 413). The replies to this statement have a mean score of 3.912 and a standard deviation of 0.958. Significantly, the majority of respondents agreed with it, as indicated by the mean score being greater than 3.0, the midpoint of the 5-point scale.

REL 3: "Meeting the tour schedule."

About 44.1% of respondents agreed with the third statement (REL 3), and 29.5% strongly agreed with it. On the other hand, just 2.2% of respondents selected the "neutral" option, 7.7% disagreed, and 16.5% strongly disagreed. The replies to this statement have a mean score of 3.910 and a standard deviation of 0.980. In contrast to the other assertions, this one had the lowest mean value.

REL 4: "No sudden increase in tour cost."

42.1% of respondents (174 out of 413) agreed with the fourth statement (REL 4), and 33.9% strongly agreed. On the other hand, just 1.20 percent of respondents disagreed, and 7.7 percent disagreed severely. Furthermore, 15% of participants selected the 'neutral' option. The replies to this statement have a mean score of 3.99 and a standard deviation of 0.954, as shown in Table 4.10. Notably, out of all the statements in the Reliability dimension (REL) section, this statement had the highest overall mean value.

Table 4-11 Descriptive Statistics Related to Service Quality Responsiveness (RES)

Items of Responsiveness	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Deviation
RES1	1.50% 6	6.80% 28	17.9% 74	46.0% 190	27.8% 115	3.9201	.92480
RES2	2.90% 12	5.80% 24	18.4% 76	44.3% 183	28.6% 118	3.8983	.97757
RES3	1.20% 5	5.60% 23	22.8% 94	42.6% 176	27.8% 115	3.9031	.91126
RES4	2.40% 10	7.50% 31	18.6% 77	42.6% 176	28.8% 119	3.8789	.99018

***RES: Responsiveness**

RES 1: "Provision of information on tourism sites."

A considerable proportion of respondents, almost 46% (190 out of 413) and 27.8% (115 out of 413), agreed and strongly agreed, respectively, with statement RES 1, as shown in Table 4.11. In contrast, the identical statement was disagreed with by only 1.5% and 6.8% of respondents, respectively, and strongly disagreed. Furthermore, the 'neutral' option was selected by 17.9% of respondents (74 out of 413). For answers to this statement, the mean score is 3.92, and the standard deviation is 0.924. Notably, out of all the statements in the Responsiveness dimension (RES) section, this statement had the highest overall mean score.

RES 2: "The staff responds to tourists' requests quickly."

Additionally, Table 4.11 shows that the second statement (RES 2) was agreed with by 44.3% of respondents and highly agreed upon by 28.6% of respondents. On the other hand, just 2.9% and 5.8% of participants, respectively, expressed strong disagreement and disagreement. Furthermore, 76 out of 413 respondents, or 18.4%, selected the "neutral" option. The replies to this statement have a mean score of 3.89 and a standard deviation of 0.977. Interestingly, the majority of respondents agreed with it, as evidenced by the mean score of the responses being higher than 3.0, the midpoint of the 5-point scale.

RES 3: "Cultivation of friendly relationship with tourists."

A majority of respondents, or roughly 44.3%, agreed and 27.8% strongly agreed with the third statement (RES 3). On the other hand, just 1.2% and 5.6% of respondents, respectively, selected the "neutral" option, and 22.8% of respondents strongly disagreed with and disagreed. Responses to this statement have a mean score of 3.90 and a standard deviation of 0.911. Consequently, the outcome suggests that "Cultivation of friendly relationship with tourists." is important for Responsiveness dimension values. It's noteworthy to note that respondents' support for the statement is reflected in the mean score of the responses.

RES 4: "Sincere interest in problem-solving of tourists."

Regarding the fourth statement (RES 4), 42.6% (176 out of 413) of respondents agreed, and 28.8% strongly agreed with the statement. Conversely, only 2.4% and 7.5% of respondents strongly disagreed and disagreed, respectively. Additionally, 18.6% of respondents chose the 'neutral'

option. Table 4.11 demonstrates that the mean score for responses to this statement is 3.87, with a standard deviation of 0.990. However, this statement had the lowest mean value compared to the other statements.

Table 4-12 Descriptive Statistics Related to Service Quality Assurance (ASS)

Items of Assurance	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Deviation
ASS1	2.40% 10	4.80% 20	30.0% 124	32.9% 136	29.8% 123	3.8281	.99122
ASS2	1.90% 8	6.10% 25	24.7% 102	37.5% 155	29.8% 123	3.8717	.97318
ASS3	1.90% 8	5.30% 22	26.4% 109	36.6% 151	29.8% 123	3.8692	.96660
ASS4	2.20% 9	5.30% 22	25.4% 105	36.1% 149	31.0% 128	3.8838	.98091

***ASS: Assurance**

ASS 1. "Employees are credible and courteous with tourists."

Table 4.12 shows that most respondents agreed and strongly agreed with statement ASS 1 (around 32.9%; 136 out of 413) and 29.8% (123 out of 413), respectively. On the other hand, just 2.4% and 4.8% of the participants, respectively, strongly disagreed and disagreed with the same statement. Furthermore, 124 out of 413 respondents, or 30% of the sample, selected the "neutral" option. Regarding replies to this statement, the mean score is 3.82 and the standard deviation is 0.991. In contrast to the other assertions, this one had the lowest mean value.

ASS 2: "Experienced and competent tour and hotel escorts."

Additionally, Table 4.12 shows that the second statement (ASS 2) was agreed with by 37.5% of respondents and strongly agreed upon by 29.8% of respondents. On the other hand, just 1.9% and 2.9% of participants, respectively, expressed severe disagreement and disagreement. Additionally, 102 out of 413 respondents, or 24.7%, selected the "neutral" option. The replies to this statement have a mean score of 3.87 and a standard deviation of 0.973. It is significant that respondents'

support for the statement is indicated by the mean score of their responses. Consequently, the outcome implies that "Experienced and competent tour and hotel escorts." is important for the Assurance dimension values.

ASS 3: "Willingness to help tourists and advice on how to use free time."

The majority of respondents, or roughly 36.6%, agreed and 29.8% strongly agreed with the third statement (ASS 3). On the other hand, just 1.9% of respondents strongly disagreed, 5.0% disagreed with the statement, and 26.4% selected the "neutral" response. The replies to this statement have a mean score of 3.86 and a standard deviation of 0.966. Notably, the majority of respondents agreed with it, as indicated by the mean score of the responses being greater than 3.0, the mid-score on the 5-point scale.

ASS 4: "Fluent and understandable communication with tourists."

36.1% of respondents (149 out of 413) agreed with the fourth statement (ASS 4), and 31% strongly agreed. On the other hand, just 2.2% and 5.3% of participants, respectively, expressed strong disagreement and disagreement with it. Furthermore, 'neutral' was selected by 25.4% of respondents. The responses to this statement have a mean score of 3.88 and a standard deviation of 0.980, as shown in Table 4.12. Notably, out of all the statements in the Assurance dimension (ASS) section, this statement had the highest overall mean value.

Table 4-13 Descriptive Statistics Related to Service Quality Empathy (EMP)

Items of Empathy	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Deviation
EMP1	2.20% 9	3.10% 13	26.4% 109	32.7% 135	35.6% 147	3.9637	.97101
EMP2	3.10% 13	3.40% 14	24.5% 101	36.3% 150	32.7% 135	3.9201	.99314
EMP3	2.70% 11	4.10% 17	27.4% 113	35.1% 145	30.8% 127	3.8717	.98557
EMP4	2.90% 12	4.40% 18	21.5% 89	44.6% 184	26.6% 110	3.8765	.95111

***EMP: Empathy**

EMP 1: "The employee quickly apologized when service mistakes are made."

Table 4.13 shows that the majority of respondents agreed or strongly agreed with EMP 1—roughly 35.6% (147 out of 413) and 32.7% (135 out of 413), respectively. In contrast, the identical statement was disagreed with by 2.2% and 3.1% of respondents, respectively, and strongly disagreed. Furthermore, 109 out of 413 respondents, or 26.4% of the total, chose the "neutral" option. The mean score and standard deviation for the responses to this statement are 3.96 and 0.971, respectively, as this table also shows. Notably, out of all the statements in the Empathy dimension (EMP) segment, this statement had the highest overall mean value.

EMP 2: "The employee listened carefully when you complained."

Additionally, Table 4.13 shows that the second statement (EMP 2) was agreed upon by 36.3% and strongly agreed with by 32.9% of respondents, respectively. In contrast, just 3.1% and 3.4% of participants, respectively, expressed strong disagreement and disagreement. Furthermore, 'neutral' was selected by 24.5% of respondents (101 out of 413). The replies to this statement have a mean score of 3.92 and a standard deviation of 0.993. It's interesting to observe that respondents endorse the statement based on the mean score of the responses.

EMP 3: "Employees understand the customer's requirements."

About 35.1% of respondents agreed with the third assertion (EMP 3), and 30.8% strongly agreed with it. In contrast, just 2.7% and 4.1% of respondents, respectively, chose the "strongly disagree" and "disagree" options, while 27.4% of respondents chose the "neutral" option. The replies to this statement have a mean score of 3.87 and a standard deviation of 0.985. But when compared to the other statements, this one and the second one had the lowest mean value.

EMP 4: "Employees give you individual attention."

Of the respondents, 44.6% (184 out of 413) agreed and 26.6% strongly agreed with the fourth statement (EMP 4). On the other hand, just 2.9% and 4.4% of participants, respectively, strongly disagreed and disagreed. Furthermore, the 'neutral' option was selected by 21.5% of respondents. The replies to this statement have a mean score of 3.87 and a standard deviation of 0.951, as shown in Table 4.13. Significantly, the majority of respondents agreed with it, as indicated by the mean score of the responses being greater than 3.0, the midpoint of the 5-point scale.

Table 4-14 Descriptive Statistics Related to Motivation Factors (Push) dimension.

Items of Push	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Deviation
Push1	0.50% 2	9.00% 37	19.9% 82	36.1% 149	34.6% 143	3.9540	.97309
Push2	1.90% 8	9.00% 37	15.3% 63	46.7% 193	27.1% 112	3.8814	.97192
Push3	3.10% 13	0.50% 2	30.0% 124	32.7% 135	33.7% 139	3.9322	.96806
Push4	1.00% 4	8.20% 34	13.1% 54	44.8% 185	32.9% 136	4.0048	.93735
*** Push**							

Push 1: "I can spend time with family and friends while at the fair."

Table 4.14 shows that most respondents agreed (about 36.1%, or 149 out of 413) and strongly agreed (about 34.6%, or 143 out of 413) with Push 1. On the other hand, just 0.5% and 9% of the participants, respectively, strongly disagreed and disagreed with the same statement. Furthermore, 'neutral' was selected by 19.9% of respondents (82 out of 413). The mean score and standard deviation for the responses to this statement are 3.95 and 0.973, respectively, as this table also shows. It is significant that respondents support the statement, as indicated by the mean score of the responses. Consequently, the outcome implies that "I can spend time with family and friends while at the fair." plays a significant role in Push dimension values.

Push 2: "Visiting places I can talk about when I get home."

Additionally, Table 4.14 shows that the second statement (Push 2) was agreed upon by 46.7% of respondents and strongly agreed upon by 27.1% of respondents, respectively. In contrast, just 1.9% and 9% of participants, respectively, expressed strongly disagreed and disagreement. Furthermore, the 'neutral' option was selected by 15.3% of respondents (63 out of 413). The replies to this

statement have a mean score of 3.88 and a standard deviation of 0.971. In contrast to the other statements, this one had the lowest mean value.

Push 3: "Going to places I have never visited."

A majority of respondents—roughly 33.7%—strongly agreed and 32.7% agreed with the third statement (Push 3). On the other hand, just 3.1% of respondents strongly disagreed, 0.5% disagreed, and 30% selected the "neutral" response. The replies to this statement have a mean score of 3.93 and a standard deviation of 0.968. The majority of respondents agreed with it, as evidenced by the mean response score being greater than 3.0, the midpoint of the 5-point scale.

Push 4: "Opportunity to increase one's knowledge."

Of the responders, 44.8% (185 out of 413) agreed and 32.9% (136 out of 413) strongly agreed with the fourth statement (Push 4). On the other hand, just 1% and 8.2% of participants, respectively, expressed strongly disagreed and disagreed with it. Furthermore, 13.1% of participants selected the 'neutral' option. Additionally, Table 4.14 demonstrates that replies to this statement have a mean score of 4.00 and a standard deviation of 0.937. Notably, out of all the statements in the Push dimension section, this one had the greatest overall mean value.

Table 4-15 Descriptive Statistics Related to Motivation Factors (PULL) dimension.

Items of Pull	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Deviation
PULL 1	1.90% 8	8.50% 35	15.3% 63	42.6% 176	31.7% 131	3.9370	.99069
PULL 2	1.20% 5	6.50% 27	16.7% 69	44.6% 184	31.0% 128	3.9758	.92137
PULL 3	2.20% 9	6.10% 25	19.6% 81	36.8% 152	35.4% 146	3.9709	.99471
PULL 4	1.70% 8	6.30% 26	16.7% 69	47.2% 195	28.1% 116	3.9370	.92217

*** PULL**

Push 1: "I can spend time with family and friends while at the fair."

Table 4.15 shows that most respondents agreed (about 36.1%, or 149 out of 413) and strongly agreed (about 34.6%, or 143 out of 413) with Push 1. On the other hand, just 0.5% and 9% of the participants, respectively, strongly disagreed and disagreed with the same statement. Furthermore, 'neutral' was selected by 19.9% of respondents (82 out of 413). The mean score and standard deviation for the responses to this statement are 3.95 and 0.973, respectively, as this table also shows. It is significant that respondents support the statement, as indicated by the mean score of the responses. Consequently, the outcome implies that "I can spend time with family and friends while at the fair." plays a significant role in Push dimension values.

Push 2: "Visiting places I can talk about when I get home."

Additionally, Table 4.14 shows that the second statement (Push 2) was agreed upon by 46.7% of respondents and strongly agreed upon by 27.1% of respondents, respectively. In contrast, just 1.9% and 9% of participants, respectively, expressed strongly disagreed and disagreement. Furthermore, the 'neutral' option was selected by 15.3% of respondents (63 out of 413). The replies to this statement have a mean score of 3.88 and a standard deviation of 0.971. In contrast to the other assertions, this one had the lowest mean value.

Push 3: "Going to places I have never visited."

A majority of respondents—roughly 33.7%—strongly agreed and 32.7% agreed with the third statement (Push 3). On the other hand, just 3.1% of respondents strongly disagreed, 0.5% disagreed, and 30% selected the "neutral" response. The replies to this statement have a mean score of 3.93 and a standard deviation of 0.968. The majority of respondents agreed with it, as evidenced by the mean response score being greater than 3.0, the midpoint of the 5-point scale.

Push 4: "Opportunity to increase one’s knowledge."

Of the responders, 44.8% (185 out of 413) agreed and 32.9% (136 out of 413) strongly agreed with the fourth statement (Push 4). On the other hand, just 1% and 8.2% of participants, respectively, expressed strongly disagreed and disagreed with it. Furthermore, 13.1% of participants selected the 'neutral' option. Additionally, Table 4.14 demonstrates that replies to this statement have a

mean score of 4.00 and a standard deviation of 0.937. Notably, out of all the statements in the Push dimension section, this one had the greatest overall mean value.

Table 4-16 Descriptive Statistics Related to Tourist Satisfaction (T.S)

Items of Tourist Satisfaction	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Deviation
T. S1	1.00% 4	5.10% 21	19.6% 81	43.3% 179	31.0% 128	3.9831	.89345
T. S2	2.20% 9	3.10% 13	18.4% 76	39.0% 161	37.3% 154	4.0605	.93669
T. S3	1.00% 4	5.10% 21	24.5% 101	38.5% 159	31.0% 128	3.9346	.91804
T. S4	2.20% 9	3.90% 16	19.6% 81	39.2% 162	35.1% 145	4.0121	.94886

*** T.S: Tourist Satisfaction**

T. S 1: "I am satisfied with my visit to this destination."

The majority of respondents, or roughly 43.3% (179 out of 413) and 31% (128 out of 413), agreed and strongly agreed with (T. S. 1), according to Table 4.16. Merely 5.1% and 1% of the participants, respectively, expressed strong disagreement and disagreement with the same proposition. Moreover, 81 out of 413 respondents, or 19.6% of the total, chose the "neutral" option. The replies to this statement have a mean score of 3.98 and a standard deviation of 0.893, which are also displayed in the table. Crucially, the majority of respondents agreed with it, as evidenced by the mean score of the responses being greater than 3.0, the midpoint of the 5-point scale.

T. S 2: "My visit to this destination was exactly what I needed."

Table 4.16 also shows that the second statement (T.S2) was agreed upon by 39% of respondents and strongly agreed with by 37.3% of respondents, respectively. Just 2.2% and 3.1% of participants, respectively, expressed strongly disagreed and disagreement. Furthermore, 76 out of 413 respondents, or 18.4%, chose the "neutral" option. The replies to this statement have a mean

score of 4.06 and a standard deviation of 0.936. Interestingly, out of all the statements in the Tourist Satisfaction dimension (T. S) section, this one had the highest overall mean score.

T. S 3: "I perceived the degree of the method of service."

About 38.5% of respondents agreed with the third statement (T. S. 3), and 31% strongly agreed with it. 5.1% of respondents disagreed with the statement, compared to just 1% who strongly disagreed. Additionally, 24.5% of participants chose the "neutral" option. Responses to this statement have a mean score of 3.98 and a standard deviation of 0.918. In contrast to the other assertions, this one had the lowest mean value.

T. S 4: "Satisfied with the culture and history and landscape."

39.2% (162 out of 413) of respondents agreed with the fourth statement (T. S. 4), and 35.1% strongly agreed. Just 2.2% and 3.9% of participants, respectively, expressed strongly disagreed and disagreement. Furthermore, 19.6% of participants chose the "neutral" option. Additionally, Table 4.16 demonstrates that replies to this statement have a mean score of 4.01 and a standard deviation of 0.948. Therefore, the outcome suggests that tourist satisfaction dimension values are significantly influenced by one's level of "Satisfied with the culture and history and landscape."

Table 4-17 Descriptive Statistics Related to Tourist Loyalty (T.L)

Items of Tourist loyalty	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Deviation
T. L1	1.00% 4	2.90% 12	21.1% 87	42.1% 174	32.9% 136	4.0315	.86264
T. L2	1.00% 4	5.60% 23	15.3% 63	44.6% 184	33.7% 139	4.0436	.89391
T. L3	1.50% 6	5.10% 21	20.6% 85	38.7% 160	34.1% 141	3.9903	.93989
T. L4	1.20% 5	4.40% 18	17.9% 74	44.3% 183	32.2% 133	4.0194	.88658

*** T.L: Tourist loyalty**

T.L 1: "I recommend my friends and relatives to visit this destination."

According to Table 4.17, the majority of respondents agreed and strongly agreed with (T.L 1), with percentages of roughly 42.1% (174 out of 413) and 32.9% (136 out of 413). Just 2.9% and 1% of respondents, respectively, said they disagreed and strongly disagreed with the same statement. Furthermore, 87 out of 413 respondents, or 21.1% of the sample, chose the "neutral" option. The table also shows that the replies to this statement have a mean score of 4.03 and a standard deviation of 0.862, respectively. Crucially, the majority of respondents agreed with it, as evidenced by the mean score of the responses being greater than 3.0, the midpoint of the 5-point scale.

T.L 2: "I will say positive things about this destination to other people."

Table 4.17 also shows that the second statement (T.L 2) was agreed upon by 44.6% of respondents and strongly agreed upon by 33.7% of respondents, respectively. Just 5.6% and 1% of respondents, respectively, observed they disagreed and strongly disagreed. Furthermore, 63 out of 413 respondents, or 15.3%, chose the "neutral" option. With a standard deviation of 0.893, the replies to this statement have a mean score of 4.04. Interestingly, out of all the statements in the Tourist Loyalty dimension (T.L) section, this one had the highest overall mean value.

T.L 3: "I am looking to visit this destination again."

The majority of respondents, or roughly 38.7%, agreed and 34.1% strongly agreed with the third statement (T.L 3). Just 1.5% of respondents strongly disagreed with the remark, compared to 5.1% who disagreed and 20.6% who chose the "neutral" option. The replies to this statement have a mean score of 3.99 and a standard deviation of 0.939. In contrast to the other assertions, this one had the lowest mean value.

T.L 4: "I am willing to pay more than planned to experience."

Of the respondents, 44.3% (183 out of 413) agreed and 32.2% strongly agreed with the fourth statement (T.L 4). Merely 1.2% and 4.4% of participants expressed strongly disagreed and disagreement with it, respectively. Furthermore, 17.9% of participants chose the "neutral" option. Additionally, Table 4.17 demonstrates that replies to this statement have a mean score of 4.01 and a standard deviation of 0.886. It's noteworthy to observe that the respondents' support for the statement is indicated by the mean score of the responses. Consequently, the outcome suggests

that a major influence on the values of the Tourist Loyalty dimension is “I am willing to pay more than planned to experience.”

4.5 The Relationship between service quality, motivation factors, tourist satisfaction and loyalty

Correlation analysis was conducted to analyze the relationship between all model variables in the research, and the results are presented in Table 4-18.

Table 4-18 Correlation Analysis between Variables

	Tan	Rel	Ress	As	Em	Push	Pull	T. S	T. L
Tan	1								
Rel	775**	1							
Ress	607**	.686**	1						
As	.637**	.658**	.676**	1					
Em	.665**	.718**	.381**	.667**	1				
Push	.658**	.758**	.698**	.326**	.485**	1			
Pull	.486**	.597**	.455**	.368**	.431**	.685**	1		
T. S	.297**	.332**	.335**	.225**	.326**	.254**	.232**	1	
T. L	.287**	.291**	.307**	.222**	.317**	.102*	.243**	.709**	1

Based on the results of the model presented above, the observed factors have no correlation between variables, and it’s accepted for data analysis.

4.6 Test of normality using Q-Q plot

further tests were conducted using a graphical normality test for each dimension and the overall variable, by having a Q-Q plot. The following Figure 4.7 illustrates a standard Q-Q plot for Service quality dimensions (SERQAUL) components.

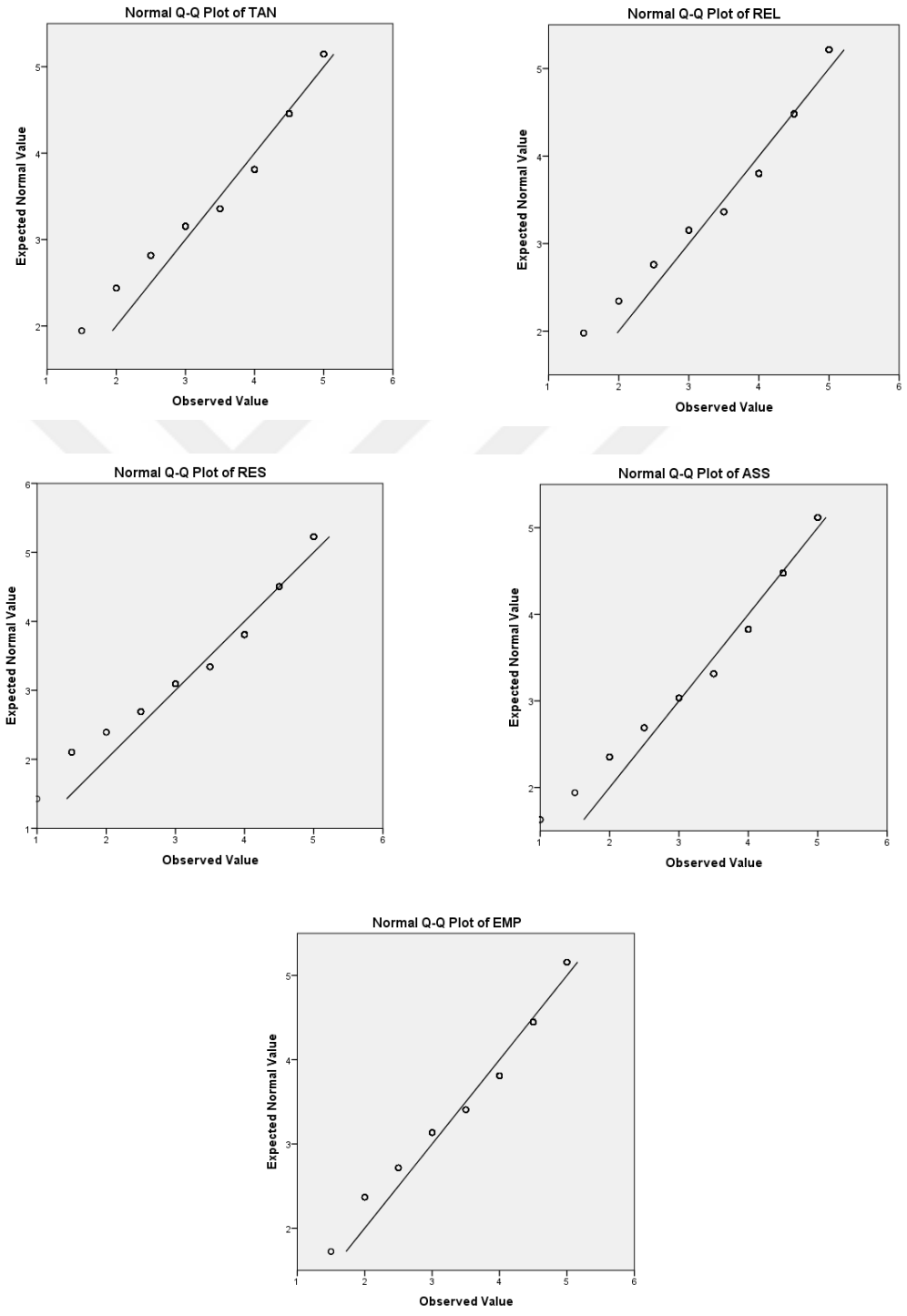

Figure 4-7 QQ-Plot of Service Quality Dimensions and The Overall Service Quality.

In the figure above (Figure 4.7), the service quality tangibility dimension locates in a top-left position and most of the points laid on or placed near the straight line. Thus, tangibility dimension results approximately had a normal distribution. Similarly, the reliability dimension result approximately followed a normal distribution. Also, the bottom plot on left panel shows responsiveness, assurance and empathy dimension results with a normal distribution and. Moreover, a bottom-right panel shows that the overall service quality results which correspondingly had a normal distribution.

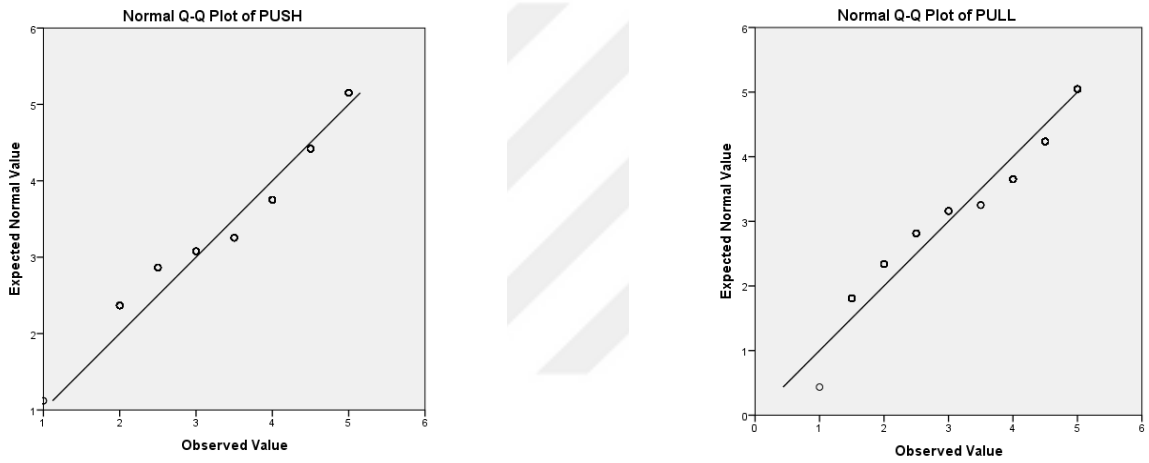

Figure 4-8 QQ-Plot of Motivation Factors.

In the figure above (Figure 4.8), the Motivation factors Push Dimension locates in a top-left position and most of the points laid on or placed near the straight line. Thus, Push dimension results approximately had a normal distribution. Similarly, the Pull dimension result approximately followed a normal distribution.

The above Figure 4.8 shows the QQ-plot for the Motivation factors (MOTIV), while few points' departure the straight line, most of the points placed on or close to the straight line. Therefore,

Figure 4.8 shows that the overall data of (MOTIV) approximately followed a normal distribution.

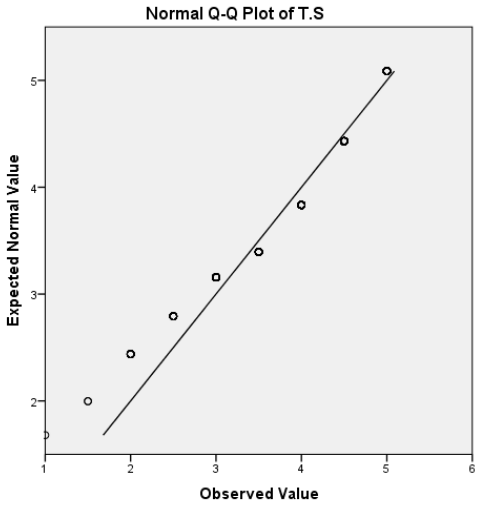

Figure 4-9 QQ-Plot of Tourist satisfaction.

Moreover, Figure 4.9 above shows that most of the points existed near or arranged on the straight line. Thus, the "Tourist satisfaction" (T.S) and variable considered as normally distributed.

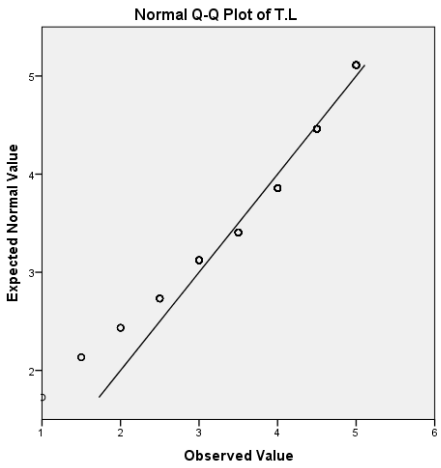

Figure 4-10 QQ-Plot of Tourist Loyalty

The above Figure 4.10 shows the QQ-plot for the Tourist Loyalty (T.L), while few points' departure the straight line, most of the points placed on or close to the straight line. Therefore, Figure 4.10 shows that the overall data of (T.L) approximately followed a normal distribution.

4.7 Phase 2: Demographic Differences between Employees using ANOVA.

As an interval scale used for collecting the data from the respondents, the parametric techniques especially T-test and ANOVA test used for analysis to compare the differences between the different demographic characteristics between respondents' groups. Following are the study's hypotheses related to demographic differences between employees using ANOVA:

H_8: There is significant difference in Tourists' perspective on Service Quality Dimensions and Motivation Factors among Tourists according to gender.

Table 4-19 ANOVA-test Results for Tourists According to the Gender Groups for the Study Dimensions

Dimensions	Descriptive Analysis						ANOVA	
	Mean			Std.				
	Male	Female	Others	Male	Female	Others	P-value	Post-Hoc
Tangibility	3.97	3.88	3.54	.865	.849	.989	.065	-
Reliability	396	3.89	3.70	.759	.799	.912	.303	-
Responsiveness	3.99	3.81	3.64	.739	.852	.810	.045	Male > Others
Assurance	3.93	3.88	3.82	.862	.860	.659	.753	-
Empathy	3.98	3.89	3.88	.795	.777	.696	.519	-
Push	3.92	3.93	3.88	.846	.849	.650	.945	-
Pull	4.00	3.98	4.06	.829	.818	.506	.895	-
Tourist satisfaction	4.03	4.01	3.98	.765	.851	.895	.954	-
Tourist Loyalty	4.03	3.99	4.08	.758	.774	.672	.813	-

The information presented in Table 4.19 indicates a notable disparity between tourists based on gender, specifically in the variable of Responsiveness, at both the 1% and 5% significance levels. To further explore these differences, a post hoc test (Tukey HSD comparison) was employed to identify specific groups that exhibit variations. Primarily, the respondents belonging to the first group (males) demonstrated higher ratings compared to the other two groups. Consequently, the null hypothesis, asserting that "There is no significant difference in Tangibility (Tan), Reliability (Rel), Assurance (Ass), Empathy (Emp), Push, and Pull factors among tourists according to region," remains unaltered and is not rejected at a 5% significance level. However, the null hypothesis for Responsiveness (Res) is rejected, indicating a significant difference in tourists' perspectives on the Responsiveness factor based on gender.

H_9: There is significant difference in Tourists' perspective on Service Quality Dimensions and Motivation Factors among Tourists according to Age Groups

Table 4-20 ANOVA-test Results for Tourists According to the Age Groups for the Study Dimensions

Dimensions	Descriptive Analysis								ANOVA	
	Mean				Std.					
	G1	G2	G3	G4	G1	G2	G3	G4	p-value	Post-hoc
Tangibility	3.86	3.91	3.96	3.86	.919	.850	.859	.822	.876	-
Reliability	3.87	3.93	4.01	3.86	.789	.749	.931	.799	.701	-
Responsiveness	3.80	3.91	3.96	3.81	.779	.778	.781	.968	.507	-
Assurance	3.88	3.90	4.02	3.82	.913	.839	.764	.799	.658	-
Empathy	3.93	3.94	4.09	3.77	.740	.793	.803	.791	.148	-
Push	3.90	4.03	3.95	3.77	.818	.850	.843	.826	.151	-
Pull	4.02	4.02	4.03	3.86	.790	.824	.801	.806	.486	-
Tourist satisfaction	4.06	3.99	4.13	3.92	.761	.793	.855	.964	.472	-
Tourist Loyalty	4.06	3.93	4.18	3.91	.700	.734	.649	.946	.158	-

One-way analysis of variance test used to investigate whether there is a difference between variables regarding tourist's age group. The results indicate that at 5% of significance level there is no difference in any of the dimensions.

The null hypothesis that states 'There is no significant difference in Service Quality Dimensions and Motivation Factors according to age group' will not be rejected at a 5% significance level.

H_{10}: There is a significant difference in Tourists' perspective on Service Quality Dimensions and Motivation Factors among Tourists according to Martial status.

Table 4-21 ANOVA-test Results for Tourists According to the Martial status Groups for the Study Dimensions

Dimensions	Descriptive Analysis						ANOVA	
	Mean			Std.				
	Single	Married	Others	Single	Married	Others	P-value	Post-Hoc
Tangibility	3.91	3.91	3.67	.883	.830	.989	.247	-
Reliability	3.91	3.93	3.71	.762	.772	.999	.251	-
Responsiveness	3.83	3.91	3.65	.772	.838	.818	.137	-
Assurance	3.89	3.90	3.82	.948	.816	.729	.845	-
Empathy	3.94	3.91	3.90	.753	.782	.841	.922	-
Push	3.92	3.92	3.98	.836	.852	.746	.903	-
Pull	4.02	3.95	4.17	.826	.825	.572	.251	-
Tourist satisfaction	4.08	4.01	3.88	.730	.854	.916	.425	-
Tourist Loyalty	4.07	3.97	4.06	.703	.799	.699	.471	-

The above Table 4.21 indicates that at 5% significance level, there is no significant difference between tourists according to marital status for Service Quality Dimensions and Motivation Factors. Therefore, the null hypothesis which states that "There is no significant difference in Service Quality Dimensions and Motivation Factors among tourists according to marital status" will not be rejected at 5% significance level.

H_{11}: There is significant difference in Tourists' perspective on Service Quality Dimensions and Motivation Factors among Tourists according to Education Level.

Table 4-22 ANOVA-test Results for Tourists According to the Education Level Groups for the Study Dimensions

Dimensions	Descriptive Analysis								ANOVA	
	Mean				Std.					
	G1	G2	G3	G4	G1	G2	G3	G4	p-value	Post-hoc
Tangibility	3.83	4.20	3.84	3.87	.880	.649	.916	.739	.055	-
Reliability	3.89	4.13	3.87	3.83	.692	.600	.853	.790	.169	-
Responsiveness	3.83	4.01	3.85	3.77	.823	.640	.837	.889	.490	-
Assurance	3.83	3.96	3.90	3.90	.993	.677	.860	.719	.885	-
Empathy	3.97	4.00	3.90	3.87	.816	.700	.787	.762	.756	-
Push	3.98	3.99	3.90	3.93	.776	.987	.838	.750	.839	-
Pull	3.95	4.00	4.00	3.96	.788	.930	.804	.710	.964	-
Tourist satisfaction	4.00	4.10	4.02	3.92	.835	.730	.838	.852	.738	-
Tourist Loyalty	3.95	4.13	4.02	3.87	.784	.693	.744	.880	.357	-

The above Table 4.22 indicates that at 5% significance level, there is no significant difference between tourists according to Service Quality Dimensions and Motivation Factors. As a result, the null hypothesis that states "There is no significant difference in Service Quality Dimensions and Motivation Factors among tourists according to educational level" will not be rejected at 5% significance level.

H_{12}: There is significant difference in Tourists' perspective on Service Quality Dimensions and Motivation Factors among Tourists according to Income Groups

Table 4-23 ANOVA-test Results for Tourists According to the Monthly Income Groups for the Study Dimensions

Dimensions	Descriptive Analysis								ANOVA	
	Mean				Std.					
	G1	G2	G3	G4	G1	G2	G3	G4	p-value	Post-hoc
Tangibility	3.75	3.90	3.88	3.95	.878	.920	.892	.752	.730	-
Reliability	3.83	3.92	3.90	3.92	.874	.779	.808	.760	.953	-
Responsiveness	3.85	3.97	3.85	3.78	.901	.712	.856	.811	.478	-
Assurance	3.86	3.87	3.91	3.89	.998	.833	.861	.786	.985	-
Empathy	3.90	3.98	3.90	3.92	.884	.815	.753	.763	.829	-
Push	3.80	4.12	3.86	3.92	.846	.731	.855	.873	.078	-
Pull	3.93	4.03	3.94	4.07	.858	.772	.799	.840	.554	-
Tourist satisfaction	3.96	4.00	4.03	4.02	.955	.754	.843	.823	.966	-
Tourist Loyalty	3.93	4.06	4.01	3.98	.739	.772	.768	.752	.832	-

The above Table 4.23 indicates that at 5% significance level, there is no significant difference between tourists according to Service Quality Dimensions and Motivation Factors. As a result, the null hypothesis that states “There is no significant difference in Service Quality Dimensions and Motivation Factors among tourists according to Monthly Income” will not be rejected at 5% significance level.

$_{13}$: There is a significant difference in Tourists’ perspective on Service Quality Dimensions and Motivation Factors among Tourists according to Region Groups.

Table 4-24 ANOVA-test Results for Tourists According to the Region Groups for the Study Dimensions.

Dimensions	Descriptive Analysis														ANOVA	
	Mean							Std.								
	G1	G2	G3	G4	G5	G6	G7	G1	G2	G3	G4	G5	G6	G7	p-value	Post-hoc
Tangibility	3.87	3.56	3.86	3.95	4.01	4.24	3.90	.880	.999	.907	.598	.771	.634	.736	.015*	G5>G2 G6>G2
Reliability	3.95	3.59	3.91	4.10	3.97	4.04	3.93	.838	.918	.807	.699	.708	.657	.752	.080	-
Responsiveness	4.08	3.54	3.81	4.10	3.90	3.98	4.26	.642	.958	.866	.699	.770	.624	.622	.006*	G1>G2
Assurance	3.95	3.69	3.87	4.05	3.86	4.12	4.23	.831	.863	.922	.643	.845	.560	.593	.176	-
Empathy	4.03	3.78	3.86	4.20	3.96	4.01	4.13	.868	.832	.824	.856	.710	.535	.549	.342	-
Push	3.93	3.93	3.97	3.85	3.90	3.84	3.96	.856	.855	.835	.999	.804	.745	.934	.985	-
Pull	3.92	3.97	4.03	3.75	4.06	3.85	3.93	.832	.835	.854	.716	.779	.613	.752	.745	-
Tourist satisfaction	4.03	3.82	4.01	4.15	4.08	3.97	4.33	.778	.998	.850	.747	.738	.716	.672	.412	-
Tourist Loyalty	4.05	3.80	4.01	4.05	4.12	3.97	4.06	.708	.819	.779	.797	.687	.807	.798	.338	-

The information presented in Table 4.24 highlights a notable distinction between tourists based on region, specifically in the variables of Tangibility and Responsiveness, at both the 1% and 5% significance levels. To delve deeper into these differences, a post hoc test (Tukey HSD comparison) was employed to identify specific groups displaying variations. Primarily, the respondents of the fifth group (Australia) provided higher ratings than the other seven groups. Consequently, the null hypothesis, asserting that "There is no significant difference in Reliability (Rel), Assurance (Ass), Empathy (Emp), Push, and Pull factors among tourists according to region," remains unaltered and is not rejected at a 5% significance level for Tangibility (Tan) and Responsiveness (Res). However, there is a significant difference in tourists' perspectives on Tangibility and Responsiveness factors among tourists based on regional groups.

4.8 Measurement Model (Confirmatory Factor Analysis and Structural Equation Modeling)

In this phase, a Structural Equation Method (SEM) was employed to elucidate the causal relationships among variables, illustrating a series of structural connections that can be graphically modeled to explicitly delineate the theoretical conceptualization of this study (Byrne, 2013).

First, a measurement model was constructed using Confirmatory Factor Analysis (CFA) in order to understand the relationships between latent variables and their observable measurements. A structural model was then created to investigate the connections between these latent variables.

The "Analysis of Moment Structure" (AMOS) program was utilized to implement the CFA model, estimating the measurement model. The CFA involved (36) items designed to measure Tangibility (TAN) (4 items), Reliability (REL) (4 items), Responsiveness (RES) (4 items), Empathy (4 items), Push (4 items), Pull (4 items), Tourist satisfaction (T.S) (4 items), and Tourist Loyalty (T.L) (4 items).

The first and most important thing to do is assess the model's overall goodness of fit (West, Taylor, & Wu, 2012). This indicates how well an over-identified model can reproduce the correlation or covariance matrix of variables. To evaluate the research model's validity, a variety of fit indices were used. The Chi-Square ($\chi 2$), Root Mean Square Error of Approximation (RMSEA), and Standardized Root Mean Square Residual (SRMR) were among the stand-alone fit indices employed. Additionally, incremental fit indices like the Tucker-Lewis index (TLI) and the comparative fit index (CFI) were used.

Table 4-25 Statistical Model Goodness of Fit

Fit Index	Measurement Model (CFA)	Cut-off Criteria
X^2	**$1454.905_{(0.000)}$**	**p > 0.05**
Df	**588**	
CFI	**.963**	**CFI>0.95**
TLI	**.956**	**TLI>0.95**
RMSEA	**.059**	**RMSEA<0.06**
SRMR	**.0487**	**SRMR<0.08**

Note. χ2 = chi-square; df = degree of freedom; CFI = comparative fit index; TLI = Tucker-Lewis fit index; RMSEA = root mean square error of approximation; SRMR = standardized root mean residual

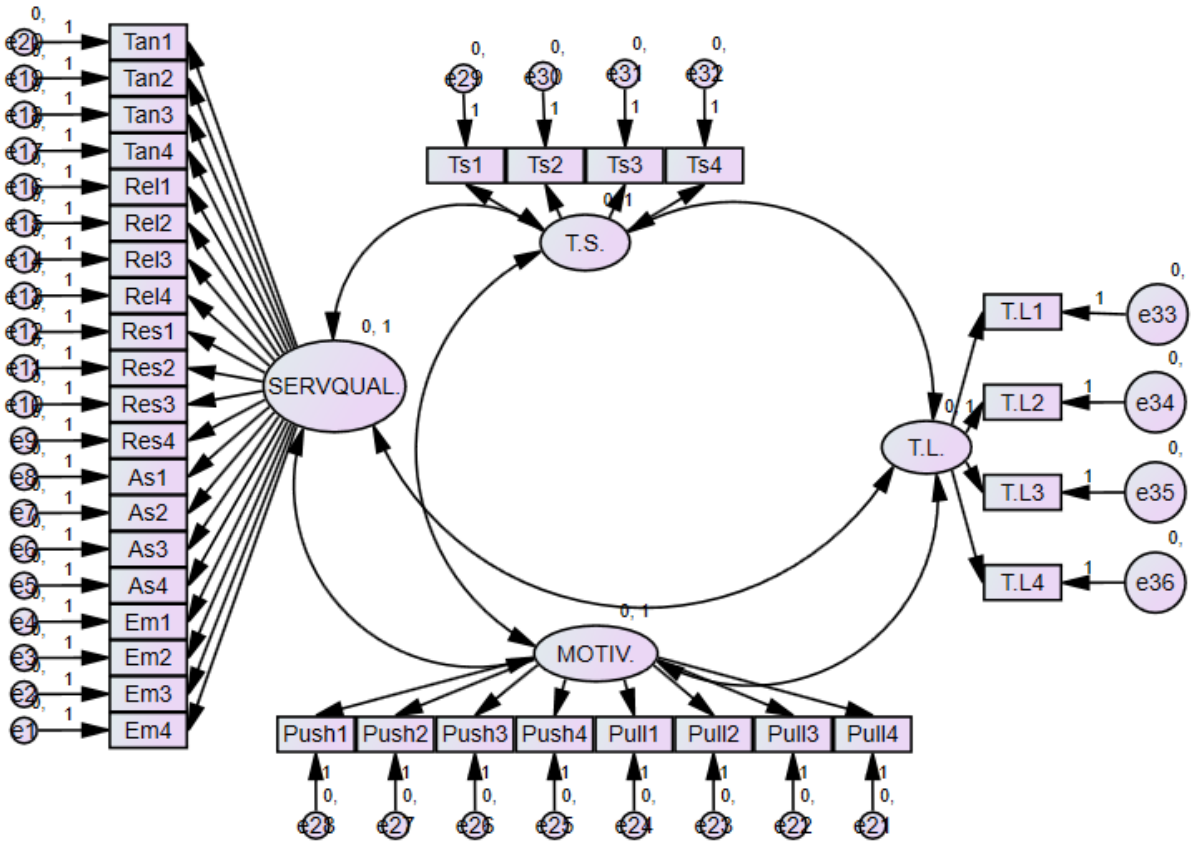

Figure 4-11 Path Diagram for the Structural Model

4.9 Reliability & Validity

Following the confirmation of the overall model goodness of fit, the subsequent step involved the analysis of variables for their reliability and validity. Reliability, as per Hair et al. (2014), pertains to the consistency range among variable(s), while validity indicates the accuracy level of variables in representing the concept of the study (Hair et al., 2014).

Convergent validity was scrutinized to ensure that the items of the study's structure converge a high proportion of variance in common. Various methods exist to estimate the relative amount of convergent validity among item measures, including checking the factor loading for each variable. The factor loading for each variable was statistically significant, surpassing the critical t-value of (1436.255) at ($p<0.01$).

Additionally, a standardized loading estimate of (0.5) or higher, and ideally (0.7) or higher, signifies a high level of convergent validity (Hair et al., 2014). As per Table 4.21, the standardized loading estimates for each indicator are higher than 0.5 and exceed 0.7 for most of them.

Furthermore, reliability was also assessed, including the composite reliability (CR) and the average variance extracted (AVE) (Hair et al., 2014). According to Fornell & Larcker (2018), an AVE of (0.5) or higher and a CR of 0.7 or higher are recommended. As indicated in Table 4.26, for each variable, the composite reliability (CR) result exceeds (0.7), and the average variance extracted (AVE) result exceeds (0.5).

Table 4-26 Construct Validity Assessment

Latent	Indicator	St. Loadings	SMC	CR	AVE	α
				.801	.502	.863
	Tan1	.726	.527			
	Tan2	.715	.511			
Tangibility	Tan3	.697	.486			
	Tan4	.695	.484			
				.848	.583	.854
	Rel1	.705	.497			
	Rel2	.767	.588			
Reliability	Rel3	.834	.695			
	Rel4	.742	.551			
				.831	.551	.855
	Res1	.763	.582			
	Res2	.758	.574			
Responsiveness	Res3	.715	.511			
	Res4	.733	.537			
				.800	.501	.828
	Ass1	.700	.478			
	Ass2	.730	.533			
Assurance	Ass3	.692	.479			
	Ass4	.708	.501			
				.811	.518	.814
	Emp1	.705	.498			
	Emp2	.743	.551			
Empathy	Emp3	.688	.473			
	Emp4	.741	.549			
				.799	.501	.818
	Push1	.598	.338			
	Push2	.663	.439			
Push	Push3	.732	.535			
	Push4	.819	.670			
				.806	.510	.823
	Pull1	.758	.575			
	Pull2	.709	.503			
Pull	Pull3	.687	.472			
	Pull4	.701	.492			
				.853	.592	.853
	T. S1	.750	.563			
Tourist	T. S2	.758	.574			
Satisfaction	T. S3	.794	.631			
	T. S4	.773	.598			
				.811	.519	.816
	T. L1	.649	.421			
Tourist Loyalty	T. L2	.752	.568			
	T. L3	.783	.611			
	T. L4	.689	.475			

Note. SMC: Squared Multiple Correlation, AVE: Average Variance Extracted; CR: Composite Reliability; α: Cronbach Alpha

After convergent validity was examined, the investigation proceeded to evaluate discriminant validity. In order to conduct an independent evaluation of several features, discriminant validity examines the measurement deviation (Byrne, 2010). Discriminant validity is supported, according to Hair et al. (2014), when a two-construct model differs significantly from a one-construct model. The average variance-extracted values for each of the two constructs must be greater than the square of the correlation estimate between these two constructs in order to support discriminant validity. This greater number means that compared to another construct, the latent construct accounts for a greater portion of the variance in its item measures.

Moreover, as depicted in Table 4.26 above, for each pair of constructs, the average of (AVE) values exceeds (0.5), and for all items, it surpasses the value of the Squared Multiple Correlation. This provides strong evidence of discrimination validity in the model.

4.10 Structural Model

After assessing the measurement model fit and establishing adequate measurement, convergent validity, internal consistency, and discriminant validity using CFA, the next step is testing the structural model and assessing the significance of relationships.

Table 4.27 below presents the results of the structural model fit. The results are as follows: $\chi 2$= 57.63(0.000), df=24, comparative fit index (CFI) = 0.983; Tucker-Lewis fit index (TLI)= 0.975; root mean square error of approximation (RMSEA)= 0.058; standardized root mean residual (SRMR) = 0.0251. As a result, all fit indices meet the cutoff criteria and show a strong structural model fit.

Table 4-27 Results of Structural Model Fit

Fit Index	Measurement Model (CFA)	Cut-off Criteria
X^2	$2.294_{(0.000)}$	p > 0.05
Df	24	
CFI	.984	CFI>0.95
TLI	.976	TLI>0.95
RMSEA	.056	RMSEA<0.06
SRMR	.024	SRMR<0.08

Note. $\chi 2$ = chi-square; df = degree of freedom; CFI = comparative fit index; TLI = Tucker-Lewis fit index; RMSEA = root mean square error of approximation; SRMR = standardized root mean residual

After analyzing the structural model fit, the hypotheses tested, and the path diagram used for estimating the relationships. Figure 4.12 below displays the hypothesized model, and Figure 4.13 shows the path results of the final model.

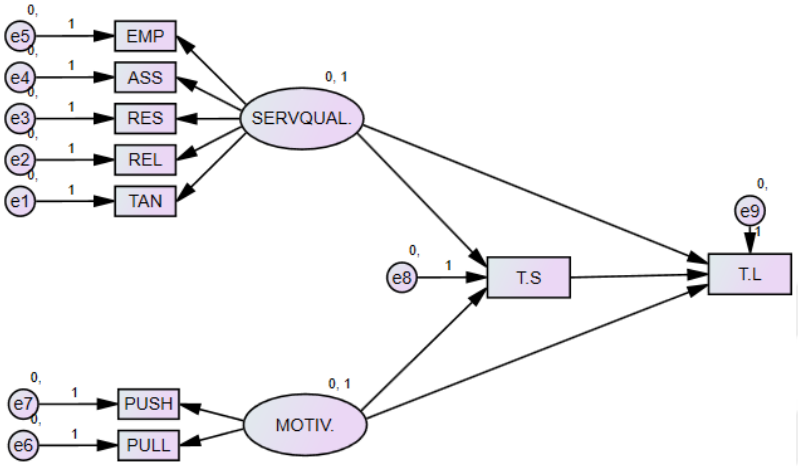

Figure 4-12 Hypothesized Model

Service quality (SERVQUAL), Motivation factors (MOTIV), Tourist Satisfaction (T. s) on Tourist Loyalty (T.L)

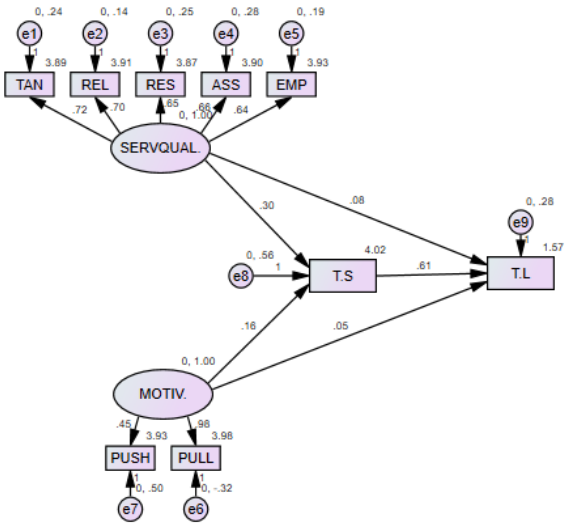

Figure 4-13 The Path Results of The Final Model.

Service quality (SERVQUAL), Motivation factors (MOTIV), Tourist Satisfaction (T. s) on Tourist Loyalty (T.L) Figure 4.13: Final Model

Moreover, Table 4.28 shows the path coefficients and the t-values for all of the hypothesized paths, the result of each path is as follows:

Table 4-28 Results of Path Analysis

Path to	Path from	Ha	Std. Coeff.	t-value	P-value
Direct Effects					
Tourist satisfaction	Service Quality	H1: Supported	.325	6.965	.000**
	Motivation Factors	H2: Supported	.172	3.550	.000**
	Tangibility	$H1_a$: Supported	.297	6.302	.000**
	Reliability	$H1_b$: Supported	.332	7.145	.000**
	Responsiveness	$H1_c$: Supported	.335	7.197	.000**
	Assurance	$H1_d$: Supported	.225	4.692	.000**
	Empathy	$H1_e$: Supported	.326	6.980	.000**
	Push	$H2_a$: Not Supported	.086	1.741	.082
	Pull	$H2_b$: Supported	.232	4.839	.000**
Tourist Loyalty	Tourist satisfaction	H3: Supported	.709	20.375	.000**
	Service Quality	H4: Supported	.308	6.566	.000**
	Motivation Factors	H5: Supported	.188	3.877	.000**
	Tangibility	$H4_a$: Supported	.287	6.081	.000**
	Reliability	$H4_b$: Supported	.291	6.161	.000**
	Responsiveness	$H4_c$: Supported	.307	6.564	.000**
	Assurance	$H4_d$: Supported	.222	4.625	.000**
	Empathy	$H4_e$: Supported	.317	6.773	.000**
	Push	$H5_a$: Supported	.102	2.086	.038*
	Pull	$H5_b$: Supported	.243	5.084	.000**
Indirect Effects					
Path to	Path from through Tourist Satisfaction				
Tourist Loyalty	Service Quality	H6: Supported	.242		.002**
	Motivation Factors	H7: Supported	.125		.001**

H1: Service Quality (SERVQUAL) positively affect Tourist satisfaction (T.S)

The results show that Service Quality (SERVQUAL) have a significant positive effect on Tourist satisfaction (T.S) as (Std. Coeff. = 0.325, t-value= 6.965, P<0.01). Therefore, any increase in the Service Quality (SERVQUAL) will positively affect Tourist satisfaction (T.S).

H2: Motivation Factors (MOTIV) positively affect Tourist satisfaction (T.S).

Surprisingly, the results for testing the effect of Motivation Factors (MOTIV) on Tourist satisfaction (T.S) show that there is a significant direct effect (Std. Coef. = 0.172, t-value= 3.550, p>0.05). Therefore, any increase in the Motivation Factors will positively affect Tourist satisfaction (T.S).

$H1_a$: Tangibility (TAN) positively affect Tourist satisfaction (T.S)

The results show that the Tangibility (TAN) dimension shows that there is a significant effect on Tourist satisfaction (T.S) as (Std. Coeff. = 0.297, t-value=6.302, $p<0.01$). Therefore, as the Tangibility (TAN) dimension increases Tourist satisfaction (T.S) also will increase.

$H1_b$: Reliability (REL) positively affect Tourist satisfaction (T.S)

The results of analyzing the impact of Reliability (REL) on Tourist satisfaction (T.S) show that there is a significant impact of Reliability (REL) on Tourist satisfaction (T.S). Results are as follows: (Std. Coeff. = 0.332, t-value= 7.145, $p<0.01$). Therefore, as Reliability (REL) dimension increase Tourist satisfaction (T.S) also will increase.

$H1_c$: Responsiveness (RES) positively affect Tourist satisfaction (T.S)

The results for testing affect Responsiveness (RES) on Tourist satisfaction (T.S) show that Responsiveness (RES) has a significant direct effect on Tourist satisfaction (T.S) as (Std. Coef. =-.335, t-value= 7.197, $p<0.01$). Therefore, as Responsiveness (RES) dimension increase Tourist satisfaction (T.S) also will increase.

$H1_d$: Assurance (ASS) positively affect Tourist satisfaction (T.S)

The results for testing affect Assurance (ASS) on Tourist satisfaction (T.S) show that Assurance (ASS) has a significant direct effect on Tourist satisfaction (T.S) as (Std. Coef. =-.225, t-value= 4.692, $p<0.01$). Therefore, as Assurance (ASS) dimension increase Tourist satisfaction (T.S) also will increase.

$H1_e$: Empathy (EMP) positively affect Tourist satisfaction (T.S)

The results of analyzing the impact of Empathy (EMP) on Tourist satisfaction (T.S) show a significant positive impact of Empathy (EMP) on Tourist satisfaction (T.S). Results are as follows: (Std. Coeff. = 0.326, t-value= 6.980, $p<0.01$). Therefore, as Empathy (EMP) dimension increases Tourist satisfaction (T.S) also will increase.

$H2_a$: Push Factor Positively affect Tourist satisfaction (T.S)

The results for testing affect Push on Tourist satisfaction (T.S) show that Push has no significant direct effect on Tourist satisfaction (T.S) as (Std. Coeff. = 0.086, t-value= 1.741, $P>0.05$).

$H2_b$: Pull Factor Positively affect Tourist satisfaction (T.S)

The results of analyzing the impact of Pull Factor on Tourist satisfaction (T.S) show a significant positive impact of Pull Factor on Tourist satisfaction (T.S). Results are as follows: (Std. Coeff. = 0.232, t-value= 4.839, $p<0.01$). Therefore, as the Pull Factor increase Tourist satisfaction (T.S) also will increase.

H3: Tourist satisfaction (T.S) positively affect Tourist Loyalty (T.L)

The results of analyzing the impact of Tourist satisfaction (T.S) on Tourist Loyalty (T.L) show a significant positive effect of Tourist satisfaction (T.S) on Tourist Loyalty (T.L). Results are as follows: (Std. Coeff. = 0.709, t-value= 20.375, $p<0.01$). Therefore, any increase in the Tourist satisfaction will positively affect the Tourist Loyalty (T.L)

H4: Service Quality (SERVQUAL) positively affect Tourist Loyalty (T.L)

The results show that Service Quality (SERVQUAL) has a significant positive effect on Tourist Loyalty (T.L) as (Std. Coeff. = 0.308, t-value= 6.566, $p<0.01$). Therefore, any increase in the Service Quality (SERVQUAL) will positively affect the Tourist Loyalty (T.L)

H5: Motivation Factors (MOTIV) positively affect Tourist Loyalty (T.L).

The results show that Motivation Factors (MOTIV) have a significant positive effect on Tourist Loyalty (T.L)) as (Std. Coeff. = 0.188, t-value= 3.877, $p<0.01$). Therefore, any increase in the Motivation Factors (MOTIV) will positively affect the Tourist Loyalty (T.L)

$H4_a$: Tangibility (TAN) positively affect Tourist Loyalty (T.L)

The results for the effect of Tangibility (TAN) on Tourist Loyalty (T.L) show a significant direct effect between the two variables. The results show that (Std. Coef. = 0.287, t-value= 6.081, $p<0.01$). Therefore, any increase in the Tourist satisfaction will positively affect the Tourist Loyalty (T.L)

$H4_b$: Reliability (REL) positively affect Tourist Loyalty (T.L)

The results for testing affect Reliability (REL) on Tourist Loyalty (T.L) show that Reliability (REL) has a significant direct effect on Tourist Loyalty (T.L) as (Std. Coef. =-.291, t-value=6.161, $p<0.01$). Therefore, as Push Factor increases Tourist satisfaction (T.L) also will increase.

$H4_c$: Responsiveness (RES) positively affect Tourist Loyalty (T.L)

The results show that Responsiveness (RES) have a significant positive effect on Tourist Loyalty (T.L)) as (Std. Coeff. = 0.307, t-value= 6.564, $p<0.01$). Therefore, any increase in the Responsiveness (RES) will positively affect the Tourist Loyalty (T.L)

$H4_d$: Assurance (ASS) positively affect Tourist Loyalty (T.L)

The results for the effect of Assurance (ASS) on Tourist Loyalty (T.L) show a significant direct effect between the two variables. The results show that (Std. Coef. = 0.222, t-value=4.625, $p<0.01$). Therefore, as Push Factor increases Tourist satisfaction (T.L) also will increase.

$H4_e$: Empathy (EMP) positively affect Tourist Loyalty (T.L)

The results show that Empathy (EMP) has a significant positive effect on Tourist Loyalty (T.L) as (Std. Coeff. = 0.317, t-value= 6.773, $p<0.01$). Therefore, any increase in the Empathy (EMP) will positively affect the Tourist Loyalty (T.L)

$H5_a$: Push Factor Positively affect Tourist Loyalty (T.L)

The results for testing affect Push Factor on Tourist Loyalty (T.L) show that Push Factor has a significant direct effect on Tourist Loyalty (T.L) as (Std. Coef. =.102 t-value= 2.086, $p<0.05$). Therefore, any increase in the Push Factor will positively affect the Tourist Loyalty (T.L)

$H5_b$: Pull Factor Positively affect Tourist Loyalty (T.L)

The results show that Pull Factor has a significant positive effect on Tourist Loyalty (T.L) as (Std. Coeff. = 0.243, t-value= 5.084, $P<0.01$). Therefore, any increase in the Pull Factor will positively affect Tourist Loyalty (T.L).

H6: Service Quality dimensions (SERVQUAL) Positively indirect affect Tourist Loyalty (T.L)

The results for testing the impact of Service Quality dimensions (SERVQUAL) on Tourist Loyalty (T.L) show that Service Quality dimensions (SERVQUAL) has a significant indirect effect on Tourist Loyalty (T.L) as (Std. Coef. = 0.242, $p<0.01$) Therefore, any increase in the Empathy (EMP) will positively affect the Tourist Loyalty (T.L)

H7: Motivation Factors (MOTIV) Positively indirect affect Tourist Loyalty (T.L)

The results for testing the impact of Motivation Factors (MOTIV) on Tourist Loyalty (T.L) show that Motivation Factors (MOTIV) has a significant indirect effect on Tourist Loyalty (T.L) as (Std. Coef. = 0.125, $p<0.01$) Therefore, any increase in the Motivation Factors (MOTIV) will positively affect the Tourist Loyalty (T.L)

Chapter Five: Discussions and Recommendations

5.1 Introduction

In order to answer the primary study question, this chapter operationalizes the variables of service quality, motivational factors, tourist satisfaction, and tourist loyalty among travelers to Istanbul. The research findings, limits, suggestions for more study, and theoretical and managerial ramifications are all provided. The purpose of the study was to determine how Istanbul's tourist service quality and motivation variables affected the city. Two motivational factors (pull and push) and five service quality dimensions (tangibles, empathy, reliability, assurance, and responsiveness) were used in the measurement process. In the context of tourism, tangibles include things like physical appearance, responsiveness to prompt service, accuracy in service delivery, assurance of knowledge, and empathy for personalized attention.

When it comes to motivational factors pull represents a destination's allure, and push measures an individual's internal yearning for a break. 28 statements were used in the study to gauge motivational factors and service excellence. Finding out how motivational factors and service quality affect tourist satisfaction was the main goal. To bolster the research framework, earlier investigations by Suhartanto et al. (2020) and Fayed et al. (2016) were cited.

5.1.1 Tourist Satisfaction as a Mediating Factor for Perceived Service Quality (SERVQUAL) and Tourist Loyalty (T.L)

The purpose of the study was to investigate the association between tourist satisfaction (T.S.) and perceived service quality aspects (SERVQUAL). The results showed a strong positive correlation between tourist satisfaction and the perceived qualities of service (tangibility, reliability, responsiveness, assurance, and empathy). The relationship between tourist satisfaction (T.S.) and the perceived service quality dimensions (SERVQUAL) was found to be the strongest. This was followed by the relationship between the responsiveness dimension (RES) and T.S., and the least strong relationship between the assurance dimension (AS) and T.S. These findings were corroborated by earlier research by Chand & Ashish (2014), Liu & Yen (2010), and Ali & Howaidee (2012).

Dimensions of Service Quality (SERVQUAL) and Tourist Loyalty (T.L) with Tourist Satisfaction as a Mediation Factor (T.S)

The study confirmed a significant positive effect of each service quality dimension (Tangibles, Empathy, Reliability, Assurance, Responsiveness) on tourist satisfaction (T.S). Previous studies by Ho & Lee (2007) and Pakurár et al. (2019) supported these findings.

5.1.2 Motivation Factors (MOTIV) and Tourist Loyalty (T.L) with Tourist Satisfaction as a Mediation Factor (T.S)

The findings made clear how crucial motivational factors are in determining how satisfied tourists are. The study by Uysal and Hagan (1993) was cited, which showed a strong and positive correlation between motivational factors and tourist satisfaction.

5.1.2.1 Tourist Satisfaction as a Mediation Factor (T.S) and Push and Pull Factors and Tourist Loyalty (T.L)

The pull component had a large direct impact on tourist contentment, whereas the push factor did not reveal a significant direct impact on tourist satisfaction behavior. These results were in opposition to those of previous research conducted by Siregar et al. (2020), Ashton (2018), Lemy et al. (2020), and Battour et al. (2017) that showed the mediating effect of tourist satisfaction between pull and push factors and tourist loyalty.

5.1.2.2 Push and Pull Factors, Tourist Loyalty, and Tourist Satisfaction as a Mediation Factor (T.S.)

While the push factor did not have a significant direct impact on tourist satisfaction behavior, the pull component had a large direct impact on tourists' levels of satisfaction. These findings ran counter to those of other studies by Ashton (2018), Lemy et al. (2020), Siregar et al. (2020), and Battour et al. (2017), which demonstrated the mediating role of tourist satisfaction between push and pull factors and tourist loyalty.

5.2 Research Process

The results demonstrated how important service quality and motivating factors are in influencing tourists' levels of satisfaction and loyalty. The research conducted by Uysal and Hagan (1993) was referenced, demonstrating a robust and positive correlation between motivational factors and tourist satisfaction.

5.3 Study Hypothesis and Hypothesis results

H1: Service Quality (SERVQUAL) positively affect Tourist satisfaction (T.S)

$H1_a$: Tangibility (TAN) positively affect Tourist satisfaction (T.S)

$H1_b$: Reliability (REL) positively affect Tourist satisfaction (T.S)

$H1_c$: Responsiveness (RES) positively affect Tourist satisfaction (T.S)

$H1_d$: Assurance (ASS) positively affect Tourist satisfaction (T.S)

$H1_e$: Empathy (EMP) positively affect Tourist satisfaction (T.S)

H2: Motivation Factors (MOTIV) positively affect Tourist satisfaction (T.S).

$H2_a$: Push Factor Positively affect Tourist satisfaction (T.S)

$H2_b$: Pull Factor Positively affect Tourist satisfaction (T.S)

H3: Tourist satisfaction (T.S) positively affect Tourist Loyalty (T.L)

H4: Service Quality (SERVQUAL) positively affect Tourist Loyalty (T.L)

$H4_a$: Tangibility (TAN) positively affect Tourist Loyalty (T.L)

$H4_b$: Reliability (REL) positively affect Tourist Loyalty (T.L)

$H4_c$: Responsiveness (RES) positively affect Tourist Loyalty (T.L)

$H4_d$: Assurance (ASS) positively affect Tourist Loyalty (T.L)

$H4_e$: Empathy (EMP) positively affect Tourist Loyalty (T.L)

H5: Motivation Factors (MOTIV) positively affect Tourist Loyalty (T.L).

$H5_a$: Push Factor Positively affect Tourist Loyalty (T.L)

$H5_b$: Pull Factor Positively affect Tourist Loyalty (T.L)

H6: Service Quality dimensions (SERVQUAL) Positively indirect affect Tourist Loyalty (T.L)

H7: Motivation Factors (MOTIV) Positively indirect affect Tourist Loyalty (T.L)

The literature review recommends factors including service quality, motivation factors, tourist satisfaction and tourist loyalty, among others, in response to the first goal of this thesis, which was to identify the factors that determine tourist loyalty. Meanwhile, the AMOS-SPSS analysis findings (table 5-1) show all hypothesis result clearly.

Table 5-1 The Final Results of Hypotheses Test

Hypothesis	**Type**	**Result**
H1: Service Quality (SERVQUAL) Positively affect Tourist satisfaction (T.S)	Alternative	Supported
$H1_a$: Tangibility (TAN) Positively affect Tourist satisfaction (T.S)	Alternative	Supported
$H1_b$: Reliability (REL) Positively affect Tourist satisfaction (T.S)	Alternative	Supported
$H1_c$: Responsiveness (RES) Positively affect Tourist satisfaction (T.S)	Alternative	Supported
$H1_d$: Assurance (ASS) Positively affect Tourist satisfaction (T.S)	Alternative	Supported
$H1_e$: Empathy (EMP) Positively affect Tourist satisfaction (T.S)	Alternative	Supported
H2: Motivation Factors (MOTIV) Positively affect Tourist satisfaction (T.S).	Alternative	Supported
$H2_a$: Push Factor Positively affect Tourist satisfaction (T.S)	Alternative	Not Supported
$H2_b$: Pull Factor Positively affect Tourist satisfaction (T.S)	Alternative	Supported
H3: Tourist satisfaction (T.S) Positively affect Tourist Loyalty (T.L)	Alternative	Supported
H4: Service Quality (SERVQUAL) Positively affect Tourist Loyalty (T.L)	Alternative	Supported
$H4_a$: Tangibility (TAN) Positively affect Tourist Loyalty (T.L)	Alternative	Supported
$H4_b$: Reliability (REL) Positively affect Tourist Loyalty (T.L)	Alternative	Supported
$H4_c$: Responsiveness (RES) Positively affect Tourist Loyalty (T.L)	Alternative	Supported
$H4_d$: Assurance (ASS) Positively affect Tourist Loyalty (T.L)	Alternative	Supported
$H4_e$: Empathy (EMP) Positively affect Tourist Loyalty (T.L)	Alternative	Supported
H5: Motivation Factors (MOTIV) Positively affect Tourist Loyalty (T.L).	Alternative	Supported
$H5_a$: Push Factor Positively affect Tourist Loyalty (T.L)	Alternative	Supported
$H5_b$: Pull Factor Positively affect Tourist Loyalty (T.L)	Alternative	Supported
H6: Service Quality dimensions (SERVQUAL) Positively indirect affect Tourist Loyalty (T.L)	Alternative	Supported
H7: Motivation Factors (MOTIV) Positively indirect affect Tourist Loyalty (T.L)	Alternative	Supported

5.4 Conclusions

This study's main goal is to evaluate how motivational factors and dimensions of service quality affect tourists' loyalty by using tourist satisfaction as a mediator within the Turkish tourism destination. Although these elements have been the subject of numerous studies on their own, this research is unique in that it integrates motivation factors and service quality dimensions. Furthermore, this study adds to the body of literature by emphasizing the crucial role that the tourism industry plays in a nation's economic development and by laying the groundwork for future research into the combined effects of motivation factors and service quality dimensions.

The study examined several hypotheses, and the findings show that several independent variables have a substantial impact on tourist satisfaction, including Tangibility, Reliability, Reliability, Reliability, Responsiveness, Assurance, Empathy, and pull factor. The push factor, however, has no appreciable effect on tourist satisfaction. Additionally, the study discovered that all independent variables— (Tangibility, Reliability, Reliability, Reliability, Responsiveness, Assurance, Empathy, push, and pull factors) had a direct effect on tourist loyalty.

Additionally, the findings suggest an indirect impact of service quality dimensions and motivation factors on tourist loyalty through the mediator of tourist satisfaction. This holistic approach provides a comprehensive understanding of the interconnected dynamics between service quality, motivation factors, tourist satisfaction, and loyalty within the context of the Turkish tourism destination.

5.5 Research Contribution and Recommendations

The importance of this study can be encapsulated in the following points:

- This study contributes to the existing scientific knowledge in the realm of service quality and addresses gaps in understanding tourist preferences.
- It is the sole study that assesses both service quality dimensions and motivation factors specifically within the context of Turkish tourism destinations.
- The findings suggest that Turkish tourism destinations should enhance the interaction between service providers and tourists to elevate satisfaction levels.

- To the best of the researcher's knowledge, this study is pioneering in employing a structural model to gauge the impact on both tourist satisfaction and loyalty.
- The research results offer a theoretical framework that can be utilized for further analysis of service quality dimensions and motivation factors.
- Recommendations include the implementation of an effective feedback system by Turkish tourism destinations to ensure alignment with tourist expectations.

5.6 limitations and avenues for future research:

- The outcomes are confined to the constraints of the current observational inquiry, and future research should consider these limitations.
- Subsequent studies could explore additional positive outcomes stemming from tourist satisfaction, such as tourist loyalty or supportive behavior.
- The study focused solely on tourists in Istanbul, so it is crucial to extend the investigation to other tourist destinations like Bodrum, Antalya, Marmaris, etc.
- A notable area for future exploration involves understanding the perspectives of employees, who play a pivotal role in creating tourist loyalty. Examining the beliefs of hotel employees regarding service quality and motivation factors could provide valuable insights.
- Future research may also delve into the understanding of service organization employees regarding their beliefs about service quality and motivation factors.
- Future research may also use measuring gap tool for service quality dimensions to make more value for study.

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