

# Tourism Village Competitiveness Study; the Influence of Tourist Attraction and Services Mediated by Role Motivation on Tourist Visit Decisions at Tourism Villages in Malang Regency

Mohamad Nur Singgih<sup>1\*</sup>, Sudarmiati<sup>2</sup>, Agung Winarno<sup>3</sup>, Nurika Restuningdiah<sup>4</sup>, Ratih Agustin Rachmaningrum<sup>5</sup>

<sup>1</sup>Doctoral Program in Management Science, State University of Malang, Affiliation of Management Study Program, Universitas Merdeka Malang, Jln Terusan Dieng no 62-64 Malang Indonesia. [singgih@unmer.ac.id](mailto:singgih@unmer.ac.id)

<sup>2,3,4</sup>Lecturer at the Faculty of Economics and Business, University of Malang, Jln Semarang No 5/65145, Malang Indonesia

<sup>5</sup> Lecturer in the Faculty of Psychology at Universitas Merdeka Malang , Jln Terusan Dieng no 62-64 Malang Indonesia.

**Abstract:** The aim of the study was to analyze the model of tourist attraction and service mediated by role motivation on the decision to visit tourists at tourist villages in Malang district. This study employs quantitative approach, data collection methods through surveys by conducting interviews with tourism village managers and distributing questionnaires via Google form to respondents who visit tourist villages in Malang district. The sampling technique used random sampling with a total of 400 respondents. Data analysis techniques using Structural Equation Modeling (SEM). The test results of the research instruments show that the instruments are valid and reliable for measuring research variables, namely *core resources and key attractors* tourism services, role motivation and tourist visit decisions. The results of the model test show that the fit model means that the resources and attractiveness of the tourist village and the services of the tourist village have an effect on role motivation and the decision to visit tourists. Based on tourist perceptions, not only resources, natural attractions but also culture are very strong factors in tourist visit decisions. Tourism services that perform very well are shown by not only the availability of adequate number and quality of accommodation for tourists but also the quality of services from highly qualified tour staff. The motivation of tourists who encourage tourist visits to tourist villages is because they want to get out of their daily activities (escape) to feel relaxed and socialize, showing a very strong category. The decision to visit was made by searching for information through social media and references from colleagues. Evaluation of tourists through the level of repeated visits and willingness to share experiences with colleagues has a good category.

**Keywords:** Core Resources, Key Atractors, Competitvness, Role Motivation, Tourism Services.

## 1. INTRODUCTION

The growth of tourism villages as a form of village autonomy has encouraged the creativity and innovation of the village to manage and develop local economic potential by utilizing natural resources and the environment in a sustainable manner through the development of tourist villages. Law (UU) Number 6 of 2014 concerning Villages, provides autonomy for villages to manage their own resources and the direction of their own development. Tourism has an important role in transforming rural communities in their environmental, economic, social and cultural structures, processes and dynamics. According to [1] tourism villages play a major role as tourist destinations to attract tourists to enjoy rural products.

A tourist village is a form of integration between attractions, accommodation and supporting facilities presented in a structure of community life which is integrated with the prevailing procedures and traditions [2]. Village tourism (rural tourism) is tourism that consists of the whole rural experience, natural attractions, traditions, unique elements that as a whole can attract tourists. Tourism villages are alternative tourism products that can provide impetus for sustainable rural development and have management principles

including (1) utilizing local community facilities and infrastructure, (2) benefiting local communities, (3) having a small scale to facilitate mutual relations with the local community, (4) involving the local community, (5) implementing rural tourism product development [3]. Rural tourism attractions refer to all types of activities carried out by tourists in rural areas (agro-tourism, direct sales on farms, educational agriculture) including elements related to tradition, culture and friendliness of rural communities. Rural tourism is expressed through visits that are directly related to rural resources [4]. The quantity and quality of eco-based tourist accommodation is a determining factor for rural tourism services to attract tourist visits. The quantity and quality of tourist accommodation is defined as a form of environmental friendliness which is the essence of tourism which has an important role in generating economic benefits for the community [5] Crouch G, 2008. Based on records (ADWI; 2021) the number of tourist villages in Indonesia is 1,831 tourist villages spread across each of the islands. Java Island occupies the highest position with a total of 599 tourist villages, Sumatra 573 villages, Nusa Tenggara 221 villages, Kalimantan 92 villages. Sulawesi has 269 villages, and Papua has 21 villages.

Malang Regency is one of the districts that has the potential of a potential tourism village. Based on data from the Tourism and Culture Office of Malang district (2020), 106 tourist villages have received decrees (SK) from the Malang district government. Several tourist villages have developed and become mainstay tourist destinations visited by many tourists, including; Sanankerto Village with natural attractions in the form of bamboo conservation and springs in Andeman hamlet, Pujon Kidul Village with landscapes and rice field cafes that evoke memories in the village, Gubug Klakah Village with landscapes and cool air, Poncokusumo Village with apple farming attractions, Karangsono Village with natural attractions. attract springs and other villages that rely on natural and cultural attractions.

The growth in the number of tourist villages has led to a level of competition between tourist villages and with other tourist destinations. Tourism villages must increase their competitiveness to attract tourist visits in competition in the tourism market. The concept of assessing the competitiveness of tourist destinations is complex and multidimensional, therefore, in this case there are differences in the concept of assessing the competitiveness of tourist destinations among researchers. The concept of tourism competitiveness is still being debated both from an economic perspective and from a tourism management perspective. The concept of tourist destination competitiveness in the tourism market is not only based on the number of tourist visits or the benefits derived from tourist spending but is seen from the impact of tourism activities on economic, socio-cultural and environmental conditions at tourist destinations [6]. In addition, the destination competitiveness is assessed based on the impact of tourism activities on local residents, both increasing knowledge, infrastructure, and the impact on the quality of life of local residents [7]. Meanwhile, the competitiveness of tourist destinations can be known by looking at tourist perceptions and satisfaction while visiting tourist destinations and tourist loyalty in visiting tourist destinations. Furthermore, the assessment of the competitiveness of tourist destinations needs to pay attention to the image of the destination as an important indicator in assessing the competitiveness of tourist destinations [8]

Understanding competitive tourism indicators can influence a tourist's decision. [5] Crouch argue that the competitiveness of tourist destinations is the ability to create value that can increase local and national welfare by managing assets better and by integrating these relationships into economic and social models. To create a destination that is competitive in attracting tourists requires good service quality and a satisfying experience for tourists [9]. To measure the competitiveness of tourist destinations, attractions and resources are the determining (main) factors in promoting tourism [10]. Destination competitiveness can be increased by increasing the right destination attractions and service performance to satisfy customers, so that this can encourage tourists to not only revisit destinations but also recommend them to others.

Motivation is a combination of needs and desires that influence the decision process of tourists to travel. Furthermore, motivation is also an important indicator of tourist behavior. Motivation is the starting point of every tourist decision, therefore motivation triggers every evaluation that tourists can make about a destination [11]. Moreover, motivation is classified into four major groups as follows: (1) physical motivation, including relaxation, health, comfort, participating in sports activities, relaxing and so on, (2) cultural motivation, namely the desire to know the culture, customs, traditions and arts of other regions, (3) Social motivation, such as visiting friends and family, meeting work partners, doing things that are considered bringing prestige, making pilgrimages, escaping from boring situations and so on, (4) Fantasy motivation, namely the existence of motivation in other areas so that a person will be able to escape from the boring daily routine and get psychological satisfaction[12]. This research contributes to increasing competitiveness in the management of tourist villages in Malang district. In addition to this, this study aims to analyze the influence of tourist attraction and services mediated by role motivation on tourist visit decisions at tourist village destinations.

With regard to tourism, it has an important role in transforming rural communities in environmental, economic, social and cultural structures, processes, and dynamics [13]. Rural tourism plays a major role because tourists must move towards tourist destinations to enjoy its products. Tourism development depends on commercial, economic and logistical issues, including: product quality, destination accessibility and infrastructure, availability of skills, and interest from investors. Core resources and key attractors are the fundamental reasons for tourists to choose certain tourist destinations over others. Natural resources can be considered as the most important resources for tourism purposes. Natural resources are things that exist in nature that can be used by humans. On the other hand, cultural resources are represented by three indicators: 1) historical and archaeological sites, 2) artistic and architectural features and 3) cultural attraction which is a very strong second dimension of destination attractiveness. Most international travelers are now considered cultural tourists. The cultural attractions and heritage of a destination provide a significant force for potential visitors [5].

One of the determinants of service is the quality and quantity as well as the environmental friendliness of tourist accommodation. Hospitality is defined as the essence of tourism and has a very important role in generating economic benefits for society [14]. The crucial issue regarding hospitality is quality. There is a reciprocal effect between destination economic growth and accommodation performance. However, many approaches in the literature only refer to a number of elements of the hotel industry's competitiveness; moreover attention has been devoted to developing a comprehensive framework. As with the lodging industry, food service is fundamental to guaranteeing the best experience for visitors. Food service consists of traditional restaurants, fast food restaurants, cafeterias and travel food services.

Motivation is one of the basic thoughts of human behavior. There are several basic concepts that are integrated into the understanding of human motivation.[15] define motivation through emotional and cognitive motives or internal/external motives while anthropology defines it as "going away from the routine environment and seeking for authentic experiences". On the other hand, social psychology regards to as "seeking for new things and avoidance" [12]. There is a general notion that human motivation arises from an inconsistency between desired and existing conditions. (Kotler, Bowen, and Makens n.d.) identified motivation as one of the psychological factors that determine consumer buying behavior. Motivation is a need that reaches the highest intensity, causing tension and finally causing someone to act to minimize or avoid this tension. The driving force (the push)influencing behavior refers to the individual psychology that directs them to make decisions. When we look at motivation psychologically, motivation to travel can be both a push and a pull factor[16].

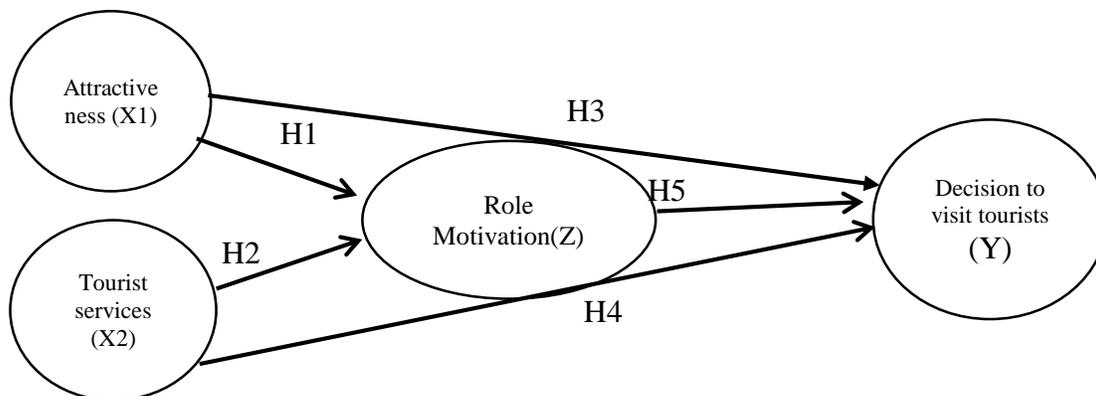
Although there is no global theory that reveals tourist motivation due to this heterogeneous structure, various theories have been developed and research has been conducted [17]. One of the motivational

theories is the theory of increased anomie and ego developed by [18]. From a socio-psychological perspective, it was found that anemia and ego-enhancement were push factors. Furthermore, [19] defines tourist motivation under socio-psychological and cultural motivations. He categorizes the socio-psychological motivation component as “escape from a perceived mundane environment; exploration and evaluation of self; relaxation; prestige; regression; enhancement of kinship relationships; and facilitation of social interaction.” The most commonly accepted theory among the theories that explain travel motivation is the “push and pull” theory [7]. Studies had a tremendous impact on shaping tourist motivation based on push and pull factors [20]. Motivation can be defined as the driving force or push behind the desire to achieve a goal[21]. In the tourism context, motivation is often classified as a psychological need. The most widely implemented tourism motivational framework in tourism studies, is based on the push and pull theory. This theory states that travel decisions are the result of internal forces pushing, and external forces pulling from destination features [22]. In the context of tourism, customer motivation to travel is defined as an integrated network of cultural and biological forces globally that can increase value and provide direction to the choices, experiences and travel behavior of tourists [23].

Customer motivation can be explained in terms of pu. Push factors concern cognitive processes and sociopsychological motivations that encourage someone to travel, while pull factors refer to external and situational motivations such as destination attributes and recreational infrastructure [24].In the same way,[22] Jang S, Bai B, Hu c ,Wu C, 2009 stated that push factors can be considered as socio-psychological needs that shape an individual's desire to travel, while pull factors are individual external factors that attract individuals to certain destinations because of the attractiveness of the destination. The most important internal factors that influence travel motivation are the needs and objectives of the trip [25]. For tourists, internal factors do not come from accommodation, food and beverage services or entertainment services. As a matter of fact, one of the important motivating factors for tourists is the willingness to go somewhere and feel that desire. Meanwhile, pull factors allow individuals to choose goals [19] . On the other hand, pull factor can be considered as a feature of goals or external motivation. Furthermore, infrastructure and superstructure, natural beauty, services, etc., are one of the pull factors in a destination[26].

Tourist behavioral intention has become a basic strategic metric for assessing the success of a tourism destination. Research related to this topic is an important subject in the field of marketing and tourism[27] . Tourist behavioral intention is a very important concept for tourism service providers because it is usually related to tourist retention and tourist loyalty[28]. Behavioral intention in the tourism context refers to the intention to revisit and the intention to recommend [29]. Previous researchers considered tourist behavioral intention as conative loyalty according to the four-stage loyalty model[30]. According to [31] (Perugini and Bagozzi, 2004), behavioral intention as partial planning involves some form of commitment and is predicted by pre-intentional variables such as image aspect, affective or conative. However,[33] (Chen, Lai, Petrick, and Lin, 2016) claim that intention or conation refers to actions based on individual cognition and affection. They define tourist's future behavioral intention as an individual's willingness to visit or revisit a particular destination for vacation purposes. and their willingness to recommend the destination to others [34].

In tourism research, tourist behavioral intentions are generally measured through consumers' willingness to visit or revisit and provide word of mouth recommendations, and their feedback to service providers[35] . One of the reasons why the results of different studies on the subject do not support one another point to the fact that tourists have various kinds of behavior[36]. Therefore, behavioral intention as the dependent variable appears to be an important concept in understanding tourist destination selection and future behavioral motives. From this view, any attempt to understand behavioral intention will further contribute to the tourism knowledge base. The hypothetical framework in this research;



**Figure 1:** Hypothetical framework

H1: Tourist attraction influences tourist role motivation

H2: Tourism services affect the role motivation of tourists

H3: Tourist attraction influences the decision to visit tourists

H4: Tourism services influence tourist visit decisions

H5: Attraction and tourism services mediated by the role of motivation have an effect on tourist visit decisions

**2. RESEARCH METHODS**

This study uses a quantitative research approach with the independent variable attractiveness (X1) and tourist services (X2 mediated by role motivation (Z1) with the dependent variable being the decision to visit tourists (Y). The research variable and indicators as follows;

**Table 1 :** Variables and Research Indicators

Variable	Indicator	Item	Questionnaire
Core Resources and Key Attractors (X1)	Natural resources (X1.1)	Natural attraction (X1.1.1)	The natural beauty offered is attractive for tourists to visit
		Protection (X1.1.2)	The tourist village visited has a natural resource protection program
		Utilization (X1.1.3)	The tourist villages visited make good use of natural resources as tourist attractions
		Competitive advantage (X1.1.4)	The tourist villages visited have natural resources which are used as competitive advantages
	Historical and archaeological sites (X1.2)	Historical attraction (X1.2.1)	Historical heritage is used as an attraction to attract tourist visits to tourist villages
		Maintained site maintenance (X1.2.2)	The tourist villages visited really protect the existing historical sites

		Ease of understanding historical information (X1.2.3)	The tourist villages visited provide clear information about the history of the site's heritage
		Historical value as a competitive advantage (X1.2.4)	Historical value is used as a competitive advantage in the tourist villages visited
		Ease of obtaining information (X1.2.5)	Ease of obtaining information regarding the existence of historic sites
	Artistic and architectural features (X1.3)	Layout (X1.3.1)	The arrangement of tourist objects is the main attraction in the tourist villages visited
		Architectural maintenance (X1.3.2)	The tourist villages visited pay attention to the maintenance of the architecture they have
	Culture puller (X1.4))	Cultural Attraction (X1.4.1)	Customs and culture are the main attractions of the tourist villages visited
		Cultural preservation (X1.4.2)	Cultural preservation is noticed by the managers of the tourist villages visited
		Ease of understanding culture (X1.4.3)	The tourist villages visited provided information related to existing culture and was easy to understand
	Events (X1.5)	Event attractiveness (X1.5.1)	The tourist village has regular events that are of interest to tourists
		Event suitability (X1.5.2)	The event is held in accordance with the concept of a given tourist village
		Consistency of organized events (X1.5.3)	The tourist villages visited always hold regular events
<i>Tourism Services (X2)</i>	Accommodation options (X2.1)	Number of accommodations (X2.1.1)	Availability of lodging/accommodation in the tourist villages visited
		Ease of booking accommodation (X2.1.2)	Ease of making lodging/accommodation bookings in the tourist villages visited
		Reference accommodation options (X2.1.3)	The tourist villages visited provide references to lodging/accommodation options according to the wishes of tourists
	Accommodation quality (X2.2)	Quality of lodging (X2.2.1)	The quality of lodging provided by the tourist village is very good
		Eco-friendly accommodation (X2.2.2)	The accommodation available in the tourist villages visited are very environmentally friendly
	Quality of service (X2.3)	reliability (X2.3.1)	The tourism staff in the tourist villages visited were very friendly in providing services

		performance (X2.3.2)	The tourism staff in the tourist village are polite and attractive in appearance
		Empathy (X2.3.3)	Tourism staff in tourist villages have high attention when serving tourist complaints
		responsiveness (X2.3.4)	Tourism staff in tourist villages have good responsiveness in serving tourists
		Certainty (X2.3.5)	Tourism staff in tourist villages are able to provide answers that give certainty when tourists ask questions
Role motivation (Y1)	Escape (Y1.1)	Leaving the routine for a moment (Y1.1.1)	The motivation to visit a tourist village is to leave the routine for a moment from daily activities
		Desire to get a new atmosphere (Y1.1.2)	Motivation to get a new atmosphere when visiting a tourist village
		Curiosity (Y1.1.3)	curiosity urge to understand the tourist village
	Relaxation (Y1.2)	Relaxation boost (Y1.2.1)	The urge to relax to the tourist village
		Curiosity to enjoy the environment (Y1.2.2)	Motivation to enjoy the environment owned by a tourist village
	Social (Y1.3)	Spend time (Y1.3.1)	Motivation to spend time with the closest people
Strengthening family bonds (Y1.3.2)		Motivation to strengthen bonds with the closest people	
Visit Decision (Y <sub>2</sub> )	Destination-related information search (Y2.1)	Willingness to seek information (Y2.1.1)	Access Information on tourism villages can be accessed via social media
		Willingness to seek information to colleagues or friends (Y2.1.2)	Ease of access to information through colleagues or friends for the tourist village to be visited
	Evaluation of alternatives for destination selection (Y2.2)	Make preference (Y2.2.1)	Tourism villages are one of the preferences for tourist visits
		Activity reference (Y2.2.2)	Tourism villages provide references to interesting activities
	Tourist visit decisions (Y2.3)	Visit decision (Y2.3.1)	Visiting a tourist village is the best decision
		The right decision (Y2.3.2)	The decision to choose to visit a tourist village is the right decision
	Repeat visit rate (Y2.4)	Intention to visit again (Y2.4.1)	Intention to return to the tourist village
		Desire for new things (Y2.4.2)	Gaining new things when visiting Back to the tourist village
	Word of Mouth (WOM) (Y2.5)	Retelling the experience (Y2.5.1)	Telling about satisfaction when visiting a tourist village

		Invites to visit (Y2.5.2)	Encouragement to invite the closest people to visit tourist villages
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The data collection method was carried out using survey techniques through in-depth interviews to get to know the environmental situation and service practices carried out by the tourism village manager. Furthermore, a questionnaire by providing a list of questions through the Google form to dig up information related not only to determining resources and attractions, tourist services, motivation but also the decision of tourists to visit tourist villages. In-depth interviews were carried out by interviewing community leaders who acted as managers of tourist villages. The sampling method uses simple random sampling technique with a total of 400 samples. The samples that became research respondents were tourists who made tourist visits to tourist villages in Malang district. The collected data were analyzed quantitatively using the SEM (Structural Equation Modeling) method through AMOS software and then analyzed descriptively qualitatively.

### 3. RESULTS AND DISCUSSIONS

#### 3.1. Sample characteristics

Based on gender, the number of respondents was dominated by men 52% and women 48%, the age of the respondents; Age 0-20 years amounted to 108 (27%), ages 21 to 40 years amounted to 202 (50.5%) and more than 40 years amounted to 90 (22.5%). Based on the level of education of respondents: junior high school level 20 (5%), high school 210 (52.5%), undergraduate degree 130 (32.5%) and postgraduate 30 (7.5%). Frequency of visits by respondents to tourist villages: 1 visit totaling 90 respondents (22.5%), 2 visits totaling 220 (55%), 3 visits totaling 60 (15%), and more than 3 visits totaling 30 (7.5%). Based on the frequency of visits, respondents can show the experience and motivation of tourist visits.

#### 3.2. Mean Value (M) and Standard Deviation (σ) for Core Resources and Key Attractors of Tourism Villages

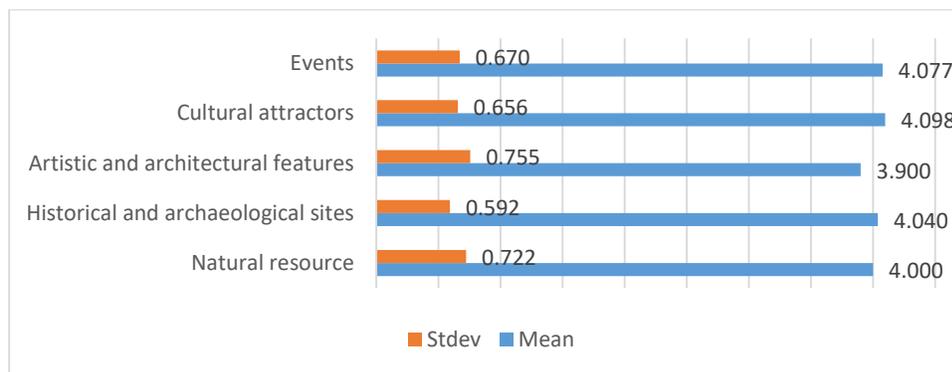
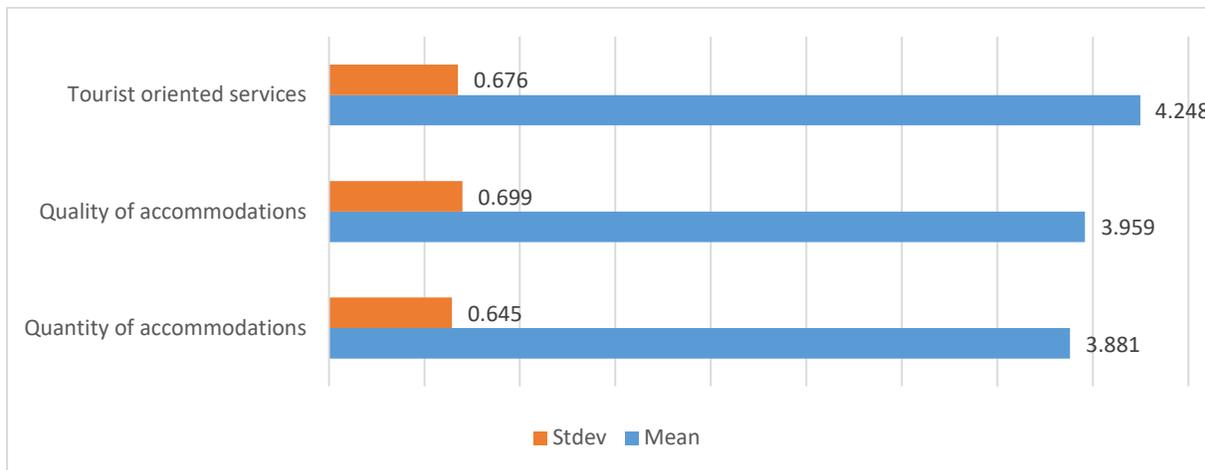


Figure 2 : Mean Value (M) and Standard Deviation (σ) for Core Resources and Key Attractors of Tourism Villages

Looking at Figure 1, it is apparent that the core resources and key attractors of a tourist village are shown through natural resources, events, cultural attractions, historical and archaeological sites found in tourist villages that have very good performance to encourage tourist visits. Meanwhile, tourist villages that have good performance, the core resources and key attractors of tourist villages are shown through artistic and architectural features or the arrangement of tourist villages to encourage tourist visits.

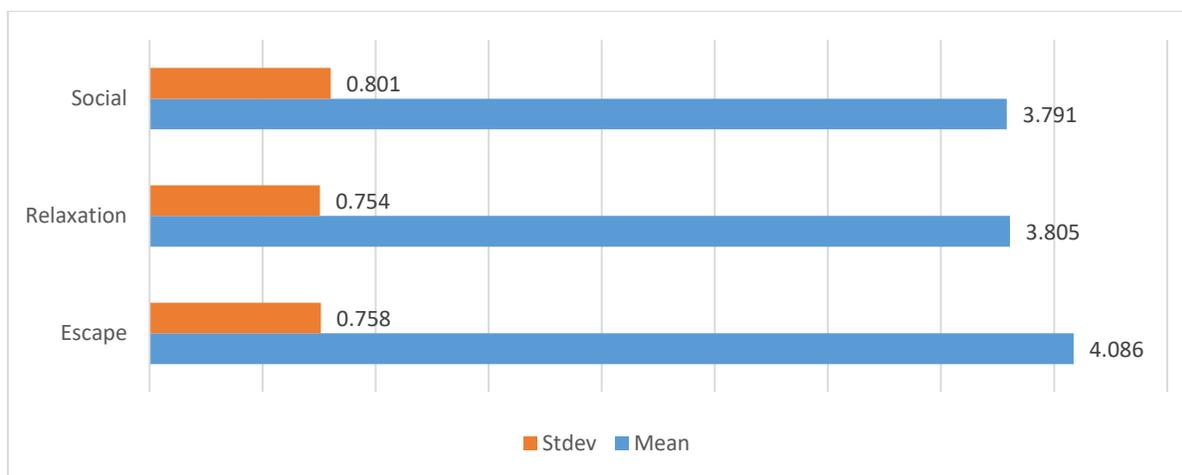
#### 3.3 Mean Value (M) and Standard Deviation (σ) of Tourism Services



**Figure 3:** Mean Value (M) and Standard Deviation ( $\sigma$ ) of Tourism Services

It can be seen from Figure 2 that the tourism services shown by the quality of service perform very well, while the choice and quality of accommodation performs well to encourage tourist visits.

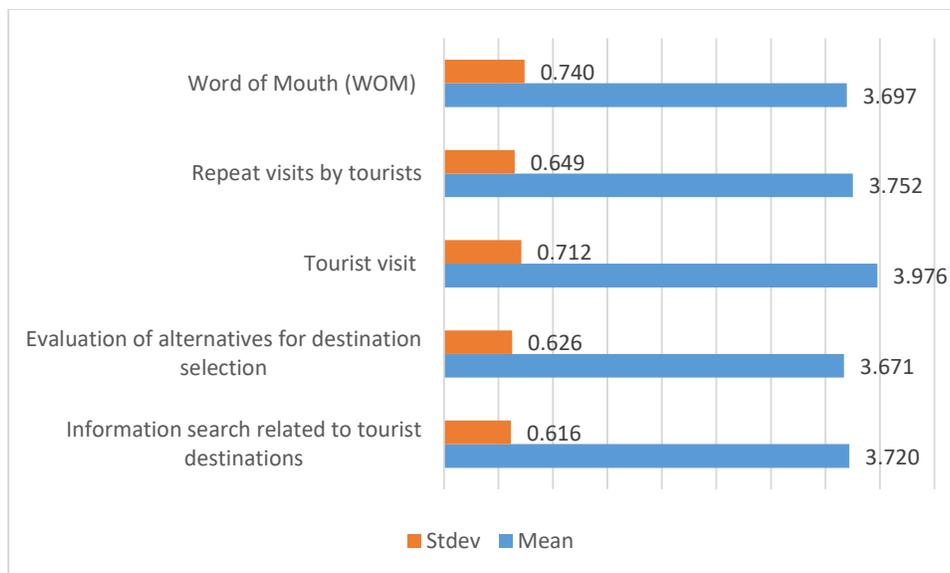
**3.4. Mean Value (M) and Standard Deviation ( $\sigma$ ) Role Motivation**



**Figure 4:** Mean Value (M) and Standard Deviation ( $\sigma$ ) of Role Motivation

Figure 3 provides the motivation of tourists to make tourist visits to tourist villages is caused by a very strong urge to relieve boredom from the daily work routine. On the otherhand,another strong urge of the motivation of tourists to make tourist visits to tourist villages is influenced by the desire to relax and establish social relationships.

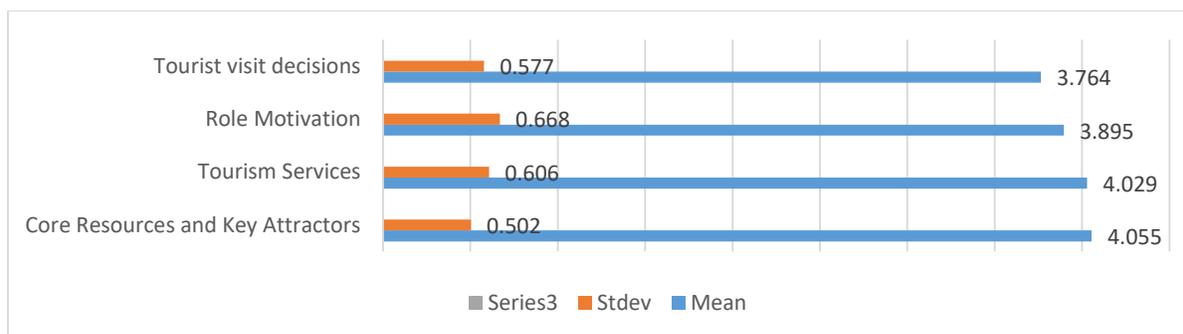
**3.5. Mean Value (M) and Standard Deviation ( $\sigma$ ) Tourist Visit Decisions**



**Figure 5:** The Mean Value (M) and Standard Deviation ( $\sigma$ ) of Tourist Visit Decisions

As can be seen from Figure 4, the decision to visit tourists is shown by the convenience of tourists to access information related to tourist villages on social media and colleagues. In evaluating alternatives for selecting tourist destinations, tourist villages are the main preference for tourist destination choices. Choosing to visit a tourist village is the right decision for tourists. The level of repeat visits by tourists is well demonstrated because tourists gain new experiences during visits. Regarding experiences when visiting tourist villages, tourists have a willingness to share stories with friends or colleagues.

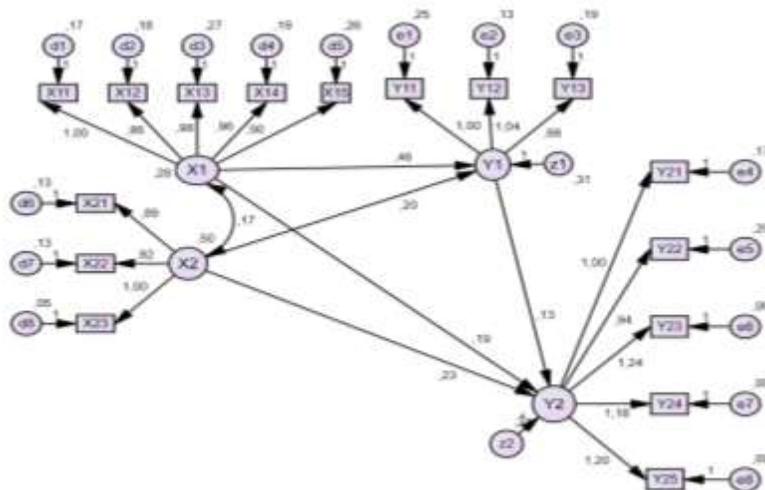
### 3.6. Mean Value (M) and Standard Deviation ( $\sigma$ ) All variables



**Figure 6:** The Mean Value (M) and Standard Deviation ( $\sigma$ ) of All variables

Core Resources and Key Attractors perform very well with the culture and nature that the tourism village has. Furthermore, service quality performs very well supported by service quality and adequate quantity of accommodation. Meanwhile, the tourist role motivation is only driven by the desire to relax and social relations. Tourism villages are preferences for tourist visit decisions.

### 3.7. Path Analysis



**Figure 7:** Path Analysis for Core Resources and Key Attractors (X1), Service Tourism (X2) on Role Motivation(Y1) and Tourist Visit Decisions (Y2)

**Table 2 : Regression coefficient**

		Estimate	S.E.	C.R.	P	Label
Y1	<--- X1	,459	,078	5,870	***	par_12
Y1	<--- X2	,201	,053	3,782	***	par_14
Y2	<--- Y1	,129	,048	2,695	,007	par_13
Y2	<--- X2	,225	,043	5,260	***	par_15
Y2	<--- X1	,188	,064	2,941	,003	par_16
X12	<--- X1	,858	,060	14,325	***	par_1
X13	<--- X1	,976	,071	13,797	***	par_2
X14	<--- X1	,959	,063	15,182	***	par_3
X15	<--- X1	,901	,066	13,607	***	par_4
X23	<--- X2	1,000				
X22	<--- X2	,924	,032	28,430	***	par_5
X21	<--- X2	,889	,032	27,735	***	par_6
Y21	<--- Y2	1,000				
Y22	<--- Y2	,942	,057	16,613	***	par_7
Y23	<--- Y2	1,235	,055	22,388	***	par_8
Y24	<--- Y2	1,176	,055	21,554	***	par_9
X11	<--- X1	1,000				
Y11	<--- Y1	1,000				
Y12	<--- Y1	1,041	,058	18,096	***	par_10
Y13	<--- Y1	,983	,057	17,192	***	par_11
Y25	<--- Y2	1,201	,056	21,409	***	par_17

Var	CR	AVE		Estimate
X1	2,306983	0,538603	Y1 <--- X1	,371
X11	0,784		Y1 <--- X2	,219
X12	0,733		Y2 <--- Y1	,157
X13	0,704		Y2 <--- X2	,298
X14	0,76		Y2 <--- X1	,185
X15	0,684		X12 <--- X1	,733
X2	0,560019	0,813327	X13 <--- X1	,704
X21	0,869		X14 <--- X1	,760
X22	0,878		X15 <--- X1	,684
X23	0,956		X23 <--- X2	,956
Y1	0,914511	0,695163	X22 <--- X2	,878
Y11	0,792		X21 <--- X2	,869
Y12	0,879		Y21 <--- Y2	,794
Y13	0,828		Y22 <--- Y2	,748
Y2	1,299652	0,74007	Y23 <--- Y2	,934
Y21	0,794		Y24 <--- Y2	,906
Y22	0,748		X11 <--- X1	,784
Y23	0,934		Y11 <--- Y1	,792
Y24	0,906		Y12 <--- Y1	,879
Y25	0,904		Y13 <--- Y1	,828
			Y25 <--- Y2	,904

From the data in the above table, it is apparent that all dimensions and indicators of the research construct have a standard loading factor value of  $\geq 0.5$  so that all of them have good validity. The Construct Reliability (C.R) of all constructs has a CR value of more than 0.7, which is greater than the recommended minimum value of 0.7. In fact, there are two values that should be reconsidered in future research. Furthermore, the Average Variant Extracted (AVE) has a value of more than 0.5. This value is higher than the minimum standard that must be met 0.5. Overall, it can be concluded that all research variables, dimensions and indicators in the fit model have fairly good reliability and validity.

**Table 3 : Goodness of Fit**

No	Goodness of fit index	Cut off value	Hasil	Kriteria
1	DF	>0	98	Over identified
	Chi square	>122,107	122,909	Good fit
	Probability	<0,05	0,045	Good fit
	CMIN/DF	<5	1,254	Good fit
	GFI	$\geq 0,90$	0,962	Good fit
	AGFI	$\geq 0,90$	0,947	Good fit
	CFI	$\geq 0,90$	0,994	Good fit
	TLI atau NNFI	$\geq 0,90$	0,993	Good fit
	NFI	$\geq 0,90$	0,973	Good fit
	IFI	$\geq 0,90$	0,994	Good fit
	RMSEA	$\leq 0,08$	0,025	Good fit
	RMR	$\leq 0,05$	0,014	Good fit

Next, testing the feasibility of the Full Model is carried out. From the path diagram on the AMOS output it can be seen that the Full Model is fit because the Chi-Square value is 122.909 with probability (P)  $\leq 0.05$  which is 0.000. So based on this, there is no need to modify the model to reduce the Chi-Square value. What emerges from the results reported here is that the table shows the results of the SEM analysis which has a very good Goodness of Fit. Even though the Chi-Square value is 122.909 with probability (P)  $\leq 0.05$  which is 0.000 and the values of DF, GFI, CFI, TLI, CMIN/DF, and RMSEA have met the recommended values (Table 3 Goodness of Fit).

Moreover, the results of hypothesis testing will be presented. Tests were carried out on 6 hypotheses proposed by researchers. Hypothesis testing is done using the t-value with a significance level of 0.05. The t-value in the AMOS program is the Critical Ratio (C.R.) value in the Regression Weights: of the fit model. If the Critical Ratio (C.R.)  $\geq 1.967$  or the probability value (P)  $\leq 0.05$  then H0 is rejected (the research hypothesis is accepted). Furthermore, the value of Regression Weights: as a result of processing by AMOS for the Full Model is shown in the following table:

**Table 4 : Hypothesis Testing Results**

Regression path		Path coefficients	Hypotheses	Test results
Variable				
Core Resources and Key Attractors (X1)	Role motivation (Y1)	0,459***	H1	Supported
Tourism Services (X2)	Role motivation (Y1)	0,201***	H2	Supported
Core Resources and Key Attractors (X1)	Tourist Visit Decisions (Y2)	0,188**	H3	Supported
Tourism Services (X2)	Tourist Visit Decisions (Y2)	0,225***	H4	Supported
Role motivation (Y1)	Tourist Visit Decisions (Y2)	0,129**	H5	Supported

Note. Significant at \*:  $p < 0.05$ , \*\*:  $p < 0.01$ , \*\*\*:  $p < 0.001$

Furthermore, the results of direct, indirect and total influence are presented in the following table:

**Table 5 : Direct Effects Result**

	Core Resources and Key Attractors (X1)	Tourism Services (X2)	Role motivation (Y1)
Role motivation (Y1)	0,371	0,219	0,000
Tourist Visit Decision (Y2)	0,185	0,298	0,157

The direct effect of core resources and key attractors on motivation to visit is 0.371, meaning that natural resources, cultural attractions, features and architecture, historic and archaeological sites and events have an influence of 37.1% on tourist visit motivation. Furthermore, the direct effect of tourism services on the motivation of tourist visits is 0.219, meaning that the quality of tourist services, the quality of accommodation and the quantity of accommodation of 21.9% affect the motivation of tourist visits while 41.0% of the motivation of tourist visits is influenced by other factors. On the other hand, the direct influence of core resources and key attractors on tourist visit decisions is 0.185, meaning that natural resources, cultural

attractions, features and architecture, historic and archaeological sites and events have an influence of 18.5% on visit decisions. Next, the direct effect of tourism services on tourist visit decisions is 0.298, meaning that the quality of tourist service, quality of accommodation and quantity of accommodation have an effect of 29.8% on visit decisions while 51.7% of tourist visit decisions are influenced by other factors.

**Table 6 : Indirect Effects Result**

	Core Resources and Key Attractors (X1)	Tourism Services (X2)
Role motivation (Y1)	0,000	0,000
Behaviour Intention (Y2)	0,034	0,058

The indirect effect of core resources and main attractions mediated by the role of motivation on tourist visit decisions is 0.034, meaning that natural resources, cultural attractions, features and architecture, historical and archaeological sites and events have an indirect influence of 3.4% on tourist visit decisions. Furthermore, the indirect effect of tourism services mediated by the role of motivation on tourist visit decisions is 0.058, meaning that the quality of tourist services, the quality of accommodation and the quantity of accommodation of 5.8% have an indirect effect on tourist visit decisions.

## CONCLUSION

This study provides a valuable insight into tourism village competitiveness. The results of the model test provide strong empirical confirmation that the fit model describes the core resources and key attractors as well as tourism services that affect the motivation and decisions of tourists visiting. Based on the model test results show that the core resources and key attractors of tourist villages and tourism services have a positive and significant effect on the motivation and decisions of tourists visiting. Meanwhile, based on the perception of tourists, the findings of this study have a number of important implications for tourists visit. Firstly, the perception of tourist found a tendency for the core resources and key attractors of the tourist village shown by natural resources, events, cultural attractions, historical sites and archeology have very good performance. Meanwhile, the core resources and attractiveness of a tourist village as indicated by artistic and architectural features or arrangement of a tourist village perform well to motivate tourist visits. Secondly, the perception of tourist found a tendency for tourism services perform very well as indicated by the availability of adequate number and quality of accommodation for tourists as well as tourist-oriented services.

Thirdly, the decision to visit tourists to tourist villages is internally motivated by the urge to get out of the daily activity (escape) which shows a very strong category, while relaxed and social shows a strong category. Next, the decisions on tourist visits are made by searching for information through social media and references from colleagues. At last, the evaluation of tourists is carried out through the level of repeated visits and the willingness to share their experiences with colleagues which shows a good category.

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