# Effects of Novelty Seeking, Destination Quality and Motivation on Tourist Loyalty

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Abstract:     This study aims to analyze tourist loyalty that is influenced by novelty-seeking, destination quality, and motivation. This research is a survey research using a questionnaire as a data collection tool. The sampling technique used is non-probability sampling, which is convenience sampling. This research is important because it justifies that tourists want to visit a destination again, even though these tourists have visited it. Previous research shows that tourists will rarely return to visit the same destination. The results of this research are expected to support research findings stating that tourists want to visit previous destinations if there are several influencing factors. This study uses international tourist respondents who visit tourist villages in the Special Region of Yogyakarta. PLS-SEM is used to analyze research data. The results showed that the effect of novelty seeking, destination quality, and motivation on loyalty mediated by tourist satisfaction was accepted.

## 1 INTRODUCTION

Rural tourism has a wide potential that is attractive as tourist visits. Previous research shows that the loyalty of tourists to visit rural tourism is influenced by previous experience (Rajaratnam et al., 2015), service quality (Butnaru and Miller, 2012); visitor motivation (Devesa et al., 2010) and tourist ratings (Weiermair and Fuchs, 1999). Previous studies have identified service quality attributes as factors that influence loyalty, both directly and indirectly (Rajaratnam et al., 2015). The study also shows that novelty-seeking, destination quality, and motivation affect not only tourist satisfaction but also tourist loyalty in general (Qu et al., 2011).

Although satisfaction is considered important in determining tourist loyalty, the strong relationship

Between satisfaction and return, visits have been questioned, because many satisfied customers from previous visits have not made return visits to previous tourist destinations (Dolnicar, Coltman and Sharma, 2013). Lepp and Gibson (2003) suggest that some tourists switch destinations for their next vacation, even though they are satisfied with previous visits. In addition, Rittichainuwat et al. (2003) stated that tourist satisfaction does not have an influence on their intention to re-visit a tourist destination when there are other variables (eg, novelty-seeking). The opinion of Jang and Feng (2007) states that tourist satisfaction

shows a positive effect on the intention to revisit in the short term, not the medium term, or the intention to revisit the long term. In this case, the tendency to look for novelty might be used to explain the behavior of migrating tourists, regardless of their satisfaction level.

This study contributes to expanding loyalty knowledge in rural tourism in the context of developing countries. This study develops measures to assess novelty seeking, the quality of rural tourism, and the motivation to visit rural tourism destinations (rural tourism). Tourist satisfaction is used as a mediator of these three variables in influencing tourist loyalty. The main objective of this study is to examine the direct effect of novelty seeking, perception of destination quality, and motivation mediated by satisfaction. This study focuses on rural tourism (rural tourism) in the Special Region of Yogyakarta.

## 2 LITERATURE REVIEW

### 2.1 Satisfaction and Loyalty

Customer satisfaction is a major concept in marketing literature and is an important objective of all business activities, including hospitality and tourism. Tourist satisfaction is very important for the survival and

failure of the company (Williams and Uysal, 2013). Dominici and Guzzo (2010) define satisfaction as a business philosophy for creating customer value by anticipating and managing their expectations and demonstrating the ability and responsibility to meet their needs.

The study of return intentions is still an important field of research in tourism, which shows good intentions and tourist loyalty (Prayag et al., 2013). Empirical studies conducted by (Eusebio and Vieira, 2013) show that tourist satisfaction influences the intention of tourists to make a return visit and the willingness of tourists to recommend tourist destinations to others. Rajaratnam, Nair, Sharif, and Munikrishnan (2015), examined the direct effect of satisfaction on revisit intention in the context of rural tourism in Malaysia. The results of his research indicate that the perceived quality of the destination significantly influences satisfaction, which in turn affects revisit intention. Satisfied foreign or international tourists are more likely to revisit these destinations and recommend them to others, compared to domestic tourists.

## 2.2 Novelty Seeking and Tourist Satisfaction

Kim and Kim (2015), states that novelty seeking is an important factor in the purpose of traveling, and has been identified as one of the factors causing

Tourists to be dissatisfied and not return to the same destination. The results of his research showed that novelty-seeking could influence the relationship between overall satisfaction and intention to revisit. Novelty seeking strengthens the relationship between overall satisfaction and the intention of tourists to find similar alternatives, and can further recommend attractions to others, and can create the potential for positive word of mouth communication. Keaveney (1995) states that novelty seeking is based on the theory of the search for variations (Hirschman, 1984; McQuisto, 1989). In the search behavior variations of consumers require stimulation by switching to products that are different from before (Um et al., 2006) or the tendency to look for novelty (Jang & Feng, 2007). Um, et al. (2006) and Jang & Feng (2007) state that novelty-seeking has a more positive influence on return intention than satisfaction. Kozak, Huan, & Beaman, (2002), suggest that dissatisfied tourists may not return to the same destination for subsequent visits because of a desire to seek new experiences (Oppermann, 1998). In the same section Vena also states that tourists do not re-visit popular destinations because they eliminate wanting to search for variations and reduce the possibility of repeat

visits (Bello & Etzel, 1985, Niininen, Szivas, & Riley, 2004)

Hypothesis 1: Novelty seeking influences loyalty Mediated by tourist satisfaction.

## 2.3 Destination Quality and Tourist Satisfaction

Service quality is often conceptualized as the difference between expected service performance and actual perceived service performance (Kara et al., 2005; Grönroos, 2001; Parasuraman et al., 1988). In some previous studies, service quality has been defined as the extent to which services meet customer needs or expectations (Dotchin and Oakland, 1994). Zeithaml et al. (1996) conceptualize service quality as the overall impression of the customer towards service weaknesses. The approach to tourism destination quality refers to three major perspectives, namely (1) quality theory from Juran, Deming, Ishikawa, Feigembaun and what develops and is known as total quality management (Mellat-Parast, 2015); (2) the quality awards mechanism which is widely adopted is adopted by countries, regions or organizations that have tried to promote quality (Titu and Bucur, 2016; Ziaei et al., 2016) and (3) the quality standards commonly known as Standards ISO 9000 (Schulingkamp and Latham, 2015).

Pérez, García, Sánchez, and Martínez (2017) conducted empirical research on Holguín tourist destinations, in Cuba with tourist respondents and tourism service providers, and were designed to provide information about the relationship between tourist satisfaction levels and destination quality variables. His research results show that quality service (assuming a higher level of quality) can lead to higher levels of customer satisfaction as well. Pandža Bajs (2015) states that service quality, emotions, experience, reputation as well as monetary or non-monetary costs affect perceived value conformation, and in turn will cause tourist satisfaction

Hypothesis 2: Destination quality influences loyalty, which is mediated by tourist satisfaction.

## 2.4 Motivation and Loyalty of Tourists

Motivation is a dynamic process that involves internal psychological factors such as choice, novelty, effort, and persistence over time (Jang and Feng, 2007). Hurtado and Paralera (2014) point out two of the most relevant motivational issues related to the tourism sector, namely the reasons people travel and what they expect from their visit (Yoon and Uysal, 2005). Hurtado and Paralera (2014) also stated that

infrequent tourist visits munsul is a matter of motivation and satisfaction.

Lamont, 2014; and Kozak, 2002, show that in general, tourists travel because they are driven by internal reasons or because they feel attracted by a number of external variables related to tourist destinations. The driving factors associated with internal and emotional aspects are the desire to be alone, rested and relaxed, to adventure, or to interact socially. Hurtado and Paralera (2014) state that in tourism, motivation explains the reasons for traveling (why); choice of destination made (where); and the results obtained (satisfaction).

Hypothesis 3: Motivation influences loyalty, which is mediated by tourist satisfaction.

## 3 RESEARCH METHODS

The research was conducted in the form of a survey, using an explanatory research approach through hypothesis testing (Sekaran, 2003). Convenience sampling is used as a sampling technique because there are no specific restrictions on the sample taken. The sample range in this study covers all foreign tourists visiting tourist villages in DIY, regardless of the length of stay, tourist destinations, the origin of tourists, gender, and age during the data collection period. The research object taken was the tourism object of Tembi Tourism Village, Banyubiru, Langgeran, Kota Besar, and Brajan. The number of samples in this study was 200 respondents. Five constructs were measured using a 5-point Likert scale. Data analysis techniques using PLS-SEM.

## 4 RESULTS OF RESEARCH

Respondents Characteristics of survey respondents can be seen in table 1.

Table 1. Characteristics of respondents

| Characteristics | | category% |
|---|---|---|
| Gender | M F | 45 |
| | | 55 |
| Education | Junior High School | 5% |
| | Diploma | 21% |
| | | 19% |
| | Bachelor | 44% |
| | Other | 11% |
| Job | civil servant | 15 % |
| | | 3% |
| | Entrepreneur | 62% |
| | Student | 18% |
| | Retired | 2% |

|  | Others |  |
|---|---|---|
| Income level (foreign tourists) | <\$ 1,000 \$ 1,000 - \$ 1,999 \$ 2,000 - \$ 2,999 ≥ \$ 3,000 | 10% 46% 25% 19% |
| Total | | 100% |

Results of Quantitative Analysis Results of data processing techniques using the SEM method based on Partial Least Square (PLS) requires two stages (1) Outer model and (2) Inner Model.

### 4.1 Outer Model to Test Instrument

Banksmodel for testing the focuses validity(validity)and reliability(reliability)of each indicator on the latent variables. Outer models with reflective indicators are evaluated through: convergent validity, discriminant validity, and Average Variance Extracted (AVE). The convergent validity value is the value loading factor on the latent variable with its indicators. Expected value> 0.7 (Ghozali, 2015). The discriminant validity value is useful to know whether the variable has an adequate discriminant by comparing the loading value of the intended variable must be greater than the loading value with other variables.

Table 2. Test convergent validity, discriminant validity (Outer Loading)

| | Motivation | Novelty | Destination Quality | Satisfaction | Loyalty |
|---|---|---|---|---|---|
| K1 | | | | 0.773 | |
| K2 | | | | 0820 | |
| K3 | | | | 0820 | |
| M1 | 0.784 | | | | |
| M2 | 0.810 | | | | |
| M3 | 0.741 | | | | |
| M4 | 0.776 | | | | |
| N1 | | 0.741 | | | |
| N3 | | 0864 | | | |
| N4 | | 0826 | | | |
| N5 | | 0819 | | | |
| Q1 | | | 0.776 | | |
| Q2 | | | 0769 | | |
| Q3 | | | 0822 | | |

| | | | | | |
|---|---|---|---|---|---|
| Q4 | | | 0.788 | | |
| RI1 | | | | | 0802 |
| RI2 | | | | | 0.82 7 |
| RI3 | | | | | 0.78 7 |

Based on results test Outer Loading seen from convergent validity and discriminant validity can be concluded that most of the instruments that make up each variable latent are valid. This is indicated by a value factor loading greater than 0.7. To show convergent validity can be demonstrated through unidimensionality, which can be expressed using the average value of the extracted variant (Average Variance Extracted / AVE). Expected AVE value> 0.5. The AVE values generated in the study can be shown in table 3.

Table. 3. AVE value for testing convergent validity

| | Average Variance Extracted (AVE) | Information |
|---|---|---|
| Motivation | 0.605 | Valid |
| Novelty | 0.662 | Valid |
| Destination Quality | 0.622 | Valid |
| Satisfaction | 0.648 | Valid |
| Loyalty | 0.649 | Valid |

Test Reliability is a measure of the internal consistency of the indicators of a construct that shows the degree to which each indicator indicates a latent construct generally. The results of internal consistency reliability testing for each construct using thecoefficient Cronbach's Alpha have met rules of thumb the required, namely ≥ 0.7 (Hair et al., 1998; Sekaran, 1999). Other reliability measurements in this study were conducted by conducting atest composite reliability. It is said to be reliable if it has avalue composite reliability ≥ 0.7. The results of reliability testing can be shown in Table 4.

Table 4. Results of the Validity Test of the Research Instrument

| | Cronbach's Alpha | Composite Reliability |
|---|---|---|
| Motivation | 0.783 | 0.860 |
| Novelty | 0.829 | 0.887 |
| Destination Quality | 0.798 | 0.868 |
| Satisfaction | 0.728 | 0.847 |
| Loyalty | 0.729 | 0.847 |

## 4.2 Inner Model for Testing the Path Analysis

The inner Model (structural model) is often referred to as an influence test/hypothesis test. Testing the inner workings of the model was done by observing the coefficient of determination (R2), Q2 predictive relevance,and significance of the parameter coefficient t-statistics. Q2 > 0 indicates that the observed values have been reconstructed well so that the model has predictive relevance. While the value of Q2 <0 indicates the absence of predictive relevance. The R2 value of 0.67 is categorized as substantial, R2 value of 0.33 is categorized as moderate, R2 value of 0.19 is categorized as weak, R2 value of> 0.7 is categorized as strong (Chin, 1988). The test results of R2 can be seen in Table 5.

Table 5. The test results of $R^2$

| | R Square | R Square Adjusted | Description |
|---|---|---|---|
| Satisfaction | 0.728 | 0.724 | Substantial |
| Loyalty | 0.735 | 0.734 | Substantial |

The value of $Q^2$ has a value in the range $0< Q^2<1$, where the closer to 1 means the better the model. The quantity of $Q^2$ is equivalent to the coefficient of total determination in the path analysis. The calculation result of $Q^2$ predictive relevance is 0.784. From testing $R^2$ and $Q^2$ is seen that the model established is robust. So that hypothesis testing can be done. Table 6 shows the results of the structural test /output inner model (influence test/hypothesis test).

Table 6. Test results for path analysis

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STD EV) | T Statistics (\|O/ STD EV\|) | P Values | Information |
|---|---|---|---|---|---|---|
| Novelty →Satisfaction | 0.214 | 0.219 | 0.075 | 2.860 | 0.004 | Significant |
| Quality →Satisfaction | 0.362 | 0.358 | 0.087 | 4.182 | 0.000 | Significant |
| Motivation →Satisfaction | 0.321 | 0.319 | 0.095 | 3,378 | 0.001 | Significant |
| Satisfaction→ loyalty | 0.858 | 0.855 | 0.032 | 27,044 | 0,000 | Significant |

The results of the path coefficient test shown in table 6 show that all paths are significantly positive. It can be seen from the value oft greater than t table. All values of arithmetic greater than t table with a significance level of 5%, namely (1.96). In addition, when viewed from the p-value ≥ 0.05, the entire path is significant. Here is a picture of PLS-SEMresults Bootstrapping.
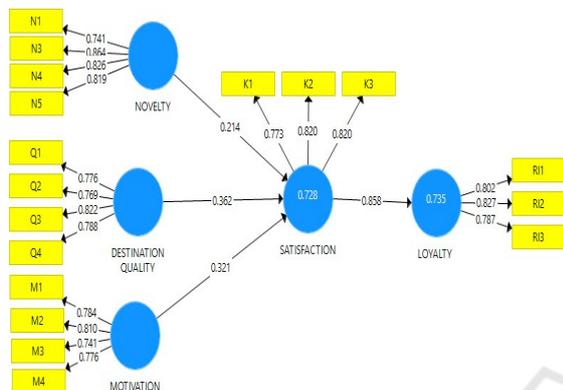


Figure 1: PLS-SEM Model Algorithm for loyalty

The results of testing the indirect effect / mediating effect of each variable can be seen in table 7.

Table 7. The coefficient of indirect effect/mediation

|  | Specific Indirect Effects |
|---|---|
| Novelty → Satisfaction → Loyalty | 0.183 |
| Quality → Satisfaction →Loyalty | 0311 |
| Motivation →satisfaction →Loyalty | 0275 |

## 4.3 Results of Testing Hypothesis

The first hypothesis states that the novelty-seeking effect on loyalty mediated to the satisfaction of tourists. According to the table, Table 6 is known that the effect of novelty-seeking to the satisfaction of 0214 with value of 2.860 and a p-value of 0.004. The effect of satisfaction on loyalty is 0.858, with a value count of 27.044 and a p-value of 0.000. Based on table 7, it is known that the influence of novelty-seeking loyalty with mediated tourist satisfaction is 0.183 with a Sobel test of 2.837, which is greater than 1.96 with a significance level of 5%. Thus the first hypothesis is accepted.

The second hypothesis states that destination quality influences loyalty by mediating tourist satisfaction. According to the table, Table 6 is known that the effect of quality destination on satisfaction for 0362 with a value of count equal to 4,182 and a p-value of 0.004. Based on table 7, it is known that the influence of destination quality on loyalty with mediated tourist satisfaction is 0.311 with a Sobel test of 4.112, which is greater than 1.96 with a significance level of 5%. Thus the second hypothesis is accepted.

The third hypothesis states that motivation influences loyalty by mediating tourist satisfaction. According to the table, Table 6 is known that the effect of motivation on the satisfaction of 0321 with a value of tcount equal to 3,378 and a p-value of 0.001. Based on table 7, it is known that the influence of destination quality on loyalty with mediated tourist satisfaction is 0.275 with a Sobel test of 3.352, which is greater than 1.96 with a significance level of 5%. Thus the third hypothesis is accepted.

## 5 DISCUSSION

This study shows evidence that the antecedents of tourist loyalty are proxied by revisit intention, namely the perception of the quality of novelty seeking, the quality of destinations, and the motivations supported. Loyalty model testing using PLS-SEM also shows a fit model. Novelty seeking, Destination quality and motivation influence loyalty by mediating tourist satisfaction. Variation search behavior(novelty-seeking) many travelers do because they want to experience never expected before, the desire to get us something, and their spirit of adventure travelers. This allows tourists to return to visit tourist destinations if they desire to get new experiences has not been fulfilled on previous visits. Tourist satisfaction with visits can influence return visits. This study supports the results of research conducted by Kim and Kim (2015), which states that novelty seeking is an important factor and causes women are dissatisfied and do not return to the same goal. Um, et al., (2006) and Jang & Feng (2007) also argue that tourists often search for variations by switching to products that are different from before or tendency to look for novelty. Kozak, Huan, & Beaman (2002) also show that dissatisfied tourists may not return to the same destination for subsequent visits because of a desire to seek new experiences (Oppermann, 1998).

The results of this study show evidence that the quality of the destination can increase tourist satisfaction, which will ultimately increase return visits/tourist loyalty. Tourists feel that the entertainment provided by the tourist village, the availability of information, cleanliness, and security

in the tourist village is good, so this tourist feels satisfied and desires to make a return visit to the tourist village. The results of this study support Kara et al., (2005); Dotchin and Oakland (1994); Mellat-Parast (2015); Titu and Bucur (2016) and Ziaei et al., 2016) which show that quality service leads to high levels of customer satisfaction and will cause tourists to return.

The effect of destination quality on tourist satisfaction will ultimately increase return visits / supported tourist loyalty. Tourists feel that the entertainment provided by the tourist village, the availability of information, cleanliness, and security in the tourist village is good, so this tourist feels satisfied and desires to make a return visit to the tourist village. The results of this study support Kara et al., (2005); Dotchin and Oakland (1994); Mellat-Parast (2015); Titu and Bucur (2016) and Ziaei et al., 2016) which show that quality service leads to high levels of customer satisfaction and will cause tourists to return. The influence of motivation on loyalty is mediated by the satisfaction of supported tourists. Tourists visit the tourist village in DIY because of the motivation to complete their vacation, learn the culture of the local community, enjoy another life in the village. The motivation is strong enough to visit the tourist village causing tourists to feel satisfied with his visit. So that these tourists intend to make a return visit to the tourist village in the future. Tourist motivation to visit this strong tourist village can increase tourist loyalty in the tourist village. The results of this study support the findings of research conducted by Hurtado and Paralera (2014), which states that the cause of return visits to tourist destinations is motivation and satisfaction. Lamont, (2014); and Kozak, (2002) also show that tourists visit a destination because it is driven by an interest in internal variables such as motivation. Hurtado and Paralera (2014) show that the driving factor that usually arises for visiting a tourist destination is the desire to relax and relax and interact socially.

## 6 CONCLUSIONS

This study focuses only on tourism villages, so that research with other settings is needed to improve the generalization of the findings of this research. In addition, the tourism industry also has different characteristics. This study also only measures behavioral loyalty, that is, the intention to revisit tourist destinations, it would be better in further studies to examine other dimensions of loyalty, such as word of mouth, desire to recommend and commitment. Besides the variable novelty seeking, destination quality and motivation, there are other

variables that need to be considered in predicting consumer loyalty in the tourist village, namely trust, attraction, empathy from the community in the tourist village, the hospitality of the people. In addition, several variables, such as perceived value, complaint intention, reputation, and experience, should be added in predicting loyalty.

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