The Mediating Effect of Tourist Satisfaction among Pull and Push Factors on Tourists’ Behavioural Intentions

Estaneslau Antonio Baptista, Estanislau de Sousa Saldanha, Manuel Florencio Vong
Master of Business Administration (MBA) Program, Dili Institute of Technology (DIT), Timor-Leste
Email: estaneslau90@gmail.com, estanislausaldanha@yahoo.com, teresafreitas.belo@hotmail.com

ABSTRACT

The objectives of this study are: (1) To identify and explain the push and pull factors which influence on tourists’ behavioural intention (2) To identify the influence of push and pull factors on tourist satisfaction; (3) To investigate the role of mediation effect of tourist satisfaction on the relationship between push and pull factors and tourists’ behavioural intention. The findings show that push factors are positively correlated with tourists’ behavioural intention, but pull factors are not. The results also show that tourist satisfaction significantly mediated the relationships between push factors and tourists’ behavioural intention, while tourist satisfaction are not significantly mediating the relationship between push factors and tourist behavioral intention. Understanding push and pull factors will help to develop tourism destination based on its natural and cultural uniqueness in order to meet tourist behavioral intention as a source of destination’s competitive advantages.

Keywords: Push factors, pull factors, tourist satisfaction, and tourists’ behavioural intentions.

1. Introduction

Tourist destination competitiveness is very much dependent upon the destination resources and a unique value of tourist attractions as tourists’ pull and push factors. Su and Swon as cited by Su, Lian and Huang (2020) states that tourism destination development influenced by the destination’s natural and cultural resources. Therefore, it is important to understand tourist motivations (Bayih and Sing, 2020), attractions, and perceptions on a tourist destination (Chaulagain et al., 2019). This will help to develop and provide services which meet tourists’ safety, comfortability and satisfaction (Personen et al., 2011) leading to attract more tourists to visit the same destination, and enhance its competitive advantages.

In tourism context, satisfaction is a psychological condition gained by tourists, when they visit a tourism destination (Baker & Crompton, 2000). If tourists satisfy with a tourism destination, they will revisit (Guzel, 2017), and recommend to other tourists to visit the same destination in the future (Su, Lian and Huang, 2020). This is also well noted as tourists’ behaviour intentions (Pestana et al., 2018). In tourism studies, the behavioural intention is a tourist’s behavior or activity and intentions to revisit a destination which is influenced by the push and pull factors (Kim et al., 2010).

The push factor is an internal socio-psychological needs to push individual to travel to a specific destination (Vuuren et al., 2011). The push factors are related to behavior such as the need to escape from routine, take a rest, relax, prestige and social interactions as illustrated by Maslow Piramid 1994. The Piramid of Maslows is related to the individual needs which are starting from the basic needs, security needs, social needs, value and self-actualization (Maslow, 1994).

Pull factors are external factors which pull an individual to travel from one place to another places (Bayih and Sing, 2020). Pull factor is well- known as intrinsic motivations which come from other attractions that people have advertised and promoted the destination or other external techniques to convince people to pay a visit to a destination (Hattingh and Spencer, 2017). Attractions and facilities such as tangible and intangible elements, beaches, and natural views (Augustine, 2017), and fair accommodation (Salimon et al., 2019) are the among key pulling factors which attract tourists to visit and revit a tourism destination.

Previous studies have examined the impacts of tourism motivation, satisfaction and tourist behavioural intention in well-established tourism destinations, but lack of the same studies in the context of emerging tourism destination. Due to tourists’ pull and push factors are important in emerging tourism destinations; this study aims to investigate the research model developed by Pestana et al. (2018) in the context of emerging destination such as Dili, Timor-Leste. We investigate specifically the impact of push and pull factors on tourists’ behavioural intention, and the mediation effects of tourists satisfaction on the relations among pull, push factors and tourists’behaviour intention in Dili, Timor-Leste.

2. Theoretical Frameworks, Conceptual Model and Hypotheses

2.1 Theoretical Frameworks

2.1.1. Push Factors

Push factors are socio-psychological needs that push people to travel to a tourism destination (Saiprasert, 2011). Push factors are also called as intrinsic factors that push
Tourists’ intentions are a tourist’s behavior that reflects to tourists intentions in the product and services features. Tourist’s intention reflects on invidual assemment to the product and services features that are possible to be purchased at a tourism destination. Sommer (2011) defined that tourist’s intentions is a possibility to guarantee involving in a specific activity that relevant with a decisions to utilize a product. White (1999) also defined that client’s intentions is possibility to guarantee involving in an action to take a decision. In previous study mentioned that client’s intentions generally substitute with the word of loyalty. Researchers agreed that loyalty and client’s intentions must reflect on many aspects such as: revisit the destination and spread or inform positive information as word of mouth publicity (Andrea Báez-Montenegro, 2014).

Baker and Crompton (2000) indicated that client’s intentions are relevants to such as acivity of spread positive information regarding a destination, recommend to other tourists to trip to that destination, always be loyal, spend many times in a destination and paying price premium. Based on these variables mentioned by Baker and Crompton (2000), researchers often utilize two main variables such as intentions to revisit a destination and words of mouth publicity to other clients or tourists.

2.1.4. Tourist’s behavioural intentions

Tourists’ behavioural intention is becoming an interesting topic in the current decades, in the area of practical tourism and hospitality. There are many contributions and variaties aspects to understand the tourists’ behavioural intentions such as the decisions to choose the destination, transportation preferred, trip fare, accommodation to stay, and free time to do trip. Tourists’ behavioural intention is the tourists’ behavior with intentions to revisit the destination again in the future which are influences by positive internal and external factors. In tourism study, tourist’ behavior is the fundamental subject but critical study that influence to marketing strategic development and product development (Baker & Crompton, 2000).

Tourist’s intention is a tourist’s behavior that reflects to tourists intentions in the product and services features. When products and services features at the destination is beyond what tourists expected, as a result of tourist’s satisfaction, but if it is not beyond their expectation as a result of tourists are dissatisfied (Kim et al., 2010).

Tourist’s satisfaction is very important to achieve the successfull of the tourism destination marketing, because it is influencing in tourist’s choosing of a destination, product consumptions, repeat visits and word-of-mouth publicity (Armario, 1996).

2.1.3. Tourists’ satisfaction

Satisfaction provides an image of the psychological result that people gained from the experiences. Satisfaction is the extend of the tourist’s fulfillment pleasure which occurred from the trip experience about the product or service feature that fulfills the tourist’s desire, expectations and wants in association with the trip. Satisfaction is a holistic assessment which resulted from the services conducted (Omar & Mahmmod, 2013). The extend of the tourist’s fulfillment pleasure which occurred from the trip experience about the product or service feature that fulfills the tourist’s desire, expectations and wants in association with the trip (Baker & Crompton, 2000).

Tourist’s satisfactions is a result of the assessment and compare of the product and services features that was expected by tourists (Aliman et al., 2016). This means the expected comparison and actual perceptions of product and services features that tourist had at a destination. When people to travel. Socio-psychologycal motives reflects to people who wants to escape from their place, take a rest, relax, prestige, and make a social interaction with other as shown in Maslow pyramid (1994). This Maslow pyramid reflects the individual basic needs such as security, social, self-esteem and self-actualization (Maslow, 1994). Seebaluck et al.(2015) identify factors that influence push factors such as escape from their original place, escape from their work, they want to take a rest, relax, and find a unique destination for traveling. On the other hand, Sangpikul (2008) defined push factors are (1) Escape from a perceived mundane environment, Exploration and evaluation of motivation), relaxation, prestige, regression to childhood/ nostalgic, enhancement of kindship relationship, facilitation of social interaction.

Pestana et al. (2018) found that push factors consist of three dimenstions such as: (1) Leisure (2) Knowledge (3) Socialization, while pull factors have two dimensions namely: (1) Facilities (2) Attractions which consist of ten items. Their findings indicated that push and pull factors have significant effect on tourists’ satisfaction. Thus, tourists who have a positive experience at the destination tend to revisit the destination in the future.

2.1.2. Pull Factors

Pull factors are external factors that pull individuals to travel from one destination to another destination. Pull factors is well known as intrinsic motivation which come from attraction in an object which people publically promoted on adds or broadcasting that reflect to the specific destination (Seebaluck et al., 2015).

In tourism context, tourist attractions and facilities play as important key to attract tourists to visit a destination. Attractions include tangible attractions and intangible attractions such as beaches, natural view or landscape, and etc (Ortigueira & Gomez-Selemeneva, 2012).

2.1.3. Tourists’ satisfaction

Satisfaction provides an image of the psychological result that people gained from the experiences. Satisfaction is the extend of the tourist’s fulfillment pleasure which occurred from the trip experience about the product or service feature that fulfills the tourist’s desire, expectations and wants in association with the trip. Satisfaction is a holistic assessment which resulted from the services conducted (Omar & Mahmmod, 2013). The extend of the tourist’s fulfillment pleasure which occurred from the trip experience about the product or service feature that fulfills the tourist’s desire, expectations and wants in association with the trip (Baker & Crompton, 2000).

Tourist’s satisfactions is a result of the assessment and compare of the product and services features that was expected by tourists (Aliman et al., 2016). This means the expected comparison and actual perceptions of product and services features that tourist had at a destination. When
2.2 Conceptual Framework

Push and pull factors are the internal and external factors that push and pull tourists to trip from one destination to another destination based on tourists’ needs. When tourists experienced positive trip experiences during their trip, it will make them satisfying with their trip. Through the tourists’ satisfactions, there is a tendency for tourists to inform other tourists as word of mouth to trip to that destination and tourists also tend to revisit the destination in the future (Wong et al., 2013), (Kee et al., 2017), (Njagi, 2017), (Azman, 2019), (Aref et al., 2010), (Pestana et al., 2018).

The conceptual model of this study was adopted from Pestana (2018). The indicators or items to be measured in this study are consisting of push and pull factors as independent variables and tourist's behavioral intentions as dependent variables. Also, tourist satisfaction played as a mediating variable for push and pull factors on tourist’s behavioral intentions (Bayih and Sing, 2020).

![Figures 1. The research conceptual model](image)

2.3 Hypotheses

Push factors are internal factors that influence tourists’ behavioral intentions. Tourists are curious to know or to enhance their knowledge regarding the destination they prefer to visit. Besides that, tourists can resist their positive or negative intentions to a destination refered, thus, it can be their options to trip to a destination in the future (Saiprasert, 2011). Furthermore, the previous empirical studies also identified that push factors influence tourists to trip and revisit a destination (Joo, Sean, & Hong, 2017). Thus, this factor is the determinant factor that will influence tourist’s behavioral intentions to revisit a destination based on tourist’s satisfaction level (Manuga, 2017). Hence, it is proposed that:

**H1: Push factors positively and significantly influence on tourist’s behavioural intentions**

Pull factors are the external factors that influence tourists to trip to a destination and tourists can spend time at the destination by viewing the natural view, visiting the patrimony heritage, historical building, culture, ethnicity, and etc in the destination that tourists preferred to visit now and in the future (Seebaluck et al., 2015). Thus, it is proposed that:

**H2: Pull factors influence positively and significantly on tourist’s behavioural intentions.**

Tourist’s satisfaction is one of the principal factors for tourists. Tourists should have a satisfactory feeling to products and services features provided at the destination. Tourist’s products are varieties including adequate facilities at the destination. Therefore, tourists’ satisfaction is one of the principal factors for tourist’s behavioral intentions (Phau, Lee, & Quintal, 2013). Thus, it is proposed that:

**H3: Push factors influence positively and significantly on tourist’s satisfaction.**

Tourist’s satisfaction is a factor that influences the tourists’ behavioral intentions. This is because when tourists are satisfying with the product and services features provided at the destination, tourists tend to revisit that destination again in the future (Umaymah, 2017). Therefore, it is proposed that:

**H4: Pull factors influence positively and significantly on tourist’s satisfaction.**

Tourists’ behavioral intentions appear because of tourists are satisfied with the product and services features provided at the destination (Ortigueira & Gomez-Selemeneva, 2012). On the other hand, tourists are satisfied because of they have met what they expected on products and services provided at the destination (Aliman et al., 2016). Satisfaction has great impact to the relations between push factor and tourists’ behavior intention to visit a tourism destination (Bayih and Sing, 2020). Therefore, it could
guarantee the push factors for tourists to revisit a destination again in the future. Therefore, it is proposed that:

**H6: Tourist’s satisfaction positively and significantly mediated the relationship between push factors and tourists’ behavioural intentions.**

Tourists are often travelling because of the pull factors. However, tourist’s satisfaction is also one of the important factors for tourists’ behavioural intentions to visit a tourism destination because tourist’s satisfaction is involving tourist feeling satisfied or dissatisfied to the product and services features provided at the destination (Umaymah, 2017). When tourists are satisfied to the product and services feature and meet tourists’ level of expectation, then the tourists tend to revisit that destination in the future (Prayag et al., 2017). Tourists are travelling for the purpose to visit a family in that destination, so it does not refer to whether tourists are satisfied and dissatisfied with the product and services of the destination (Satisfaction & Loyalty, 2014). Nonetheless, empirical studies showed that tourism satisfaction play significant role on the relations between pull factors and tourists’behavioural intention (Bayih and Sing, 2020). Thus, it is proposed that:

**H7: Tourist’s satisfaction positively and significantly affects on the relations between pull factors and tourists’ behavioural intentions.**

### 3. Methods

This research was conducted at the Dili international airport, Dili port, hotels and tourist destinations in Dili. The research conducted starting from November 2019 until February 2020. The population of this research is the international tourists who have visited Timor-leste particularly in Dili, stayed at the Dili hotels, and have visited tourists’ destination in Dili. The total sample of the population is 171.

### Tabel I. Results of the measurement model

<table>
<thead>
<tr>
<th>Note</th>
<th>CA</th>
<th>CR</th>
<th>AVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLMF</td>
<td>0.800</td>
<td>0.870</td>
<td>0.627</td>
</tr>
<tr>
<td>PLMKA</td>
<td>0.574</td>
<td>0.778</td>
<td>0.540</td>
</tr>
<tr>
<td>PSMK</td>
<td>0.819</td>
<td>0.881</td>
<td>0.649</td>
</tr>
<tr>
<td>PSMS</td>
<td>0.689</td>
<td>0.830</td>
<td>0.621</td>
</tr>
<tr>
<td>PSMTL</td>
<td>0.752</td>
<td>0.858</td>
<td>0.669</td>
</tr>
<tr>
<td>TBI</td>
<td>0.815</td>
<td>0.890</td>
<td>0.731</td>
</tr>
<tr>
<td>TS</td>
<td>0.780</td>
<td>0.872</td>
<td>0.694</td>
</tr>
</tbody>
</table>

*Note: PLMF = Pull motives-facility; PLMKA= Pull motives-core attractions; PSMK= Push motives-knowledge; PSMS= Push motives-socialization; PSMTL= push factor-Leasure; TS= Tourist satisfaction; TBI= Tourist behavior intention.*

The questionnaire was used as data collection instrument in this survey. The questionnaire is consisted of four parts: Push factors such as internal factors which influence people to travel from one place to another place are measured with three dimensions and consisted of 10 indicators or items.). Pull factors such as external factors which attracted people to visit a tourist destination and it’s measured with two dimensions and consisted of ten indicators or items. Tourist satisfaction is consisted of tourists’ positive perceptions of a destination, and it is measured by three indicators or items. Behavioural intentions which influenced tourists to make a decision to travel from one place to another places and it’s measured by four indicators or items.

This research applied a qualitative method of which data was tested by using SMART-PLS 3.0 because it can be used for small sample size, reflective/ formative indicators, and multivariate test (Hair et al., 2014; Richter et al., 2016; Saldanha, 2018).

### 4. Results

#### 4.1. Reliability and Validity Test

Construct reliability was tested using Cronbach Alpha (CA) and Composite Reliability (CR). Based on the results as presented in Table I, CA and CR values of all construct items exceeded the minimum value of 0.60 as suggested by Hair et al. (2014). Therefore, all items are reliable to test the relationship between variable (inner model measurement).

The validity of all construct items was assessed using convergent validity and discriminant validity. The convergent validity was assessed by outer loading (OL) and average variance extracted (AVE). The outer loading for all items result indicated that exceeded 0.7 (See Figure 2), and...
AVE result indicated exceeded 0.5 (Table I). According to Hair et al., (2017), all items are reliable based on convergent validity.

![Figure 2. Outer Loading for Convergent Validity Test](image)

### Table II. Fornell-Larcker Criterion

<table>
<thead>
<tr>
<th></th>
<th>PLMF</th>
<th>PLMKA</th>
<th>PSMK</th>
<th>PSMS</th>
<th>PSMTL</th>
<th>TBI</th>
<th>TS</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLMF</td>
<td>0.792</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PSMKA</td>
<td>0.519</td>
<td>0.735</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PSMK</td>
<td>0.599</td>
<td>0.607</td>
<td>0.805</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PSMS</td>
<td>0.564</td>
<td>0.535</td>
<td>0.745</td>
<td>0.788</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PSMTL</td>
<td>0.720</td>
<td>0.569</td>
<td>0.642</td>
<td>0.611</td>
<td>0.818</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TBI</td>
<td>0.439</td>
<td>0.504</td>
<td>0.577</td>
<td>0.475</td>
<td>0.553</td>
<td>0.855</td>
<td></td>
</tr>
<tr>
<td>TS</td>
<td>0.618</td>
<td>0.546</td>
<td>0.499</td>
<td>0.471</td>
<td>0.611</td>
<td>0.666</td>
<td>0.833</td>
</tr>
</tbody>
</table>

### Table III. Heterotrait-Monotrait Ratio (HTMT)

<table>
<thead>
<tr>
<th></th>
<th>PLMF</th>
<th>PLMKA</th>
<th>PSMK</th>
<th>PSMS</th>
<th>PSMTL</th>
<th>TBI</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLMKA</td>
<td>0.777</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PSMK</td>
<td>0.736</td>
<td>0.875</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PSMS</td>
<td>0.752</td>
<td>0.856</td>
<td>0.871</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PSMTL</td>
<td>0.892</td>
<td>0.861</td>
<td>0.815</td>
<td>0.842</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TBI</td>
<td>0.521</td>
<td>0.711</td>
<td>0.698</td>
<td>0.620</td>
<td>0.695</td>
<td></td>
</tr>
<tr>
<td>TS</td>
<td>0.765</td>
<td>0.808</td>
<td>0.610</td>
<td>0.643</td>
<td>0.798</td>
<td>0.819</td>
</tr>
</tbody>
</table>

The discriminant validity was assessed by the Fornell-Larcker Criterion (FL) and Heterotrait-Monotrait (HTMT). Results of FL test in Table II showed that all construct items are valid based on criterion suggested by Hair et al. (2014). Therefore, based on the FL result, all indicators were valid to test inner model. The discriminant validity was tested using Heterotrait-Monotrait Ratio (HTMT), of which the results as revealed in Table III that all items had HTMT values below 0.85.
than 0.85 as recommended by Henseler et al. (2015) (see Table III). Therefore, all items in this measurement model were valid to test inner model.

4.2. Hypotheses Test

The result of this study showed that the relationships between push factors and tourists’ behavioural intentions (t-statistics 2.729, p<0.01) (See Table IV). This t-statistics laodings is bigger than T Table 1.96 and lower then the p-value of 0.05 (Hair et al., 2017; Saldanha et al., 2018). Therefore, this result found that push factors have positive effects on tourists’ behavioural intentions. This means when increased push factors are correlated with increased tendency to revisit a destination that they have previously visited. Therefore, H1 is supported.

### Table IV. The Result of Path Coefficient Test

| Item                  | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (|O/STDEV|) | P Values | Note     |
|-----------------------|---------------------|-----------------|-----------------------------|-----------------|----------|----------|
| Push Motive -> TBI    | 0.338               | 0.338           | 0.124                       | 2.729           | 0.007    | Significant |
| Pull Motive -> TBI    | 0.042               | 0.044           | 0.137                       | 0.306           | 0.760    | Not significant |
| Push Motive -> TS     | 0.163               | 0.158           | 0.128                       | 1.272           | 0.204    | Not Significant |
| Pull Motive -> TS     | 0.582               | 0.598           | 0.121                       | 4.823           | 0.000    | Significant |
| TS -> TBI             | 0.421               | 0.421           | 0.089                       | 4.738           | 0.000    | Significant |

The result indicated that the relationships between push factors on tourists’ behavioural intentions, the T value (2.729) and P value (0.007) which satisfy the minimum threshold value of 1.96 and the maximum allowable value 0.05 respectively as recommended by Hair et al. (2014) and cited by Saldanha et al. (2018). This means that push factors have significant effects on tourists’ behavioural intentions. Therefore, H2 is supported.

The result also indicated that the relationships between push factors and tourists satisfaction (t-statistics 1.272; p 0.204) (See Table IV). This means push factors have no significant effect on tourists’ satisfaction. Nevertheless, push factors have influenced to push tourists to visit a destination. However tourists might not satisfy with their experience of visiting that destination. Thus, it is not intentionally to revisit a destination. Thus, H3 is not supported.

The relationships between pull factors and tourists’ satisfaction on this study indicated (t-statistics 4.823; p<0.000). This means pull factors have positive effects on tourists’ satisfaction. The pull factors that attract tourists to visit a destination are such as facilities, communication network, accommodation, services, sanitation, security, natural resources, and cultural identity, hostical patrimony, arquitecture, and etc, as the initial steps to satisfy tourists during their visit in a destination. Thus, H4 is supported.

### Table V. The Result of Mediation Test (Specific Indirect Effect)

| Item                  | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (|O/STDEV|) | P Values | Note     |
|-----------------------|---------------------|-----------------|-----------------------------|-----------------|----------|----------|
| Push Motive-> TS -> TBI | 0.069               | 0.067           | 0.057                       | 1.199           | 0.231    | Not Significant |
| Pull Motive -> TS -> TBI | 0.245               | 0.252           | 0.073                       | 3.335           | 0.001    | Significant |

The result indicated that the relationships between tourists satisfaction and tourists behavioural intentions is (t-statistics 4.738; p<0.000) (See Table IV). This means tourists’ satisfactions have a positive effect on tourists’ behavioural intentions. Tourists tend to revisit the destination in the future, when they have satisfied with their experiences during their previous visit that destination. Therefore, H5 is supported.

The result of specific indirect effect test of TS mediated push factors and tourists behavioural intentions (t-statistics 3.335; p<0.001) (See Table V). This means tourist satisfaction played important role to mediate pull factors and tourists’ behavioural intentions. Thus, H6 is supported.

The indirect test of tourists’ satisfaction mediated push factors and tourists’ behavioural intentions (t-statistics 1.199; p 0.231) (See Table V). This means tourists’ satisfaction has no significant mediation on push factors and tourists’ behavioural intentions. Thus, H7 is not supported.
5. Discussions

The findings indicate that push factors are the reason why tourists are travelling to Timor-Leste. The main reason is because tourists want to physically relax, release pressures at work and family and enjoy the beautiful views. Tourists are also curious to know the culture and the unique life style of Timor-Leste. The attractions of the capital city of Dili provide new experiences which are different from their country of origin. Tourists’ emotions and feelings are stimulated at the end of the visit. This finding is consistent with previous studies which found that push factors such as the knowing of the destination, prestige and human relationships affect tourists’ visit to a destination (Said & Maryono, 2018). Tourist emotional relationships also will push them to visit a destination. Therefore, tourists will revisit a destination which relates to their emotions.

The result of this study indicated that push factors have a positive and significant effect on tourists’ behavioural intention to visit Timor-Leste. Therefore, the essential factors that push international tourists to visit Timor-Leste are their free time, their knowing of the destination that they have gained new experiences and words of mouth from friends related to the destinations. When tourism development is based on tourists’ needs and demand, there is a tendency for tourists to revisit the destination. Especially, Dili, the capital of Timor-Leste, needs to develop its tourist facilities; and these tourist attractions can influence other international tourists to visit Timor-Leste. This result confirms the previous empirical study in Europe which found that push factors have a positive and significant effect on tourist behavior intention (Ciasullo et al., 2019). Another study was also carried out in Thailand revealed that tourists will not have intentions to revisit a destination when they are not satisfied with their experiences, which lead spread the negative information about the destination (Rashid et al., 2017).

This study also found that the pull factors that motivate tourists to visit Timor-Leste are historical patrimony and heritage, architecture, monuments, and National Museum. Numerous international tourists are interested to revisit Timor-Leste to recall their memory of the past. Tourists are also interested to visit the natural attractions and learn about the unique cultural identity of Timor-Leste. To this, roads and transport, gift shops and restaurants, accommodation and hospitality services are important for international tourists to visit Timor-Leste. This is just in line with the previous studies revealed that the essential aspects to attract tourists are tourist attractions, natural conditions, patrimonial history, monuments, architecture, museums and etc including adequate facilities for tourists thus they can revisit that destination (Khuong et al., 2014; Qiu et al., 2018). Tourists feel comfortable with the roads conditions and find easy access to transportation. Tourists also appreciated the hospitality services at restaurants. However, tourists were concerning about safety, accommodation, electricity and basic sanitation facilities such as toilets, and water.

The result of this study indicated that pull factors have a positive influence on tourists’ behavioural intention. It shows that international tourists who visited Timor-Leste tend to revisit Dili as the capital city of Timor-Leste. Besides those international tourists that visited Timor-Leste tend to inform positive information regarding Dili to other tourists, thus they will come and visit Timor-Leste in the future. When tourists are satisfied with their visiting, they will automatically promote the destination by words of mouth to other tourists. Thus, it can influence other tourists to come and visit that tourists destination (Woo et al., 1989; Mansori and Chin, 2019).

This research also found that tourism satisfaction is significantly mediating the relationship between pull factors and tourists’ behaviour intention to visit a tourism destination. This study confirms the study of Pestana et al. (2028) and Bayih and Sing (2020) that tourist satisfaction partially or fully mediate the relations between tourist motivation, satisfaction and behavior intention to visit respectively because tourist satisfaction is the main factors that guarantee tourists to revisit the destination. Conversely, tourist satisfaction insignificantly mediates the relationship between push factors and tourist behavior intention. This finding is inconsistent with the study of Pestana et al. (2018) and Bayih and Sing (2020) because of different culture and natural environment will create different emotional motivation of tourists to visit a tourism destination. Different age of people have different motivations of travel. For example Pestana et al. (2018) discovered that senior citizens are willing to travel for leisure and not for business.

6. Conclusions and Implications

This study can be concluded that push factors have no significant effect on tourists’ behavioural intention, but pull factors have significant effects on tourists’ behaviour intention. Tourist satisfaction does not significantly mediate push factors and tourists’ behaviour intention, but playing important role in the relations between pull factors and tourists’ behavioural intention.

The research findings imply that when we enhance attributes of tourist’s satisfaction, it will also lead to enhance the relationship between the pull and push factors and tourists’behaviour intention to visit a tourism destination. This is because tourists tend to visit the unique destination which is different from their previous visited destinations. Therefore, a tourist destination needs to develop its natural uniqueness and own cultural values to satisfy the expectation of tourists in order to enhance tourists’behavior intention to visit and revisit emerging tourism destinations.
7. Limitations and Future Research

The researcher has faced numerous difficulties during the survey, the researcher considers that this research is not perfect research which contains limitations and boundaries. Therefore, this limitation can be considered for the future studies.

First, this research only focuses on tourists’ perceptions regarding push and pull factors on tourists’ behavioural intention and tourists satisfaction as the mediation variable. Therefore, there might other variabels need to be considered as well. Thus, for the future studies may consider other variabels such as different in strategies, fare, innovation, and internal capabilities may play as mediation variable on tourists’ behavioural intention.

Second, this study was using only questionnaire as the instrument to get the data. Thus, there is no space for the researcher to express their thinking regarding the real problems and conditions that affected to this study. Therefore, the future studies should consider interviews, focus group discussion in order to deeply gather the data and to decrease the bias in the study. Third, this survey was conducted in Dili only, thus it can not cover for those tourists who have visited other districts in Timor-Leste. This research should be conducted also in other emerging tourism destinations to get the comprehensive data for better generalization.

References


68


Njagi, C. W. (2017). Understanding the travel motivation among...
youth travelers in Kenya: the ‘push’ and ‘pull’ paradigm, 6(1), 1–16.


