

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

Estaneslau Antonio Baptista<sup>1</sup>, Estanislau de Sousa Saldanha<sup>2</sup>, Manuel Florencio Vong<sup>3</sup>

*Master of Business Administration (MBA) Program, Dili Institute of Technology (DIT), Timor-Leste*

Email: [estaneslau90@gmail.com](mailto:estaneslau90@gmail.com), [estanislousaldanha@yahoo.com](mailto:estanislousaldanha@yahoo.com), [teresafreitas.belo@hotmail.com](mailto: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 pull 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 Pyramid 1994. The Pyramid 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 (Hartingh 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 revisit 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

people to travel. Socio-psychological 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 dimensions 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 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).

### 2.1.4. 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).

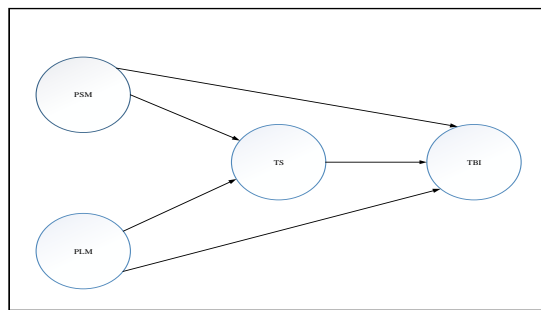
Tourist's intention is a tourist's behavior that reflects to tourists intentions in the product and services features. Tourist's intention reflects on invidual assement to the product and services fetures that are possible to be purchased at a tourism destination. Sommer (2011) defined that tourist's 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 posibility to gurantee 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 variabels mentioned by Baker and Crompton (2000), researchers often utilize two main variabels such as intentions to revisit a destination and words of mouth publicity to other clients or tourists.

## 2.2 Conceptual Framework

Push and pull factor are the internal and external factors that push and pull tourists to trip from one destination to other 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 variabels and tourist's behavioural intentions as dependen variabels. Also, tourist satisfaction played as a medition variable for push and pull factors on tourist's behavioural intentions (Bayih and Sing, 2020).



**Figures 1. The research conceptual model** (Adopted from Pestana at al., 2018). (PSM = Push motive; PLM= Pull motive, TS= tourist satisfaction, TBI= Tourist behavior intention)

## 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 studys 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 behaviorioal intentions to revisit a destination based on tourist's satisfactions 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 in influenced by the tourists attributes and facilities at the destination. The tourists attribute and facilities will attract tourists to trip to a destination and tourists can spend time at the destination by enjoying the product and services features. For example, tourists can spend time on visitng the environment 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 can fullfil their expectation at the destination; as a result they will revisit that destination again in the future (Umaymah, 2017). Therefore, it is proposed that:

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

Pull factors are factors that attact tourist to visit a destination. These factors are natural view or landscape view, tourists' product, museum, arts and gallery, historical patrimony, cultural unique identity and other facilities that have a much influence to tourist's satisfaction (Phau, Lee, & Quintal, 2013). Thus, it is ppposed that:

*H4: Pull 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 fetures provided at the destination, tourists tend to revisit that destination in the future again (Aliman et al., 2016). Thus, it is proposed that:

*H5: Tourist's satisfaction positively and significantly effect on tourists' behavioural intentions.*

Tourists' behavioural intentions appear because of tourists are satisfied with the product and services featured 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' behaviour 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 at the destination (Satisfaction & Loyalty, 2014). Nonetheless, empirical studies showed that tourism satisfaction play

significant role on the relations between pull factors and tourists' behaviour 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**

Note	CA	CR	AVE
PLMF	0.800	0.870	0.627
PLMKA	0.574	0.778	0.540
PSMK	0.819	0.881	0.649
PSMS	0.689	0.830	0.621
PSMTL	0.752	0.858	0.669
TBI	0.815	0.890	0.731
TS	0.780	0.872	0.694

*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 measure 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.

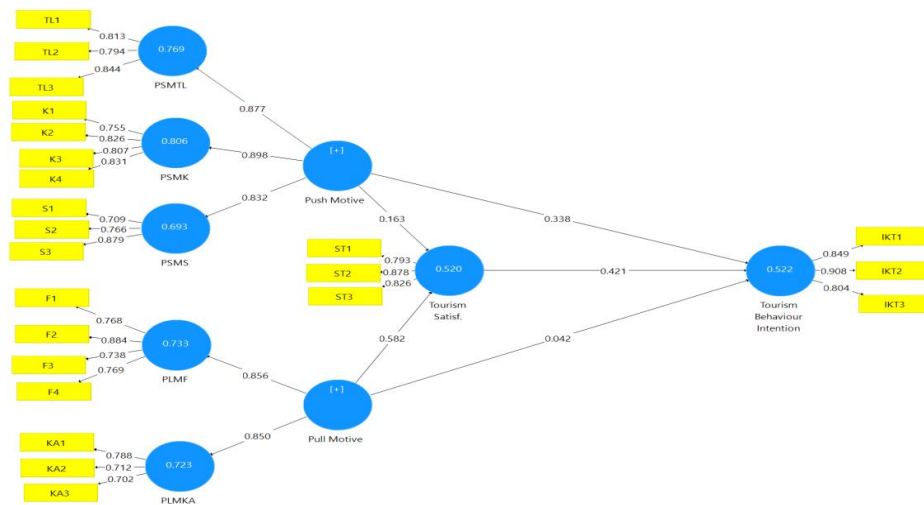


Figure 2. Outer Loading for Convergent Validity Test

Table II. Fornell-Larcker Criterion

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

Table III. Heterotrait-Monotrait Ratio (HTMT)

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

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

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* loadings 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, architecture, 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 Signifiant
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 want 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 results 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' behavioural 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

- Aliman, N. K., Hashim, S. M., Wahid, S. D. M., & Harudin, S. (2016). Tourists' Satisfaction with a Destination: An Investigation on Visitors to Langkawi Island. *International Journal of Marketing Studies*, 8(3), 173.
- Andrea Báez-Montenegro, M. D.-F. (2014). Motivation, Satisfaction, and Loyalty in Cultural Participation: The Case of fFilm Festival. In M. Devesa-Fernández (Ed.), 18th International Conference on Cultural Economics (pp. 24–27). Montreal: Universidad de Valladolid.
- Aref, B., Mohammad, M. A., Puad, A., & Som, M. (2010). An Analysis of Push and Pull Travel Motivations of Foreign Tourists to Jordan, 5(12), 41–50.
- Armario, E. M. (1996). Tourist Satisfaction: an Analysis of Its Antecedents. *Hallowell Kozak & Rimmington Pizam*, 367–382.
- Augustine, S. N. (2017). British Virgin Island's Tourists' Motives to Travel, Destination Image, and Satisfaction. *ProQuest Dissertations and Theses*, 160.
- Azman, H. A. (2019). Pengaruh Push Dan Pull Factor Terhadap Kunjungan. *Benefita*, 4(1), 182–195.
- Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. *Annals of Tourism Research*, 27(3), 785–804.
- Banki, M. B., Ismail, H. N., Dalil, M., & Kawu, A. (2014). Moderating role of affective destination image on the relationship between tourists satisfaction and behavioural intention: Evidence from Obudu mountain resort. *Journal of Environment and Earth Science*, 4(4), 47–60.
- Bayih, B. E. and Sing, A. (2020) 'Modeling domestic tourism motivations, satisfaction and tourist behavioral intentions', *Heliyon*, 6, p. e04839.
- Bédiovál, M., & Kateřina Ryglová. (2015). The Main Factors Influencing the Destination Choise, Satisfaction and the Loyalty of Ski Resorts Customers in the Context of Different Research Approaches, 63(2), 499–505.
- C. Van Vuuren, E. S. (2011). Travel Motivation and Behaviour of Tourists to a South African Resort. In *Stanford Medicine* 25 (Vol. I, pp. 295–304). Algarve.
- Chaulagain, S., Wiitala, J. and Fu, X. (2019) 'The impact of country image and destination image on US tourists' travel intention', *Journal of Destination Marketing and Management*, pp. 1–11.
- Chanuanthong, Raweewan; Batra, A. (2017). Dark Tourism: Push-Pull Motivations, Satisfaction Experience and Post Behavioral Intention-Sites of Death Railway Tragedy Kanchanaburi Province, Thailand. *AU-GSB e-JOURNAL*.
- Choi, W. A., Kim, H., & Lee, S. C. (2018). Word-of-mouth in medical tourism: The major determinant for emirati patients to visit Korea. *Korean Journal of Internal Medicine*, 33(1), 221–223.
- Ciasullo, M. V., Tommasetti, R., Troisi, O., & Vesci, M. (2019). Curiosity as Brazilian tourist motivation in visiting Europe A curiosidade como motivação para o turista brasileiro visitar a Europa La curiosidad como motivación del turista brasileño de visitar Europa, 13(3), 140–160.
- Creswel, J. W. (2013). *Research Design\_ Qualitative, Quantitative, and Mixed Method Approaches*.
- El-Said, O., & Aziz, H. (2019). Egypt's competitiveness: Empirical examination of the relationship between destination attributes, tourist satisfaction, and behavioral intentions among the hotel guests. *Tourism and Hospitality Management*, 25(1), 53–73.
- Eunju Woo, Medet Yolal, Fatmagul, M. U. (1389). A Comparative Study of Motivation across Different Festival Products. *Tourism and Hospitality Management*, 1(4), 53.
- Fuller, D., Hanlan, J., & Wilde, S. (2005). Destination Decision Making and Consumer Demands : Identifying Critical Factors by Destination Decision Making and Consumer Demands : by. *Development*, (3), 0–23.
- Guzel, B. (2017). Destination Attributes in the Eye of the of the Local People, 18(1), 128–137.
- Hair, Richter, N. F., Sinkovics, R. R., Ringle, C. M., & Schlägel, C. (2016). A critical look at the use of SEM in international business research. *International Marketing Review*, 33(3), 376–404.
- Hair, J., Hollingsworth, C. L., Randolph, A. B., & Chong, A. Y. L. (2017). An updated and expanded assessment of PLS-SEM in



information systems research. *Industrial Management and Data Systems*, 117(3), 442–458.

Hair, Joe F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM). *European Business Review*, 26(2), 106–121.

Hair, Joseph F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2014). *Partial Least Squares Structural Equation Modeling (Pls-Sem)*. London: SAGE Publication LTD.

Hair, Joseph F., Sarstedt, M., & Ringle, C. M. (2019). Rethinking some of the rethinking of partial least squares. *European Journal of Marketing*.

Hair Jr., J. F., Matthews, L. M., Matthews, R. L., & Sarstedt, M. (2017). PLS-SEM or CB-SEM: updated guidelines on which method to use. *International Journal of Multivariate Data Analysis*, 1(2), 107.

Hattingh, C., & Spencer, J. P. (2017). Salient factors influencing gay travellers' holiday motivations: A push-pull approach. *African Journal of Hospitality, Tourism and Leisure*, 6(4), 1–26.

Henseler, J. (2018). Partial least squares path modeling: Quo vadis. *Quality and Quantity*, 52(1).

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135.

Hong, B. (2015). Pengaruh Service Quality, Perceived Value, Customer Satisfaction Terhadap Repurchase Intention Pelanggan di Resto Buro Bar Surabaya. *Jurnal Strategi Pemasaran*, 3(1), 1–11.

I Putu Risky Adityawan, A. . G. A. A. K. (2018). Peran Materialisme Memoderasi Persepsi Nilai dan Consumer Innovativeness Terhadap Keputusan Pembelian (Studi Pada Produk Iphone di Kota Denpasar). *E-Jurnal Manajemen Unud*, 7(3), 1510–1538.

Kee, B., Wong, M., Musa, G., & Taha, A. Z. (2017). Malaysia my second home : The influence of push and pull motivations on satisfaction. *Tourism Management*, 61, 394–410.

Khan, G. F., Sarstedt, M., Shiau, W. L., Hair, J. F., Ringle, C. M., & Fritze, M. P. (2019). Methodological research on partial least squares structural equation modeling (PLS-SEM): An analysis based on social network approaches. *Internet Research*, 29(3), 407–429.

Khasawneh, M. S., & Alfandi, A. M. (2019). Determining behaviour intentions from the overall destination image and risk perception. *Tourism and Hospitality Management*, 25(2), 355–375.

Khuong, M. N., Thi, H., & Ha, T. (2014). The Influences of Push and Pull Factors on the International Leisure Tourists' Return Intention to Ho Chi Minh City, Vietnam — A Mediation Analysis of Destination Satisfaction, 5(6).

Kim, K., Severt, D., & Weldon, A. (2010). Entertainment Attendees Judgments of Satisfaction, Quality, and the associated Behavioral Intentions : The Case of Cricket Arena and Ovens Auditorium.

Lai, I. K. W., Hitchcock, M., Lu, D., & Liu, Y. (2018). The influence of word of mouth on tourism destination choice: Tourist-resident relationship and safety perception among mainland Chinese Tourists Visiting Macau. *Sustainability (Switzerland)*, 10(7).

Latan, H. (2018). Chapter 4 PLS Path Modeling in Hospitality and Tourism Research: The Golden Age and Days of Future Past. *Applying Partial Least Squares in Tourism and Hospitality Research*.

Liu, J., Xu, B., Chen, T., Chen, J., Feng, J., Xu, C., ... Zhou, Y. H. (2019). Presence of hepatitis B virus markers in umbilical cord blood: Exposure to or infection with the virus? *Digestive and Liver Disease*, 51(6), 864–869.

Lung Ming Tsai, & Kongkidakarn Sakulsinlapakorn. (2016). Exploring Tourists' Push and Pull Travel Motivations to Participate in Songkran Festival in Thailand as a Tourist Destination: A Case of Taiwanese Visitors. *J. of Tourism and Hospitality Management*, 4(5), 183–197.

Macy Wong, Ronnie Cheung, C. W. (2013). A Study on Traveler Expectation, Motivation and Attitude. *Contemporary Management Research*, 9(2), 169–186.

Mainolfi, G., & Marino, V. (2018). Destination beliefs, event satisfaction and post-visit product receptivity in event marketing. Results from a tourism experience. *Journal of Business Research*, (February 2017), 1–12.

Mansori, S., & Chin, J. H. (2019). Shopping Mall Attributes : Tourist Satisfaction and Loyalty, 7(4), 571–590.

Manuel Florencio da Canossa Vong. (2014). *Tourism in Timor-Leste: Contributions to Sustainable Development*. University of the Algarve.

Manuga, M. (2017). Identify the Predictors of Tourism Intentions to Return to South Africa as a Tourism Destination Dissertation submitted in fulfilment of the requirements for the degree Magister. Vaal University of Technology.

Maria Helena Pestana, Artur Parreira, L. M. (2018). Journal of Destination Marketing & Management Motivations, emotions and satisfaction : The keys to a tourism destination choice. *Journal of Destination Marketing & Management*, (September), 1–9.

Marii Anishchenko. (2016). Ecotourists' motivation and its relation to the ecotourism's principles.

Maslow, A. H. (1994). Religions, Values, and Peak Experiences. *The Journal of Higher Education*, 36(4), 235–237.

Ministry of Tourism, A. and C. (2011). Growing Tourism to 2030. Retrieved from <http://www.destinationhumancapital.com/wp-content/uploads/2017/05/TL-National-Tourism-Policy-sm.pdf>

Mohamed, B., Omar, S. I., & Tay, K. X. (2016). A cohort comparison of the travel preferences of future and golden seniors in Penang Island. *International Journal of Economics and Management*, 10(1), 23–38.

Njagi, C. W. (2017). Understanding the travel motivation among

youth travelers in Kenya : the ‘ push ’ and ‘ pull ’ paradigm, 6(1), 1–16.

Omar, K., & Mahmmud, A. R. (2013). Tourist Satisfaction in Malaysia. *International Journal of Business and Social Science*, 4(5), 221–226.

Ortigueira, L. C., & Gomez-Selemeneva, D. (2012). Critical success factors of a tourist destination in the Caribbean. *Tourism & Management Studies*, 1, 201–214.

Pesonen, J., Komppula, R., Kronenberg, C., & Peters, M. (2011). Understanding the relationship between push and pull motivations in rural tourism. *Tourism Review*, 66(3), 32–49.

Prayag, G., Hosany, S., Muskat, B., & Del Chiappa, G. (2017). Understanding the Relationships between Tourists’ Emotional Experiences, Perceived Overall Image, Satisfaction, and Intention to Recommend. *Journal of Travel Research*, 56(1), 41–54.

Prodan, P. (2018). Co-creation, Life Satisfaction and Behaviour 1 Introduction 2 Theoretical Framework, 4(4), 1–14.

Qiu, R. T. R., Masiero, L., & Li, G. (2018). The psychological process of travel destination choice. *Journal of Travel and Tourism Marketing*, 35(6), 691–705. <https://doi.org/10.1080/10548408.2018.1435332>

Rashid, B., Zainol, N. A., & Madden, K. (2017). Determinants of Intention to Visit Phuket, Thailand. *Ottoman Journal of Tourism and Management Research*, 2(1), 31–43.

Reihanian, A., Kahrom, E., & Bagherpour Porshokouh, A. (2015). An examination of the effects of push and pull factors on Iranian national parks: Boujagh National Park, Iran. *Caspian Journal of Environmental Sciences*, 13(3), 197–206.

Saha, P., & Nath, A. (2017). A Conceptual Framework of Festival Visitors’ Behavioral Intentions. *Management International Conference*, 275–284.

Said, J., & Maryono, M. (2018). Motivation and Perception of Tourists as Push and Pull Factors to Visit National Park. *E3S Web of Conferences*, 31, 1–5.

Saiprasert, W. (2011). An Examination of the Medical Tourists Motivational Behaviour and Perception: A Structural Model, 55.

Saldanha, E. D. E. S. (2018). Peran strategi bisnis dalam memediasi hubungan antara persaingan industri dengan kinerja industri. *Dissertation*, 1–313.

Saldanha, E. D. S., Rahyuda, I. K., Kerti Yasa, N. N., & Sukaatmadja, I. P. G. (2018). The Role of Business Strategy in Mediating the Relationship Between Industrial Competition and Performances : A Study in the Higher Education Industry in Timor-Leste. *European Journal of Business and Management*, 10(8), 152–172.

Salimon, M. G., Kareem, O., Mokhtar, S. S. M., Yusoff, R. Z. Bin, & Gorondutse, A. H. (2019). Tourism intention: The empirical investigations of pull, push and perceived security factors in Nigeria. *Geojournal of Tourism and Geosites*, 25(2), 358–374.

Sangpikul, A. (2008a). A factor-cluster analysis of tourist motivations: A case of U.S. senior travelers. *Tourism*, 56(1), 23–40.

Sangpikul, A. (2008b). Travel motivations and tourist behaviors : a case of Korean Travelers to Thailand.

Sato, S., Kim, H., Buning, R. J., & Harada, M. (2016). Adventure tourism motivation and destination loyalty: A comparison of decision and non-decision makers. *Journal of Destination Marketing & Management*, 8(December), 1–8.

Seebaluck, N. V., Munhurrin, P. R., Naidoo, P., & Rughoonauth, P. (2015). An analysis of the push and pull motives for choosing Mauritius as “ the ” wedding destination. *Procedia - Social and Behavioral Sciences*, 175, 201–209.

Sharma, P., & Nayak, J. K. (2019). The role of destination image as a mediator between tourists’ emotional experiences and behavioral intentions: A study of wellness tourism. *Journal of Destination Marketing and Management*, (January). <https://doi.org/10.1016/j.jdmm.2019.02.002>

Sommer, L. (2011). The Theory Of Planned Behaviour And The Impact Of Past Behaviour. *International Business & Economics Research Journal (IBER)*, 10(1), 91–110.

Su, L., Lian, Q. and Huang, Y. (2020) ‘How do tourists’ attribution of destination social responsibility motives impact trust and intention to visit? The moderating role of destination reputation’, *Tourism Management*, 77, p. 103970.

UNWTO. (2015). How Tourism can contribute to the Sustainable Development Goals, 4. <https://doi.org/doi/book/10.18111/9789284417254>

UNWTO. (2019). International Tourist Arrivals Reach 1.4 billion Two Years Ahead of Forecasts. *Press Release*, 17(1). Retrieved from <https://www2.unwto.org/press-release/2019-01-21/international-tourist-arrivals-reach-14-billion-two-years-ahead-forecasts>

Vuuren, C. Van, & Slabbert, E. (2011). Travel Motivation and Behaviour of Tourists to a South African Resort. *International Conference on Tourism and Management Studies - Algarve 2011*, I, 295–304.

White, C. (1999). Satisfaction emotions and consumer behavioral intentions.

Wong, M. (2013). A Study on Traveler Expectation, Motivation and Attitude. *Contemporary Management Research*, 9(2), 169–186.

World Tourism Organization. (2017). UNWTO Tourism Highlights 2017 Edition. UNWTO Tourism Highlights 2017 Edition, 16.