

# Hubungan Antara Travel Motivation dan Satisfaction dalam Heritage Destination: Peran dari Experiential Factors dan Heritage Destination Image = The Link Between Travel Motivation and Satisfaction in a Heritage Destination: The Role of Experiential Factors and Heritage Destination Image

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## Abstrak

### **ABSTRAK**

Penelitian ini bertujuan untuk mengetahui hubungan langsung dan tidak langsung antara motivasi dan kepuasan wisatawan terhadap destinasi wisata melalui peran experiential-related factors dan destination image yang dipersepsikan oleh para wisatawan selama berwisata di situs warisan. Sampel penelitian ini merupakan Warga Negara Indonesia yang pernah berwisata ke Candi Borobudur dalam waktu satu tahun terakhir. Pengolahan data penelitian ini menggunakan Partial Least Square Structural Equation Modeling (PLS-SEM) dengan 442 sampel responden. Hasil penelitian mengindikasikan bahwa terdapat pengaruh signifikan antara motivasi dan kepuasan wisatawan melalui peran destination image dan salah satu experiential-related factors. Temuan ini membantu dalam memahami faktor penentu perilaku dan kepuasan dari wisatawan terhadap situs wisata warisan.

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### **ABSTRACT**

This study aims to determine the direct and indirect effects between motivation satisfaction of tourists towards the heritage destination through the role of experience related factors and destination images perceived by tourists during a visit to a heritage destination. The sample are Indonesian citizens who had traveled to Borobudur Temple last year. The research is using Partial Least Square Structural Equation Modeling (PLS-SEM) for processing data from 442 respondents. The result indicate that there is a significant effect between motivation-satisfaction through the role of destination image and one of the experiential related factors. These findings contribute to understanding the determinants of tourists behavior and satisfaction towards a heritage destination.