



The Mediating Effect of Tourist Satisfaction on the Relationship Between Travel Motivations and Revisit Intentions in Kurukshetra, India

Ankur Mittal*, Akhilesh Singh**, Pooja Sharma***

Abstract *This study aims to explore how tourist satisfaction mediates the relationship between travel motivations and the intention to revisit Kurukshetra, a well-known tourist spot in North India. The study used a questionnaire based survey to gather data from 450 tourists visiting Kurukshetra via adopting convenient sampling method. To assess the mediation effect, multiple linear regression and mediation path analysis were employed to analyze the data and explore the connections between travel motivations, satisfaction, and revisit intentions. The findings indicated that travel motivation had a significant impact on both tourist satisfaction and the intention to revisit. Further, tourist satisfaction was shown to significantly influence the intention to return. Most notably, the results demonstrated that tourist satisfaction fully mediated the relationship between travel motivations and revisit intentions, underscoring the vital role of satisfaction in shaping tourists' decisions to return to Kurukshetra. Finally, study suggested measures to enhance tourist satisfaction viz-a-viz their revisit intention.*

Keywords: *Tourist Satisfaction, Mediation Impact, Travel Motivation, Revisit Intention, Tourism Development*

INTRODUCTION

Tourism is among the most vibrant industries of the world economy, playing an important role in economic expansion, job creation, and cross-cultural understanding (UNWTO, 2023). Most destinations across the globe make efforts to increase their tourist attractiveness through investment in infrastructure, advertising campaigns, and service standards to attract and retain visitors. The competitiveness of a destination in this sector is based on knowing the tourist behaviour, expectations, and level of satisfaction (Kim & Park, 2017). Travel motivation has become a key driver in tourist decision-making, satisfaction, and intention to revisit (Yoon & Uysal, 2005; Kumar & Verma, 2021). It is important to understand the dynamics between these variables in order for tourism destinations such as Kurukshetra to maximize its tourism potential.

Tourism research typically categorizes travel motivation as push and pull factors (Crompton, 1979; Dann, 1977). Push factors are internal psychological stimulants that urge an individual to travel, e.g., relaxation, novelty-seeking, and social interaction (Bhat & Jadhav, 2020). On the other hand, pull factors are external characteristics of a destination, e.g., cultural heritage, sites of attraction, and hospitality services, which attract tourists to visit a destination (Rani & Singh, 2019). The link between revisit intention and travel motivation is well documented, but satisfaction is often put forward as a central mediator in this relationship (Huang & Hsu, 2009; Mehta & Joshi, 2022). Travellers who feel that their experiences have met or surpassed their expectations are likely to revisit the destination and also refer others to it (Suardana et al., 2014). On the other hand, dissatisfaction can deter repeat visits, and tourists may seek other destinations (Wong et al., 2013).

* Research Scholar, Uttarakhand Open University; Assistant Professor, Department of Tourism Management, Arya P.G. College, Panipat, Haryana, India. Email: ankurmittal6284@gmail.com

** Assistant Professor, STHM, Uttarakhand Open University, Haldwani, Uttarakhand, India

*** Assistant Professor (AC), Department of Special Education, Uttarakhand Open University, Haldwani, Uttarakhand, India.

In spite of the large body of research on travel motivation, satisfaction, and revisit intention, previous studies have shown inconsistencies in the direct effect of travel motivation on revisit intention. While some research indicates a direct relationship between motivation and revisit intention (Khuong & Ha, 2014; Lee, 2009), others contend that the relationship is indirect and mediated by satisfaction (Battour et al., 2012; Chand, 2010; Bayih & Singh, 2020). In addition, previous studies have concentrated mainly on well-known international tourist destinations, with little emphasis on historically and culturally important places such as Kurukshetra. The distinct characteristics of such places require more in-depth investigation of the interaction between motivation and satisfaction in determining tourist behaviour.

This research is intended to bridge the above-mentioned gap by investigating the mediating effect of tourist satisfaction between travel motivation (pull and push factors) and revisit intention in the context of Kurukshetra. This research adds value to the tourism body of knowledge by expanding the understanding of motivational forces in heritage tourism and offering empirical findings related to an Indian cultural destination. Moreover, the outcomes provide significant suggestions for destination promoters and policymakers trying to promote more positive visitor experience and induce repeat visitation.

The organization of this paper is as follows: section 1 introduce the topic and provide foundation to research, section 2 gives an overview of literature that pertains to travel motivation, satisfaction, and revisit intention and formulation of research hypothesis. Section 3 is the research methodology, such as data collection and analytical methods. Section 4 is the discussion of results, followed by an interpretation of findings in Section 5. Finally, Section 6 is the practical implications, limitations, and avenues for future research.

LITERATURE REVIEW

In tourism research, the connection between travel motivation, visitor satisfaction, and intention to return has been thoroughly examined. Travel motivation is thought to be a key factor in determining how tourists behave and make decisions, impacting both their level of happiness and their propensity to return to a place (Davras, 2020). Although the direct relationship between motivation and behavioural intentions has been the subject of numerous studies, newer evidence indicates that satisfaction plays a critical mediating role in this relationship (Battour et al., 2012; Khuong & Ha, 2014; Bayih & Singh, 2020). Exploring these processes in the context of Indian travel destinations is still necessary, though, especially in historical and cultural tourist settings like Kurukshetra.

Travel Motivation and Revisit Intention

Tourists' motivations for travel significantly influence their intentions, particularly regarding the likelihood of returning to a destination. Davras (2020) found that the travel motivations of domestic tourists in Turkey had a positive effect on their behavioral intentions. Similarly, research by Song et al. (2016) and Huang and Hsu (2009) showed that travel motivation notably increased the intention to revisit among Chinese tourists. Alexandris et al. (2011) also reported positive correlations between travel motivation and revisit intentions at a ski resort in Greece. From an Indian perspective, Khan et al. (2019) discovered that the travel motivations of college students significantly affected their intention to return, highlighting relaxation and socialization as key motivational factors. However, some studies suggest that not all motivational dimensions have the same impact on revisit intentions. While push motivations like relaxation and socialization are strong predictors of behavioural intentions (Kozak, 2002; Chand, 2010; Huang & Hsu, 2009), pull motivations related to the attributes of a destination may not always lead to repeat visits (Yoon & Uysal, 2005). Due to this inconsistency, more research is necessary to explore whether both push and pull motivations affect revisit intentions in the context of Kurukshetra.

Hypothesis 1 (H1): Travel motivations significantly and positively affect revisit intention.

Travel Motivation and Tourist Satisfaction

Tourist motivation is a significant determinant of satisfaction with a destination. A number of studies have confirmed a direct relationship between travel motivation and satisfaction (Prebensen, 2003; Lee et al., 2004; Lin, 2005; Chand & Singh, 2024; Lee, 2009; Devasa et al., 2010; Harman, 2012; Tang, 2014). Studies by Kılıçlar & Aldoğan Şenol (2019) and Özkan and Koleoğlu (2019) also concluded that when tourists' motivations match their expectations, their level of satisfaction improves. While such a relationship has been established globally in literature, few studies have examined the dimensions of satisfaction determined by various motivational factors in the context of Indian heritage tourism. Rani and Singh (2019) reported that push factors like personal enrichment and relaxation impacted satisfaction more compared to pull factors based on site attributes. But their research was narrow in scope, and more research is needed to examine the interaction between various forms of motivations and satisfaction in historical tourism contexts such as Kurukshetra.

Hypothesis 2 (H2): Travel motivations significantly and positively affect tourist satisfaction.

Tourist Satisfaction and Revisit Intention

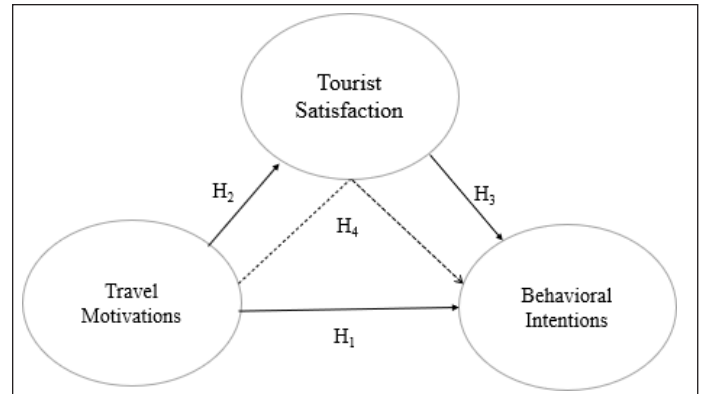
Satisfaction plays a crucial role in determining whether tourists intend to revisit a destination and remain loyal to it. When tourists are satisfied, they are more inclined to develop a favourable view of the destination and think about returning in the future (Lee, 2009; Akgündüz & Kızılcıoğlu, 2016). Numerous studies have shown that higher levels of satisfaction correlate with stronger intentions to behave in a certain way (Kozak & Rimmington, 2000; Yuksel, 2000; Sutar, et al., 2023; Chand & Dahiya, 2014; Duman & Öztürk, 2005; do Valle et al., 2006; Seçilmiş, 2012; Türkmen et al., 2018). In the context of India, Mehta and Joshi (2022) emphasized the importance of service quality and emotional satisfaction in shaping tourists' satisfaction and their likelihood of returning. However, there is a lack of research examining how satisfaction from cultural and historical experiences affects tourists' intentions to revisit. This gap highlights the necessity for more empirical studies focused on Kurukshetra.

Hypothesis 3 (H3): Tourist satisfaction significantly and positively affects revisit intention.

Mediating Role of Satisfaction

The role of satisfaction in linking travel motivation to the intention to revisit has been explored in various studies. For instance, Battour et al. (2012) discovered that satisfaction completely mediated this relationship among tourists in Malaysia. Likewise, Khuong & Ha (2014) affirmed that satisfaction significantly mediated the connection between motivation and the intention to return. Bayih and Singh (2020) further corroborated these findings, showing that tourists who were satisfied were more inclined to express intentions for repeat visits. Despite these valuable insights, there is a lack of research in the Indian context. Rani and Singh (2019) found that satisfaction fully mediated the relationship between motivation and revisit intention, but their study was limited to a narrow range of motivational factors. Bhat and Jadhav (2020) supported this perspective by indicating that tourists driven by personal growth and cultural experiences reported higher levels of satisfaction, which strongly predicted their intention to revisit. Nonetheless, these findings need further exploration in Kurukshetra, where historical and cultural attractions are prominent.

Hypothesis 4 (H4): Tourist satisfaction has a mediating effect on the relationship between travel motivation and revisit intention.



Source: Developed by author.

Fig. 1: Theoretical Model

The intricate connections between travel motivation, satisfaction, and intention to return are highlighted in this overview of the literature. Even though previous research backs up the direct and indirect effects of these constructs, inconsistent results—especially when it comes to push and pull motivations—need more study. In this sense, little is known about Indian tourism, especially in relation to historic sites like Kurukshetra. By investigating the mediating function of satisfaction in the relationship between travel motivation and the intention of visitors to return to Kurukshetra, this study seeks to close this gap.

RESEARCH METHODOLOGY

The present study is drawn on Kurukshetra, a famous tourist destination of North India, renowned for its glorious historical and mythological significance as the battleground of the Mahabharata. Kurukshetra has emerged as a major tourist destination for pilgrims and travellers, with growing visitors illustrated from visit of over 10 million (10.06) tourists in the year 2022-23 (Statistical Abstract of Haryana, 2022-23). With the increasing tourist flow, there is a requirement to enhance visitor experience in terms of what they do, particularly motivation and revisit intention.

In this study, a quantitative research design is employed to investigate how push and pull motivation factors influence the revisit intention of tourists in Kurukshetra. A structured survey method was employed to collect primary data from tourists to major historical and cultural sites. The research seeks to comprehend the essential motivational elements driving repeat visitation and develop their connection with revisit intentions. Theoretical guidance is provided by hypothesizing that push and pull factors both have

considerable impact on the tendencies of tourists to return to the destination.

A self-report survey was designed to collect data from tourists visiting Kurukshetra during October 2023 to March 2024. Survey questionnaire contains four parts: (1) demographic such as nationality, gender, age, marital status, education, occupation and income per annum; (2) pull and push factor perceptions; (3) satisfaction of tourists during the visit; and (4) intention to revisit. Items of responses on pull factors and push factors modified and adapted from citing tourism motivation studies (Yoon & Uysal, 2005), tourist satisfaction items modified and adapted from the research study of Kozak and Rimmington (2000) and tourist revisit intention modified and adapted through study of Boo et al. (2009). Responses were measured on a five-point Likert scale that ranged from 1 (strongly disagree) to 5 (strongly agree).

Data collection was conducted through convenience sampling at prominent tourist sites, including the Kurukshetra Panorama & Science Centre, Brahma Sarovar, Sheikh Chilli's Tomb, Kurukshetra University campus, and other significant cultural and historical locations. A total of 600 survey questionnaires were distributed, yielding 450 valid responses, resulting in a 75% response rate. Convenience sampling was chosen for its practicality in reaching tourists directly, similar to prior studies on visitor motivation and behaviour (Jang & Feng, 2007).

For the purposes of determining the validity and reliability of measurement constructs, Cronbach's alpha was used in determining internal consistency where all constructs were above the 0.7 mark (Nunnally, 1978). Factor structure validity of motivation dimensions was also determined through exploratory factor analysis (EFA) to further solidify theoretical cluster separation between push and pull factors (Crompton, 1979; Dann, 1981).

The data gathered were analysed with IBM SPSS Statistics. Descriptive statistics, which consist of frequency and percentage distributions, were utilized to gauge demographic attributes. Cronbach's alpha coefficients were used to test reliability, and construct validity was evaluated through exploratory factor analysis (EFA). To examine the research model, the study employed multiple regression analysis for the comprehension of direct effect of tourist motivation to revisit intention and satisfaction and, effect of tourist satisfaction to revisit. For comprehending the mediating effect of tourist satisfaction to tourist motivation and revisit intention relationship a path coefficient analysis (total effect, direct effect and indirect effect) was employed. Outcome of the study was provided in tabular form to make the research more significant and effective.

Ethical principles in this research were maintained by getting informed consent from the participants, keeping confidentiality, and adhering to ethical research protocols (Jennings, 2010). These steps were part of maintaining the integrity of the study while exploring the mediating effect of tourist satisfaction between motivation and revisit intention in Kurukshetra.

RESULT AND DISCUSSION

This section provide insights into the demographic profiles of tourists visiting Kurukshetra, alongside an exploration of key motivational factors. Exploratory factor analysis revealed distinct dimensions for push factors, pull factors, and revisit intention. Descriptive statistics were used to assess these constructs, while multiple regression analysis examined the impact of push and pull factors on revisit intention. The findings confirm the hypothesized relationships between these factors and revisit intention.

Table 1: Background Information Tourists

| Variable | Frequency | Percentage (%) | Variable | Frequency | Percentage (%) |
|-----------------------|-----------|----------------|----------------------------|-----------|----------------|
| Nationality | | | Education Level | | |
| Indian | 406 | 90.2 | Secondary | 42 | 9.3 |
| Foreigner | 44 | 9.8 | Sr. Secondary | 79 | 17.6 |
| Gender | | | Graduation | 210 | 46.7 |
| Male | 218 | 48.4 | Postgraduation | 119 | 26.4 |
| Female | 231 | 51.3 | Occupation | | |
| Transgender | 1 | 0.2 | Student | 286 | 63.6 |
| Age | | | Serviceperson | 81 | 18.0 |
| 21-30 Years | 117 | 26.0 | Businessperson | 28 | 6.2 |
| 31-40 Years | 155 | 34.4 | Other | 55 | 12.2 |
| 41-50 Years | 99 | 22.0 | Annual Income (INR) | | |
| Above 50 Years | 79 | 17.6 | 200,000 or Below | 279 | 62.0 |
| Marital Status | | | 200,001-400,000 | 68 | 15.1 |
| Single | 341 | 75.8 | 400,001-600,000 | 49 | 10.9 |
| Married | 102 | 22.7 | Above 600,000 | 54 | 12.0 |
| Other | 7 | 1.6 | | | |

The demographic analysis of tourists visiting Kurukshetra provides key insights into visitor characteristics. A vast majority (90.2%) were Indian, indicating strong domestic appeal, while only 9.8% were foreigners. Gender distribution was nearly balanced, with 51.3% female, 48.4% male, and 0.2% identifying as transgender. Age-wise, the largest segment (34.4%) was 31-40 years, followed by 26.0% aged 21-30 years, showing high appeal among young and middle-aged adults. Most visitors (75.8%) were single, aligning with the high proportion of students. Educationally, 46.7% were graduates, and 26.4% held postgraduate degrees, indicating a well-educated tourist base. Occupation data showed that 63.6% were students, followed by servicepersons (18.0%) and businesspeople (6.2%), reinforcing the destination's popularity among young learners. Income distribution

revealed that 62.0% earned INR 200,000 or below, with only 12.0% earning above INR 600,000, suggesting affordability as a key factor in attracting tourists.

Exploratory Factor Analysis

Table 2 displays the outcome of a factor analysis of tourists' motivation and revisit intention in Kurukshetra, conducted with Principal Component Analysis (PCA) with Varimax rotation. Reliability was evaluated through Cronbach's alpha, establishing high internal consistency among factors. Only factor loadings >0.7 were maintained to ensure high correlations (Hair et al., 2010; Field, 2013). Eigenvalues >1 signified meaningful factors that contributed substantially to the model.

Table 2: Principal Component Analysis

| Rotated Component Matrix ^a | | | | |
|--|----------------|-------------|--------------------|------------------|
| | Factor Loading | Eigen Value | Variance Explained | Cronbach's Alpha |
| Pull Motivation | | 11.001 | 61.116 | 0.873 |
| It is a family-oriented destination. | .856 | | | |
| It offers good quality accommodation facilities. | .849 | | | |
| It offers handicraft and souvenirs in local market. | .842 | | | |
| It has adequate facilities and amenities. | .826 | | | |
| It has famous religious and pilgrimage sites. | .826 | | | |
| It has distinctive heritage sites and monuments. | .814 | | | |
| It is easy to acquire prior information for destination. | .797 | | | |
| It has easy transport to and within the destination. | .769 | | | |
| It offers variety of quality of food and beverage. | .751 | | | |
| Kurukshetra is safe and secure place to visit. | .748 | | | |
| It has a pleasant weather and climate. | .735 | | | |
| It has attractive and colorful fairs & festivals. | .721 | | | |
| Push Motivation | | 10.488 | 61.692 | 0.850 |
| To escape from personal and work related stress. | .860 | | | |
| To seek pleasure and excitement at new places. | .843 | | | |
| To meet/interact with new people at the destination. | .840 | | | |
| To relax mentally and physically from travel. | .827 | | | |
| To take break from daily routine. | .823 | | | |
| To gain knowledge and experience about new places. | .812 | | | |
| To increase social status by sharing tour experience. | .807 | | | |
| To learn about different culture and lifestyles. | .802 | | | |
| To spend time with family or friends. | .800 | | | |
| To experience a place that I never visited. | .746 | | | |
| Tourist Satisfaction | | 12.766 | 85.104 | 0.908 |
| I feel enjoyed by visiting various attractions. | .939 | | | |
| Overall I am satisfied with this destination. | .931 | | | |
| Travel to Kurukshetra is better than expected. | .929 | | | |
| Infrastructure and facilities abundantly available. | .912 | | | |

| | Factor Loading | Eigen Value | Variance Explained | Cronbach's Alpha |
|--|----------------|-------------|--------------------|------------------|
| This destination offered value for money and time. | .902 | | | |
| The behaviour of local and staff is appropriate. | .900 | | | |
| I am satisfied with the quality of services. | .895 | | | |
| Revisit Intention | | 4.982 | 71.169 | 0.879 |
| Kurukshetra will be my first choice for next holiday. | .940 | | | |
| I will recommend visiting Kurukshetra to others. | .923 | | | |
| I am willing to return to Kurukshetra in near future. | .904 | | | |
| I will share positive things about Kurukshetra. | .902 | | | |
| I will say positive things about Kurukshetra to others. | .874 | | | |
| Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. ^a | | | | |
| a. Rotation converged in 7 iterations. | | | | |

For Pull Motivation, PCA findings identify crucial factors driving tourists' trips. Strong factor loadings (0.721 to 0.856) confirm strong external appeal. The Eigenvalue of 11.001 shows Pull Motivation accounts for 61.116% of the variance and that factors such as family oriented status, culture-heritage and pilgrimage places, accommodations, transportation and other facilities and services are main movers. Out of original 18 variables, 6 variable were dropped as loaded with poor factor loading (less than 0.7). The Cronbach's alpha of 0.873 guarantees reliability, and it further reaffirms that external factors heavily define tourist motivations.

Push Motivation, as reflecting internal drives, also demonstrates robust associations. Large loadings (0.746 to 0.860) emphasize strong intrinsic desire to visit. An Eigenvalue of 10.488 represents this factor contributing 61.692% towards variance, where motivations such as relaxation, thrill, and experiencing culture have an important role. In case of push motivation factor, original 17 variables, 7 were dropped reported less than 0.7 factor loading. The Cronbach's alpha value of 0.850 establishes robust internal reliability, affirming these factors' importance.

For Tourist Satisfaction, PCA analysis reveals strong factor loadings on high-scale responses as demonstrated by loading values (0.895 to 0.939) implying high intent to come back. In case of tourist satisfaction out of original 10 variables, 3 variables were dropped reported less than 0.7 factor loading. With an Eigenvalue of 4.982, tourist satisfaction captures 71.169% of total variance, supporting

satisfaction based on varied attraction, overall experience, fulfilment of expectation, infrastructure and facilities, value of money, hospitable staff and service quality at destination. The reliability is proved by a Cronbach's alpha value of 0.908, further ascertaining positive experience of tourists influencing higher revisit intentions.

For Revisit Intention, PCA analysis reveals strong factor loadings on high-scale responses as demonstrated by loading values (0.874 to 0.940) implying high intent to come back. In case of revisit intention out of original 7 variables, 2 variables were dropped reported less than 0.7 factor loading. With an Eigenvalue of 12.766, Revisit Intention captures 85.104% of total variance, supporting repeat visitations based on satisfaction. The reliability is proved by a Cronbach's alpha value of 0.879, further ascertaining positive experience of tourists influencing higher revisit intentions.

Influence of Travel Motivation to Revisit Intention Among Tourists

Regression analysis was used to assess the impact of travel motivation on revisit intention, with push and pull motivations as independent variables. Diagnostic tests confirmed no multi-collinearity issues, as the Variance Inflation Factor (VIF) values for both push (VIF = 0.470) and pull (VIF = 0.481) motivations were below 5. A multiple regression analysis was conducted, with results summarized in Table 3.

Table 3: Regression Model Between Tourist Motivation and Revisit Intention

| Regression Summary | | | | |
|---|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .676 ^a | .454 | .447 | .50721 |
| a. Predictors: (Constant), Pull motivation, Push motivation factors | | | | |

| ANOVA Results | | | | | | |
|---|-----------------|-----------------------------|------------|---------------------------|---------|-------------------|
| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 76.196 | 2 | 37.685 | 145.487 | .000 ^b |
| | Residual | 95.094 | 447 | .267 | | |
| | Total | 171.290 | 449 | | | |
| a. Dependent Variable: Revisit Intention | | | | | | |
| b. Predictors: (Constant), Pull motivation, Push motivation factors | | | | | | |
| Regression Coefficients Result | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .964 | .196 | | 5.113 | .000 |
| | Pull motivation | .398 | .069 | .378 | 6.361 | .000 |
| | Push motivation | .417 | .065 | .351 | 6.165 | .000 |
| a. Dependent Variable: Revisit Intention. | | | | | | |

The regression analysis shows that pull and push motivation factors significantly influence revisit intention, with an R-square value of 0.454, indicating that these factors explain 45.4% of the variation in revisit intention. ANOVA further confirmed the model's statistical significance ($F_2, 447 = 145.487, p < 0.0001$). The regression equation is: Revisit Intention = 0.964 + 0.398 (Pull Motivation) + 0.417 (Push Motivation), demonstrating positive impacts from both push ($\beta = 0.417, p < 0.0001$) and pull motivations ($\beta = 0.398, p < 0.0001$). The findings support hypothesis (H1), confirming that both push and pull factors significantly influence revisit intention in Kurukshetra. This highlights the importance of motivation in driving tourists' return intentions. Destination managers can enhance long-term tourism by focusing on motivation-driven strategies, fostering stronger relationships

with tourists, and encouraging repeat visits and word-of-mouth recommendations.

Effect of Tourist Motivation to Satisfaction Among Tourists

Regression modelling assessed the impact of push and pull motivation factors on tourist satisfaction in Kurukshetra. Multi-collinearity diagnostic tests showed VIF values below 5 (pull motivation: 0.523, push motivation: 0.607), confirming no multi-collinearity issues. The multiple regression model, with satisfaction as the outcome, was performed as shown in Table 4.

Table 4: Regression Model Between Travel Motivation and Satisfaction

| Regression Summary | | | | | | |
|--|-------------------|----------------|-------------------|----------------------------|---------|-------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | | |
| 1 | .771 ^a | .592 | .586 | .58714 | | |
| a. Predictors: (Constant), Push factors, Pull factors. | | | | | | |
| ANOVA Result | | | | | | |
| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 192.158 | 2 | 91.577 | 243.768 | .000 ^b |
| | Residual | 134.718 | 447 | .357 | | |
| | Total | 311.989 | 449 | | | |
| a. Dependent Variable: Satisfaction. | | | | | | |
| b. Predictors: (Constant), Push factors, Pull factors. | | | | | | |

| Regression Coefficient Result | | | | | | |
|-------------------------------------|--------------|-----------------------------|------------|---------------------------|--------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .156 | .228 | | .667 | .001 |
| | Pull factors | .477 | .069 | .831 | 17.165 | .000 |
| | Push factors | 1.208 | .073 | .108 | 2.382 | .015 |
| a. Dependent Variable: Satisfaction | | | | | | |

The regression model summary in Table 4 shows an R-square of 0.592, indicating that push and pull motivation factors explain 59.2% of the variation in tourist satisfaction in Kurukshetra. The remaining 40.8% remains unexplained, suggesting that additional variables could improve the model. ANOVA results ($F_{2, 447} = 243.768, p < 0.0001$) confirm that the regression model is statistically significant, highlighting the important role of motivation in determining satisfaction. The regression coefficients for both pull ($\beta = 0.477, p < 0.0001$) and push ($\beta = 1.208, p = 0.015$) factors are significant predictors of satisfaction, as expressed in the model: $Satisfaction = 0.156 + 0.477(Pull) + 1.208(Push)$. The results indicate that both motivation factors significantly influence satisfaction, supporting corresponding hypothesis

(H2). This suggests that travel motivation plays a crucial role in shaping tourist satisfaction in Kurukshetra, with both push and pull factors contributing directly to a satisfying visitor experience.

Influence of Tourist Satisfaction to Revisit Intention Among Tourists

Before evaluating the influence of tourist satisfaction to revisit intention of tourists in Kurukshetra through multiple regression model, a Pearson correlation was employed to know the effect of satisfaction on tourists' revisit intention. The results of the correlation coefficients are presented in Table 5.

Table 5: Pearson Correlation Between Satisfaction and Revisit Intention

| | | Revisit Intention | Satisfaction |
|--|---------------------|-------------------|--------------|
| Revisit Intention | Pearson Correlation | 1 | .587** |
| | Sig. (2-tailed) | | .000 |
| | N | 450 | 450 |
| Satisfaction | Pearson Correlation | .587** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 450 | 450 |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | |

The results indicated a significant relationship between satisfaction and Revisit intention, as shown in Table 5, with a P-value below 0.05 ($r=0.587, p=.000$). The results demonstrated that satisfaction serves as a key antecedent

to the intention to revisit. Given that all the assumptions were met, a multiple regression model was conducted with satisfaction as the predictor and Revisit intention as the outcome variable, as illustrated in Table 8.

Table 6: Regression Model Between Satisfaction and Revisit Intention

| Regression Summary | | | | | |
|---|-------------------|----------------|-------------------|----------------------------|---------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | |
| 1 | .587 ^a | .347 | .345 | .57734 | |
| a. Predictors: (Constant), satisfaction. | | | | | |
| ANOVA Result | | | | | |
| Model | | Sum of Squares | Df | Mean Square | F |
| 1 | Regression | 63.435 | 1 | 63.435 | 182.534 |
| | Residual | 127.670 | 448 | .325 | |
| | Total | 191.105 | 449 | | |
| a. Dependent Variable: Revisit intention. | | | | | |
| b. Predictors: (Constant), satisfaction. | | | | | |

| Regression Coefficient Result | | | | |
|-------------------------------|-----------------------------|------------|---------------------------|--------|
| Model | Unstandardized Coefficients | | Standardized Coefficients | t |
| | B | Std. Error | Beta | |
| (Constant) | 1.683 | .179 | | 9.076 |
| 1 | | | | |
| Satisfaction | .0625 | .048 | .588 | 13.565 |

a. Dependent Variable: Revisit Intention.

The model summary in Table 6 shows an R-square of 0.347, indicating that satisfaction explains 34.7% of the variation in revisit intention, while the remaining 65.3% is unexplained, suggesting that additional variables could improve the model's fit. ANOVA results ($F_{1, 448} = 182.534, p < 0.0001$) confirm the model's significance, indicating that satisfaction is a key predictor of revisit intention. The regression model, $\text{Revisit Intention} = 1.683 + 0.0625 (\text{Satisfaction})$, shows that satisfaction ($\beta = 0.0625, p < 0.0001$) is a significant predictor of revisit intention. The Pearson's correlation analysis ($r = 0.587, p < 0.000$) also found a significant positive relationship between satisfaction and revisit intention. These results support hypothesis (H3), confirming that tourist satisfaction significantly influences revisit intention in Kurukshetra. The

findings highlight the direct connection between satisfaction and the intention to return, emphasizing satisfaction as a crucial factor in shaping future visitation behaviour.

Mediating Effect of Satisfaction to Relationship Between Tourist Motivation and Revisit Intention

A Mediation analysis was conducted to evaluate how satisfaction mediates the relationship between travel motivation and the intention of tourists to revisit Kurukshetra, as shown in Table 7.

Table 7: The Mediating Effect Analysis

| Total Effects | | Direct Effect | | Indirect Effects | | | |
|---------------|---------|---------------|---------|------------------|------|---------|---------|
| Coefficient | P Value | Coefficient | P Value | Coefficient | SD | T Value | P Value |
| 0.274 | 0.000 | 0.370 | 0.0324 | 0.240 | 0.34 | 7.361 | 0.000 |

The mediation analysis (Table 7) revealed that satisfaction significantly mediates the relationship between travel motivation and revisit intention. The total effect of motivation on revisit intention was significant ($\beta = 0.370, p < 0.0324$). When satisfaction was included as a mediator, the direct effect became significant ($\beta = 0.240, p < 0.0001$), with the indirect effect also showing significance ($\beta = 0.240, t = 7.361, p < 0.0001$). These results support Hypothesis H4, confirming that satisfaction mediates the effect of travel motivation on revisit intention. The findings highlight the crucial role of satisfaction in linking motivation to revisit intentions, emphasizing its importance in shaping tourists' future behaviours.

DISCUSSION OF RESULT

The exploratory factor analysis (EFA) of tourist motivation and revisit intention in Kurukshetra, conducted through Principal Component Analysis (PCA) with Varimax rotation, revealed major factors that affected tourists' experiences and their propensity to return. Pull Motivation, fuelled by

destination attributes like family-friendly activities, cultural heritage, and quality accommodations, had a significant impact on tourists' choices to visit. This is in line with Kozak's (2002) research that external destination factors play a significant role in attracting tourists. Push Motivation, rooted in intrinsic desires such as relaxation and novelty, was highly correlated with revisit intention, resonating with Crompton's (1979) and Dann's (1977) focus on tourism psychological drives. Tourist Satisfaction was determined by attraction enjoyment, service quality, and expectation fulfilment, validating Yuksel et al.'s (2005) research on the role of satisfaction in revisiting. Lastly, Revisit Intention was mostly dependent on satisfaction, which supports Chi and Qu's (2008) finding that satisfaction is the core of revisit travel decisions. The findings of the study reflect the interaction among motivations, satisfaction, and revisit intention, upholding the relevance of both internal and external forces in influencing tourists to revisit Kurukshetra.

Travel motivation (pull and push factors) was significantly dependent on revisit intention, the study concluded. The results support this hypothesis, since the multiple regression

analysis showed that there existed a significant positive correlation between both push ($\beta = 0.417$, $p < 0.0001$) and pull motivations ($\beta = 0.398$, $p < 0.0001$) and revisit intention. These findings confirm previous research, e.g., those of Hsu and Huang (2016), who also reported that push factors (i.e., escape and relaxation) and pull factors (i.e., attractions and amenities) exerted a very strong impact on the intention to return to a destination among tourists. Likewise, Kim (2010) and Dube and Renaghan (2000) reported that extrinsic and intrinsic motivation played very important roles in tourists' intention to revisit a place. Yet, the present research provides insight into how these motivations play out in particular within the Indian tourism environment, specifically in Kurukshetra, and indicates that both are central to influencing revisit intentions. This reinforces the contention that destination managers need to pay attention to understanding and marketing these motivational drivers in order to encourage long-term tourist involvement and retention.

Second, the research hypothesized that travel motivation would be a strong predictor of tourist satisfaction. This was confirmed in the regression analysis where both push ($\beta = 1.208$, $p = 0.015$) and pull ($\beta = 0.477$, $p < 0.0001$) motivation variables turned out to be robust predictors of satisfaction. These findings are supported by the study of Kozak and Rimmington (2000), which identified that push and pull motivations both contribute significantly to determining the levels of tourist satisfaction. This study reiterates the significance of motivation in influencing satisfaction, especially within heritage tourist sites like Kurukshetra. A salient feature of this research is the greater effect of push motivations, which may indicate that tourists would like to find personal fulfilment, i.e., religious or cultural enrichment, in a place that holds much religious and historical importance. These results confirm earlier research conducted by Ryan (2002) and Hwang and Lee (2018), which proposed that intrinsic motivators like personal growth and cultural immersion will play a stronger role in heritage destinations in affecting satisfaction levels. These results point to a central importance of intrinsically orientated motivation being important to develop satisfaction in contexts such as those discussed above.

Aside from this, the research identified that tourist satisfaction has a direct effect on revisit intention was also asserted by the findings. The Pearson correlation ($r = 0.587$, $p < 0.000$) and regression analysis ($\beta = 0.0625$, $p < 0.0001$) revealed that there is a positive and significant relationship between satisfaction and revisit intention. This is in line with Chi and Qu's (2008) findings, which emphasized that satisfaction is a very strong determinant of tourists' future actions, such as intending to return to a destination. This research reiterates the need to ensure repeat visits through high levels of satisfaction. In the Kurukshetra context, the

research indicates that a satisfactory experience, more so in the cultural and historical dimensions of the destination, has an important impact on encouraging tourists to revisit. Other research by McKinney and Uysal (2003) and Petrick (2004) also confirmed that an experience can stimulate tourists' loyalty and revisit likelihood. Destination managers must, thus, aim to fulfil, or surpass, the expectations of visitors to build loyalty and repeat visitation.

Lastly, the research proved that tourist satisfaction strongly mediates the relationship between travel motivation and revisit intention. The mediation analysis validated that satisfaction strongly mediates the influence of travel motivation on revisit intention ($\beta = 0.240$, $p < 0.0001$). This result is consistent with research by Ryu et al. (2010), who similarly discovered that satisfaction serves as an important mediator between motivation and future intentions. Furthermore, research by Kim and Lee (2013) and Chen (2015) has also pointed to the mediator role of satisfaction in different tourism contexts, with a focus on its impact on tourists' decision-making. The mediation effect also points to the intricate relationship between tourists' motivation, their destination satisfaction, and their future behaviour. Satisfaction in this research was discovered to reinforce the effect of both push and pull factors on revisit intentions, indicating that motivation is not sufficient to encourage tourists to return to a destination; satisfaction has to be attained as well. This finding highlights the need to provide a satisfying tourist experience that is congruent with tourists' motivations to stimulate repeat visits.

A summary of the findings of the four hypotheses add to the insight into the dynamic factors that affect tourists' revisit intentions in Kurukshetra. The strong relationships established between motivation, satisfaction, and revisit intention affirm the need to create tourism experiences that are appealing to both intrinsic and extrinsic tourist motivations. By incorporating satisfaction as a mediating variable, the destination managers will be able to forecast and determine tourists' future behaviour, ultimately leading to sustainable long-term tourism development. Such findings provide insights that are very useful to both practitioners and researchers seeking to advance the sustainability of tourism destinations.

Practical Implications

The findings from this study highlight several practical implications for tourism management in Kurukshetra and similar destinations. Firstly, recognizing the Pull and Push motivational factors lays the groundwork for focused marketing and promotional strategies. Destination managers should spotlight the elements of Kurukshetra that appeal to both pull and push motivations—such as its rich cultural

heritage, family-friendly atmosphere, and opportunities for relaxation and stress relief. By customizing marketing campaigns to showcase these features, a more diverse range of tourists could be attracted.

Furthermore, considering the crucial role of satisfaction in shaping revisit intentions, enhancing the overall tourist experience should be a primary focus for destination managers. This involves improving infrastructure, service quality, and ensuring that attractions are appealing and well-maintained. Meeting or exceeding visitors' expectations is likely to boost satisfaction and encourage them to return.

Additionally, the insights regarding satisfaction as a mediating factor indicate that efforts to improve satisfaction should not only address immediate needs but also strive to create a memorable and enjoyable experience that aligns with both push and pull motivations. This could include developing packages or experiences that fulfil tourists' desires for both relaxation and exploration, thereby increasing the chances of repeat visits.

LIMITATIONS AND FUTURE RESEARCH

While this study offers important insights, it does have some limitations worth noting. Firstly, it was carried out in a single location—Kurukshetra—meaning the findings may not apply to other destinations, particularly those with significantly different characteristics or tourist demographics. Future research could look into a wider variety of locations to assess how motivation and satisfaction affect the intention to revisit across diverse cultural and geographical settings.

Moreover, upcoming studies might investigate additional factors that could impact revisit intentions, such as emotional connections to the destination, the influence of social media, and various demographic or behavioural aspects. Longitudinal research could also be beneficial in monitoring tourists' attitudes and behaviours over time, offering a more comprehensive view of how satisfaction and motivation change and their effects on repeat visits in the long term.

CONCLUSION

The study shows that tourists' intention to revisit to Kurukshetra are significantly influenced by push and pull incentives as well as visitor satisfaction. The results demonstrate how intricately internal and environmental factors interact to influence travellers' decisions to return. This study gives destination managers practical advice on how to improve marketing tactics and encourage return visits by better understanding visitor motives and satisfaction. Destinations like Kurukshetra may develop stronger, more sustainable relationships with tourists by addressing the

variables that drive both motivation and satisfaction. This will ultimately boost loyalty and promote long-term tourism growth.

REFERENCES

- Akgündüz, Y., & Kızılcıoğlu, G. (2016). Consumer satisfaction and loyalty in tourism. *Tourism Management, 55*, 95–107.
- Alexandris, K., Kouthouris, C., & Meligdis, A. (2011). A study on the relationships between service quality, satisfaction, and behavioral intentions in a ski resort context. *Journal of Travel Research, 50*(1), 41–57.
- Ambardar, A., Gupta, M., Chand, M., & Wadhwa, M. (2025). Unveiling the allure: Exploring factors of destination attractiveness of Krishna Circuit. *International Journal of Hospitality and Tourism Systems, 18*(3), 119–133.
- Baron, R. M., & Kenny, D. A. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology, 51*(6), 1173–1182.
- Battour, M., Ismail, M. N., & Awais, M. (2012). The impact of destination attributes on Muslim tourist satisfaction and loyalty: A case study of Malaysia. *Tourism Management, 33*(4), 1027–1039.
- Bayih, B. E., & Singh, A. (2020). Modeling domestic tourism revisit intention: The mediating role of tourist satisfaction. *Journal of Leisure Research, 51*(1), 76–93.
- Bhat, S., & Jadhav, R. (2020). Influence of push and pull factors on tourist motivation: A study on heritage tourism in India. *Tourism Recreation Research, 45*(1), 85–99.
- Boo, S., Busser, J., & Baloglu, S. (2009). A model of customer-based brand equity and its application to multiple destinations. *Tourism Management, 30*(2), 219–231.
- Chand, M. (2010). A cross-national study of motivational determinants among non-resident Indian visitors to religious centers in India. *International Journal of Hospitality & Tourism Administration, 11*(1), 22–38. doi:<https://doi.org/10.1080/15256480903539412>
- Chand, M., Dahiya, A. (2014). The impact of service quality on tourist satisfaction and loyalty in Indian tour operation industry. *International Journal of Sales & Marketing Management, Research and Development, 4*(5), 1–14.
- Chand, M., & Singh A., (2024). Nostalgia as travel motivation - identifying religious tourists motivation in Himachal Himalaya. *International Journal of Hospitality and Tourism Systems, 17*(2), 40–49.
- Chen, C. (2015). The impact of motivation and satisfaction on revisit intention in tourism. *Journal of Hospitality & Tourism Research, 39*(1), 123–145.

- Chi, C. G. Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management, 29*(4), 624–636.
- Cochran, W. G. (1963). *Sampling techniques* (2nd ed.). New York: John Wiley & Sons.
- Crompton, J. L. (1979). Motivations for pleasure vacation. *Annals of Tourism Research, 6*(4), 408–424.
- Dann, G. M. S. (1977). Anomie, ego-enhancement and tourism. *Annals of Tourism Research, 4*(4), 184–194.
- Davras, Ö. (2020). The effect of travel motivation on behavioral intention. *Tourism and Hospitality Research, 20*(3), 325–338.
- Dempster, A. P., Laird, N. M., & Rubin, D. B. (1977). Maximum likelihood from incomplete data via the EM algorithm. *Journal of the Royal Statistical Society: Series B (Methodological), 39*(1), 1–22.
- Dube, L., & Renaghan, L. M. (2000). Customer satisfaction in the hotel industry: A comparison of guests' perceptions of services and their expectations. *Cornell Hotel and Restaurant Administration Quarterly, 41*(5), 15–22.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2020). *Multivariate data analysis* (8th ed.). Cengage Learning.
- Hsu, C. H. C., & Huang, S. (2016). Travel motivation and revisit intention: A study of international tourists visiting Taiwan. *Tourism Management, 52*, 61–72.
- Huang, S., & Hsu, C. H. (2009). Effects of travel motivation, past experience, perceived constraint, and attitude on revisit intention. *Journal of Travel Research, 48*(1), 29–44.
- Hwang, J., & Lee, C. K. (2018). The relationship between tourists' motivations, satisfaction, and revisit intention: A study of heritage tourism. *Tourism Economics, 24*(2), 245–260.
- Khuong, M. N., & Ha, H. T. (2014). The mediation role of tourist satisfaction on the impact of service quality, tourist value, and tourist motivation on tourist loyalty. *International Journal of Academic Research in Business and Social Sciences, 4*(8), 105–120.
- Kim, H. J. (2010). Tourists' motivations and satisfaction: The case of heritage tourism in Korea. *Tourism Management, 31*(4), 583–592.
- Kim, J., & Lee, C. (2013). Satisfaction and revisit intention in the context of heritage tourism. *Annals of Tourism Research, 40*, 234–251.
- Kim, J., & Park, H. (2017). The role of social media in destination marketing: A content analysis approach. *Journal of Travel & Tourism Marketing, 34*(1), 90–102.
- Kline, R. B. (2015). *Principles and practice of structural equation modeling* (4th ed.). Guilford Publications.
- Kozak, M. (2002). Comparative analysis of tourist motivations by nationality and destinations. *Tourism Management, 23*(3), 221–232.
- Kozak, M., & Rimmington, M. (2000). Tourist satisfaction with Mallorca, Spain as an off-season holiday destination. *Journal of Travel Research, 38*(3), 260–269.
- Kumar, A., & Verma, N. (2021). Revisiting tourist satisfaction in heritage tourism: A case study of Indian historical sites. *Tourism Management Perspectives, 37*, 100779.
- Lee, T. H. (2009). A structural model to examine how destination image, attitude, and motivation affect the future behavior of tourists. *Leisure Sciences, 31*(3), 215–236.
- McKinney, J. A., & Uysal, M. (2003). Satisfaction and loyalty in the context of sustainable tourism: A study of the Central Australian Outback. *Tourism Management, 24*(1), 135–144.
- Mehta, P., & Joshi, R. (2022). The mediating role of tourist satisfaction in motivation and revisit intention: An empirical study of Indian cultural destinations. *Journal of Heritage Tourism, 17*(2), 147–163.
- Petrick, J. F. (2004). The roles of quality, value, and satisfaction in predicting cruise passengers' behavioral intentions. *Journal of Travel Research, 42*(4), 397–407.
- Rani, S., & Singh, L. (2019). Exploring the influence of travel motivation on revisit intention: A study of domestic tourists in India. *Journal of Tourism and Cultural Change, 17*(4), 385–401.
- Ryan, C. (2002). Tourism and cultural proximity. *Annals of Tourism Research, 29*(4), 1269–1281.
- Ryu, K., Lee, H. R., & Kim, W. (2010). The influence of the quality of customer participation and satisfaction on behavioral intentions in a restaurant setting. *Journal of Hospitality & Tourism Research, 34*(4), 421–437.
- Statistical Abstract of Haryana (2022-23). *Data Compiled from Statistical Abstract of Haryana 2022-23*. Published by the Department of Economic and Statistical Analysis, Haryana.
- Suardana, G. W., Setiawan, I. M., & Widjaya, I. K. (2014). Tourist motivation and revisit intention: The mediating role of satisfaction. *Journal of Tourism & Hospitality Research, 21*(3), 318–331.
- Sutar, R., Kour, P., & Walia, S. (2023). Moderating impact of social support on tourist motivations, experience, and satisfaction: An analysis of solo women travellers

- visiting wellness retreat centres. *International Journal of Hospitality and Tourism Systems*, 16(4), 67–77.
- Tabachnick, B. G., & Fidell, L. S. (2019). *Using multivariate statistics* (7th ed.). Pearson.
- UNWTO. (2023). *World tourism barometer*. United Nations World Tourism Organization. Retrieved from <https://www.unwto.org/>
- Wong, J. Y., Wu, M. Y., & Cheng, C. K. (2013). A multilevel model of pull motivation factors and intention to revisit a destination. *Tourism Management*, 36, 230–240.
- Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: A structural model. *Tourism Management*, 26(1), 45–56.
- Yuksel, A., Yuksel, F., & Bilim, Y. (2005). Destination image, shopping, and loyalty: A study of Turkish tourists visiting Northern Cyprus. *Tourism Management*, 26(6), 225–239.