

Does Motivation and Trust Important for Tourists' Loyalties? A Quantitative Perspective from Golf Tourism in Bali of Indonesia

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ABSTRACT

Golf is one of several sport tourist attractions that are increasingly demanding by domestic and foreign tourists during their visit to Bali. Unlike the others type of tourist attractions, golf tourism could be classified as a quality attraction. Tourists who play golf spend more money than other sport activities. Refers to this fact, golf tourism could be an alternative to realizing the establishment of quality tourism in Bali. This work aims to study the significance of the determinants of tourists' satisfaction as well as their loyalty in visiting Bali as a destination that offers golf attractions. Intrinsic motivation and extrinsic motivation from golfers are positioned as the antecedent of the level of satisfaction with their trust to the golf providers acts as the mediation of the causal relationship occurred. Using 5-scale Likert questionnaire, the opinions of 113 foreign tourists who played golf in Bali were used to examine the structural equation models that were built. The results of the analysis show that both types of motivation have positive influences on tourist trust in golf operators, and through the trust mediation, these motivations positively influence the level of tourist loyalties. The results of the analysis also showed that tourists' trust to the golf operators had a significant effect on tourist loyalty. The main findings of this research conclude the vital role of tourists' trust to the golf operators in Bali in increasing their loyalty to play golf while visiting Bali.

Keywords : golf, trust, satisfaction, loyalties, motivation, SEM.

INTRODUCTION

Background

Tourism along with the agricultural sector, is the main pillar for the economic growth of Bali Province. In the year 2015 the

number of foreign tourist visited to Bali was recorded 4,001,835 people, in 2016 amounted to 4,927,937 people, and in 2017 increased to 5,697,739 people (Bali Provincial Tourism Office, 2018). Based

on these data, Bali Province has a very strategic position in the development of Indonesian tourism.

The rapid development of Bali tourism is inseparable from the dynamics of the external environment, namely: (a) the increased awareness of quality tourism; (b) the better arrangement of national tourism with the establishment of three categories of tourism products; and (c) the increasing new tourism destinations. These conditions signal Bali to start abandon the tourism development paradigm or strategy that is only focused for increasing the number of tourist tourists alone (mass tourism), but dare to turn to a quality tourism development strategy (quality tourism).

According to International Association of Golf Tour Operators (IAGTO), in the year 2012 the value of worldwide golf business is around USD 20 billions (IAGTO, 2013) and become a driving force for the rapid growth of golf tourism in various countries such as Kazakhstan, Nicaragua, Myanmar, and Afghanistan. In addition, the data also show that the spending of golfers are higher than other tourists. Refers to Mr. George Chandra, CEO of The Royale Jakarta Golf Club, foreign tourists that playing golf while their visit to Indonesia generally spend USD 5,000–6,000; or around 5 to 6 times greater than ‘ordinary’

tourists that were recorded as much as USD 1,190 (Tourism Ministry of Indonesia, 2015). Those facts show the potential of golf tourism to develop and to establish in Bali, to shift the development agenda from mass tourism towards quality tourism.

Research Objectives

Various marketing theories believe motivation is an important antecedent in determining consumer decisions to buy the goods and/or services. In this work, intrinsic and extrinsic motivation are positioned as the antecedents of tourists' interest in playing golf while in Bali. As a consequence, the tourists' loyalty to revisit Bali was examined. The causal relationship is built between antecedent and consequent variables, and tourists' trust on golf operator is placed as the mediator variable. Specifically, this work aims to:

1. Study the effects of intrinsic and extrinsic motivation of tourists playing golf in Bali on their trust in golf operators;
2. Study the direct effects of intrinsic and extrinsic motivation on tourists' loyalty to revisit Bali;
3. Examine the mediation role of the trust in causal relationship between motivation and tourists loyalty; and

4. Elaborate the total effects intrinsic and extrinsic motivation on tourists' loyalty to revisit Bali.

LITERATURE REVIEW

Motivation has a lot of meaning and definition. For example, Ryan & Deci (2000) interpreted motivation as "... to be moved to do something.". This definition implies that one person with no motive to acts for doing something will be categorized as an unmotivated person. Mill & Morrison (1998) argued motivation arise when people wants to satisfy his/her need. In general, according to Moutinho (1987), motivation is a driving force to assure a person get satisfaction based on his/her action. Some literatures, for example Ryan & Deci (2000), Bénabou & Tirole (2003), Reinholdt (2007), Yoo, Han and Huang (2012); differentiate the motivation into two types, i.e. intrinsic motivation, and extrinsic motivation. According to Ryan and Deci (2000), the motivation should be viewed from two perspectives, namely (a) the level of motivation, and (b) the orientation of motivation. The level of motivation refers to 'how much' of motivation arise in doing certain activity, whilst the orientation points to the 'type' of motivation directs one in doing an activity. Both authors, in 1985 introduced

the Self-Determination Theory (SDT) to differentiate type of motivation that responsible for doing an activity based on reasons or goals. They introduced *the intrinsic motivation* which is refers to the enjoyable or attractiveness of an activity to be experienced, and *the extrinsic motivation* which refers to doing activity because the actors hope to get separable outcome (Ryan & Deci, 2000). Regarding the rise of electronic marketing on products/services offered in tourism businesses, the trust amongs participant (producers as well consumers) become an important part of marketing strategies. Refers to Mayer and Davis (1995), trust is "*the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or control that other party.*". The keypoint of this definition is *the willingness to take risk that the experience did not conform the expectation*. For golf attraction in Bali, the players take risk that the golf operators as well as the golf course may be not fulfill the advertisement. According to Ratnasingam (2012), the trust can be differentiated into three categories, which are:

1. Competence trusts, refers to the ability of producers to provide products and/or services as well as

to demonstrate their capabilities and/or competencies which are match to the promise they offered;

2. Predictability trust, refers to the consistency of quality of products and/or services that are perceived by the consumers; and
3. Relationship trust, refers to customers' reliance upon the honesty, concern, and care demonstrated by the providers.

The last concept involved on our work is destination loyalty. Marketing literature noted the repeating purchases or a recommendation to third party by consumers referred to consumers' loyalty. By considering tourist destinations as a product and/or service offered, the concept of destination loyalty could be applied. Recently, tourism researchers have included the visitors' loyalty into tourism products/services. Jacoby and Chestnut (1978) cited in Yoon and Uysal (2005; p. 48) argued the measurement of loyalty can be measured in one the following: (a) the behavioral approach; (b) the attitudinal approach; and (c) the composite approach. In our work, we measured golfers' loyalty by applying the behavioral approach, and has been characterized by sequence of purchase, proportion of patronage, or probability of purchase (Yoon & Uysal, 2005).

METHODOLOGY

The data collection of this work was conducted at five golf resorts in Bali, namely Bali National Golf Club - Nusa Dua, Bukit Pandawa Golf & Country Club, Bali Handara Kosaido Country Club, New Kuta Golf, and Bali Beach Golf Course. Applying the quantitative approach, the data was collected by distributing questionnaires to 113 foreign tourists who played golf at above resorts on September 2017. The statements on the questionnaire are closed statements with 5 degrees Likert's scale with 1 represents the most negative assessment or perception, and 5 shows the most positive judgment or perception. Item validity and reliability measurement were carried out prior to data collection by spreading it to 35 tourists who played golf at The Bali Beach Golf Course on July 2017. Items that are not or less valid are repaired or eliminated, before the final data collection is carried out. Structural equation model is used as shown in figure 1:

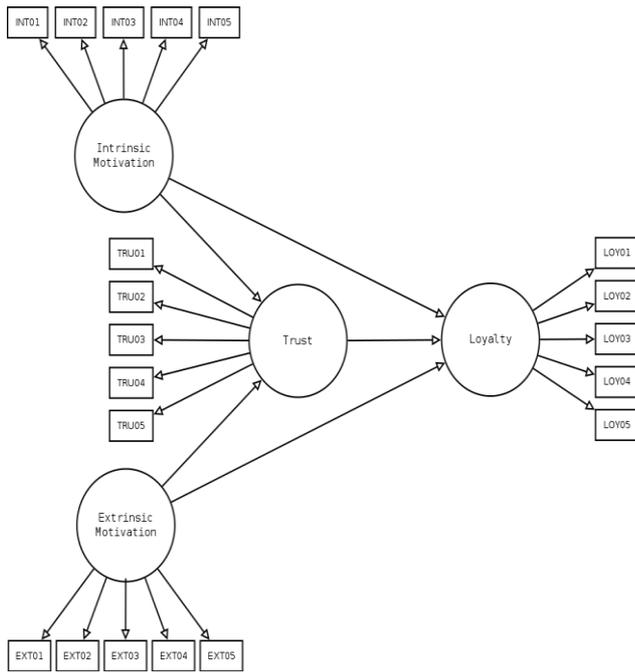


Figure 1. The Operational Model of the Work

To study the effect of intrinsic as well as extrinsic motivation toward the visitors' loyalties to play golf while visiting Bali, the trust of visitors to the golf operators was positioned as the mediator construct. The hypotheses in our work are as follow:

- H1 : The intrinsic motivation of visitors has a positif effect on the their trust to the golf operators. The greater their intrinsic motivation will cause the greater on their trust;
- H2 : The extrinsic motivation of visitors has a positif effect on the their trust to the golf operators. The greater their intrinsic motivation will cause the greater on their trust;

H3 : The intrinsic motivation of visitors has a positif effect on the their loyalties for playing golf while visiting Bali. The greater their intrinsic motivation will increased their loyalties;

H4 : The extrinsic motivation of visitors has a positif effect on the their loyalties for playing golf while visiting Bali. The greater their extrinsic motivation will increased their loyalties;

H5 : Visitors' trust to the golf operators mediates the effects of intrinsic as well extrinsic motivation toward their loyalties for playing golf in Bali.

To validate those hypotheses, we applied partial least squares structural equation modeling (PLS-SEM) and we used SmartPLS (Ringle et al., 2014) as an analytical tool. This technique is used with following considerations:

1. The sample size is relatively small. Categorized as a non-parametrical technique, PLS-SEM is not limited to fulfill the normality distribution assumption likes its counterpart covariance-based SEM (Kencana & Manutami, 2016). In addition, Tenenhaus et al. (2005) showed PLS-SEM did not loose its power test even for very limited sample;

2. The application of PLS-SEM among social researchers tend to increase, recently. According to Bollen (2002) and Tenenhaus et al. (2005), PLS-SEM is a powerful tool to study the causal relationship amongst latent variables.

RESULTS AND DISCUSSION

The Quality of Instrument

Prior to data collecting, we tested the quality of questionnaire by distributing it to 35 golfers at The Bali Beach Golf Course on July 2017. For each of four constructs involved in our model, the item validity and construct reliability are measured. According to Churchill (1979), a reflective item is declared valid to measure a construct if its correlation with the total items in respective construct is greater or equal to 0.30; and the construct is said reliable if its Cronbach’s alpha (α) at least 0.60 (Hair et al., 1995). Using SPSS 25, we checked the quality of instrument by analyzing 31 questionnaires (4 questionnaires were eliminated because they did not completely fill). The result is showed on Table 1.

The table shows all of the constructs have reliable measurement by noting the alpha (α) coefficients are greater than the threshold value 0.60. In addition, for each

construct, all of its reflective items have the correlation values are greater than 0.30 as suggested. From these viewpoints, we conclude our questionnaire sufficient to use for data collection.

Table 1. The quality assessment of the questionnaire

Latent Variable	Code	Short Description	Correlation	α if Deleted
Intrinsic Motivation α Coef. = 0.684	INT01	Play golf gives other experiences	0.300	0.722
	INT02	Play golf to escape from daily routines	0.453	0.628
	INT03	To improve golf's skill & knowledge	0.427	0.646
	INT04	Like playing/participating in golf activities	0.418	0.643
	INT05	Play golf for relaxation & health	0.721	0.624
Extrinsic Motivation α Coef. = 0.752	EXT01	Love to play at new golf resort	0.609	0.682
	EXT02	Interested to play at famous destination	0.756	0.639
	EXT03	The resort has good	0.534	0.706

		facilities & services			LOY02	Willing to promote Bali as a golf destination	0.492	0.848
	EXT04	The resort has beautiful sceneries	0.533	0.712				
	EXT05	Be a member of a community/golf club	0.404	0.820	LOY03	Willing to revisit Bali on next holidays	0.801	0.764
	TRU01	The operators have enough experiences	0.785	0.897	LOY04	Willing to recommend to friends or relatives for playing golf in Bali	0.836	0.750
	TRU02	The operators provide safety & security during playing golf	0.726	0.908	LOY05	More likely to choose Bali than the other destination for playing golf	0.461	0.864
Trust to Golf Operators α Coef. = 0.915	TRU03	The operators have good reputation	0.834	0.886	Source: Own analysis (2018)			
	TRU04	The operators qualified in managing the golf course	0.783	0.896	<i>The Participants' Profile</i>			
	TRU05	The operators competent in satisfying the players	0.806	0.892	As aforementioned, a hundred and thirteen tourists who play golf while visiting Bali were participate on our work. However, five data were not eligible to analyze because of incomplete response. The remaining data (a hundred and eight data) were further analyzed. Descriptively, the gender of participant is dominated by male golfers (85 per cent), belong to 26-55 years group (59 per cent), and 31 per cent stated their main job are professional			
	Loyalties α Coef. = 0.835	LOY01	Willing to say positive things	0.739	0.780			

workers/manager in their own country. Most of them (81 per cent) can be classified as the repeater guests by noting the number of their visit to Bali more than two times, even more than a half of them have been visited Bali at least five times including current visit. From these viewpoints, it can be concluded tourists who enjoyed to play golf while visiting Bali are the loyal tourists, are grouped in the middle ages with middle to upper income level.

In addition, their main motives to visit Bali is for holiday or recreation (57 per cent), than playing golf in the second position (7 per cent). The main reason they come to Bali either for vacation or playing golf is the famous of Balinese arts and culture. The interesting point is the option that visiting Bali because of its (cheap) price takes place at the last reason; it was chosen by 2 participants (1,6 per cent). This fact is a positive indicator to say golf tourism is a proper choice to shift the mass tourism development into quality tourism.

The Measurement Model

Basically, PLS-SEM consists of two sub-models, i.e. (a) the measurement or outer model, and (b) the structural or inner model. Many references regarding SEM recommend to elaborate each of these sub-model, respectively, before

inferences were made (Hair, Hult, Ringle, & Sarstedt, 2014; Kencana & Darmayanti, 2017; Peng & Lai, 2012). On SEM, the measurement or outer model represents the causal relationship between a construct and its indicators/items. This relationship can be classified into two categories, namely reflective or formative relationship. For the reflective relationship, is characterized by all of items is depended on their respective construct, the researcher has to check the average variance extracted (AVE) and the composite reliability (CR) values. Both values represent the internal consistency as well the convergence of a construct. Referring Hair *et al.* (2014), to assure a construct has sufficient internal consistency, the CR have to ≥ 0.708 ; and construct's convergence is achieved when the $AVE \geq 0.50$ (Peng & Lai, 2012). For formative relationship, the researcher has to show the path coefficient(s) from the item(s) to the respective construct is significant. Guiding by the threshold values for the AVE and the CR, we examine the measurement model with the result is showed on Table 2. This table showed intrinsic as well extrinsic motivation has AVE less than the threshold although the CRs are greater than 0.708 as suggested. By carefully inspection of the outer (factor) loading of each items in intrinsic and extrinsic

motivation, we found INT01, INT02, and EXT04 are the items with loading less than 0.60. Despite of its significance values, according to Henseler, Hubona and Ray (2016), the item should be reviewed to become an indicator of a construct if its loading less than 0.60. To do this, we eliminate the item(s) sequently, start from the item with the lowest outer loading value; and the similar inspection was conducted. The final measurement model is listed on Table 3.

Table 2. The result of measurement model

Latent Variable	Item Code	Factor Loading	Standard Deviation	p-value
Intrinsic Motivation AVE = 0.405 CR = 0.771	INT01	0.573	0.136	0.000
	INT02	0.587	0.130	0.000
	INT03	0.654	0.113	0.000
	INT04	0.747	0.107	0.000
	INT05	0.604	0.137	0.000
Extrinsic Motivation AVE = 0.456 CR = 0.806	EXT01	0.761	0.156	0.000
	EXT02	0.724	0.161	0.000
	EXT03	0.672	0.112	0.000
	EXT04	0.560	0.162	0.000
	EXT05	0.643	0.146	0.000
Trust to Golf Operators AVE = 0.637 CR =	TRU01	0.781	0.053	0.000
	TRU02	0.821	0.047	0.000
	TRU03	0.809	0.060	0.000
	TRU04	0.850	0.042	0.000
	TRU05	0.723	0.079	0.000

0.897				
Loyalties AVE = 0.586 CR = 0.875	LOY01	0.642	0.125	0.000
	LOY02	0.839	0.123	0.000
	LOY03	0.810	0.137	0.000
	LOY04	0.856	0.141	0.000
	LOY05	0.654	0.141	0.000

Source: Own analysis (2018)

Table 3 concluded all of the constructs with their respective items have sufficient internal consistency as well convergent validity to represent the measurement model. For intrinsic motivation, the tourists play golf while visiting Bali are mostly driving by motive to play or participating in golf activities. For extrinsic motivation, tourists explain they love to play golf at new golf resort (EXT01) and they are anthusiast to play golf in Bali as a favourite destination around the world (EXT02). Furthermore, their trust to golf operators qualify in managing the golf course (TRU04) and their willingness to recommend to their friends or relatives playing golf in Bali (LOY04) are the items with the greatest outer loading for each of respective construct. Based on the measurement model, we conclude that all of the

constructs or latent variables in the model are worth to analysis their causal relationship in the inner sub-model.

Table 3. The result of final measurement model

Latent Variable	Item Code	Factor Loading	Standard Deviation	p-value
Intrinsic Motivation AVE = 0.557 CR = 0.789	INT03	0.723	0.118	0.000
	INT04	0.836	0.099	0.000
	INT05	0.671	0.159	0.000
Extrinsic Motivation AVE = 0.526 CR = 0.816	EXT01	0.762	0.175	0.000
	EXT02	0.743	0.181	0.000
	EXT03	0.728	0.119	0.000
Trust to Golf Operators AVE = 0.636 CR = 0.897	TRU01	0.786	0.050	0.000
	TRU02	0.821	0.049	0.000
	TRU03	0.798	0.071	0.000
Loyalties AVE = 0.587 CR = 0.875	TRU04	0.846	0.048	0.000
	TRU05	0.731	0.079	0.000
	LOY01	0.646	0.134	0.000
	LOY02	0.848	0.133	0.000
	LOY03	0.810	0.154	0.000
	LOY04	0.858	0.158	0.000
	LOY05	0.640	0.154	0.000

Source: Own analysis (2018)

The Inner Model

Contrary to variance-based SEM software such as AMOS or LISREL that uses parametrical techniques in estimating the path coefficients for, SmartPLS utilizes a non-parametrical approach in calculating the coefficients between exogenous and endogenous constructs. For the inner model, we applied bootstrap method with 5000 sub-samples. In examining the inner model, in addition to path coefficients and their significance values, Hair *et al.* (2014) recommend to evaluate the coefficient of determination (R^2) for each of endogenous constructs in the inner model. The threshold values to declare an endogenous construct is weak, moderate, or substantial are 0.19, 0.33, and 0.67 (Kencana & Manutami, 2017; Wiranatha, Suryawardani, Satriawan, Pujaastawa, & Kencana, 2016). The greater the R^2 , the more power of exogenous constructs in describing the endogenous one. Table 4 shows the result of the inner model by applying bootstrapping technique in SmartPLS 3.

Discussion

From table 4, it is clear that both endogenous constructs have been weak described by their exogenous. Despite of this fact, the causal relationship amongst exogenous and endogenous constructs

gives some important points. **First**, both motivations have significant effects on trust. Intrinsic as well extrinsic motivation of tourists to play golf while visiting Bali is significantly affects their trust to the golf operators. The more their motives, the more their trust to the operators. From this finding, we can not reject the hypotheses H1 and H2 that are stated the intrinsic motivation of players (H1) as well their extrinsic motivation (H2) affect positively their trust to golf operators in five golf courses in Bali.

Secondly, the effect from the intrinsic motivation is slightly greater than the extrinsic motivation. This finding is inline with the work by Yoo, Han and Huang (2012) whom studied intrinsic and extrinsic motivators in promoting e-learning. They found intrinsic motivators (effort, attitude, and anxiety) affected the intention to use e-learning more strongly than extrinsic motivators (performance expentancy, social influence, and facilitating condition). Another work that also demonstrated extrinsic motivation did fit to use as an antecedent of trust is conducted by Akhlaq and Ahmed (2013) whom studied the effect of motivation on trust. By setting their work on trust in the acceptance of internet banking in Pakistan, both authors argued only intrinsic motivation is responsible to affect users' acceptance.

Table 4. The result of inner model

Variabel		Path Coefficients					
Latents		Direct Effect		Indirect Effect		Total Effect	
Exogenous	Endogenous	Coef.	p-value	Coef.	p-value	Coef.	p-value
Intrinsic Motivation	Trust	0.237	0.042	-	-	0.237	0.042
Extrinsic Motivation	Trust	0.221	0.014	-	-	0.221	0.014
Intrinsic Motivation	Loyalty	0.177	0.020	0.055	0.031	0.232	0.045
Extrinsic Motivation	Loyalty	0.040	0.089	0.052	0.008	0.092	0.060
Trust	Loyalty	0.234	0.032	-	-	0.234	0.032

Note : R² for Trust = 0.156; R² for Loyalty = 0.116

* significant at 5 percent; ^{ns} not significant

Source : Own analysis (2018)

Third, tourists' trust to golf operators significantly affect their loyalty. The more tourists' trust to the operators, the more their level of loyalties. This loyalty is mostly reflects to the willingness to recommend for playing golf in Bali (LOY04) with path coefficient as much as 0.858, than follows by the willingness to promote Bali as a golf destination (LOY02) with path coefficient equal to 0.848. Similar research conducted by Čater & Čater (2009) also confirmed the effect of trust on customers' loyalty. They found the trust to professional service providers is directly influenced the affective commitment, and in turn will gives positive effect on customer loyalties. Other research that supports our work is conducted by Sarwar, Abbasi, & Pervaiz (2012). The authors studied the effect of customers' trust on customer loyalty as well and customer retention in cellular operators in Pakistan. They found customers' trust to the cellular operators had positive and significant effect on their loyalties to the companies, with the effect is equal to 0.559. Considering these two researches, we argue that the visitors' trust to golf operators in Bali is very important to create their loyalties to revisit Bali.

Finally, both motivations did not show significantly direct influence on tourists' loyalty to play golf while visiting Bali. Both path coefficients from intrinsic

and extrinsic motivation to tourists' loyalty as much as 0.177 and 0.004, respectively, did not prove statistically significant. However, by the mediation effect of their trust to the operators, the total effect of intrinsic motivation become significant with the path value increased to 0.232. Noting the golf resort has beautiful sceneries (INT04) as the dominant reflection of tourists' intrinsic motivation, and their trust that the operators qualified in managing the golf course (TRU04) as the dominant mediator, it can be understood the signicance effect of intrinsic motives to their loyalties.

CONCLUSSION

Conclusion

Regarding this work that aimed to study the causal relationship amongst motivation of foreign tourists playing golf while their visit to Bali, their trust to golf operators, as well their loyalties, several points can be concluded:

1. Descriptively, the primary motive of foreign tourists to visit Bali is for holiday or recreation and their main reason to come is experienced the famous of Balinese arts and culture as well as to play golf. Noting that price is the least consideration for their coming, than golf tourism is a proper choice to shift the mass

tourism development in Bali into quality tourism;

2. The intrinsic motivation of tourists playing golf in Bali is dominated by the desire to enjoy the beautiful sceneries of the golf course, and the extrinsic motivation of tourists playing golf in Bali is dominated their desires to play at new golf resort and the reputation of Bali as a famous tourist destination. In addition, both motivations have direct influence toward tourists' trust to the golf operators. Their trust that the operators qualified in managing the golf course as well as their capabilities to provide safety & security during playing golf is the keys of the trust in golf tourism in Bali; and
3. Noting tourists' trust is the main determinant of the structural equation model developed in this study, the efforts to maintain and increase their trust to the golf operators are vital so that the level of their loyalty to play golf in Bali can be maintained and/or improved.

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