

Balinese Purification (*Melukat*) Ritual: Motivation, Satisfaction, and Loyalty of Visitors

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Abstract

Melukat ritual is a Balinese tradition which is believed to remove impurities in humans besides curing diseases. One of the main factors determining its development are motivation, satisfaction, and loyalty. The purpose of this study was to identify and analyze the influence of visitor motivation on satisfaction and loyalty. This study uses a quantitative descriptive approach to 100 respondents who have carried out the *melukat* ritual at Genah Melukat Sebatu, Tirta Empul Temple, Tirta Sudamala Temple and Pancoran Solas. Furthermore, the data were analyzed using the structural equation modeling (SEM) method with the smart-pls program version 3.2.2. The results showed that the push factor had a significant effect on visitor satisfaction and loyalty. Visitor satisfaction is considered capable of mediating the push factor on loyalty. The pull factor has a significant effect on visitor satisfaction; however, it has no significant effect on loyalty. Satisfaction is considered not able to mediate the pull factor on loyalty. Visitor satisfaction has a significant effect on loyalty.

Keywords

motivation; satisfaction; loyalty; wellness tourism

Article History

Received:

August, 2022

Revised:

November, 2022

Accepted:

December, 2022

DOI

[https://doi.](https://doi.org/10.52352/jarthy.v1i1.813)

[org/10.52352/](https://doi.org/10.52352/jarthy.v1i1.813)

[jarthy.v1i1.813](https://doi.org/10.52352/jarthy.v1i1.813)

1. INTRODUCTION

The development of Balinese purification (*melukat*) ritual is related to the concept of health and wellness tourism based on spiritual traditions in Bali. *Melukat* ritual is a tradition of Balinese people to improve health while cleaning the soul and body from impurities that are negative in a person. From health praxis, *melukat* itself has several meanings, such as: *melukat* is

considered to cleanse the soul and body, melukat is also considered a modern lifestyle and melukat is considered an alternative to healing in the medical practice room. (Artana, 2018)

Assumptions related to the efficacy obtained become the motivation of visitors to carry out melukat rituals so that this ritual is widely packaged through tour packages marketed online, such as: Privat Tour: Bali Temple with Melukat Ceremony and Visiting Kintamani Volcano, Best Tour: Tirta Empul. Tukad Cepung Waterfall & Traditional Village, Melukat (Spiritual Cleansing Ritual), Privat Healer Healing Tour, Temple Blessing & The Essence of Ubud, Spritual Tours: Clean Your Body and Soul, Holy Water Blessing Tour, Bali Spritual and Purification Tour. (Tripadvisor, 2020). The development of this ritual is also supported by the attraction of sacred objects that develop spiritual tourism based on Hindu ceremony events (Sukaatmadja et al, 2017).

The high motivation of visitors is influenced by push factors related to the internal forces of the visitor to carry out melukat rituals or the influence of pull factors in the form of external forces derived from destination attributes or tourist attractions at the ritual site (Dann, 1981 in Khuong and Ha, 2014: 490). Motivation is considered an effort that encourages visitors to achieve satisfaction. The efforts of visitors in meeting the needs for health and wellness is an encouragement to achieve satisfaction, In this context it can simply be said that visitors who have the motivation to carry out the ritual and feel their needs and expectations are met then usually visitors will show positive responses or behaviors in the future as a form of loyalty for a long-term influence on the existence of rituals. melukat. The purpose of this study is to analyze the influence of motivation reviewed from the push factor and pull factor on satisfaction and loyalty in melukat rituals.

Consumer behavior is a person's activity in using goods and services. Which starts from the preparation and determination of activities to the decision-making process (Dharmesta and Handoko 2016, 10). Consumer behavior is usually influenced by personal factors, psychological factors, socio-cultural factors, and economic factors (Kotler and Keller 2016; Kotler,2017).

Maslow in (Suwena and Widyatmaja, 2017) motivation is very closely related to the basic needs and desires of a person consisting of five levels including physiological, safety, belongingness, ego needs, actualization. The motivation of visitors to travel is influenced by two factors, namely the push factor and pull factor. Chindaprasert, et al (2015: 4) mentioned the push factors of a person in traveling (*travel push motivation*) namely: the desire to rest, prestige, and health. While the pull factor (*travel pull motivation*) consists of: natural scenery, value for money, convenient to travel, and religious and culture.

Oliver (2014) satisfaction can be defined as the assessment of a product or service that offers a level of pleasure in making ends meet. Hasan (2015: 371) satisfaction in traveling consists of various factors such as tourist products, evaluation instruments, results from received from products and services.

Kotler and Keller (2014) loyalty as a commitment to buy back a product or service. Meleddu, et al (2015) Loyalty can be grouped into three parts, namely attitude *loyalty (attitudinal loyalty)*, behavioral loyalty (*behavioral loyalty*) and combined loyalty (*composite loyalty*).

2. RESEARCH METHOD

This study used a quantitative descriptive approach to 100 Indonesian respondents who had *performed melukat* rituals at *Genah Melukat Sebatu*, *Pura Tirta Empul*, *Pura Tirta Sudamala* and *Pancoran Solas* through *purposive sampling* techniques. Furthermore, the data is analysis using *the structural equation modelling* (SEM) method with *the smartpls* program version 3.2.2.

This study consists of seven hypotheses, namely:

H₁: Push factors have a significant effect on visitor satisfaction

H₂: Pull factor have a significant effect on visitor satisfaction

H₃: Satisfaction have a significant effect on loyalty

H₄: Push factors have a significant effect on loyalty

H₅: Pull factor have a significant effect on loyalty

H₆: Push factors have a significant effect on loyalty through satisfaction

H₇: Pull factors have a significant effect on loyalty through satisfaction

3. RESULT AND DISCUSSION

Structural Equation Modelling (SEM) Analysis

1. The Validity and Reliability of Test Results

Ghozali (2014) The validity test is determined based on the loading factor value of each indicator that reflects each variable. The scale of measurements used to determine the validity value in this study is <0.5 . In addition, the outer loading value is used to determine the contribution of indicators to research variables. Then, the discriminant validity value can be seen in the cross-loading value by comparing the quadrat root value of the average variance extracted (AVE). Based on Table 1 there are two indicators that must be eliminated because it has a loading factor value of less than 0.5. The indicators are "Clear water source" and "Easy-to-reach access" where both indicators are part of the pull factor variable of the visitor's motivation. So that the total number of research indicators is 18 indicators.

Table 1. Research Variable Validity Test Results

Variable	Indicators	Validity		
		Loading Factor	√AVE	AVE
Push Factor	Relieve stress	0.798	0.765	0.585
	Relax yourself	0.856		
	Creating a happy mood	0.757		
	Cleanse the soul and body	0.843		
	Health lifestyle	0.650		
	Cure the disease	0.661		
Pull Factor	Confidence gained healing	0.749	0.730	0.532
	Hereditary traditions	0.852		
	Availability of facilities	0.724		
	The atmosphere in the location is comfortable	0.565		
	Clear water source	0.528		
	Easy-to-reach access	0.480		
Satisfaction	Satisfied with the benefits	0.856	0.877	0.597
	Satisfied with curing disease	0.803		
	Satisfied with the facilities	0.700		
	Satisfied with the atmosphere	0.720		
Loyalty	Perform the ritual again	0.851	0.772	0.770
	Recommend others	0.906		
	Invite others	0.873		
	Share experiences on social media	0.879		

Source: Primary Data (processed), 2021.

Reliability testing of research instruments can be measured from cronbach's alpha values and the composite reliability of each variable. Each variable can be said to have good reliability if the value of cronbach's alpha and composite reliability is above 0.7. Based on Table 2 cronbach's alpha values have exceeded 0.7 with the lowest value of 0.703 on the pull factor variable and the largest 0.900 on the loyalty variable. Composite reliability values are in the range of 0.8 and 0.9.

Table 2. Research Variable Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	R ²
Push Factor	0.860	0.893	-
Pull Factor	0.703	0.817	-
Satisfaction	0.776	0.855	0.570
Loyalty	0.900	0.930	0.472

Source: Primary Data (processed), 2021.

2. Feasibility of Structural Equation Models

The results of the structural equation model feasibility test are seen from the values of R-square and Goodness of Fit (GoF). The R-square value states that about 57 percent of the satisfaction variables in the melukat ritual have a moderately moderate predictive power.

Then the R-square value for the loyalty variable of 47.2 percent shows a moderate prediction (moderately). Goodness of Fit (GoF) testing can be done with a formula from Tanenhaus (in Suryawardani, 2018), as follows:

$$\text{GoF} = \sqrt{\text{Communalities} \times \overline{R^2}} = \sqrt{\text{AVE} \times \overline{R^2}}$$

Based on these calculations, a result of 0.568 exceeded the threshold value of 0.50 so that the model could be accepted and interpretable. The Goodness of Fit (GoF) test can also be seen from the SRMR (Standardized Roots Mean Square Residual) value. In this study, the SRMR value is 0.132 with the meaning that the research model is stated to have met the criteria because it is still in the range of values 0 to 1 (Hooper et al, 2008) so it can be concluded that the structural equation model is worth using in testing research hypotheses.

Table 3. Results of the Goodness of Fit Research Model Test

	Saturated Model	Estimate Model
SRMR	0.132	0.132
D_ULS	2.968	2.968
d_G	1.099	1.099
Chi_square	574.968	574.968
NFI	0.582	0.582

Source: Primary Data (processed), 2021.

3. Structural Model Test Results (Inner Model)

Ghozali (2014) The testing of structural models (inner models) is reviewed based on the relationship between latent variables both direct effect, indirect relationship and total effect. The result of the direct influence of exogenous variables there are endogenous variables have a significant level of 1% (0.01), then the hypothesis is rejected if the p-value <0.05. As for the structural model of research, as follows:

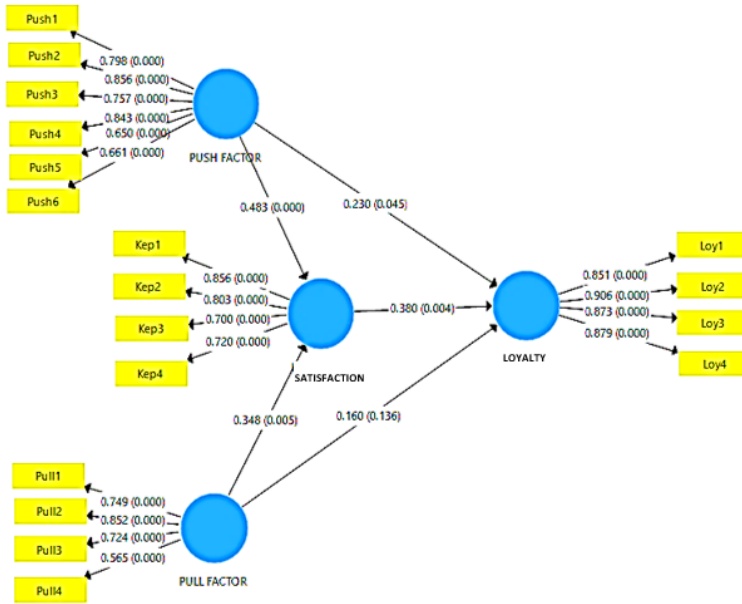


Figure 1. Research Structural Model
(Source: Data processed with smartpls 3.2.2 software)

a) Direct Effect

The test result is the output of the path coefficient used to test the influence of latent variables without mediation. In this study, there are five relationships between variables. The results of the direct effect signification test can be explained in Table 4.

Table 4. Direct Influence (Dirrect Effect)

Hypothesis	Effect of Endogenous -Exogenous Variables	Original Sampel (O)	Sampel Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Significance
H1	Push Factor – Satisfaction	0.438	0.496	0.106	4.684	0.000	** (Significant)
H2	Pull Factor – Satisfaction	0.348	0.345	0.123	2.778	0.005	** (Significant)
H3	Satisfaction – Loyalty	0.380	0.380	0.132	2.766	0.004	** (Significant)
H4	Push Factor – Loyalty	0.230	0.239	0.115	1.979	0.045	** (Significant)
H5	Pull Factor – Loyalty	0.160	0.151	0.107	1.443	0.136	- (Non-Significant)

Source: Primary Data (processed), 2021.

Based on five variable relationships there is one influence between variables that do not have a direct relationship, the relationship is contained in the fifth hypothesis that explains *pull factors* have no significant effect on loyalty.

b) Indirect Effect

Indirect effect indicates the relationship or influence of one exogenous latent variable on endogenous latent variables through mediation. Based on Table 5. Relationships show that there is an indirect influence between push factors on loyalty through satisfaction mediation. Then, the second relationship shows the absence of influence between pull factors on loyalty through satisfaction mediation.

Table 5. Indirect effect

Hypothesis	Effect of Endogenous -Exogenous Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Significance
H6	Push- Kep- Loy	0.183	0.184	0.068	2.714	0.007	** (Significant)
H7	Pull- Kep- Loy	0.132	0.138	0.079	1.678	0.094	- (Non-Significant)

Source: Primary Data (processed), 2021.

c) Total Effect

The next test is the overall influence (total effect) either directly or indirectly, The five total relationships have a significant influence. With the greatest influence on the relationship of push factors to satisfaction and loyalty.

Table 6. Total Effect (Total Effect)

Effect of Exogenous Endogenous Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Significance
Push Factor – Satisfaction	0.483	0.496	0.106	4.555	0.000	** (Significant)
Pull Factor – Satisfaction	0.348	0.345	0.123	2.817	0.005	** (Significant)
Satisfaction – Loyalty	0.380	0.380	0.132	2.875	0.004	** (Significant)
Push Factor – Loyalty	0.414	0.422	0.104	3.988	0.000	** (Significant)
Pull Factor – Loyalty	0.292	0.289	0.109	2.683	0.008	** (Significant)

Source: Primary Data (processed), 2021.

Discussion

1. The Influence of Push Factors on Satisfaction and Loyalty

Based on the results of the data analysis, the push factor has a significant effect on satisfaction with the original sample value of 0.483 (positive), t-statistic 4.555 and p-values 0.000 so that H_1 is accepted. Push factors are considered as a need in a person in achieving satisfaction. This indicates that visitors feel satisfied because the melukat ritual can provide relaxation and cleanse the soul and body.

Based on the results of the analysis, it can be explained that the push factor has a significant effect on loyalty as evidenced through the original sample value of 0.230, t-statistic 1.979 and the p-value of 0.045 so that H_4 is accepted. Visitors will feel loyal when the need for relaxation and cleansing of the soul or body is met. The higher of visitor's need that encourages visitors to carry out melukat rituals, and the higher level of visitor's loyalty, especially in terms of recommending melukat rituals to others.

This relationship is seen from the significance value in the original sample of 0.183, the value of t-statistic 2.714, with a p-values of 0.000 then, H_6 is received. From these results it can be explained that motivation from within oneself encourages visitors to carry out melukat rituals to obtain satisfaction. If the visitor is satisfied then indirectly will become loyal. Satisfaction as one of the mediating factors between motivation and loyalty. The motivation of visitors in carrying out melukat rituals is influenced by the impulse that comes from within oneself to obtain relaxation and cleansing of the soul or body from things that are negative in addition to creating a happy mood, curing diseases and lifestyle for health. The most dominant visitor satisfaction is the benefit of the melukat ritual itself. The increasing benefits, facilities and comfort of the atmosphere in the location of the melukat ritual, the more encouraging the need in visitors to perform melukat rituals so that the more positive the response and behavior of visitors in the future.

2. The Effect of Pull Factors on Satisfaction and Loyalty

Based on the results of the analysis, pull factors have a significant effect on satisfaction as evidenced through the original sample value of 0.348, the t-statistic value of 2,817 with a p-values of 0.005 then H_2 is accepted by the pull factor that has the highest role in the ritual. Melukat is a hereditary tradition that melukat rituals can cure diseases. This statement indicates that balinese culture and traditions give rise to religious beliefs and sometimes cannot be thought of in real (sekala) and unreal (niskala) (Cempaka, 2018; Wardhani and Franzia, 2020;140). This is likely due to the assumption that the complete healing of the disease should also pay attention to healing of

emotions and thoughts. (Artana, 2018). Thus, the more visitors' confidence in the values of tradition contained in the melukat ritual, the greater the level of visitor satisfaction, especially in terms of benefits obtained.

The results of testing the fifth hypothesis stated that pull factors do not have a significant effect on loyalty. This is supported through the original sample value of 0.160, t-statistic 1.443, p-values of 0.136 so that H_5 is rejected. The influence of other pull factors that may not have been able to create visitor loyalty is the external factor of spiritual objects related to the availability of supporting facilities (shops, restaurants, locker rooms, lockers). Although visitors' belief in hereditary traditions that melukat rituals can cure diseases is increasing, it does not affect visitor loyalty.

Pull factors do not significantly change loyalty through satisfaction mediation. This relationship is evidenced by the original calculation of the sample 0.132, t-statistic 1.678 and p-values 0.094 so that H_7 is rejected. Based on the results of the analysis, it can be interpreted if satisfaction is not a good mediator between pull factors to loyalty. This explains that traditions and beliefs do not fully show the loyal attitude of tourists in terms of carrying out the ritual of re-expanding and recommending it with the closest people or through social media although visitors have gained satisfaction towards the benefits of the melukat ritual.

3. The Effect of Satisfaction on Loyalty

Based on the results of the analysis of the third hypothesis, it is stated that satisfaction has a significant effect on loyalty. This relationship is evidenced through the original sample value of 0.380, t-statistic 2.875 and p-value value of 0.004 so that H_3 is accepted. The satisfaction of visitors who play the most role in the implementation of melukat rituals is satisfied with the benefits obtained during carrying out the melukat ritual. Visitors who feel satisfied tend to recommend it to others. Thus, the more satisfaction obtained during the melukat ritual, the more the form of visitor loyalty increases.

4. CONCLUSION

The results of this study show that push factors have a significant effect on the satisfaction and loyalty of visitors. Visitor satisfaction is able to mediate the *push factor* to loyalty in the *melukat* ritual. Pull factors have a significant effect on visitor satisfaction, but It has not significant effect on loyalty. Satisfaction has not been able to mediate the pull factor to loyalty in the *melukat* ritual. Visitor satisfaction has a significant effect on loyalty in *melukat rituals*.

ACKNOWLEDGMENT

The author would like to thank Prof. Dr. Ir. Made Antara, MS as first supervisor and Dr. Ir. I Gusti Ayu Oka Suryawardani, M.Mgt., Ph.D as second supervisor who has patiently and attentively given encouragement and direction during the writing of this article. I would also like to thank to thank the manager and visitors of *Genah Melukat Sebatu*, Tirta Empul Temple, Tirta Sudamala Temple and Pancoran Solas for always providing information and for the participation in this study.

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