

Tourists' Motivation to Satisfaction with Homestays in Uttarakhand, India : A SEM Approach

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Abstract

Purpose : This research aimed to examine the concepts of pull and push satisfaction, as well as their correlation with a unidimensional satisfaction metric. In addition, the research contended that pull satisfaction validates visitors' expectations regarding the destination's attributes, while visitors' evaluations of push satisfaction indicated the degree to which the destination correlates to their intrinsic desires.

Methodology : The study was conducted in Uttarakhand, a popular Indian cultural tourism destination. The study examined 323 culturally motivated travelers to the region. Data was collected from Indian tourists visiting Uttarakhand. This data was analyzed using confirmatory and exploratory factor analysis. A structural equation model (SEM) was used to determine what factors affected the relationship between overall happiness and its components.

Findings : The findings indicated that the tourist's evaluation of the push and pull dimensions of satisfaction is reflected in the overall satisfaction. The presence of necessary amenities and the opportunity to actively participate in a location's cultural and social customs were recognized as essential factors in determining overall satisfaction. The results of this study suggested that people's holiday behaviors were significantly influenced by the degree to which their self-expectations and desires aligned.

Practical Implications : The research possessed distinct characteristics that set it apart from others. Initially, this is one of the limited endeavors to develop a measurement scale that quantifies issues related to satisfaction by modifying the concepts of pull and push motivation. The study developed a measurement scale to assess issues related to satisfaction by utilizing pull and push motivation.

Originality : The data indicated that each of the competing factors had a substantial loading value, which significantly added to the explanation of tourists' overall satisfaction. The study presented a multidimensional satisfaction structure considering expectations and desires.

Keywords : tourist, tourist motivations, tourist satisfaction, push & pull factor, homestay

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Overall satisfaction and satisfaction are seen as two distinct variables from a larger perspective (Jones & Suh, 2000). According to Bitner and Hubbert (1994), satisfaction is formed through the assessment of a

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particular experience. Pizam et al. (1978), on the other hand, suggested that overall satisfaction is a comprehensive evaluation that takes into account the entirety of a tourist's vacation experience in a destination. This evaluation is subjective and occurs after the consumption of the experience. The discourse stimulated several scholars who advocated for a multi-attribute assessment or a comprehensive indicator of contentment, as evidenced (Alegre & Garau, 2010; Kozak & Rimmington, 2000; Žabkar et al., 2010).

Meleddu et al. (2015) showed that empirical research in the field of multiple attribute evaluation looked at consumers' expectations in order to determine how satisfied they are. Meanwhile, a comprehensive evaluation typically employs an emotive approach, which is informed by the desire congruency theory (Jain & Jain, 2024). Meleddu et al. (2015) offered a theory in which expectations are beliefs about attributes or performance levels, while desires are beliefs about the traits or performance levels that can lead to higher-level values. The idea of expectation, as proposed by Olson and Dover (1979) and Westbrook and Reilly (1983), concerns the assessment of visitors' impression of a specific feature. Sirgy (1984) argued that want congruency is the subjective evaluation of how well a product satisfies a visitor's desire. That being said, because there is disagreement on the best approach to gauge satisfaction, Bitner and Hubbert (1994) suggested that there should be two levels of definition for customer satisfaction.

Several scholars in the tourism industry (Gupta & Savita, 2024; Ibrahim & Gill, 2005; Oliver, 1980) have examined the role that tourists' motivations play in determining their level of satisfaction. Although there is a substantial amount of literature on tourist motivation and satisfaction platforms, there is a noticeable absence of thorough studies that specifically analyze the influence of homestay and destination selection and participation. Although individual studies have offered significant insights, their breadth is often limited, as they tend to focus on certain platforms or educational situations. In addition, previous research has predominantly concentrated on measuring outcomes such as satisfaction with commercial lodging, its choice, and the influence of motivation on satisfaction. This study intends to investigate the relationship between a single-dimensional measure of satisfaction and the impact of push and pull incentive variables on that measure in light of this insufficiency. Furthermore, the study suggests that pull satisfaction confirms visitors' assumptions about the destination's features, whereas push satisfaction measures how much the place fulfills visitors' inner aspirations.

This hypothesis is based on a re-examination of the principles underlying two theories frequently referenced in the research on satisfaction: desire congruency and anticipation. The present research was subjected to empirical examination in Uttarakhand, a prominent cultural tourism hub in India. The study was conducted on a sample of 323 Indian tourists who were visiting the state intending to engage in cultural activities. The state of Uttarakhand holds significant historical importance in India. According to the Uttarakhand Tourism Development Board (UTDB), they attracted a significant number of tourists, approximately 20 million in the year 2021. The state's cultural identity is shaped by its historical infrastructure and spiritual and diverse amenities, creating a unique cultural atmosphere for tourists. The distinctive characteristics mentioned are inherent components of the original destination image attributes, which are intended to aid in comprehending the overall satisfaction of tourists. This study is classified as an exploratory investigation due to the specific conditions of the study, which include a lack of research on our specific area of interest and a limited comprehension of the destination's overall image. The results of the study have consequences for theoretical understanding as well as real-world application. The study may provide a better knowledge of the fundamental elements influencing travelers' decisions to book homestays as their lodging options to legislators, operators, stakeholders, and proprietors.

Literature Review

Homestays

Homestay tourism is aimed at a niche market of tourists who want authentic experiences (Jamal et al., 2011). The

intangibility, flexibility, and inseparability of the homestay business from the rest of the tourism and hospitality industry set it apart from other enterprises (Janjua et al., 2021). The homestay business catalyzes rural community engagement in the tourism industry (Samsudin & Maliki, 2015). Homestays can be characterized as a setting with significant interaction between visitors and hosts (Kumar & Singh, 2022; Walter et al., 2018). The homestays are designed to achieve three sustainable community-based tourism objectives, namely the protection of the environment, preservation of cultural heritage, and promotion of local employment opportunities (Reimer & Walter, 2013). The homestay program is commonly facilitated by homeowners residing in rural areas (Bachok et al., 2018). This program caters to tourists seeking an immersive experience.

Tourist Satisfaction

According to Kozak et al. (2004), one of the most researched notions in the field of tourist studies is contentment. Numerous theoretical and methodological approaches have been made to this. Visitors frequently use the disconfirmation paradigm (Oliver, 1980) to explain why they assess their experiences based on how well they meet their expectations. Equity theories offer an alternative viewpoint (Oliver & Swan, 1989). These ideas suggest that finding a balance between the benefits and costs incurred by customers leads to their satisfaction. Furthermore, normative theory employs a pre-established criterion when assessing an individual's perspective. Since tourists are likely to have had similar experiences before, the normative theory generally implies that comparisons are conceivable (Yoon & Uysal, 2005).

Furthermore, the normative theory is predicated upon a normative standard that serves as a benchmark for evaluating an individual's perspective (Shashishekar & Anand, 2019). It is well acknowledged in the field of tourism research that the normative theory, which assumes that visitors would likely have prior experiences, makes comparisons feasible (Yoon & Uysal, 2005). Recent developments in the field of hospitality and tourism research have incorporated various models, such as the expectation-perception gap model (Duke & Persia, 1996), the congruity model (Chon & Olsen, 1991), the performance-only model (Pizam et al., 1978), the expectancy-disconfirmation model (Pizam & Milman, 1993; Spreng & Olshavsky, 1993) to investigate customer satisfaction. In spite of this, some academics argued that customers' selection criteria are mostly based on their individual preferences for certain products (Payne et al., 1993).

Acharya and Halpenny (2013) argued that consumers make decisions mostly based on their tastes and opinions, not on objective and quantitative characteristics of a product's performance. In spite of the data at hand, few academics have suggested studies that show the connection between contentment and “desires congruency” rather than “expectancy congruency” (Spreng & Olshavsky, 1993). Prior studies have revealed the relationship between expectancy and performance attributes (Sharma & Sharma, 2022). However, when it comes to desire congruency, a more abstract approach is required (Spreng et al., 1996). Conversely, expectations are mostly related to the performance levels that are built into a product and are intended to achieve a specific quality that is judged by the users (Anand et al., 2012). The concept of expectancy pertains to the evaluation of a group of characteristics based on the comparison between tourists' anticipated outcomes and the actual results achieved (Spreng et al., 1996).

Goossens (2000) asserted that travelers seek congruency in proportion to the degree to which a journey meets their needs. Assaker and Hallak (2013) contended that companies must satisfy consumers' needs, wants, and desires in order to satisfy them, not only their performance expectations. Chung et al. (2015) acknowledged that expectations play a more significant role in influencing satisfaction and provide evidence that desires also play a part in deciding customer satisfaction. Moreover, available evidence indicates that the congruence of desire has a substantial impact on the overall satisfaction of tourists (Dhillon & Munjal, 2022). Notwithstanding the available evidence that customer satisfaction ought to encompass both expectation and desire, scholars have also proposed diverse approaches to operationalize the theory of desire congruency.

From Tourist Motivation to Satisfaction

In general, people choose to travel because of a confluence of internal (push) and external (pull) variables related to the destination, which increases their propensity to visit a specific place (Correia & Pimpão, 2018; Crompton, 1979; Dann, 1977; Nair & Padmakumar, 2020; Uysal & Jurowski, 1994). Reiss (2004) asserted that people typically overlook stimuli that go against their aspirations and concentrate on those that are important to accomplishing their goals. According to Reiss (2004), appetites are the primary source of intrinsic motivations.

Yoon and Uysal (2005) claimed that push motives are linked to inward, emotional needs like relaxation, socializing, leisure, and self-actualization. On the contrary, pull motivation is associated with an extrinsic and cognitive variable such as topography, weather, reception, or amenities (Menon et al., 2019). The correlation between push and pull motivations has been established in prior research (Baliga et al., 2020; Correia et al., 2007; Correia & Pimpão, 2008; Yoon & Uysal, 2005) with these constructs serving as the fundamental basis for any tourist decision. Consequently, the same factors that influence a tourist's evaluation of a location also influence them.

del Bosque and Martín (2008) asserted that individuals are receptive to the notion that their individual needs and preferences could be the basis for defining contentment. It is just as crucial to evaluate a product based on its unique features as it is based on how it fulfills one's desires. This is the central hypothesis of the cognitive-affective approach (Oliver, 1993; Othayoth & Khanna, 2024), which investigates the impact of expectations and wants congruency on overall pleasure. There has been considerable work to incorporate an affective evaluation, but rather than taking desires' congruency into account, authors have tended to employ emotions as a proxy for how they feel about the destination (Alegre & Garau, 2010). It is crucial to consider satisfaction as a multifaceted concept because a tourist's experience consists of both cognitive and psychological elements.

It is important to include both the desire congruency and expectancy perspectives when trying to conceptualize overall satisfaction. Bultena and Klessig (1969) defined the concept as a function of the degree of congruency between aspirations and the perceived reality of experiences. Expectations are related to the characteristics of the destination, while desires are linked to one's motivations (Reiss, 2004; Sharma et al., 2023). This suggests that the push–pull paradigm is the source of the used factors. However, the scale has to be revised so that it adheres to the principles of expectancy confirmation and desire congruency approach. According to Correia and Pimpão's (2018) study, this is consistent with the results comparing the influence of push and pull incentives on customer satisfaction. Contemporary research has confirmed that culture stands out as a prominent factor that significantly shapes the motivations of tourists in their destination selection process (Funk & Bruun, 2007; Kozak, 2002; Maoz, 2007; Pandey et al., 2020), providing a benchmark for understanding the origins of cross-cultural preferences among different countries that attract tourists. This phenomenon may be seen in the growing number of visitors who visit a nation in quest of novel experiences (Bandaru & Venkateshwarlu, 2020; Hughes & Allen, 2005; Nuryanti, 1996). Many tourist places target this generation due to their greater levels of education, disposable income, and other considerations.

Clarification of Theoretical Frameworks

The evolution of research constructs has led to the division of studies on satisfaction into two primary categories: multidimensional qualities and unidimensional assessment to represent total satisfaction. Numerous studies have used uni-dimensional measures to assess overall satisfaction (Chaudhary, 2000; Joppe et al., 2001; Kozak, 2001; Nield et al., 2000; Shamal & Mohan, 2019). We used a single-item scale with multiple points expressing responses ranging from *extremely satisfied* to *extremely dissatisfied*.

A single-item scale is inadequate for assessing the validity of the customer satisfaction construct, even if it may

seem simple to implement. Nonetheless, research on the factor structure of satisfaction has demonstrated that multidimensionality is more dependable than a single-item measure (Dann, 1978; Kozak, 2001; Liu & Hsu, 2009; Pizam et al., 1978). Cronbach's alpha, a measure of reliability, has ranged from 0.70 to 0.95 in prior research employing structural equation modeling (SEM) to extract satisfaction. Additional validation of these factor structures is still required, even in cases where the connections between the factors are good. Moreover, Pizam et al. (1978) argued that aggregate satisfaction is best understood as the sum of individual experiences. As a result, the relative value of each element for overall satisfaction can be determined by conducting a confirmatory factor analysis (CFA) before performing a structural equation analysis. There is insufficient data in the literature to fully examine the claim that there is a correlation between the overall satisfaction and satisfaction factor (Correia et al., 2007). Moyle et al. (2013) concluded that the level of customer satisfaction can be explained in part by the factor structure, specifically the expectation-confirmation and desire-congruency factors. Disconfirmation provides a standardization that is better than the one linked to the desired congruency. The result was not very definitive because only one desire congruency measure was used.

The estimated influence of this construct was attenuating since a single indicator could not fully represent it. In addition, Chon and Olsen (1991) provided an alternative method that incorporates the attributes of the destination into the evaluation of the respondent's expectations and perceptions of performance. Value expressive qualities were evaluated about visitors' actual and desired levels of self-congruity with the destination.

Research Methodology

This study utilized an exploratory methods technique to examine the correlation between a unidimensional measure of satisfaction and the influence of push and pull motivation variables on that measure. The methodology was developed to attain a thorough comprehension of qualitative findings. An exploratory design was adopted for this study, with an experimental group participating in tourism activity in the homestays of Uttarakhand.

Questionnaire Design

The survey instrument was composed of five distinct sections. Section 1 pertained to the concepts of pull and push motivations, while Section 2 focused on assessing the degree to which the act of staying in Uttarakhand facilitated the attainment of one's intrinsic motivations. Section 3 sought to evaluate the extent to which their assumptions about material resources and desirable qualities were confirmed or refuted.

The assessment of desire congruency was conducted using a specific question, which was “During this holiday, I was able to [...]” while being measured on a 5-point scale ranging from 1 (*totally disagree*) to 5 (*totally agree*). A total of 13 items were utilized to represent factors associated with push satisfaction. These items included escape from work pressure, learn about culture, have an adventure, do what others have not done, learn about music, experience unexpected, learn about art, learn about cultural differences, learn about urban design, have fun, learn urban design and relax, and have stories to share with my friends.

The study evaluated expectancy using 10 pull attributes that were assessed through a 5-point Likert scale. Participants were asked to evaluate each attribute based on their early expectations, with responses ranging from “1—*much worse than I expected*” to “5—*much better than I expected*.” The attributes included, “available information,” “accessibilities,” “hospitality,” “climate,” “safety and security,” “cleanliness,” “standard of living,” “nightlife,” “services,” and “entertainment.” The fourth item was supposed to assess people's overall degree of satisfaction. It asked how satisfied people were with their trip to Uttarakhand and used a 5-point rating system, ranging from “1 *very dissatisfied*” to “5 *very satisfied*.” In the end, socio-demographic surveys were utilized to assess the attributes of individuals who visited the location.

To ensure validity and reliability, relevant research on motivations and satisfaction in general, as well as within cultural contexts, was incorporated into the survey design. A pilot survey was conducted to evaluate the instrument's reliability comprising of 50 tourist samples. The questionnaire was administered to tourists in a variety of districts throughout Uttarakhand. The investigation was conducted in December 2022, and participants were selected using a stratified random sampling technique. Each participant was required to have spent a minimum of two nights in Uttarakhand and have been exposed to the cultural offerings of the state to participate in the study. The current study was carried out empirically in Uttarakhand, one of India's most popular destinations for cultural tourism. A sample of 323 tourists who were in the area, specifically with the purpose of participating in cultural activities, was used for the study. The data analysis was conducted on a total of 323 questionnaires that Indian visitors completed. To evaluate this data, both confirmatory and exploratory factor analyses were used. To investigate the factors that influenced the relationship between the individual components of satisfaction and overall satisfaction, an SEM was developed.

Data Analysis and Results

The quantitative data obtained in this study were analyzed using the Statistical Package for the Social Sciences (SPSS) version 26.0. Summary statistics, such as means, standard deviations, frequencies and percentages, were computed to describe the demographic characteristics of the participants and important variables.

Dillman (1978) considered a sampling error of 5.45% to be within acceptable limits. A response rate of 80.75% was obtained from the data analysis utilizing 323 questionnaires that may be used by Indian visitors traveling to various parts of Uttarakhand. The data were analyzed using both confirmatory and exploratory factor analysis. In addition to the survey data, a CFA was conducted to assess the validity of the motivation and satisfaction scores employed by the participants. The next step is to determine if the generated satisfaction components can explain how visitors view the site overall. So, the model yields the standardized regression weights, which identify the most crucial contributors to satisfaction and help in characterizing it more broadly. Based on the CFA results and positive correlations between motivation and satisfaction items, an SEM can be created to study the factors affecting the link between overall satisfaction and satisfaction components.

The respondents' demographic information is provided in Table 1. Kruskal–Wallis tests were conducted to determine whether or not there was statistically significant variation in the sample across demographic categories

Table 1. Sample Characterization and Relationship with Satisfaction

<i>Kruskal–Wallis Test Based on Satisfaction Ranks</i>				
Characterization	%	χ^2	<i>df</i>	<i>p</i>
<i>Gender</i>		0.009	1	0.925
Male	55.2			
Female	44.8			
<i>Age</i>		0.691	2	0.708
Less than 30 years old	20.0			
30 years to 45 years old	38.3			
More than 45 years old	41.7			
<i>Educational Level</i>		1.5	1	0.221
Under-Graduate	24.2			
Graduate	75.8			
<i>Social Status</i>		3.031	2	0.220

Single	29.3			
Married	60.5			
Divorced/Widow/Widower	10.2			
Employment		0.948	2	0.622
Employed	78.8			
Unemployed	9.3			
Retired	12.9			
Average Salary		0.255	3	0.972
Less than ₹ 10,000	15.2			
₹ 10,001 to ₹ 25,000	25.2			
₹ 25,001 to ₹ 40,000	20.2			
₹ 40,001 to ₹ 55,000	13.6			
₹ 55,000 to ₹ 70,000	10.3			
Above ₹ 70,000	15.6			

such as age, income, marital status, education, and employment. The Kruskal–Wallis test determines the degree to which individual groups' satisfaction ratings differ from the distribution's mean. The results show that while there are differences in sociodemographic characteristics among Uttarakhand tourists, there is no variation in satisfaction levels among socioeconomic categories.

The study considered both variable normality and correlation, both of which are required for a factor analysis. The SPSS Q-Q plot illustrates the regular distribution of research variables. There is a sufficient amount of correlation between the motivation items, as shown by the results of the Kaiser–Meyer–Olkin (KMO 0.879) and Bartlett's test of sphericity (3003.067; p 0.000). The satisfaction components have a high enough correlation for factor analysis, as shown by the results of the KMO 0.925 and Bartlett test of sphericity (4833.980; p 0.000).

Exploratory Factor Analysis

An exploratory factor analysis (EFA) with a varimax rotation was used to determine factor structure for satisfaction and motivation. A total of 13 push items and 10 pull items were used to measure satisfaction and motivation, and the number of components to be extracted was determined using an eigenvalue and a scree plot. In both instances, a three-factor solution was found to account for almost all of the data variance (76.7% in the motivation component and 85.7% in the satisfaction factor). Tables 2 and 3 display comparable factor structures found in the metrics of motivation and satisfaction.

Table 2. EFA Results for Motivation

	Loading Values	Mean	SD	% Variance Explained	Cronbach's α
Novelty				16.084	0.815
To experience the unexpected	0.868	2.88	0.974		
To have an adventure	0.863	2.94	0.982		
To do what others have not done	0.800	2.86	0.919		
Knowledge				16.313	0.815
To learn about art	0.734	2.97	1.026		

To learn about art culture	0.714	2.57	1.486		
To learn about art music	0.699	2.16	1.292		
To learn about art and urban design	0.728	2.30	1.438		
Facility				25.248	0.898
Safety and security	0.835	2.25	1.377		
Cleanliness	0.865	2.30	1.358		
Available information	0.832	2.25	1.331		
Entertainment	0.757	2.11	1.239		

Table 3. EFA Results for Satisfaction

	Loading Values	Mean	SD	% Variance Explained	Cronbach's α
Novelty				17.887	0.864
To experience the unexpected	0.818	1.82	1.182		
To have an adventure	0.717	1.87	1.174		
To do what others have not done	0.754	1.69	1.105		
Knowledge				24.227	0.945
To learn about art	0.788	2.07	1.336		
To learn about art culture	0.779	2.15	1.377		
To learn about art music	0.805	1.94	1.260		
To learn about art and urban design	0.832	2.04	1.334		
Facility				23.420	0.941
Safety and security	0.801	1.99	1.271		
Cleanliness	0.799	1.98	1.241		
Available information	0.799	1.95	1.241		
Entertainment	0.720	1.94	1.232		

Each component's underlying set of variables suggests potential labels for that factor. Desires for unique experiences, such as the desire to “experience the unexpected,” “adventure,” and “to do what others have not done” (Kim & Prideaux, 2005), are all included in the very first component. According to Lew (1987), the main attractions of a tourist destination are “the experiences that can be recalled,” “the activities that can be carried out,” and “the natural environment that can be viewed.” According to Lee and Crompton (1992), it explains 16.084% of the total data. Variation highlights the importance of a desire for novelty in determining travel destinations. Culture-specific characteristics are classified as “knowledge” and taken into consideration based on the review of prior research (Andersen et al., 1997; Janiske, 1996; Sofield & Li, 1998; Uysal & Williams, 2004) account for 16.313% of the overall variance in the data. This component classifies desires for learning according to one's lived cultural experiences (Richards, 1996). Here, “to learn about art” (0.734) is more popular than “to learn about urban design” (0.728) among visitors' desired knowledge. The items on this list are highly correlated with the distinctive attributes of the location itself.

Even while “To learn about the music” (0.699) and “To learn about culture” (0.714) have lower loading factors, they are still significant. The analysis of the data also reveals another aspect (facilities) that affects how travelers view their location. This factor accounts for 25.248% of the overall data variance. In this situation, “destination cleanliness” has a significant weight (0.865) loading. Beerli and Martín (2004) identified a similar factor

structure, but the loading values differ. This could be the case since the perception of the place is influenced by both the traveler's unique qualities and the surrounding area. The concept of satisfaction is centered on the characteristics pertaining to how well a location fits the requirements and wishes of visitors as well as how well it matches their expectations. Table 3 shows that the data may be explained by a three-factor model, with “facilities” (23.42%) and “knowledge” (24.227%) remaining the most important of these factors. The construct of “security, safety, and facilities” (0.801) is crucial in helping visitors get what they want out of their trip. The “cleanliness” (0.799) and the “available information” (0.799) ratings are also very important to visitors. As far as the knowledge element is concerned, it seems that “learn about music” (0.805) and “learn about urban design” (0.832) are more important factors that help validate tourist expectations. Overall, tourist satisfaction appears to be the sum of cognitive and emotional fulfillment, with entertainment and adventure ranking lower on the list of significant criteria. In addition, Cronbach's coefficients for the relevant factors indicate that the factors' internal consistency is sufficient; therefore, all of the factors displayed in Tables 2 and 3 can be used in the study.

Confirmatory Factor Analysis

CFA was performed using the same survey items that were used in EFA to check and evaluate the study's validity across motivation and satisfaction scales. It can be seen that the CFA findings match the data adequately ($\chi^2 = 93$; RMSEA = 0.049; RMR = 0.071; $p = 0.001$; GFI = 0.959; $df = 53$; CFI = 0.959; AGFI = 0.918). The next stage in evaluating a model's fitness is to test the validity of the estimated values of its parameters. The loadings of the indicators on the different components are also consistent with expectations. The designated components contain all items and are primarily characterized by the latent factors. This provides empirical evidence of the correlation between the pull and push satisfaction measures and the three latent factors. Table 4 shows that, contrary to what is stated by Fornell and Larcker (1981), the variance retrieved for each construct is greater than 0.50.

Table 4. Confirmatory Factor Analysis (CFA)

	Estimate	Error Variance	AVE
Facilities			
Entertainment	0.909	0.174	
Available information	0.89	0.206	
Cleanliness	0.938	0.120	
Safety and Security	0.936	0.124	
Total		0.044	0.956
Knowledge			
Experience art	0.943	0.111	
Experience city culture	0.905	0.181	
Experience local music	0.928	0.139	
Experience city urban design	0.888	0.211	
Total		0.046	0.954
Novelty			
Experience the unexpected	0.818	0.331	
Experience doing what others have not done	0.811	0.342	
Have an adventure	0.900	0.190	
Total		0.119	0.881

Table 5. Correlation within Constructs

Satisfaction	Motivation			
	Facilities	Knowledge	Novelty	Macro Environment
Knowledge	0.125*	0.524**	-0.214**	0.207**
Facilities	0.418**	0.142**	-0.083	0.146**
Novelty	0.044	-0.017	0.144**	-0.047

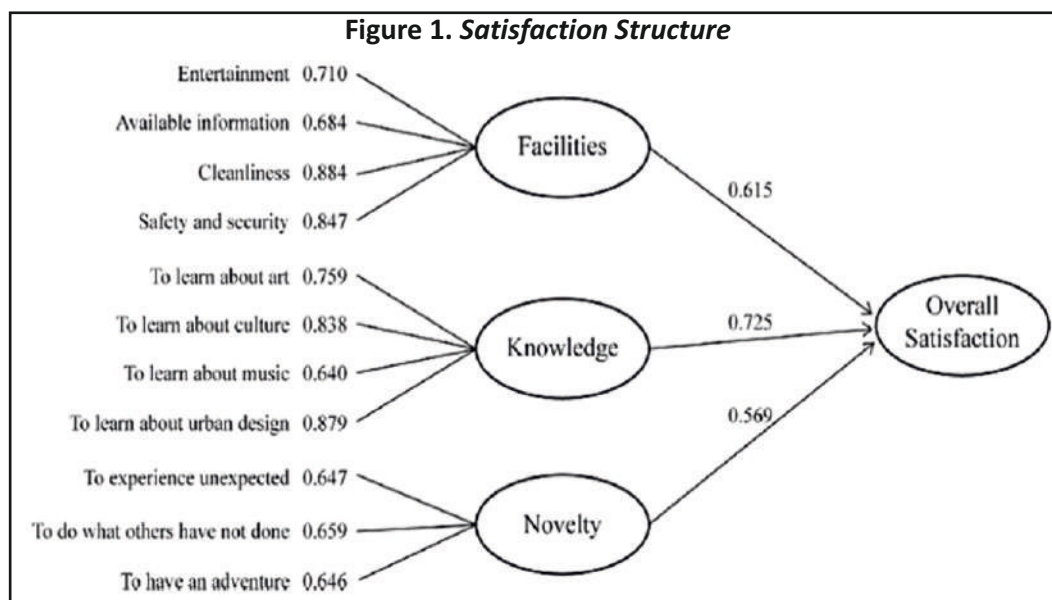
Note. Significant at * $p < 0.05$ and ** $p < 0.01$.

The lowest AVE construct, novelty (0.88), demonstrates that all constructions are more dependable than the minimal requirement. This strong positive and statistically significant relationship between the motivation and satisfaction components is seen in Table 5. This suggests that travelers assess destinations for a range of reasons.

Structural Equation Model (SEM)

The four elements that help explain the parameters of overall satisfaction are investigated using a structural equation model. Goodness-of-fit tests reveal satisfactory outcomes at this stage ($\chi^2 = 93$, $p = 0.001$, $df = 53$). Additionally, the data matches the model well, as shown by the other indices (AGFI = 0.921; CFI = 0.933; GFI = 0.958; RMR = 0.066; RMSEA = 0.043). Figure 1 reveals that loading coefficients are comparable for the three-factor solutions. The results validate that “knowledge” (0.725) is the most important variable, even though all of the parameters have a significant role in explaining overall satisfaction. The results show that cultural travel is a worthwhile activity, as suggested by Richards and Wilson (2004). As was previously indicated, this may be indicative of the geographical setting in which tourism operates. Since “to learn about urban design” (0.879) and “to learn about culture” (0.838) are the most important items loaded in the dimension of “knowledge,” the findings indicate that individuals who visit cultural destinations for vacation purposes are committed to satisfying their individual and innate desires.

Consequently, the significance of “cultural knowledge” shows that visitors to Uttarakhand view the state's culture and tradition as relevant and “genuine,” satisfying their aspirations for cultural encounters. There is considerable evidence to support the conclusion that cultural tourists seek out intellectual places that allow them to



indulge in their own deep-seated passions. Richards (1996) noted that when it comes to utilizing heritage resources, cultural tourists have high standards. In terms of describing overall satisfaction, the “facilities” component (0.615) comes in second. It is made up of four categories, the two most important being “safety and security” (0.848) and “cleanliness” (0.844). However, “entertainment” (0.710) and “accessible information” (0.684) are seen as less important. Giese and Cote (2000) and Olsen (2003), who defined customer satisfaction as customers' reaction to a product or service, supported this view. Finally, “novelty” (0.569) is a contributor to satisfaction since it consists of three items: “to do what others have not done” (0.659), “to have an adventure” (0.646), and “to experience the unexpected” (0.647). Since the spectacular is not a sufficient basis for a tourism appeal in the postmodern age of consumption, this finding is consistent with the research of Rojek (1993). Here, guests gain more than just the excitement of being a part of something genuinely unique and unusual.

Practical Implications

The research presents a unique approach to measuring satisfaction by incorporating pull and push motivation principles. It creates a measurement scale that evaluates satisfaction-related concerns using both methods. The results show substantial loading values for competing factors contributing to overall satisfaction. This research can enhance understanding and forecasting tourist behavior, using equity theory concepts to assess overall satisfaction more efficiently. The proposed measurement scale can provide a more efficient method for measuring satisfaction.

Conclusion

This study attempts to construct measures of tourists' overall pleasure by using a CFA and structural equation analyses that consider both the desire and expectation congruencies theories. The EFA shows that the multifaceted concept of satisfaction may be reduced to a set of only 11 pull and push motivations. The CFA shows that the hypothesized model is a good fit for the data. Consequently, it suggests that the traits portrayed are important factors that influence overall pleasure. Because tourist pleasure is crucial to the success of travel destinations, the findings are significant. The findings of this research demonstrate that people's behavior during the holidays is heavily impacted by how well their expectations and wants line up. It gives evidence of the different elements and qualities that combine to make a cultural city so alluring to visitors. The important insights drawn from the standardized regression coefficient of SEM are provided. The normalized regression coefficients indicate that knowledge indicators are most important. The findings also corroborate the theory put forth by Goeldner and Ritchie (2011), according to which festivals and events designed to educate and inform visitors are a primary driver of tourism.

The findings of the study conducted by Rojek (1993) are supported by the “novelty” construct, which maintains that to appeal to consumers with postmodern values, a destination must provide more than the typical set of tourist attractions. Similarly, “facilities” as a notion confirms that tourists' overall satisfaction is a result of their vacation's total experiences, services, and interactions (Kozak & Rimmington, 2000). From a theoretical standpoint, this study makes two significant contributions to the existing literature. First, it is among the few studies that seek to develop a scale for measuring satisfaction by adapting push and pull motivation frameworks. Second, the findings reveal that all factors exhibit strong loadings, effectively contributing to the explanation of overall satisfaction. According to empirical studies, functional elements retain a suitable degree of novelty while fulfilling a person's innermost desire to learn about a culture, art form, and customs. As a result, when tourists formulate their views of the experience as a whole, they are willing to group a wide variety of factors, both tangible (such as entertainment) and intangible (such as the opportunity to learn about music, art, or museums).

Limitations of the Study and Scope for Future Research

The methodology of the study includes a comparatively small sample size of 323 instances and a single focus on Uttarakhand, India, as a center of culture. Thus, to enhance and develop the model, future research should consider comparing various cultural destinations. Future studies could more effectively manage potential data variation by utilizing an extended time frame. Nevertheless, the primary contribution of this study is the development of a multidimensional factor structure for overall satisfaction that considers both expectations and desire. Scholars and practitioners in the tourism industry need to acknowledge the importance of conducting additional research to create more precise measurement instruments for the evaluation of relevant constructs.

Further research is needed to understand tourist motivation and satisfaction in the homestay and secondary accommodation sectors. Target marketing strategies can be designed with the aid of an analysis of destination-specific variables and distinctive attractions. Using segmentation analysis, one can find tourist segments according to their interests and reasons, making for more individualized travel experiences. Studies that compare cultures can identify satisfaction factors that are relevant to both cultures and universally, which can have an impact on intercultural tourism and destination marketing.

Authors' Contribution

Anup Singh Patwal conceived the idea and developed a research design to undertake the empirical study. Dr. Vinay Rana and Anup S. Patwal extracted research papers with high reputations, filtered these based on keywords, and generated concepts and codes relevant to the study design. Dr. Gaurav Chopra verified the analytical methods and supervised the questionnaire design study. Anup S. Patwal conducted the data collection. The numerical computations were done by Dr. Gaurav Chopra and Dr. Vinay Rana using SPSS 26.0. Anup S. Patwal wrote the manuscript in consultation with both authors.

Conflict of Interest

The authors certify that they have no affiliations with or involvement in any organization or entity with any financial interest or non-financial interest in the subject matter or materials discussed in this manuscript.

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