



The Mediating Effect of Eudaimonic Wellbeing on the Influence of Travel Motivation on Tourist Satisfaction and Destination Loyalty (A Case Study of Tourist Visiting Solo City)

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Abstract. This study aims to analyze the influence of travel motivation on tourist satisfaction and destination loyalty, with eudaimonic well-being as a mediating variable. The research was conducted on domestic tourists visiting Solo City, Central Java, Indonesia. This research uses purposive sampling technique. A total of 150 respondents fulfil the criteria completed a Likert-scale based questionnaire. Data analysis was carried out using Structural Equation Modeling (SEM) with the Partial Least Square (PLS) approach using SmartPLS 4 software version 4.1.1.2. The results show that travel motivation has a positive and significant effect on eudaimonic well-being, tourist satisfaction, and destination loyalty. Eudaimonic well-being also significantly influences tourist satisfaction and destination loyalty. Furthermore, eudaimonic well-being partially mediates the relationship between travel motivation and both tourist satisfaction and destination loyalty. These findings suggest that psychological aspects such as eudaimonic well-being play an important role in shaping satisfying tourism experiences and fostering tourist loyalty to destinations. Practically, this study encourages tourism managers and policymakers to design tourism programs that emphasize eudaimonic wellbeing which in turn strengthen both tourist satisfaction and destination loyalty.

Keywords: Travel motivation, eudaimonic well-being, tourist satisfaction, destination loyalty, Solo.

1 Introduction

Tourism contributes significantly to Indonesia's economic growth, with a growing trend since the COVID-19 pandemic. Tourism plays a vital role in Indonesia's economy, with its contribution to the Gross Domestic Product (GDP) increasing from 2.30% in 2021 to 3.9% in 2023[1]. In fact, by the third quarter of 2024, the sector contributed 4.01% to the GDP, indicating a positive trend following the COVID-19 pandemic (ekon.go.id). Consumers, including Indonesian tourists, now prefer travel destinations that offer memorable and authentic experiences [2]. Therefore, maintaining tourist satisfaction and loyalty is key to supporting the sustainability of this sector. Customer loyalty and satisfaction remain crucial issues in marketing research and have gained widespread recognition for their importance and significance in the

service sector [3]. Destination loyalty in the tourism industry is also considered a valuable asset for organizational success [4]. Nevertheless, travel motivation is a central factor that influences how tourists shape their satisfaction and loyalty toward a destination [5]. Based on Self-Determination Theory, travel motivation reflects deep psychological dimensions related to individual conditions [6]. One important psychological aspect is eudaimonic well-being, which emphasizes the attainment of life meaning, personal growth, and self-realization [7],[8]. Therefore, eudaimonic dimensions deserve attention in tourism activities to achieve optimal levels of satisfaction and loyalty.

Although the concept of eudaimonic well-being has been extensively explored in global literature, research examining its role as a mediator in the relationship between travel motivation and tourist satisfaction and loyalty remains limited in Indonesia. This creates a research gap, particularly in the context of domestic tourism. In the post-pandemic era, tourism trends have also shifted toward wellness tourism and medical tourism, focusing on well-being activities that help alleviate the stresses of daily life [9]. Travel activities are increasingly seen as a means of finding life meaning and personal development [10]. Therefore, further studies are needed to explore the contribution of eudaimonic well-being to destination loyalty in the tourism context [6]. Solo or Surakarta is a city in Central Java Province, Indonesia, and is one of the prime destinations for cultural, culinary, and historical tourism. Several major attractions include the Surakarta Palace (Keraton Surakarta), Sheikh Zayed Grand Mosque, Klewer Market, and Solo Safari etc. Visits to cultural heritage sites have been associated with authentic experiences and meaningful encounters that enhance subjective well-being [11]. Solo has also recorded a positive trend in the number of tourists visiting the city each year. In 2023, Solo recorded 5,541,700 tourist visits, an increase from 2,530,805 in 2022, a rise of 54.3% (Solodata.surakarta.go.id). Based on the above, this study was conducted to analyse the mediating effect of eudaimonic well-being on the influence of travel motivation on tourist satisfaction and destination loyalty (a case study of tourist visiting Solo City).

2 Literature review and hypothesis development

This study adopts the Self-Determination Theory (SDT), developed by Deci and Ryan 1985, which explains how individual motivation influences psychological well-being and consumer behavior, particularly in the context of travel. SDT emphasizes the importance of three basic psychological needs: autonomy, competence, and relatedness, which, when fulfilled, enhance intrinsic motivation and lead to positive psychological outcomes, including eudaimonic well-being [12]. In tourism, this theory can explain how travel motivations rooted in intrinsic needs affect satisfaction, psychological well-being, and loyalty to tourist destinations.

According to SDT, intrinsic motivation that arises from within an individual fosters psychological growth and long-term well-being. Motivation aligned with personal values and goals has been shown to enhance autonomy, purpose in life, and personal growth key components of eudaimonic well-being [7]. Furthermore, when tourist motivations such as the desire for recreation, cultural experiences, or personal growth

are fulfilled during tourism activities, satisfaction is likely to increase [13]. Intrinsic motivation that encourages tourists to visit a destination sustainably can foster emotional attachment and loyal behavior toward that destination [14]. Such motivation forms the foundation for revisitation intentions and word-of-mouth recommendations. Furthermore, when tourists experience personal growth, social connectedness, or meaning in life during their travel, they are likely to feel more satisfied [15]. On the other hand, tourist motivation does not directly result in satisfaction and loyalty without a process of internalization and deeper meaning-making. Previous studies have shown eudaimonic wellbeing mediates the relationships between travel motivation and both tourist satisfaction and destination loyalty [6]. Thus we hypothesise:

H1: Travel motivation has a positive effect on eudaimonic well-being.

H2: Travel motivation has a positive effect on tourist satisfaction.

H3: Travel motivation has a positive effect on destination loyalty.

H4: Eudaimonic well-being has a positive effect on tourist satisfaction.

H5: Eudaimonic well-being has a positive effect on destination loyalty.

H6: Travel motivation have an indirect impact on tourist satisfaction mediated by eudaimonic well-being.

H7: Travel motivation have an indirect impact effect on destination loyalty mediated by eudaimonic well-being

3 Research Design

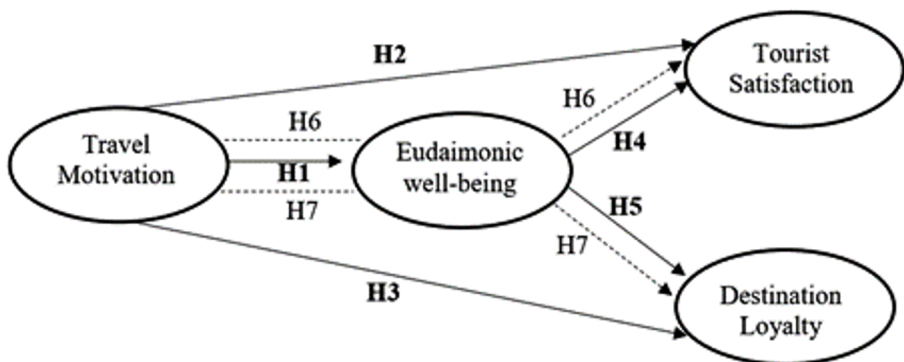


Fig 1. Research Framework

3.1 Sample and respondent profile

This study was conducted in Solo City, Central Java Province, Indonesia. The target population comprised domestic tourists who visited Solo. The minimum sample size was determined using the “a priori sample size calculator” for Structural Equation Modeling (SEM), developed by Dr. Daniel Soper, with an anticipated effect size of 0.3, a statistical power level of 0.8, and a significance level of 0.05, the recommended minimum sample size was 137 respondents [16]. However, this study collected data

from 150 respondents, exceeding the minimum recommendation. A purposive sampling technique was employed, with criteria including domestic tourists aged 18 and above.

3.2 Data collection and analysis

Primary data were collected through a questionnaire distributed to respondents. Each item was measured using a five-point likert scale ranging from 1 (strongly disagree) to 5 (strongly agree): Travel motivation (6 indicators), eudaimonic wellbeing (6 indicators), tourist satisfaction (4 indicators), and destination loyalty (5 indicators) adapted from Al-Okailiy [6], whose questionnaire items were themselves derived from previous validated scales developed in earlier study. Questionnaires were administered directly by the researcher with support from the Department of Culture and Tourism of Surakarta City. Sampling was conducted randomly at various main tourist destinations. Respondents were first asked for their willingness to participate, either through a Google Form link or offline (paper-based). The analysis used the Partial Least Squares (PLS) method. This method is suitable for SEM, particularly in marketing research that examines latent constructs such as perceptions, consumer attitudes, and behavioral intentions [17]. Data were analysed through software SmartPLS 4.1.1.2.

4 Results

4.1 Descriptive statistics

Table 1. Respondent Demographics

Category	Count	Percentage
<i>Gender</i>		
Male	72	48%
Female	78	52%
<i>Age Group</i>		
18-30 Years	54	36%
31-42 Years	49	32.6%
43-54 Years	28	18.67%
55 Years and Above	19	12.67%
<i>Marital status</i>		
Single	89	59.3%
Married	61	40.67%
<i>Traveling With</i>		
Alone	25	16.67%
With family members	34	22.67%
Friends	62	41.33%
Others	29	19.33%

Frequency

Once	30	20.00%
Twice	49	32.67%
Three Times	16	10.66%
Four Times	24	16.00%
More than 4 Times	31	20.67%

Source: Authors' own work

Based on analysis of 150 respondents in obtaining demographic. This indicates a dominant presence of young adults, who are typically more active in traveling and exploring new destinations. This data suggests that Solo City attracts a diverse age range of domestic tourists, with a strong appeal to younger and middle-aged adults. The majority had visited Solo twice (32.67%) or more than four times (20.67%).

4.2 Reliability, convergent validity and discriminant validity

Table 2. Reliability and validity

Variable	Loading factor	α	CR	AVE
Eudaimonic Wellbeing	0.826-0.858	0.919	0.937	0.713
Tourist Satisfaction	0.881-0.900	0.911	0.937	0.789
Destinasition Loyalty	0.843-0.911	0.930	0.947	0.780
Travel Motivation	0.781-0.847	0.895	0.919	0.656

Source: Authors' own work

Table 3. Discriminant validity

Variable	Eudaimonic Well-being	Tourist Satisfaction	Destination Loyalty	Travel Motivation
Eudaimonic Well-being	0.844			
Tourist Satisfaction	0.786	0.888		
Destination Loyalty	0.708	0.831	0.883	
Travel Motivation	0.795	0.712	0.683	0.810

Source: Authors' own work

Table 2 confirms that all constructs demonstrate good reliability (α and CR > 0.70) and adequate convergent validity (AVE > 0.50). Based on the Fornell-Larcker criterion, table 3 indicates that discriminant validity is met, as each construct's AVE square root exceeds its correlations with other constructs.

Table 4. Effect Size (f^2)

	Eudaimonic Well-being	Tourist Satisfaction	Destination Loyalty	Travel Motivation
Eudaimonic Well-being		0.363	0.161	
Tourist Satisfaction				
Destination Loyalty				
Travel Motivation	1.722	0.056	0.085	

Source: Authors' own work

The effect size analysis indicates that eudaimonic well-being exerts a substantial influence on tourist satisfaction ($f^2 = 0.36$) and a moderate influence on destination loyalty ($f^2 = 0.161$). Furthermore, travel motivation demonstrates a very strong effect on eudaimonic well-being ($f^2 = 1.722$), while its effect on tourist satisfaction ($f^2 = 0.056$) and destination loyalty ($f^2 = 0.085$) remains relatively small.

4.3 Hypothesis testing

Table 5. Direct effect test					
Hypothesis	Path	Original Sample (O)	t-value	p-value	Decision
H1	TM -> EWB	0.795	27.458	0.000	Accepted
H2	TM-> TS	0.236	2.994	0.003	Accepted
H3	TM-> DL	0.327	3.323	0.001	Accepted
H4	EWB -> TS	0.598	7.726	0.000	Accepted
H5	EWB -> DL	0.449	4.494	0.000	Accepted
Notes: TM = Travel Motivation; EWB = Eudaimonic Well-being; TS= Tourist Satisfaction; DL = Destination Loyalty					
Source: Authors' own work					

Table 6. Indirect effect test					
Hypothesis	Path	Original Sample (O)	t-value	p-value	Decision
H6	TM -> EWB->TS	0.476	7.878	0.000	Accepted
H7	TM-> EWB->DL	0.357	4.512	0.000	Accepted
Notes: TM = Travel Motivation; EWB = Eudaimonic Well-being; TS = Tourist Satisfaction; DL = Destination Loyalty					
Source: Authors' own work					

5 Discussion and conclusion

This study shows that travel motivation has a positive and significant effect on eudaimonic well-being, tourist satisfaction, and destination loyalty and all hypotheses were accepted ($p<0,05$, $t>1.96$). These findings support Self Determination Theory (SDT) [12], which explains that intrinsic motivation can enhance psychological well-being through the needs of autonomy, competence, and relatedness. In line with previous studies tourists with high travel motivation are able to increase satisfaction and destination loyalty [18]. Travel motivation such as gaining knowledge, discovering new place and things can enhance eudaimonic wellbeing. Furthermore, tourists who travel with meaningful motivation tend to experience personal growth and life meaning, which reinforces eudaimonic aspects. Additionally, eudaimonic well-being has been

proven to significantly affect tourist satisfaction and destination loyalty in Solo City. This indicates that meaningful travel experiences have a deeper impact than momentary pleasure.

Such experiences create emotional attachment, which becomes the foundation of tourist loyalty, especially in Solo City. Eudaimonic well-being also plays an important mediating role between travel motivation and satisfaction as well as destination loyalty. Practically, for the government and tourism managers in Solo City, it is essential to design tourism programs that emphasize meaningful experiences and tourists' eudaimonic well-being. This can be achieved by strengthening cultural attractions, historical education, and interactive activities that encourage self-reflection and social connections among tourists. This study is limited to domestic tourists and uses a quantitative approach, so its results do not reflect the perspectives of international tourists or provide in-depth qualitative understanding. For future research, it could also be considered to explore cross-cultural comparisons or add moderator variables such as destination image or tourist personality.

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