


Motivational factors driving tourists to emerging tourism villages: Insights from Mekarlaksana Bandung

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<p>Article History Accepted: 6 January 2025 Revised: 27 March 2025 Available Online: 30 April 2025</p> <p>*Corresponding sabilaazahra63@upi.edu</p> <p> 10.22219/satwika.v9i1.39008</p> <p> jurnalsatwika@umm.ac.id</p> <p>How to Cite: Zahra, S. A., & Sukriahh, E. (2025). Motivational factors driving tourists to emerging tourism villages: Insights from Mekarlaksana Bandung. <i>Satwika: Kajian Ilmu Budaya dan Perubahan Sosial</i>, 9(1), 227-245. https://doi.org/10.22219/satwika.v9i1.39008</p> 	<p>ABSTRACT</p> <p>Tourists have diverse preferences and motivations when selecting destinations to visit. Indonesia's tourism sector offers a wide array of options, including tourist villages, nature-based tourism, and artificial attractions. This study examines the motivational factors influencing tourists to visit Mekarlaksana Tourism Village in Bandung Regency, a developing pilot tourism village that has already attracted numerous visitors, including international tourists. This study aims to identify the factors motivating tourists to visit the Mekarlaksana Tourism Village, determine the predominant factors influencing their visits, and analyze the characteristics of these tourists. This study employs a descriptive quantitative methodology, utilizing data collected through questionnaires distributed to tourists who visited the Mekarlaksana Tourism Village. Factor analysis was the primary technique employed in this study. The findings reveal the emergence of eleven new motivational factors for visiting the Mekarlaksana tourism village: leisure experience, recreation and social experiences, self-actualization, learning exploration, relationship, convenient access, self-renewal, tropical highland, adventure, vision, and uniqueness, with leisure experience being the most dominant factor. The global trend is shifting towards eco-tourism and environmentally responsible recreation to mitigate the negative impacts on nature. This research can inform the development of tourist villages, particularly in terms of economic considerations, by aligning them with visitor motivations.</p> <p>Keywords: <i>factor analysis, tourist motivation, community-based tourism village</i></p> <p>ABSTRAK</p> <p>Wisatawan memiliki kebutuhan dan pilihan untuk mengunjungi tempat wisata yang mereka inginkan. Pariwisata di Indonesia menawarkan banyak pilihan untuk dikunjungi, seperti desa wisata, wisata alam, wisata buatan, dan lain sebagainya. Dalam penelitian ini, penulis menganalisis faktor motivasi wisatawan berkunjung ke Desa Wisata Mekarlaksana, Kabupaten Bandung yang merupakan desa wisata percontohan yang sedang dikembangkan namun sudah banyak wisatawan yang datang bahkan hingga wisatawan mancanegara. Tujuan dari penelitian ini adalah untuk mengetahui faktor apa saja yang memotivasi wisatawan berkunjung ke Desa Wisata Mekarlaksana, faktor apa saja yang mendominasi wisatawan dalam berkunjung ke Desa Wisata Mekarlaksana dan karakteristik wisatawan. Metode yang digunakan dalam penelitian ini adalah deskriptif kuantitatif berdasarkan data yang telah diperoleh melalui penyebaran kuesioner kepada wisatawan yang pernah berkunjung ke Desa Wisata Mekarlaksana. Teknik yang digunakan dalam penelitian ini adalah teknik analisis faktor. Hasil yang diperoleh dari penelitian ini membentuk sebelas faktor baru yang memotivasi wisatawan untuk berkunjung ke Desa Wisata Mekarlaksana, yaitu Leisure Experience, Rekreasi dan pengalaman sosial, Aktualisasi Diri, Eksplorasi Pembelajaran, Relasi, Kemudahan Akses, Pembaharuan Diri, Dataran Tinggi Tropis, Petualangan, Visi,</p>
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	Keunikan dan yang mendominasi adalah Leisure Experience. Tren global mengarah pada ekowisata dan rekreasi yang lebih bertanggung jawab dan berbasis lingkungan untuk mengurangi dampak negatif terhadap alam. Penelitian ini dapat memberikan kontribusi terhadap motivasi pengunjung sehingga dapat menyesuaikan pengembangan desa wisata, terutama dalam hal ekonomi.
	Kata Kunci: <i>analisis faktor, motivasi wisatawan, desa wisata berbasis masyarakat</i>
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INTRODUCTION

Village tourism, often referred to as rural tourism, represents a form of tourist attraction characterized by a comprehensive rural experience encompassing natural attractions, traditions, and distinctive elements that appeal to tourists (Kachniewska, 2015). The selection of travel destinations is a significant decision frequently shaped by individual motivation (Nicolau et al., 2018). Travelers have specific needs and preferences when choosing tourist attractions. In Indonesia, tourism offers a diverse array of options, including tourist villages, nature tourism, and artificial tourism. To make an informed decision regarding a destination, it is essential to have a thorough understanding of the location and its significance to the tourists. Tourists tailor their needs during visits based on their own perspectives and those of others. Tourist visits are intrinsically linked to the presence of attractions that draw tourists to sites.

Tourist attractions must possess specific qualities or features that draw visitors to them. An increase in the number of tourists is typically observed during holiday periods, including extended breaks and school vacations (Sukriah et al., 2014). Well-maintained and effectively managed tourist sites tend to enhance their appeal, attracting more visitors (Robustin et al., 2018). According to Wang et al. (2017), a higher influx of tourists often correlates with improved quality of a tourist site. Consequently, a substantial number of visitors generally signifies a strong attraction and sufficient facilities in the tourist area. The motivation driving an individual's decision to visit is also crucial (Tussyadiah, 2015). These motivations are diverse, encompassing the desire to witness natural beauty, experience local culture, or seek novel and inspiring experiences. The choice of destination is further influenced by factors such as personal interests, recommendations from acquaintances, and expectations of the vacation experience. For instance, an individual may be inclined to visit a city to explore its historical heritage or may be drawn to an adventurous outdoor experience. Understanding individual motivations is

essential for making informed decisions and maximizing travel satisfaction.

Abdulhaji et al. (2017) and Marpaung and Sahla (2017) indicate that appealing tourist destinations necessitate adequate facilities and infrastructure to enhance tourist satisfaction. Improved accessibility and facilities at tourist sites are likely to increase visitor interest. Enhanced access facilitates more comfortable travel and reduces travel time, thereby increasing tourists' inclination to visit. Furthermore, sufficient amenities, such as parking areas, dining facilities, clean restrooms, and clear informational signage, contribute to visitor comfort and satisfaction. Consequently, effective accessibility and comprehensive facilities are crucial for attracting and retaining tourist interest in the region.

Previous research has identified intriguing phenomena in the context of this study. Mekarlaksana Tourism Village represents a tourist destination intentionally developed by the local community to harness the burgeoning potential of tourism. This initiative aims to foster creativity and self-reliance among residents, with the objective of establishing their locality as a recognized tourist village within the Bandung Regency. Despite being a relatively new tourist village, Mekarlaksana primarily relies on existing resources that are currently organized in a rudimentary and suboptimal manner. The selection of attractions, facilities, and accessibility remains in the developmental phase, and promotional efforts have not yet reached their full potential. Nevertheless, the village attracts numerous local and international visitors. Notably, during Ramadan, the village consistently receives tourists from Papua who engage in extended stays.

This phenomenon is particularly noteworthy for a tourist village that is relatively new and still in the developmental phase concerning facilities, accessibility, tour packages, and promotion, yet it already attracts visitors. This situation motivates the researcher to investigate the factors that drive tourists to visit the Mekarlaksana Tourism Village, identify the predominant

factors influencing tourist motivation, and examine the characteristics of the tourists who visit the village. The number of visitors to the Mekarlaksana Tourism Village was 972 in 2022 and 290 in 2023.

The number of visitors to Mekarlaksana Village from 2022 to 2023 consistently reached several hundred annually, despite a decline in tourist numbers in 2023, with a total of 290 visitors. Nevertheless, this emerging Tourism Village continues to attract tourists. This study aims to identify the factors influencing tourists to visit Mekarlaksana Village, enabling village managers to concentrate their development efforts on areas that most significantly motivate tourist visits.

The Mekarlaksana Tourism Village possesses significant tourism potential, featuring attractions such as Mount Panradinan, Pangradinan Highland, coffee education tours, tobacco education tours, a Pine Forest, and Zandea Park. While some of these attractions currently lack adequate facilities, the management is committed to maintaining, repairing, and enhancing these amenities to increase future tourist visits. Additionally, Mekarlaksana Village is home to several well-preserved traditional arts, including pencak silat, turbangan, and Kuda Lumping. The village also offers culinary tourism experiences, showcasing the preparation of traditional foods such as keciprik, gethuk, misro, oyek, gatot, and kerupuk otak-otak. Mekarlaksana Village also provides educational tours focused on the coffee-making process.

Nikjoo et al (2015), Dean et al. (2019), Su et al. (2020), Caber et al. (2016), and Lwoga et al. (2020) conducted research on tourist motivation factors, specifically examining pull and push factors. Although numerous studies have explored motivational factors, their findings are not always consistent across different investigations. Previous research indicates a scarcity of studies addressing the gaps in understanding tourist motivation factors, particularly in the context of community-based tourism. Additionally, research on the motivational factors influencing tourist visits to emerging and developing tourist destinations is limited.

This study examined the motivational factors influencing tourists, specifically focusing on pull and push factors, to identify new motivational elements. By understanding the factors that shape the motivations of tourists visiting Mekarlaksana Village and identifying the more dominant factors, it is anticipated that the findings of this research can assist the Mekarlaksana Village management in better comprehending visitor motivations. This understanding will enable them to make informed adjustments in the development of tourist villages. As a community-based tourism village,

where the community plays a central role in its operation, understanding tourist motivations is crucial to ensure that tourism activities are harmonious and comfortable for both the community and visitors.

METHOD

The research design employed in this study was descriptive, utilizing a quantitative approach. According to Gu and Warren (2017), descriptive research aims to construct structured, authentic, and reliable depictions of social or natural phenomena. This method is frequently employed to test hypotheses or address questions concerning various events in society. The descriptive research method seeks to ascertain the value of one or more independent variables without making comparisons or establishing connections between them. As noted by Sugiyono (2016), quantitative research is a procedure grounded in the philosophy of positivism, which is used to investigate specific populations or samples. Data were collected through research instruments and analyzed statistically to test the predetermined hypotheses.

The methodologies employed in this study included observation, questionnaire distribution, literature review, interviews, and documentation analysis. Observational techniques were applied at the research site, Mekarlaksana Tourism Village, to assess the predominant tourism activities undertaken by visitors and evaluate the area's physical conditions. The questionnaire was distributed using Google Forms. The questionnaire link was disseminated via social media platforms such as Line, WhatsApp, and Instagram to tourists who had previously visited Mekarlaksana Village. Interviews were conducted to gain a deeper understanding of respondents' perspectives on the development process, the area's physical conditions, maintenance practices, and the characteristics of their visits to the Mekarlaksana Tourism Village. This study utilized a Likert scale ranging from 1 to 5, where the lowest value indicated strong disagreement and the highest value indicated strong agreement.

A validity assessment was conducted by distributing questionnaires to 30 participants. As indicated in Table 3.5, the results demonstrate that 56 statements within the questionnaire are deemed valid, as they exhibit a calculated r value greater than the r -table value. In this study, the reliability of the data was evaluated using Cronbach's alpha (α) formula. Upon conducting the reliability test with IBM SPSS27 for Windows, the results yielded a value of 0.984, which exceeded the threshold of 0.60. These findings suggest that the

questionnaire is consistent and reliable, making it a dependable instrument for data collection.

Following the validity assessment, the results indicated that all question indicators exhibited a calculated r-value exceeding the r-table value. Consequently, all question indicators were deemed valid, allowing for subsequent reliability testing. The reliability test yielded a value of 0, which was greater than 0.60, indicating that the questionnaire was reliable, consistent, and suitable for further study. The KMO test results revealed a high value of 0.863, while Bartlett's Test of Sphericity produced a chi-square value of 5752.887 with a significance level of 0.000. Variable filtering for study eligibility was conducted using the Measure of Sampling Adequacy test and examining the values in the Anti-Image Correlation table. All question indicators had an MSA value greater than 0.5. Therefore, it can be concluded that all the question indicators are appropriate for further use in this study.

According to the results of the communalities test, all indicators satisfied the requirements by exhibiting an extraction value of 0.5. Consequently, it can be inferred that all indicators are capable of elucidating the factors, allowing the research to proceed with the existing indicators. Once all variables were confirmed to contribute to the formation of factors, the subsequent step involved analyzing the total variance explained. The newly formed factors possessed eigenvalues exceeding 1, which were utilized to determine the number of factors formed. Following the acquisition of matrix component values and the generation of substantial values, a factor rotation process was conducted to ascertain the degree of correlation between each variable and the 11 emergent variables. The Varimax method was employed in this factor rotation, which optimizes the weighting of each factor. In this method, if a variable correlates with a formed factor, the loading factor produced by the variable will approximate one, while the correlation between the variable and other factors will be approximately zero.

This study was conducted in the Mekarlaksana Tourism Village, located in the Cikancung District of Bandung Regency, West Java Province, Indonesia. The village is bordered to the west by Cililuk Village, Cikancung District, Bandung Regency. To the east, it is bordered by Rancasalak and Jangkurang Villages, Leles District, Garut Regency. The northern boundary is shared with Cihanyir and Cikancung Villages, Cikancung District, Bandung Regency. To the south, it is bordered by Srirahayu and Drawati villages, Cikancung and Paseh districts, and Bandung Regency.

In this study, the population was derived from the total number of tourists, as presented in Table 1. Specifically, the focus was on tourists who visited the Mekarlaksana Tourism Village, amounting to 1,262 individuals. The sample size for this research was determined using the Slovin formula, which was employed because of the researchers' uncertainty regarding the optimal sample size to accurately represent the population. An error tolerance of 10% and a confidence level of 90% were applied. Given that the research population is based on the number of tourists who have visited the Mekarlaksana Tourism Village, the minimum sample size required was calculated using the Slovin formula, as follows:

$$n = \frac{N}{1 + Ne^2}$$

Description:

n = Sample Size

N = Population Size

e = desired critical value (limit of accuracy) (percent allowance for inaccuracy due to sampling error)

$$n = \frac{1.262}{1 + 1.262 (0,1)^2}$$

$$n = \frac{1.262}{1 + 1.262 (0,01)}$$

$$n = \frac{1.262}{1 + 12,62}$$

$$n = \frac{1.262}{12,63}$$

$$n = 99,92 \text{ rounded to } 100$$

Based on the aforementioned calculations, the minimum sample size required for this study was determined to be 100 respondents who had visited the Mekarlaksana Tourism Village. The data collection method employed in this research involved compiling a list pertinent to the study, which was subsequently distributed to the respondents. To obtain a comprehensive understanding of the research subject, a substantial number of respondents were required for data collection via questionnaires. According to [Sugiyono \(2016\)](#), a questionnaire is a data collection method that involves distributing a series of written questions or statements to respondents for them to answer. This method is efficient when the researcher has clear expectations of the responses and the variables to be measured. Questionnaires are particularly suitable when the respondent pool is large and geographically dispersed. They may consist of closed- or open-ended questions or statements and can be distributed directly

to respondents or via mail or the Internet. In this study, a questionnaire was created using Google Forms. Once the questionnaire link was obtained, it was disseminated through social media platforms such as Line, WhatsApp, and Instagram to tourists who had visited the village.

Factor analysis was employed as the data analysis technique. Factor analysis is a method that does not categorize variables as independent or dependent but seeks interdependent relationships among variables to identify dimensions or constituent factors. Charles Spearman was the pioneer in applying factor analysis, aiming to elucidate the relationships among numerous variables through various factors. These factors are random quantities that can be directly observed or measured in the experiment. Aspect analysis was used to create a smaller subset of aspects that could encapsulate many interrelated variables. The findings indicate that the variables within one aspect exhibit a high correlation, whereas those within another aspect demonstrate a lower correlation. Marsh et al. (2020) describe two approaches commonly employed in conducting factor analysis: exploratory factor analysis and confirmatory factor analysis.

According to Marsh et al. (2020), the fundamental procedure of factor analysis encompasses the following steps: 1. Determination of Factors, which involves selecting the factors to be analyzed. 2. Variable Testing, where the selected variables are evaluated using Bartlett's Test of Sphericity and the Measure of Sampling Adequacy (MSA) methods. During this phase, the variables are screened to ensure that only suitable variables are analyzed. Correlations were assessed using the Kaiser-Meyer-Olkin (KMO) test, an index for evaluating the appropriateness of factor analysis. A high KMO value, ranging from 0.5 to 1.0, indicates the accuracy of the factor analysis, whereas a value below 0.5 suggests inaccuracy. 3. Factoring involves utilizing a set of variables to generate one or more factors. This process yields a communalities table that displays the total variation of the variables explained by the factors, with communalities values ranging from 0.0 (no correlation) to 1.0 (perfect correlation). The Total Variance Explained table presents the eigenvalues of each factor, with higher eigenvalues indicating more reliable factors. 4. Rotation was performed to reduce factor ambiguity. The simplest form of rotation is orthogonal, where the axes are maintained at 90° angles. The Varimax method was employed for factor rotation, allowing several variables to exhibit high loadings on the same factor. 5. Interpretation of Factors, which involves evaluating the arranged factors and categorizing them accordingly.

RESULTS AND DISCUSSION

Village tourism represents a form of community-based sustainable tourism development (Basundoro et al., 2024; Priatmoko et al., 2021). The establishment of tourist villages aims to achieve equity within the framework of sustainable tourism development in the region. Furthermore, the presence of tourist villages enhances rural cultural tourism products, allowing for the preservation of cultural values. According to Soszyński et al. (2018), village tourism involves a small group of tourists residing in or near traditional settings or remote villages to engage with village life and the local environment. Shen et al. (2022) describes village tourism as an integration of attractions, accommodation, and supporting facilities within a community structure that harmonizes with prevailing customs and traditions.

Village tourism, a subset of rural tourism, encompasses a comprehensive rural experience characterized by natural attractions, traditions, and distinctive elements that appeal to tourists (Kachniewska, 2015). Pasanchay et al. (2021) noted that community-based tourism strategies are frequently employed in rural tourism development. This approach emphasizes community development through self-reliance, empowerment, sustainability, conservation, and cultural enhancement to improve residents' livelihoods. Nature tourism serves as both a recreational activity for visitors and a sustainable income source for local communities (Amanda & Muniruddin, 2024). Community-based tourism is managed and owned by the community, for the community, with the objective of increasing tourists' awareness and understanding of local community life, thereby enhancing the local economy (Nguyen, 2023).

The phenomenon observed in Mekarlaksana Tourism Village, which serves as a developing pilot village that has already attracted its own tourists, reveals that there are 11 factors motivating tourists to visit. These factors were: (1) Leisure Experience, (2) Recreation and Social Experience, (3) self-actualization, (4) Learning Exploration, (5) relationship, (6) Convenience Access, (7) Self-renewal Retreat, (8) Tropical Highland, (9) adventure, (10) vision, and (11) uniqueness. These factors align with the theoretical framework underpinning this research, specifically the theories proposed by Trauer & Ryan (2005) and Wibisono (2013) regarding tourist motivations. The Leisure Experience factor, identified as the dominant motivator, indicates that the Mekarlaksana Tourism Village offers a comprehensive and enriching leisure experience, significantly influencing visitors' decisions to visit. This factor encompasses enjoying meaningful

leisure time, relaxation, play, social outings, interaction with local residents, and appreciation of natural and cultural attractions in the city. Collectively, these elements enhance the visitor experience by providing opportunities to explore and appreciate local culture, achieve physical and mental rejuvenation, and create lasting memories. The indicators forming the Leisure Experience factor represent a synthesis of several driving factors from (Trauer & Ryan, 2005) and pulling factors from Wibisono's theory (2013), including relaxation, play, social interaction, tourist attractions, and amenities.

Research indicates that an integrated tourism experience significantly influences tourists' decisions to visit the Mekarlaksana Tourism Village. Kim & Jamal (2015) assert that visitors are inclined to select destinations that offer a diverse array of recreational activities and a comprehensive cultural experience within a single tourist attraction. Furthermore, Pestana et al. (2020) suggested that destinations providing a holistic recreational experience are perceived more favorably by tourists, thereby enhancing their emotional connection and willingness to explore further.

The Leisure Experience factor encapsulates the interconnected phenomena occurring within the Mekarlaksana Tourism Village. As a developing Tourism Village, it is in the process of enhancing its facilities, attractions, and accommodations. Nevertheless, it offers a unique blend of relaxation, cultural exploration, and recreational activities, thereby fulfilling tourists' aspirations for a satisfying and memorable travel experience. This approach aligns with the various motivational factors that draw tourists to the Mekarlaksana Tourism Village. Such a comprehensive strategy not only enhances visitor satisfaction but also bolsters the sustainability and appeal of the destination in a competitive tourism market. Furthermore, this is related to the demographic characteristics of tourists visiting the Mekarlaksana Tourism Village, predominantly comprising students aged 17-25 years with incomes ranging from none to less than one million rupiah. This demographic tends to favor tourist attractions that integrate nature and culture, allowing them to explore diverse experiences at a minimal cost and within a short timeframe. This preference is corroborated by the results of a questionnaire distributed via Google Forms, indicating that the expenditure incurred while visiting the Mekarlaksana Tourism Village is typically less than one million rupiah.

The ninth factor, termed "Adventure," is characterized by an average score of 1,196, reflecting indicators associated with tourists' desire for adventure

and exploration. This factor aligns with the tourism attraction factor identified by Wibisono (2013). The tenth factor, designated as "Vision," encompasses indicators related to tourists' aspirations or dreams of visiting the Mekarlaksana Tourism Village. This factor corresponds to the wish-fulfillment attraction factor described by Trauer & Ryan (2005). Additionally, the "Uniqueness" factor, with an average score of 610, includes indicators pertaining to the observation of unusual views, which is consistent with the tourist attraction factor proposed by Wibisono (2013).

The uniqueness factor is not predominant because the cultural elements, natural features, or attractions present are either found elsewhere or lack distinctive characteristics. This limitation can be addressed by introducing arts or traditions that are not widely recognized by tourists, such as traditional rituals, distinctive handicrafts, or unique local cuisine that is difficult to find elsewhere. Developing a more authentic experience involves creating genuinely novel tourism products, such as themed villages that emphasize environmental sustainability and community-based initiatives.

The adventure component is less prominent because of the limited variety and challenge of existing outdoor activities or natural attractions. This issue can be addressed by developing hiking trails, trekking routes, and nature tourism opportunities, such as camping and off-road activities. Additionally, the vision component is not predominant, which can be remedied through effective branding. Each program and activity should be designed to align with the vision of the tourist village, and greater involvement of local residents in the development of the tourist village is encouraged to foster a closer relationship between visitors and the local community. This approach conveys the impression that the village is not merely a tourist destination but also a representation of the authentic life of the villagers. Consequently, many individuals consider the Mekarlaksana tourist village as their ideal destination.

Overview of Mekarlaksana Tourism Village

Mekarlaksana Village, with "mekar" signifying "form" and "laksana" denoting "real," represents the tangible form of Cianyir. Originally named Cianyir Village, it was renamed the Mekarlaksana Village in 1980. Situated in Cikancung District, Bandung Regency, West Java Province, Indonesia, this village is notable for its proximity to the Garut Regency. Positioned at an elevation ranging from 1,200 to 1,500 m above sea level,

the Mekarlaksana Tourism Village offers breathtaking views of the surrounding landscape. The village is approximately a two-hour journey from the Bandung city center. Mekarlaksana Village shares borders with several neighboring areas: to the west, it is adjacent to Ciluluk Village in the Cikancung District of Bandung Regency; to the east, it borders Rancasalak Village and Jangkurang Village in Leles District, Garut Regency; to the north, it is bordered by Cihanyir Village and Cikancung Village in Cikancung Sub-district, Bandung Regency; and to the south, it connects with Srirahayu Village in Cikancung Sub-district and Drawati Village in Paseh Sub-district, both within Bandung Regency.

In 2020, the Mekarlaksana Tourism Village initiated efforts to empower its community to evolve into a tourist village. Tourism has the potential to empower communities and align with the sustainable tourism agenda (Cole et al., 2006). During this period, some individuals still exhibited a lack of understanding or awareness of the concept of a tourist village. Nevertheless, the village government and Pokdarwis groups are diligently working to enhance the community's understanding of the potential of tourism villages. This includes empowering Pokdarwis in various village affairs, such as developing tour guides and creating tour packages (Maulana et al., 2021). Mekarlaksana Tourism Village was officially designated as a tourism village on December 22, 2022. Despite having obtained official status, the Mekarlaksana Tourism Village is still classified as a developing tourism village.

In developing a tourism village, it is crucial to implement development strategies equitably to ensure that the community experiences tangible benefits. The findings of this study corroborate the argument presented by Rickly-Boyd (2012) that pioneering tourism communities contribute to village development, encompassing aspects such as the village landscape, fostering an active atmosphere, and constructing their own imaginative narratives, as described by Putri and Fadiarman (2023). This development includes the enhancement of infrastructure, the economy, and human resources, which are essential elements in initiating and advancing a tourist village's development. By pursuing equitable and comprehensive development, village communities can experience the tangible advantages of sustainable tourism development.

Mekarlaksana Village is organized into several distinct areas, comprising four hamlets, nine neighborhood associations (*Rukun Warga*), and 34 neighborhood associations (*Rukun Tetangga*) (Figure 1).



Figure 1. Show Map of Mekarlaksana Tourism Village (Source: Tourism Awareness Group of Mekarlaksana Tourism Village)

Each segment of Mekarlaksana Village possesses unique characteristics, enhanced by the picturesque hills that embellish the landscape. The Mekarlaksana Tourism Village is encircled by a diverse array of flora, including coffee plants, tobacco, kibesi, kimtambaga, and pine forests, which contribute to the village's natural allure. The village also hosts a variety of fauna, such as cows, goats, snakes, monitor lizards, mongooses, monkeys, wild boars, and numerous bird species, thereby increasing its biodiversity. Furthermore, the village forest is inhabited by a wide range of wild animals, which are integral to the natural ecosystem. Mekarlaksana Village is not only an appealing tourist destination but also features captivating biodiversity that captivates visitors. In addition to its natural attractions, the Lamping Horse Art is a prominent feature of the village. In this traditional art form, dancers perform stomping movements. Kuda Lumpin performers, adorned in colorful costumes and dancing to traditional music, astonish visitors. Additionally, there is a performance of Pencak Silat, a traditional Javanese martial art. Visitors have the opportunity to observe the performance and learn the basic movements from the experts.

Homestays within the residences of local inhabitants provide tourists with the opportunity to engage directly with the community (Farhan et al., 2024). Furthermore, the village offers engaging camping activities for those seeking alternative experiences. Visitors can enjoy a comfortable vacation by camping in the forest, where they can appreciate the picturesque natural landscape and the fresh air. The village is equipped with tents, campfires, and cooking facilities to ensure comfortable stays. In addition to cultural and natural activities, the village features several food stalls that serve delectable traditional cuisine, including West Javanese specialties such as Nasi Timbel. These stalls also provide an excellent setting for relaxation while admiring the scenic

natural beauty of the area. The attractions found in Mekarlaksana include:

1. Pangradinan Mountain



Figure 2. Show Pangradinan Mountain (Source: ayobandung.com by instagram @sobar_rdn)

Pangradinan Mountain is situated in Gorowek, Mekarlaksana Village, within the Cikancung District of Bandung Regency (Figure 2). It reaches an elevation of 1,236 m above sea level and is accessible within approximately 20–30 min from downtown Bandung. Tourists have the opportunity to ascend the mountain with the assistance of tour managers, and the village offers rental equipment for visitors.

2. Padaringan Highland



Figure 3. Padaringan Highland (Source: Kompasiana Documentation HIMA MPP 2023)

The hill, characterized by an expansive grassy plain, features bamboo huts. Visitors can enjoy a panoramic view of the city of Bandung (Figure 3). During the evening, the Mekarlaksana Tourism Village offers bonfires and fires for those who wish to spend a leisurely time at Padaringan Highland.

3. Jandea Park

The park provides a distinctive experience by integrating art and natural beauty using windmills crafted from origami paper (Figure 4). These vibrant windmills not only enhance the park's aesthetic appeal but also symbolize sustainability.



Figure 4. Jandea Park (Source: Tourism Awareness Group of Mekarlaksana Tourism Village)

Visitors can relax and appreciate the scenery and cheerful atmosphere created by the windmills in the park.

4. Stadium



Figure 5. Show Stadium (Source: Tourism Awareness Group of Mekarlaksana Tourism Village)

The primary facility serves as a venue for a diverse range of activities, encompassing both sports and the arts (Figure 5). Beyond its role in sports, the stadium also hosts artistic performances, including traditional dances and pencak silat, thereby offering tourists the opportunity to experience the distinctiveness of the local culture in a memorable environment.

5. Coffee Plantation



Figure 6. Coffee Plantation (Source : researcher documentation 2024)

This coffee plantation provides an immersive experience for visitors, allowing them to engage in educational activities encompassing the entire process, from planting coffee seedlings to packaging the final product (Figure 6). These educational activities are essential for enhancing tourists' understanding (Ibrahim & Adiputra, 2023). Tourists are afforded the opportunity to learn about coffee cultivation, beginning with the selection of appropriate coffee varieties, effective planting techniques, and plant care, and extending to the harvesting and processing of coffee beans. Furthermore, visitors can actively participate in activities such as picking coffee cherries, peeling the fruit to extract the seeds, and experiencing the processes of rolling and grinding the coffee (Figure 7). These activities not only offer valuable practical experience but also deepen the comprehension of the entire coffee production process, from inception to completion.



Figure 7. Visit to a Coffee Processing Plant (Source: Researcher Documentation 2024)

Coffee plantations in Desa Wisata serve as appealing natural tourism destinations and venues for educational engagement, allowing visitors to explore the local culture and the processes that underpin coffee production in the region.

6. Pine Forest



Figure 8. Pine Forest (Source: Researcher Documentation 2024)

The natural landscape is captivating, characterized by towering pine trees and sunlight filtering through their leaves. This pine forest attracts visitors by providing a distinctive experience (Figure 8). Tourists can engage in activities such as taking a leisurely stroll under the shade of pine trees, enjoying the fresh air generated by the forest, and having a picnic with family or friends in designated areas. Additionally, visitors can partake in photography to capture the natural beauty and picturesque scenery of the pine forests.

Factors Forming Tourist Motivation to Visit Mekarlaksana Tourism Village

This study investigates the factors influencing the motivation of tourists to visit Mekarlaksana Tourism Village, a pilot tourism village that is still in development but has attracted numerous domestic and international visitors. This study employs factor analysis, drawing on the theory of push and pull factors of tourist motivation as proposed by Duong et al. (2023). Factor analysis condenses the relationships between unrelated variables into a new set of variables or factors. According to Reynolds et al. (2020), factor analysis is a method for analyzing or observing problems based on relationships between variables. In this analysis, the observed differences were attributed to several fundamental categories that were fewer than those observed in the data itself.

Factor analysis commences with the testing of the instrument, followed by the examination and filtering of variables, factoring, factor rotation, and the component transformation matrix, culminating in the naming of the newly formed factors. In this study, validity and reliability assessments were conducted on 56 predetermined variables. Once the proposed research instrument was deemed valid and reliable, the factor analysis process proceeded. Subsequently, factor analysis was performed using the data collected from 146 respondents.

Determination of Analysis Factors

This study examined two primary factors: pull factors and drivers of tourist motivation. This study employs 56 question indicators, comprising 40 related to push factors and 16 pertaining to pull factors (Table 1). These question indicators underwent validity and reliability testing to ensure their suitability for further academic investigation.

Table 1. Research Indicators

No	Question Indicator
1	I visited Mekarlaksana Tourism Village to get out of my daily routine.

2	I visited Mekarlaksana Tourism Village to find a new atmosphere
3	I visited Mekarlaksana Tourism Village to experience a different temperature from where I was staying.
4	I visited Mekarlaksana Tourism Village to see the scenery that I was not used to seeing.
5	I visited Mekarlaksana Tourism Village to relax
6	I visited Mekarlaksana Tourism Village to relax my body.
7	I visited Mekarlaksana Tourism Village to calm myself down
8	I visited Mekarlaksana Tourism Village to visit for physical and mental rituals
9	I visited Mekarlaksana Tourism Village to play
10	I visited Mekarlaksana Tourism Village to have fun
11	I visited Mekarlaksana Tourism Village to have a new experience
12	I visited Mekarlaksana Tourism Village to try challenging activities
13	I visited Mekarlaksana Tourism Village with friends
14	I visited Mekarlaksana Tourism Village to get closer with my family
15	I visited Mekarlaksana Tourism Village to get outbound activities with friends
16	I visited Mekarlaksana Tourism Village to strengthen my relationship with my partner
17	I visited Mekarlaksana Tourist Village to get a learning experience
18	I visited Mekarlaksana Tourism Village to learn something
19	I visited Mekarlaksana Tourism Village to teach something
20	I visited Mekarlaksana Tourism Village to research something
21	I visited Mekarlaksana Tourism Village to interact with friends/family
22	I visited Mekarlaksana Tourism Village to interact with local people
23	I visited Mekarlaksana Tourism Village to meet new people
24	I visited Mekarlaksana Tourism Village to interact with the tour manager
25	I visited Mekarlaksana Tourism Village to express my identity
26	I visited Mekarlaksana Tourism Village to find out the behavior of the community
27	I visited Mekarlaksana Tourism Village to enjoy the results of my work/ efforts
28	I visited Mekarlaksana Tourism Village to enjoy the results of the work/business done
29	I visited Mekarlaksana Tourism Village to fulfill a hobby
30	I visited Mekarlaksana Tourism Village to fulfill a long-held dream.
31	I visited Mekarlaksana Tourism Village to prove my curiosity
32	I visited Mekarlaksana Tourism Village because of high expectations of the tourist area
33	I visited Mekarlaksana Tourism Village to satisfy myself
34	I visited Mekarlaksana Tourism Village for adventure.
35	I visited Mekarlaksana Tourism Village to enjoy nature tourism
36	I visited Mekarlaksana Tourism Village for cultural tourism
37	I visited Mekarlaksana Tourism Village to enjoy leisure time
38	I visited Mekarlaksana Tourism Village to get romantic moment
39	I visited Mekarlaksana Tourism Village to celebrate a certain moment
40	I visited Mekarlaksana Tourism Village to experience a different special day.
41	I visited Mekarlaksana Tourism Village because the tourist area has a cool temperature.
42	I visited Mekarlaksana Tourism Village because the tourist area is pollution-free.

43	I visited Mekarlaksana Tourism Village because of its tropical climate.
44	I visited Mekarlaksana Tourism Village because it is located on a plateau
45	I visited Mekarlaksana Tourism Village because the village has adequate transportation
46	I visited Mekarlaksana Tourism Village because the village has good access to transportation
47	I visited Mekarlaksana Tourism Village because it is close to where I live.
48	I visited Mekarlaksana Tourism Village because going to the tourist area does not take a long time
49	I visited Mekarlaksana Tourism Village because the people are friendly
50	I visited Mekarlaksana Tourism Village because the food is interesting
51	I visited Mekarlaksana Tourism Village because the village has adequate accommodation.
52	I visited Mekarlaksana Tourism Village because the village has complete public facilities
53	I visited Mekarlaksana Tourism Village because there are beautiful nature tours available.
54	I visited Mekarlaksana Tourism Village because there are interesting educational tours available
55	I visited Mekarlaksana Tourism Village because there are hiking/ camping activities available
56	I visited Mekarlaksana Tourism Village because there are unique cultural tours available

Following the validity assessment, the results indicated that all question indicators exhibited an rcount value exceeding the rtable. Consequently, all question indicators were deemed valid, allowing for subsequent reliability testing. Based on the test results, a value of 0, which is greater than 0.60, was obtained. Therefore, it can be concluded that the submitted questionnaire is reliable and warrants further study.

Variable Testing

Once the research variables were established as valid and reliable, the next step involved testing these variables. In this study, Bartlett's Test of Sphericity and the Kaiser-Meyer-Olkin (KMO) measure were employed to assess the suitability of the factor analysis. Bartlett's Test of Sphericity was used to evaluate the hypothesis that had been previously formulated, specifically to determine whether the proposed variables were uncorrelated with each other or only correlated with themselves. The criterion for conducting Bartlett's Test of Sphericity is that the resulting significance value must be below 0.5. If this condition is satisfied, it indicates that the proposed factor analysis is appropriate and warrants further investigation. Conversely, the Kaiser-Meyer-Olkin (KMO) test assesses the adequacy of the sample and the appropriateness of factor analysis. The KMO value must fall within the range of 0.5–1.0. A high KMO value above 0.5 suggests that factor analysis is suitable for implementation, whereas a value below

0.5 indicates that the proposed factor analysis is not suitable for further examination.

Table 2. Keiser-Meyer-Olkin (KMO) Test Value and Bartlett's Test of Sphericity (Source: Researcher, Processing with IBM SPSS 27, 2024)

KMO and Bartlett's Test		
Keiser-Meyer-Olkin Measure of Sampling Adequacy		.863
Bartlett's Test of Sphericity	Approx. Chi-Square	5752.887
	df	1540
	Sig.	0.000

Table 2 presents the results of the Kaiser-Meyer-Olkin (KMO) and Bartlett's Test of Sphericity. The KMO test yielded a high value of 0.863, while Bartlett's Test of Sphericity produced a chi-square value of 5752.887 with a significance level of 0.000. These results indicate that each variable is only correlated with itself, and factor analysis is appropriate, as the KMO value falls within the range of 0.5 to 1.0, and the significance level from Bartlett's Test of Sphericity is 0.000, which is less than 0.005.

Variable Screening

Following the administration of the KMO and Bartlett's Test of Sphericity, and upon confirmation of their appropriateness, the next step involved filtering variables suitable for research. This was achieved by conducting the Measure of Sampling Adequacy (MSA) test and examining the values in the Anti-Image Correlation table. In this table, the MSA values are denoted by the code 'a.' A variable is deemed suitable for use if it exhibits an MSA value greater than 0.5. As evidenced by the results presented in Table 4, all the question indicators possessed an MSA value exceeding 0.5. Consequently, it can be concluded that all the question indicators are appropriate for further use in this study.

Factoring

As conducted in the previous test, this factoring process comprises four stages, beginning with the communalities test, followed by the total variance explained analysis, the scree plot, and concluding with the component matrix. In this test, 56 question indicators were evaluated, each with an MSA value greater than 0.5.

1. Community Test

The criterion that must be satisfied in the communalities test is the extraction value.

Table 3. Communalities Test Value (Source: Researcher, Processing with IBM SPSS 27, 2024)

Indicator	Initial	Extractions
X1	1.000	.750
X2	1.000	.647
X3	1.000	.645
X4	1.000	.660
X5	1.000	.585
X6	1.000	.579
X7	1.000	.740
X8	1.000	.705
X9	1.000	.698
X10	1.000	.638
X11	1.000	.554
X12	1.000	.731
X13	1.000	.709
X14	1.000	.771
X15	1.000	.613
X16	1.000	.830
X17	1.000	.732
X18	1.000	.762
X19	1.000	.687
X20	1.000	.747
X21	1.000	.729
X22	1.000	.774
X23	1.000	.637
X24	1.000	.763
X25	1.000	.703
X26	1.000	.719
X27	1.000	.719
X28	1.000	.630
X29	1.000	.618
X30	1.000	.776
X31	1.000	.658
X32	1.000	.662
X33	1.000	.680
X34	1.000	.735
X35	1.000	.640
X36	1.000	.732
X37	1.000	.787
X38	1.000	.764
X39	1.000	.628
X40	1.000	.658
X41	1.000	.739
X42	1.000	.631
X43	1.000	.669
X44	1.000	.703
X45	1.000	.587
X46	1.000	.716
X47	1.000	.797
X48	1.000	.786
X49	1.000	.691
X50	1.000	.708
X51	1.000	.597
X52	1.000	.696
X53	1.000	.613
X54	1.000	.741
X55	1.000	.729
X56	1.000	.753
Extraction Method: Principal Component Analysis		

According to the communalities test results presented in Table 3, all indicators satisfied the requirements of the communalities test, each exhibiting an extraction value of 0.5. Consequently, it can be inferred that all indicators are adequate for explaining the factors, allowing the research to proceed with the existing indicators. Notably, the indicator "strengthening the relationship with a partner" plays the most significant role in the factors formed, with a value of 0.830, representing 83%. Conversely, the indicator "getting new experiences" contributes the least to the factors formed, with a value of 0.554 or 55.4%. The higher the value obtained in the communalities test, the stronger the relationship between the variable and the factor.

2. Total Explained Variance Analysis

Once all variables were identified as contributing to factor formation, an analysis of the total variance explained was conducted (Table 4). This analysis was performed to ascertain the contribution of each variable. In this study, two specific analyses were employed: Initial Eigenvalues and Extraction Sums of Squared Loadings.

Table 4. Total Variance Explained Value (Source: Researcher)

Component	Initial Eigenvalues		
	Total	% of Variances	Cumulative %
1	18.456	32.957	32.957
2	4.180	7.464	40.420
3	3.551	6.341	46.761
4	2.722	4.860	51.621
5	2.202	3.933	55.554
6	1.612	2.878	58.432
7	1.505	2.688	61.120
8	1.395	2.491	63.611
9	1.196	2.135	65.746
10	1.093	1.951	67.697
11	1.044	1.864	69.561
12	0.991	1.769	71.331
13	0.915	1.634	72.965
14	0.805	1.437	74.402
15	0.789	1.410	75.811
16	0.749	1.337	77.148
17	0.723	1.290	78.439
18	0.701	1.251	79.690
19	0.635	1.134	80.825
20	0.615	1.099	81.923
21	0.581	1.038	82.961
22	0.558	0.996	83.957
23	0.544	0.972	84.929
24	0.525	0.938	85.867
25	0.507	0.905	86.772
26	0.478	0.853	87.625
27	0.457	0.816	88.442
28	0.427	0.763	89.204
29	0.409	0.730	89.935
30	0.406	0.724	90.659
31	0.389	0.694	91.353

32	0.357	0.638	91.991
33	0.344	0.613	92.605
34	0.314	0.560	93.165
35	0.311	0.556	93.721
36	0.310	0.553	94.274
37	0.282	0.504	94.777
38	0.264	0.471	95.248
39	0.252	0.450	95.698
40	0.233	0.416	96.114
41	0.207	0.370	96.484
42	0.205	0.366	96.850
43	0.188	0.336	97.187
44	0.185	0.330	97.517
45	0.178	0.317	97.834
46	0.161	0.287	98.122
47	0.149	0.265	98.387
48	0.137	0.244	98.631
49	0.133	0.237	98.868
50	0.130	0.232	99.101
51	0.114	0.204	99.305
52	0.107	0.192	99.496
53	0.089	0.159	99.655
54	0.077	0.138	99.794
55	0.062	0.111	99.904
56	0.054	0.096	100.000

According to Table 5, eleven new factors were derived from the analysis of the 56 tested variables. These newly identified factors had eigenvalues exceeding 1. The eigenvalues serve as the criterion for determining the number of factors formed.

Table 5. Show Eigenvalues on new factors (Source: Researcher)

Formed factors	Eigenvalues
1	18.456
2	4.180
3	3.551
4	2.722
5	2.202
6	1.612
7	1.505
8	1.395
9	1.196
10	1.093
11	1.044

Based on the calculations, 11 new factors were identified, with a cumulative value of 37,912, to assess their contribution to explaining the motivation of tourists visiting the Mekarlaksana Tourism Village. A straightforward calculation was performed by dividing the resulting eigenvalues by the number of available variables and then multiplying by 100% to determine the extent of this contribution.

- Factor 1: $18.456/56 \times 100\% = 32,95 \%$
- Factor 2: $4.180/56 \times 100\% = 7,46\%$
- Factor 3: $3.551/56 \times 100\% = 6,34\%$
- Factor 4: $2.722/56 \times 100\% = 4,86\%$
- Factor 5: $2.202/56 \times 100\% = 3,93\%$
- Factor 6: $1.612/56 \times 100\% = 2,87\%$
- Factor 7: $1.505/56 \times 100\% = 2,66\%$
- Factor 8: $1.395/56 \times 100\% = 2,49\%$

- Factor 9: $1.196/56 \times 100\% = 2,13\%$
- Factor 10: $1.093/56 \times 100\% = 1,95\%$
- Factor 11: $1.044/56 \times 100\% = 1,86\%$

Based on the cumulative value, it can be inferred that the total percentage of the 11 identified factors is adequate to elucidate the motivations of tourists visiting the Mekarlaksana Tourism Village. Furthermore, Factor 1 accounts for the highest percentage at 32.95%, while Factor 11 represents the lowest percentage at 1.86%.

Rotation Factor

Following the acquisition of matrix component values and the generation of a substantial number of values, a factor rotation process was conducted to elucidate the degree of correlation between each variable and the 11 emergent variables. During this factor rotation process, the resultant values ascertained the factor to which the variables were assigned. By examining the loading factor that approaches a value of 1, researchers can effectively determine the categorization of these variables.

The factor rotation method employed in this study was the Varimax method. This method was designed to maximize the loadings on each factor. Specifically, when a variable is correlated with a formed factor, the loading factor produced by the variable will be close to one. Conversely, the correlation between these variables and other factors tended toward zero. Consequently, the loading factors generated by the Varimax method were readily interpretable.

The results of the factor rotation analysis concerning tourists' motivations for visiting the Mekarlaksana Tourism Village are elucidated as follows:

1. Factor 1 comprises 15 items, specifically: x6 (relax the body) with a factor loading of 0.614, x9 (play) with a factor loading of 0.479, x15 (outbound with friends) with a factor loading of 0.418, x22 (interact with local people) with a factor loading of 0.492, x34 (enjoy nature tourism) with a factor loading of 0.762, x35 (cultural tourism) with a factor loading of 0.515, x36 (enjoy leisure time) with a factor loading of 0.455, x39 (unforgettable beautiful memories) with a factor loading of 0.716, x40 (experience a different special day) with a factor loading of 0.479, x42 (pollution-free area) with a factor loading of 0.676, x50 (interesting food) with a factor loading of 0.731, x51 (adequate accommodation) with a factor loading, x53 (beautiful natural tourism) with a factor loading of 0.370, x54 (interesting education) with a factor

- loading of 0.533, and x56 (unique cultural tourism) with a factor loading of 0.705.
2. Factor 2 consists of 9 items, namely: x1 (getting out of the daily routine) with a factor loading of 0.709, x13 (visiting with friends) with a factor loading of 0.694, x21 (interacting with friends/family) with a factor loading of 0.717, x24 (interacting with tour managers) with a factor loading of 0.712, x26 (knowing people's behavior) with a factor loading of 0.691, x41 (cool tourist area) with a factor loading of 0.729, x49 (friendly people) with a factor loading of 0.654, x52 (complete public facilities) with a factor loading of 0.415, and x55 (hiking/camping activities available) with a factor loading of 0.533.
3. Factor 3 included seven items: x2 (looking for a new atmosphere) with a factor loading of 0.732, x3 (different temperature from where you live) with a factor loading of 0.570, x5 (relaxing) with a factor loading of 0.636, x11 (new experience) with a factor loading of 0.444, x27 (enjoying the results of work) with a factor loading of 0.681, x28 (fulfilling hobbies) with a factor loading of 0.549, and x30 (proving curiosity) with a factor loading of 0.600.
4. Factor 4 comprises five items: x17 (getting learning) with a factor loading of 0.627, x18 (learning something) with a factor loading of 0.525, x20 (researching something) with a factor loading of 0.700, x23 (meeting new people) with a factor loading of 0.418, and x25 (expressing identity) with a factor loading of 0.489.
5. Factor 5 comprises six items: x12 (challenging activities) with a factor loading of 0.624, x14 (increased intimacy with family) with a factor loading of 0.754, x16 (strengthening relationships with tourists) with a factor loading of 0.751, x31 (expectations of the area) with a factor loading of 0.495, x37 (experiencing romantic moments) with a factor loading of 0.753, and x38 (celebrating specific moments) with a factor loading of 0.482.
6. Factor 6 consists of four items: x45 (adequate transportation) with a factor loading of 0.447, x46 (supportive access) with a factor loading of 0.719, x47 (proximity to residence) with a factor loading of 0.836, and x48 (minimal time requirement) with a factor loading of 0.822.
7. Factor 7 includes four items: x7 (self-calming) with a factor loading of 0.748, x8 (physical and mental rituals) with a factor loading of 0.506, x10 (deriving pleasure) with a factor loading of 0.459,

- and x32 (self-satisfaction) with a factor loading of 0.606.
8. Factor 8 comprised three items: x19 (educational experiences) with a factor loading of 0.444, x43 (tropical environment) with a factor loading of 0.534, and x44 (highland location) with a factor loading of 0.661.
 9. Factor 9 contained one item: x33 (adventurous) with a factor loading of 0.475.
 10. Factor 10 included one item: x29 (realizing long-desired dreams) with a factor loading of 0.333.
 11. Factor 11 consists of one item: x4 (unusual scenery observed) with a factor loading of 0.658.

Table 4.8 lists the variables incorporated into the established factors. Following the categorization of variables within these factors, the subsequent step involved conducting the component transformation matrix test. This test was performed by examining the resultant values to ascertain whether the formed factors exhibited any remaining correlations with one another.

Name the Factor

Once all indicators have been assigned to their respective factor groups, the next step involves assigning a designation to the newly formed factor. This designation was derived from the indicators included in the factor group. Based on the results of the preliminary calculations, the aggregate value of all the factors was 69,561. The nomenclature of the newly identified components is outlined as follows:

The Leisure Experience factor exhibited the highest eigenvalue, recorded at 18,456, and encompassed 15 indicators. These indicators include physical relaxation, recreational activities, social outings with friends, interactions with local communities, appreciation of natural and cultural tourism, leisure enjoyment, creation of memorable experiences, experiencing unique and special days, pollution-free environments, culinary interest, sufficient accommodation, scenic natural attractions, educational engagement, and distinctive cultural tourism. The following section presents a summary of the respondents' feedback on the Leisure Experience factor.

The indicators associated with the Leisure Experience factor group pertain to the seamless integration of various recreational activities and cultural engagements available to visitors in the Mekarlaksana. Tourists seek not merely relaxation or cultural immersion but rather an experience that harmoniously combines a serene natural environment, stimulating recreational opportunities, meaningful interactions with

the local community, and exploration of distinctive cultural and culinary offerings. This approach acknowledges the diverse motivations that attract tourists to the Mekarlaksana Tourism Village, which range from personal relaxation and social interaction to cultural curiosity and the pursuit of memorable experiences.

Previous research by [Bachi et al. \(2020\)](#) underscore the importance of integrating recreational experiences at tourism destinations to enhance visitor satisfaction and promote repeat visits. Destinations that successfully offer a comprehensive mix of natural beauty, cultural richness, and recreational opportunities are more likely to attract and retain tourists seeking diverse experiences in a single trip ([Bachi et al., 2020](#)). This aligns with both theoretical frameworks and practical observations regarding the characteristics of tourists who visited the Mekarlaksana Tourism Village multiple times. Specifically, 28 respondents reported visiting more than once, and 18 of them visited more than three times. This phenomenon is consistent with [Wang's \(2017\)](#) theory and the pull factors identified in [Wibisono's \(2013\)](#) theory, which include relaxation, play, social interaction, tourist attractions and amenities.

The second factor identified in this analysis was Recreation and Social Experiences. This factor is characterized by an eigenvalue of 4.180 and comprises nine indicators. These indicators include deviations from daily routines, social visits with friends, interactions with friends and family, engagement with tour managers, understanding community behavior, presence of appealing tourist areas, amiable local residents, comprehensive public facilities, and the availability of hiking and camping activities. The following section provides a summary of the respondents' feedback concerning the Recreation and Social Experiences factor.

The indicators encompassed within the Recreation and Social Experiences factor group pertain to the diverse motivations that drive tourists to visit Mekarlaksana, such as the desire to escape their daily routines and engage in interactions with friends, family, and the local community. This is corroborated by [Sørensen et al. \(2015\)](#) theory, which posits that tourists have an intrinsic need to meet new individuals and acquire knowledge about the countries they visit. The indicators forming this factor reveal that the Recreation and Social Experiences factor is a synthesis of several push factors identified by [Su et al. \(2020\)](#) and pull factors outlined by [Wibisono \(2013\)](#), including escape, strengthening family bonds, social interaction, weather, and amenities.

The third factor identified, termed self-actualization, comprised seven indicators: experiencing a new environment, encountering a different climate from one's usual residence, relaxation, novel experiences, enjoyment of work outcomes, pursuit of hobbies, and satisfying curiosity. The Self-Actualization factor possessed an eigenvalue of 3.551. This factor is designated as Self-Actualization because the indicators within this factor pertain to self-actualization, curiosity, and the fulfillment of hobbies. According to Maslow's hierarchy of needs (1943), self-actualization embodies the aspiration to realize one's full potential and achieve personal growth through meaningful experiences. Tourists pursue self-actualization by participating in activities that enrich their lives and expand their perspectives, such as exploring new climates, cultures, and activities (Maslow, 1943). The indicators suggest that the Personal Actualization Experience factor integrates several push factors from Vergani et al. (2020) and pull factors from Wibisono (2013), specifically self-fulfillment and climate.

Factor Learning Exploration emerged as the fourth factor in the newly formed construct, characterized by eigenvalues of 2.722. This factor comprises five components: acquiring knowledge, engaging in learning activities, conducting research, interacting with new individuals, and expressing one's identity. These components collectively underscore the fulfillment of tourists' aspirations for intellectual enrichment, cultural immersion, and personal development. This understanding is pivotal in comprehending tourism motivations, where efforts in learning and cultural understanding converge with opportunities for meaningful experiences in the Mekarlaksana. According to Sie et al. (2016), learning exploration in tourism entails the active pursuit of knowledge and comprehension of diverse cultural dimensions, thereby fostering personal growth and enhancing the travel experience. Travelers engage in learning exploration to broaden their understanding and appreciation of different cultures and traditions (Sie et al., 2016). The indicators forming this factor align with the tourism motivation driver identified in Wibisono's (2013) theory, specifically educational opportunities.

The factor identified as "Relationship" was characterized by eigenvalues of 2.202. This factor comprises six indicators: engaging in challenging activities, fostering greater intimacy with family, enhancing relationships with tourists, fulfilling expectations of the area, experiencing romantic moments and celebrating specific occasions.

The indicators incorporated in this factor pertain to the extent to which they satisfy tourists' aspirations for meaningful relationships and memorable experiences with loved ones and fellow travelers. The enhancement of relationships intersects with opportunities for personal growth and satisfaction in the Mekarlaksana Tourism Village. As noted by Otoo and Kim (2020), travel motivations frequently encompass social and relational elements, wherein travelers seek to strengthen existing relationships and forge new ones while exploring new environments. Destinations such as the Mekarlaksana Tourism Village offer an environment conducive to relationship-building activities, thereby enhancing overall satisfaction and well-being (Otoo & Kim, 2020). Based on the forming indicators, it can be concluded that the Relationship factor aligns with the driving factors of travel motivation identified by Khan et al. (2017), specifically romance and tourist attractions as pull factors, as proposed by Wibisono (2013).

Factor Convenience Access, was identified as the fourth factor in the factor analysis, with an eigenvalue of 1.612. This factor comprises four components: adequate transportation, access support, proximity to residences, and minimal travel time. These indicators collectively demonstrate how they fulfill tourists' preferences for ease of travel and accessibility, thereby enhancing their overall satisfaction and enjoyment during their visit to the Mekarlaksana Tourism Village. As noted by Karim et al. (2023), convenience and ease of access are critical determinants of destination choice and satisfaction. Destinations offering convenient transportation options and proximity to tourists' residences are more likely to attract visitors seeking a seamless travel experience (Karim et al., 2023). The indicators forming this factor align with the pull factor of travel motivation as described in Wibisono's (2013) theory, specifically concerning transportation or access.

The concept of self-renewal emerged as the seventh factor identified in this new framework, characterized by an eigenvalue of 1.505 and comprising four indicators. These indicators include self-calming techniques, physical and mental rituals, the pursuit of pleasure, and self-satisfaction. Collectively, these elements pertain to personal rejuvenation and self-discovery among older adults. Tourism experiences that facilitate self-renewal and rejuvenation significantly enhance tourists' overall satisfaction and well-being. Travelers are drawn to destinations such as the Mekarlaksana Tourism Village to partake in activities that foster relaxation and inner peace, thereby promoting personal satisfaction and growth (Jepson et al., 2015). The Self-Renewal factor aligns with the motivational drivers of travel, as

articulated in the theory proposed by [Tang et al. \(2024\)](#), specifically self-fulfillment and relaxation.

The Tropical Highland was identified as the eighth factor in this newly established framework, characterized by an eigenvalue of 1.395 and comprising three indicators. These indicators include educational activities, tropical characteristics, and highland locations. The designation "Tropical Highland" is attributed to this factor because of its association with fulfilling tourists' preferences for climate diversity, educational engagement, and nature exploration. As noted by [Yoo et al. \(2018\)](#), attributes such as climate and the natural environment play a significant role in influencing destination choice and satisfaction. The Tropical Highland factor aligns with the travel motivation theory proposed by [Wibisono \(2013\)](#), specifically the pull factor related to the weather and climate.

The ninth factor identified is termed "Adventure," characterized by a single indicator, namely, adventure. This factor is designated as adventure because of its association with tourists' desire for adventurous experiences. This is related to the pull factor of tourist attractions, as discussed by [Wibisono \(2013\)](#).

The tenth factor identified is termed "vision," characterized by a single indicator: the realization of long-held aspirations. This factor is designated as "vision" because the indicators associated with it pertain to tourists' aspirations or dreams of visiting the Mekarlaksana Tourism Village. This factor aligns with the pull factor described by [Wibisono \(2013\)](#), specifically, wish fulfillment.

The eleventh factor identified, termed "uniqueness," was characterized by a single indicator: scenes that are not commonly observed. This is related to the concept of tourist attractions proposed by [Wibisono \(2013\)](#).

CONCLUSION

Following a series of tests and factor analysis, eleven factors influencing visitor motivation at Mekarlaksana Tourism Village were identified: (1) Leisure Experience, (2) Recreation and Social Experience, (3) self-actualization, (4) Learning Exploration, (5) relationship, (6) Convenience Access, (7) Self-renewal Retreat, (8) Tropical Highland, (9) adventure, (10) vision, and (11) uniqueness. Among these, the Leisure Experience factor emerged as the most dominant in influencing visitors to the village. This determination was based on the eigenvalues associated with each identified factor. The Leisure Experience factor encompasses various activities available at the tourist

attraction, such as relaxation, play, outdoor activities with friends, interaction with local communities, and enjoyment of natural and cultural attractions, all contributing to meaningful leisure time. With a total of 15 indicators, this factor effectively encapsulates the motivations of tourists visiting the Mekarlaksana Tourism Village.

The present study is constrained by limitations pertaining to time and financial resources, which have impeded the optimization of the data collection. Additionally, the sample size employed in this study may be restricted, thereby confining the generalizability of the findings to the same population. This study is anticipated to prompt further, more comprehensive investigations into the motivational factors influencing tourists to visit other Tourism Villages or more specific destinations. Such research would elucidate additional factors that impact tourists' decisions to visit Tourism Villages.

AUTHOR CONTRIBUTION

Sabila Zahra contributed as the main author of the article, while Erry Sukriah served as a supervisor during its writing.

FUNDING STATEMENT

This research received no financial support from any entity.

INFORMED CONSENT

The authors have obtained informed consent from all participants.

CONFLICT OF INTEREST

There is no conflict of interest in writing this article.

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