MOTIVATIONAL DECISIONS, SATISFACTION, AND REVISIT BEHAVIOR OF DOMESTIC TOURISTS: AN EMPIRICAL ANALYSIS

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Abstract: This study sought to investigate the effect of push and pull motivation factors on the satisfaction, and revisit behaviour of domestic tourists. A survey was conducted on a sample of 258 domestic tourists visiting Machakos People's Park in Kenya, where quantitative data was collected through a structured questionnaire and analyzed by descriptive and inferential statistics using the SPSS software. The findings revealed that both push and pull motivational factors affected the satisfaction of domestic tourists, and that satisfaction positively affected revisitation. These findings are instrumental for theory, policy and practice among relevant stakeholders in revitalizing the role of domestic tourism. The three variables in the current study are intricately interrelated. Tourism industry players could base on this associations to tailor their operations and marketing strategies towards invigorating domestic tourism.

Key words: domestic tourism, Kenya, Machakos People's Park, motivation, revisitation, satisfaction

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INTRODUCTION

Tourism is a source of foreign-exchange and a channel through which foreign investment is attracted by many developing counties (Manzoor, 2019). Vanhove (2005) broadly categorizes forms of tourism as domestic tourism, inbound tourism, outbound tourism, internal tourism (domestic tourism plus inbound tourism), and international tourism (inbound tourism plus outbound tourism). Most countries tend to emphasize more on international tourism due to the revenue earned through exports, despite domestic tourism being recognized as an important catalyst for regional economic growth and development (WTTC, 2018). Overreliance on foreign tourism has previously resulted in a decline in tourism performance when adverse situations in international travel call for travel restrictions (Kwoba, 2018). More recently, the global COVID 19 pandemic threat on foreign travel has compounded the challenges associated with international tourism (Ministry of Tourism and Wildlife, 2020). This makes domestic tourism promotion a subject worth of greater consideration in the present time (Chan, 2021).

The World Tourism Organization (WTO, 2020) estimated that in 2018, nine billion domestic tourist trips (overnight visitors) were made. Measured in number of tourist trips, domestic tourism is more than six times bigger than foreign tourism (1.4 billion international arrivals in 2018). Africa as a continent is yet to exploit her tourism potential fully, despite her tourism industry playing a key role in the global economy (KIPPRA, 2017). Among the Africa countries striving to improve both domestic and international tourism is Kenya (Manono and Rotich, 2013; Ministry of Tourism and Wildlife, 2018), doing this in an effort to dispel the common notion that the country heavily recognizes foreign tourism at the expense of domestic tourism (Osiako and Szente, 2021). The domestic tourism council of Kenya (DTCK) was created in 1984 with the mandate of promoting tourism to a higher notch (Gachenge, 2007). Among its evident achievements is the increased conference and exhibition tourism in the country, incentive travel, and sustained campaign initiatives targeting domestic tourists with slogans such as *Tembea Nyumbani, Tembea Kenya*, and *Twende Tujivinjari*.

A review of literature reveals glaring gaps with regard to the dynamics of domestic tourism in developing countries. In Kenya, among other notable deficiencies is the lack of information on the motivations for domestic tourism, domestic tourists' satisfaction, and revisit behaviour to attraction sites. It is alluded by Bajs (2013) that for tourism businesses have to understand the profiles of tourists if they are to identify new opportunities and market segments. This can be done on the basis of perception of a destination, and satisfaction levels amongst the tourists. The current study was therefore carried out in Machakos People's Park in Kenya to address the existing gap. It was meant to enhance the overall understanding of the motivations for domestic tourists visiting recreational parks and establish the association between these motivations and tourist satisfaction and revisitation. The study sought answers the following research questions:

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- What factors motivate domestic tourists to visit recreational parks?
- Are the motivations of domestic tourists related to their satisfaction?
- Does tourist satisfaction influence return visit to domestic tourist destinations?

The findings of the study provide insights into people's motivations to take domestic tours, their satisfaction and revisitation. It provides practical implications for product developers and service providers including destination management organizations (DMOs) and tour companies. The following sections of this paper present materials and methods adopted, results of the study and finally the conclusion.

LITERATURE REVIEW
Tourist Motivation

As a socio-psychological phenomenon, motivation relates to an individual's internal and emotional aspects with regard to the desire to have rest, escape, experience emotional arousal and adventure (Güzel et al., 2020). According to Kotler and Keller (2016) it is the driving force that initiate action in a person in order to meet their needs. Bideci and Albayrak (2016) defined tourism motivation as a set of the needs and attitudes of an individual to take part in tourism activities. Hence, determining the behaviour of the tourist. In relating travel and motivations, Baniya and Paudel (2016) established that people travel because they are pushed into making travel decisions by internal, psychological forces, and pulled by the external forces of the destination's attributes. Explanations about travel motivations have previously been based on several theories, which include: Maslow's (1943) Theory of the Hierarchy of Needs, Travel Career Ladder (TLC) model developed by Pearce (1988), Dann's (1981) Theory of Push and Pull Motivations, and Travel career patterns model (Pearce and Lee, 2005) and Prayag and Hosany (2014). These theories exhibit a gradual shift from motivation theories that are general in nature, to theories that are directly applicable to the behaviours. As pointed out by Yousaf et al. (2018), these theories only have a general application to tourists and cannot apply in the analysis of all tourists nor even all segments of tourist. Kotler and Armstrong (2017) identified motivation as a key determinant when customers are making decisions to purchase goods and services. On the other hand, Katsikari et al. (2020) have stated that push and pull factors of travel motivations are the most commonly recognized analyses of tourism motivation.

Tourist push and pull motivations

The Theory of Push and Pull Motivations (Dann, 1981) introduced the widely applied travel-related push and pull motivations. Since then, push and pull factors have been employed to a great extent in assessing tourists' travel motivations (Michael et al., 2017; Wijaya et al., 2018). Push factor is a socio-psychological construct of tourists and comes from a tourist's home environment that encourages them to travel. They are internal drives that initiate travel among individuals and are linked to factors such as recreation, and a desire to 'get away from it all', need for rest, adventure and escape, and overcoming isolation commonly associated with modern lifestyles (Yousaf et al., 2018). On the other hand, pull motivations are related with cognitive and external factors found in the destination areas and are associated with the infrastructure, facilities, climate, landscape, services offered, and prevailing prices that attract tourists to visit certain tourism destinations. Both of the factors have been found to determine the tourists' decision-making on where and how to travel (Wulandari et al., 2019). A number of research have investigated and established the relationship between these two travel motivations and the overall tourist satisfactions (Luvsandavaajav and Narantuya, 2021).

Tourist Satisfaction

Tourist satisfaction is defined as the level of positive feelings emanating from tourists' experience at a destination (El-Adly, 2019). Based on Sturgeon et al. (2015) satisfaction reflect both an emotional and cognitive phenomenon. It is significant to deeply study the history behind the evaluation without restricting ourselves to its assessment, or else it will limit the capacity to understand the customer's emotional experiences when interacting with the product provider (Stickdorn et al., 2018). Early studies indicate that the motives that initiate service providers are the determinants of the tourists' activities at their destination. Additionally, employee satisfaction in the tourism industry has been found to influence tourist satisfaction (Polychronidou and Chapsa, 2022).

Motivation and satisfaction

More recent research show that there is need to independently analyze the motivation and activities occurring at destinations (Prebensen and Xie, 2017). As asserted by Bayih and Singh (2020), the push and pull travel motivations of domestic tourists have an influence on their overall satisfaction when experiencing their destinations. Wong et al. (2013) argue that satisfaction and motivation are positively interrelated, just as Correia et al., (2013); Lee and Hsu (2013) had earlier on alluded. Vetitnev et al. (2013) revealed that satisfaction level is linked to motivations, among other factors. Further, Kim (2021) established a strong and significant correlation between push and pull motivation, and satisfaction. Therefore, based on the above literature review, this research purposes that:

H1: Domestic tourists' push motivation has a positive effect on tourists' satisfaction.
H2: Domestic tourists' pull motivation has a positive effect on tourists' satisfaction.

Tourist satisfaction and revisitation

A great deal of research has examined satisfaction as a determinant of destination loyalty (Bayih and Singh, 2020). In investing the relationship between these variables, they found that overall satisfaction strongly and positively influenced domestic tourists' revisit to destinations. This implied that the more the satisfaction of domestic tourists, the

higher their propensity to revisit the same destination. Nasseef et al. (2017) found a positive association between the impact of motivation for attendance to Aqaba city and destination loyalty. A study by Leninkumar (2017) also established a significant relationship among customer satisfaction level, loyalty, and recommendation. An understanding of tourist motivations, satisfaction, and loyalty is deemed crucial to the successful marketing of tourist destinations as alluded by Grobbelaar et al. (2019). According to Kim (2021) push and pull motivation, and satisfaction collectively predict tourists' revisit intention for destinations. These crucial psychological and behavioral factors of tourists were found to significantly impact their revisit intention. Earlier studies also collaborate these assertions, including Yip et al. (2011) and San Martin et al. (2013). Consequently, this current study hypothesizes as follows the Figure 1.

H3: Domestic tourists' satisfaction has a positive effect on tourists' revisitation

MATERIALS AND METHODS
Area of study

Data for the current study was obtained from Machakos Peoples' Park (MPP) in Machakos county in Kenya. The recreational park is a forty-acre gated site, which is open to the public on Thursday afternoons, Friday, Saturday and Sunday.

Figure 1. Conceptual model (Source: Authors)

It comprises of both natural and man-made attractions which local and foreign recreationists visit to enjoy.

Study variables

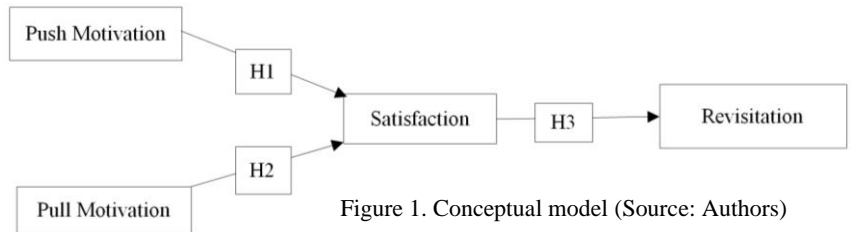This study used cross-sectional questionnaire survey to collect quantitative data. The independent variables comprised push motivation variables, and pull motivation variables, while the dependent variables were satisfaction, and revisitation. The motivation variables for this study are developed basing on previous conceptualizations and studies in the context of leisure tourism, and modified as relates to the recreational park under study (Yiamjanya and Wongleedee, 2015; Xu and Chan, 2016; Naidoo et al., 2015; Kassean and Gassita, 2013). Ultimately, push motivation indicator variables are 10 while pull motivation indicator variables are 12. All the 22 motivation statements were measured with the five-point interval scale such that strongly disagree (1) and strongly agree (5). The one statement for the satisfaction variable for this study was measured on the five-point Likert scale as follows: No satisfaction (1) Satisfaction below average (2) Average satisfaction (3), Satisfying (4), Highly Satisfying (5). Further, the revisitation variable for this study was measured by one statement measured on the five-point ratio scale as follows: once (1) twice (2) thrice (3), four times (4), five times (5), more than five times (6).

Data collection and analysis

Domestic tourists who visited MMP during the period of study (December 2019 and January 2020) were systematically sampled such that every fourth Kenyan adult person (of the age of 18 years and above) entering the park through the main entrance during the opening days (Thursday afternoons, Friday, Saturday and Sunday) was asked to take part in the survey by filling in the questionnaire. Those who acknowledged to reside in Kenyans, and agreed to take part in the study after being introduced to the survey and its main aims were given an opportunity to voluntarily respond to the questions. In total, 392 questionnaires were issued, out of which 311 (79% response rate) were filled. From these, 258 (83%) were found to be complete and usable. The flow chart our research can be find on Figure 2.

Data was analyzed using the IBM SPSS Statistics for Windows, version 23.0 (IBM Corp., Armonk, N.Y., USA) software to determine descriptive statistics and inferential statistics. Explorative factor analysis was performed to distinguish the pull factors from pull factors. Thereafter, ordinal logistic regression and one-way ANOVA were performed to evaluate the association between motivation and satisfaction, and between satisfaction and revisitation respectively.
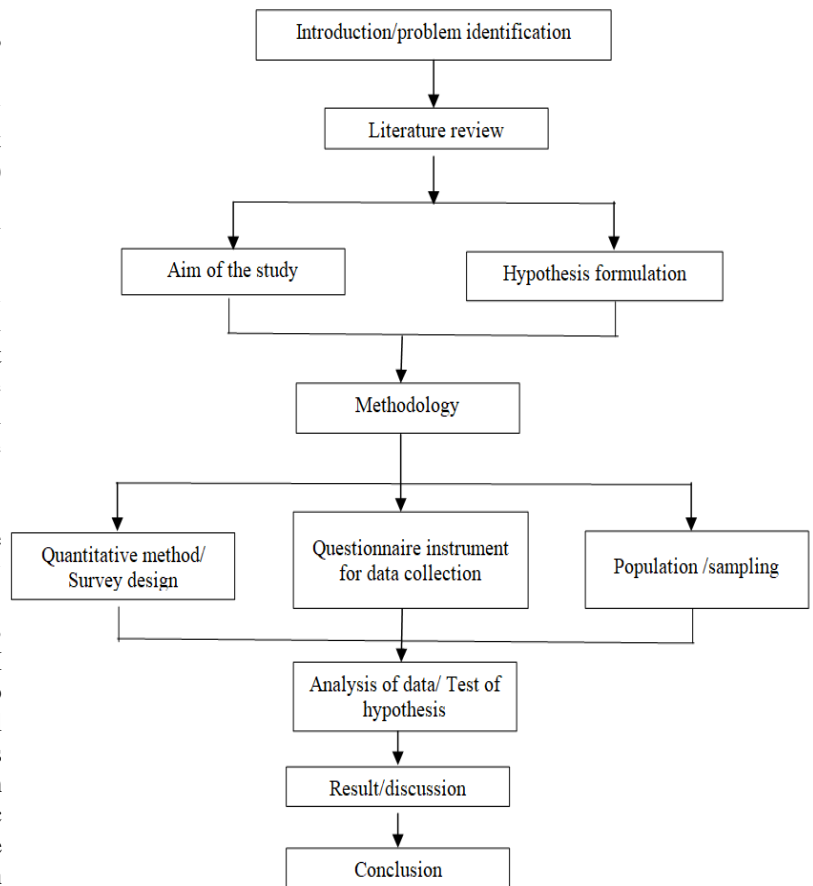

Figure 2. Flow chart of the research methodology steps (Source: Authors)

Table 1. Respondents' socio-demographic characteristics (N=258) (Source: Authors)

Socio-demographic variable		Frequency	Percent
Gender (N=258)	Male	137	53.2
	Female	121	46.8
Age (N=258)	18-25	36	13.9
	26-35	93	36.1
	36-45	87	33.5
	46-55	31	12.0
	56-65	11	4.4
Your income (N=258)	below 50,000	144	55.7
	50001-100000	65	25.3
	100001-150000	42	16.5
	over 150000	7	2.5
Your Marital status (N=258)	Single Without Children	67	26.0
	Single With Child/ren	51	19.6
	Married With Child/ren	70	27.2
	Married Without Children	67	26.0
	Widowed	3	1.3
Highest educationnal level attained (N=258)	Primary	20	7.6
	Secondary	57	22.2
	College	91	35.4
	Bachelor's Degree	73	28.5
	Post Graduate Degree	16	6.3
Residence (N=258)	Rural	165	63.9
	Urban	93	36.1

RESULTS AND DISCUSSION
Demographic characteristics of Respondents

A wide diversity in socio-demographics manifested in the sample representing visitors to MMP (Table 1). Male respondents were 53.2% while female respondents were 46.8%. Most of the respondents (36.1%) were in the age bracket of 26-35 years old. This was closely followed by 33.5% in the age 36-45 years, then 13.9% in the age 18-25 years and 12% in the age 46-55 years. The least percentage (4.4%) were in the age bracket 56-65 years. No respondent was over 65 years of age (Table 1). Majority of them (55.7%) earned income of less than 50,000 Kenya shillings (USD 500) per month; 25.3% earned 50,001-100,000; 16.5% earned 100,001-150,000 and a paltry 2.5% earned over 150,000. Respondents who were married with child/ren represented the highest percentage in marital status (27.2%). Those who were married without children, and single without children were each represented by 26.0% followed by those who were single with children 19.6%, and the least percentage (1.3%) were widowed. As pertains to the highest level of education attained by the respondents, the biggest proportion of the sample (35.4%) were middle-level college graduates, followed by 28.5% bachelor's degree holders. 22.2% were high school graduates, 7.6% had not proceeded beyond primary level of education, and 6.3% were post graduate degree holders. Rural dwellers were more (63.9%) than urban dwellers (36.1%) who visited MMP during the survey period.

Tourist motivation and satisfaction

Table 2 represents a list of the 17 tourist motivation statements in this study and their resulting itemized mean scores. These mean scores indicate the direction for interpretation and inferences. The table contains 9 items related to push motivation and 8 items related to pull motivation. Item number 5 had the highest mean ($M = 3.68$, $SD = 1.164$) with the push motivation statements "Motivation is to find an ideal place for my children". On the other hand, item number 15 had the highest mean score ($M = 3.99$, $SD = 0.93$) with the pull motivation statement "Motivation is that in this place I enjoy a variety of experiences". A comparison between the average mean for push and pull motivations for domestic tourists visiting MPP reveals that the mean score of pull motivation ($M = 3.62$, $SD = 0.689$) is higher than the mean score of push motivation ($M = 3.34$, $SD = 0.765$). When asked to rate the overall satisfaction they get in the park, majority (49.2%) said the overall experience was "satisfying".

Table 2. Explorative factor analysis of motivation items (Source: Authors)

No.	Motivation Item Statement	Item Mean	Item loading [a]PushM	Item loading [b]PullM	Mean	Std dev.	Reliability α
1.	I had saved money to spend on such a visit	3.62	.656				
2.	I wanted to find relief for my ill health	3.30	.724				
3.	I need a place to enjoy company of friends	3.29	.645				
4.	I need for an opportunity to learn	3.43	.558				
5.	I find an ideal place for my children	3.68	.559		3.34	.765	.800
6.	To conduct research	2.78	.518				
7.	I was recommended by friends	3.41	.507				
8.	I had an incentive offer from my employer	3.12	.722				
9.	I feel historically attached to this place	3.39	.658				
10.	This place is a famous attraction	3.74		.596			
11.	In this place I enjoy outdoor recreation	3.63		.472			
12.	In this place I enjoy attractive landscape	3.38		.747			
13.	The place suits my need to relax	3.70		.573			
14.	This place is easily accessible	3.58		.688	3.62	.689	.761
15.	I enjoy a variety of experiences	3.99		.491			
16.	In this place I enjoy pleasant ambience	3.36		.718			
17.	This place is affordable	3.57		.561			
	Extraction Method: Principal Component Analysis. Rotation Method: Oblimin with Kaiser Normalization. [a]PushM - Push Moivation. [b]PullM - Pull Motivation						

Exploratory factor analysis

In order to determine the primary dimension of the respondents' motivation to visit MMP, an exploratory factor analysis was performed. For item inclusion, loadings of .40 were used and eigenvalues of 3.927 and 2.869 were used for factor extraction criterion. There were 22 items for motivational factors on which a factor analysis with Principal Component Approach and Oblimin with Kaiser Normalization was performed. KMO Bartlett's test was carried to verify the normality and significance of the conducted analyses and it was found to be highly significant (approximate $X^2 = 1120.390$, $df = 136$, $p < 0.0001$). Bartlett's Test of Sphericity ($X^2 = 1120.390$) and the Kaiser-Meyer-Olkin's (KMO) overall measure of sampling adequacy (.805), indicated that the data were suitable for using factor analysis (Tabachnick and Fidell, 2001). This resulted in two categories of motivation factors representing 40% of the total variance. For each factor, Cronbach's coefficients were calculated in order to determine the reliability of the analyzed data and to serve as a measure of internal consistency among the identified items. Items number 6, 14, 16, 21 and 22 failed to adequately load to their respective factors with the set value at least .40 and were therefore dropped. This left the push motivation factor with 9 items and the pull motivation factor with 8 items. Their Cronbach's Alpha coefficients were .800 and .761 respectively

which, being above .70 were sufficient for performing factor analysis. In order to determine the level of importance of each factor, mean values were calculated for each factor based on the Likert-scale used in the questionnaire. The mean values calculated for each factor were found to be 3.34 and 3.62 for push factor and pull factor respectively (Table 3).

The correlation between motivation, satisfaction and revisitation

A Spearman's rho correlation was conducted among the four variables: pull factor, pull factor, satisfaction, and revisitation. The analyses revealed that the relationships between all the four elements were moderate, positive, and statistically significant

Table 3. Mean, SD, and Non-Parametric correlation results
(Source: Authors) ** Correlation is significant at the 0.01 level (2-tailed)

	Mean	SD	Push motivation	Pull motivation	Satisfaction
Push motivation	3.34	0.765	-		
Pull motivation	3.62	0.689	.228**	-	
Satisfaction	3.95	0.885	.314**	.287**	-
Revisitation	2.38	1.506	.321**	.241**	.303**

(Table 3), According to Cohen (1992), the effect size is low/weak if the value of r varies around 0.1, medium/moderate if r varies around 0.3, and large/strong if r varies more than 0.5.Between push motivation and pull motivation (r(256) = .228, p < .001), between push motivation and satisfaction (r(256) = .314, p < .001), between pull motivation and satisfaction (r(256) =.287, p < .001), between push motivation and revisitation (r(256) = .321, p < .001), between pull motivation and revisitation (r(256) = .241, p < .001), and finally between satisfaction and revisitation (r(256) = .303, p < .001).

The implication here is that: there are positive relationships between push motivation, pull motivation, satisfaction, and revisitation. This fact places motivation, in a strong position as a factor determining satisfaction for domestic tourists.

Effect of motivation on satisfaction

The first model sought to isolate the impact of each motivational factor on tourists' satisfaction, whereby ordinal logistic regression analysis was performed. Ordinal logistic regression was chosen because the data for the dependent variable was on ordinal scale. Therefore, this non-parametric regression model was used to estimate the conceptualized relationship of how push motivation and pull motivation factors predicted satisfaction of domestic tourists visiting MMP. The ordinal logistic regression produced a Nagelkerke value of .153 (Table 4). This is a Pseudo R-square value indicating that the percentage of variance in domestic tourists' satisfaction attributable to the model was 15.3%. The significance of model fitting information (p = .000), Goodness-of -fit index (p = .997; 1.000), as well as the test of parallel lines (or assumption of Proportional Odds) (p = .072) were all satisfactory according to Field (2018) and Petrucci (2009). They validate the model. The Model Fitting Information in Table 6 indicates a

Table 4. Model Fitting Information
(Link function: Logit) (Source: Researchers' analysis)

Model	-2 Log Likelihood	Chi-Square	df	Sig.	Pseudo R2 (Nagelkerke)
Intercept Only	555.071				
Final	516.266	38.805	2	.000	.153

Table 5. Goodness-of-Fit (Link function: Logit) (Source: Authors)

	Chi-Square	df	Sig.
Pearson	640.854	742	.997
Deviance	456.140	742	1.000

Table 6. Parameter Estimates (Link function: Logit) (Source: Authors)

		Estimate	Std. Error	Wald	df	Sig.
Threshold	[Satisfaction level = 1]					.664
	[Satisfaction level = 2]	1.918	.789	5.907	1	.015
	[Satisfaction level = 3]	3.460	.782	19.587	1	.000
	[Satisfaction level = 4]	5.877	.847	48.152	1	.000
Location	Pull motivation	.682	.179	14.492	1	.000
	Pull motivation	.704	.163	18.641	1	.000

significant improvement in fit of the Final model over the null model [X^2(2) = 38.805, p = .001]. The Goodness of fit (Table 5) containing Pearson Chi-square test results [X^2(742) = 640.854, p = .997] and the Deviance test results [X^2(742) = 456.140, p = 1.000] indicate that both the results were non-significant. These results equally suggest good model fit. Table 6 has two regression coefficients (parameter estimates) and their respective significance tests for the two independent variables in the model. There are positive parameter estimates of 0.682 and 0.704 for push factor and pull factor respectively both at p = .000 significance level. Evidently, both push factor and the pull factor are significant, positive determinants of the level of satisfaction that domestic tourists get when they visit MPP. The pull factor appears to be a comparatively stronger determinant. The interpretation here is that: first, for every one unit increase in push motivation, there is a predicted increase of 0.682 in the log odds of being on a higher level on satisfaction, and secondly, for every one unit increase in pull motivation, there is a predicted increase of 0.704 in the log odds of being on a higher level on satisfaction. Therefore, a domestic tourist exhibiting higher motivation for visiting the park was more likely to report greater satisfaction from the experiences they found.

Effect of satisfaction on revisitation

In the second model, an analysis of variance (ANOVA) with Games-Howell Post hoc was carried out in SPSS to establish the influence of satisfaction levels on tourists' revisitation behaviour. To evaluate the null hypothesis that "there is no difference in tourists' revisitation based on their level of satisfaction", a one-way ANOVA was conducted (N = 258). Satisfaction was the dependent variable while the number of revisit times was the dependent variable. The independent variable (satisfaction) included five levels: no satisfaction (M = 2, SD = 1.155, n = 4), satisfaction below average (M = 1.31, SD = 0.751, n = 13), average satisfaction (M = 1.75, SD = 1.184, n = 44), satisfying (M = 2.40, SD = 1.410, n = 127), highly satisfying (M = 2.94, SD = 1.727, n = 70). The assumption of normality for the two variables was tested using measures of skewness and kurtosis and found to be tenable (George and Mallery, 2011; Hair et al., 2010). Further, Levene's Test of the assumption of homogeneity of variances was conducted and found to be untenable, $F(4,253)$ = 4.901, p = .001. Hence, Games-Howell Post hoc test was applied to evaluate pairwise differences among satisfaction levels. The ANOVA was significant $F(4,253)$ = 6.624, p = .000, leading to the conclusion that there is significant difference in revisitation of domestic tourists based on their levels of satisfaction. The Games-Howell Post hoc test for comparisons conducted on the sample revealed significant pairwise differences between four pairs of mean scores: "below average satisfaction" level and

"satisfying" level, "below average satisfaction" level and "highly satisfying" level, "average satisfaction" level and "satisfying" level "average satisfaction" level and "highly satisfying" level, $p < .05$ (Table 10). The remaining mean scores of pairs of levels of satisfaction did not significantly differ from each other at $p < .05$. As Table 7 shows, the one-way ANOVA test results indicate significant differences among the tourists based on their levels of satisfaction with the destination (significant differences were found between four levels of satisfaction). This conclusively implies that increase in satisfaction would result in increased revisitation to tourist sites by domestic tourists. The ANOVA result being statistically significant at $p < .001$ indicates that the probability of attaining to this variance in revisitation is high enough to be predictable.

Hypotheses testing

Owing to the positive correlations between push motivations, pull motivations, satisfaction, and revisitation, and considering the three hypotheses stated earlier, all the four variables in this study have moderate-level positive correlations with each other. The correlation between: push motivation and pull motivation is ($r(256) = .228$, $p < .001$), push motivation and satisfaction is ($r(256) = .314$, $p < .001$), push motivation and revisitation is ($r(256) = .321$, $p < .001$), pull motivation and satisfaction is ($r(256) = .287$, $p < .001$), pull motivation and revisitation is ($r(256) = .241$, $p < .001$), and finally between satisfaction and revisitation is ($r(256) = .303$, $p < .001$). Additionally, ordinal logistic regressions analyses results indicated that both push factors and pull factors had a significant, positive parameter estimates of 0.682 and 0.704 respectively at $p < .001$, with respect to their influence on satisfaction.

Results of the one-way ANOVA test involving satisfaction and revisitation indicated that satisfaction had a significant positive influence on revisitation, $F(4,253) = 6.624$, $p = .000$. Hence, the three hypotheses represented in Table 8 were tested, confirming the validity of the model. Therefore, all the three hypotheses are supported as illustrated in the research model output in Figure 3.

Table 7. Post Hoc Tests: Multiple Comparisons
(Note: The mean difference is significant at the 0.05 level) (Source: Authors)

Dependent Variable: The number of times you have revisited this place		
Sign. of Difference found (1-way ANOVA)	Difference found between pairs of the levels of satisfaction	Games-Howell Significance
	No satisfaction → Satisfaction below average	.788
.000	No satisfaction → Average satisfaction	.991
	No satisfaction → Satisfying	.949
	No satisfaction → Highly satisfying	.595
	Satisfaction below average → Average satisfaction	.501
	Satisfaction below average → Satisfying	.002
	Satisfaction below average → Highly satisfying	.000
	Average satisfaction → Satisfying	.029
	Average satisfaction → Highly satisfying	.000
	Satisfying → Highly satisfying	.171

Table 8. Summary of results of hypotheses tests (Source: Authors)

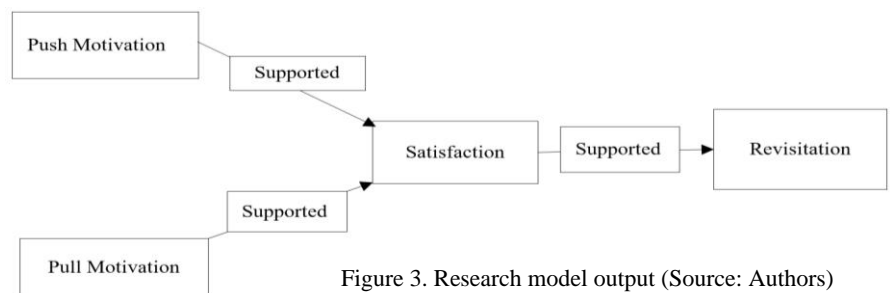| Hypotheses	Predictors/Relationship	Test	P - value	Remarks
H1	Pull motivation positively affects satisfaction	Logistic reg.	.000	Supported
H2	Push motivation positively affects satisfaction	Logistic reg.	.000	Supported
H3	Satisfaction positively affects revisitation	1-way ANOVA	.000	Supported

Figure 3. Research model output (Source: Authors)

DISCUSSION
The motivation, satisfaction and return visit correspondence

The findings of this study showed that motivation as a factor broadly has two components: push and pull components. These two factor-categories have dominated tourism literature since the time Dann (1981) postulated the push and pull motivations theory as applicable to travel and tourism studies. A wide range of tourism behaviour studies have been carried out basing on this categorization including Kanagaraj and Bindu (2013), Michael et al. (2017) and Wijaya et al. (2018). The current study findings showed that most domestic tourists were motivated by the need to "find an ideal place for their children". This push-motivation item had the highest mean score. On the contrary, the need to "conduct research" had the lowest means score among push motivators. The implication from this was that, as far as push motivation factors were concerned, most domestic tourists would visit recreational parks if they were guaranteed that the place would be ideal for their children. It turns out to be a strong support for the argument that majority of domestic tourists, particularly in Kenya are family groups, and were strongly motivated by family-based packages as indicated by other studies (TRI, 2021; Manono and Rotich, 2013). Comparing the strengths of the two types of motivations, pull motivations more strongly accounted for domestic visits to recreational sites than the push motivations do. By extension, we can further deduce that visits to recreational sites by domestic tourists are to a greater extent determined by external factors existing in the destination sites than by internal factors in the domestic tourists' home environment. As Mehmetoglu and Normann (2013) averred, this study also supported the fact that both of push and pull factors influence tourists to visit a place. This the starting point of any visitor's travel decision. Understanding tourist motivation is very critical to tourism promoters with respect to market segmentations (Aziz et al., 2018).

A significant, positive correlation was found between motivation factors and satisfaction, and between satisfaction and revisitation. This was also confirmed by the results of logistic regression analysis and ANOVA performed to measure the two associations respectively. Motivation was found to positively and significantly influence satisfaction, with a slight difference between the magnitude of influence of push and pull motivations. The influence of satisfaction on revisitation too, was positive and significant. These findings support the arguments made in the earlier studies. Khuong and Ha (2014)

established that push and pull motivations have a positive relationship with the satisfaction of tourists and with visit behavioral intentions. A study by Leninkumar (2017) and Bayih and Singh (2020) established a significant relationship among customer satisfaction level, loyalty, and recommendation. San Martin et al. (2013) also aver that tourist satisfaction is the most important factor for the loyalty of a tourist destination. When the diverse motivations for visiting particular destinations are known, together with the different satisfaction levels of tourists, strategic niche marketing could be designed for the destination's long term economic success through tourism. Satisfaction being strongly associated with motivation, implies that in order to arrive at their satisfaction levels, tourists will evaluate their experiences against their expectations. These expectations in this case are the motivations they develop before embarking on their trips. It must be appreciated that the understanding of tourist motivations, satisfaction, and loyalty is crucial to the successful marketing of tourist destinations as alluded by Grobbelaar (2019). This is because, these factors inform the choosing of a destination, the consuming of what is offered, and the revisitation to the destination (Kozak and Rimmington, 2000). It is further argued by Chen et al. (2011) that revisit intention can enhance tourists' willingness to recommend to others after they make the visitation.

CONCLUSION

In the current study, it was clear that motivation affects satisfaction, and satisfaction affects return visits. Apparently, higher levels of guest satisfaction encouraged guests to revisit the destination. This means greater profits for tourism and hospitality operators. However, if the guests' level of satisfaction were low, there would be a high possibility that the guest would opt for a competitor's product as alluded by Haeruddin et al. (2022). Since motivation occurs before tourist experience, and satisfaction occurs after the tourist experience, it is prudent for tourism promoters, product developers, and service providers to execute their mandate with strategy, considering the dynamics at each stage of the travel cycle. A clear understanding of the motivation types that are specific to particular tourist types or particular destination categories is crucial for successful efforts in winning and satisfying diverse tourist types. In general, it is incumbent on tourism promoters, recreation site managers and other stakeholders to ensure that the relevant tourist motivators are adequately addressed to be able to cultivate a sustainable domestic tourism demand base whose expectations are ultimately met. Thus, securing their loyalty.

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