

The Influence Of Tourist Motivation And The Quality Of Special Interest Tourism On Tourist Satisfaction For Live-In Tour Packages In Lerep Tourist Village

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Abstract. *The purpose of this research is to explain the influence of tourist motivation and the quality of special interest tourism on tourist satisfaction in live-in tour packages in Lerep tourist village. This research uses quantitative methods. The population in this study were live-in tourists in the Lerep Tourism Village whose population was known to be 240 tourists from January – June 2023, then calculated using the Slovin formula result in 70 respondents are needed as research samples. The sampling technique is accidental sampling. The results show that Tourist Motivation and the Quality of Special Interest Tourism partially and simultaneously have a significant effect on Tourist Satisfaction for Live-in tour Packages in Lerep Tourism Village, where the Quality of Special Interest Tourism is the dominant factor for tourists in increasing Tourist Satisfaction, compared to Tourist Motivation. From the results of calculating the coefficient of determination, the two independent variables contributed high influence of 60.2%.*

Keywords: *Tourist Motivation; Quality of Special Interest Tourism; Tourist Satisfaction; Live In.*

INTRODUCTION

Tourist satisfaction is a measure of the extent to which tourists are satisfied with their experience during a trip or holiday. It is a reflection of the extent to which travelers' hopes and expectations are met during their trip. Tourist satisfaction is an important factor in the tourism industry because it can affect the perception and image of a destination, as well as have an impact on return visits or recommendations to others. Kotler, Keller, Koshy, & Jha (2013) defines satisfaction as a person's sense of pleasure or disappointment that results from comparing their perceptions or impressions of a product's performance (or results) with their expectations. Tourist satisfaction is an overall measure of tourists' opinions on each destination quality (Prayag, 2008 dalam Hanif, 2016).

To create tourist satisfaction, a good image of the tourist attraction is needed so that it can create tourist motivation to do special interest tourism. Tourists can state that they are satisfied with a tourist attraction because of positive experiences about quality and service. If product performance is perceived to be higher than expectations, then tourists will be happy and satisfied. Conversely, if the perceived performance is lower than expectations, tourists will be disappointed and dissatisfied (Fitri, 2016). Previous research has discussed the effect of tourist attractions on satisfaction. Tourist attraction has a direct positive effect on visitor satisfaction and visitor satisfaction has a direct positive effect on repeat visit interest (Darojat 2018). Facilities, accessibility, and tourist attractions simultaneously have a positive and

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significant effect on tourist satisfaction, facilities are the dominant factor (Sudarwan, Zahra, and Tabrani 2021). It was also found that, from the quality of the products available in the Tanjung Bira tourist area which is not good so that it does not provide satisfaction to foreign tourists so that it also contributes to the low level of motivation to re-visit foreign tourists. Hypothesis testing revealed that traveler perceived quality has a significant and positive effect on perceived value. There is also a positive and significant relationship between traveler perceived quality and traveler's satisfaction. (Chi et al. 2020). Another research stated that tourist attraction is proven to have a positive influence but does not have a significant effect on customer satisfaction (Indriastuty, Eko Saputro, and Sukimin 2020). The study revealed a significant and positive difference between the factors of service quality and tourist attraction packaging in relation to the decision-making of tourists and their resultant levels of satisfaction. (Abdul and Parangu 2017). Tourism attraction is perceived to have a quality in the eyes of tourists and will affect visitor satisfaction (Ayuningtyas and Nugraha 2021). However, little attention has been paid to the effect of special interest tourism quality on traveler satisfaction. Criteria for quality special interest tourism fulfils the criteria of Learning, Rewarding, Enriching, Adventuring (REAL) values (Fitriani, Sri, and Asti 2022).

Another variable that can be associated with special interest tourist satisfaction is tourist motivation. Motivation for tourists is important, because motivation is a need that encourages a person to act in a certain way to achieve the desired satisfaction (Beerli, A. and Martin, J.D, 2004), tourist motivation is also very influential for tourists to achieve satisfaction. Special interest tourism activities are very unique so that tourists have unique needs or motivations to be able to feel travel satisfaction. Another variable that can be associated with special interest tourist satisfaction is tourist motivation. Special interest tourism activities are very unique so that tourists have unique needs or motivations to be able to feel travel satisfaction. According to (Ayuningtyas 2014), motivation is a drive that comes from both inside and outside that causes someone to do something. The various motivations that drive travel. Prentice (2004) stated that basically tourist motivation is influenced by things that can be grouped into four dimensions of motivation, namely as follows: Physiological and physical motivations, Cultural Motivation, Social Motivation Fantasy Motivation, namely the fantasy that in an area other than the area where one lives, one will be able to escape from the drab daily routine. Yoon and Uysal (2003) stated that there are several indicators that influence tourist motivation to visit a tourist destination, Rest and Relaxation, Prestige, Social Interaction, Desire to escape, Adventure, Health and Fitness.

This research has characterized four motivational market segments for a sample of visitors: the visitor seeking peace, quiet and contact with nature; the cultural visitor; the visitor seeking proximity to gastronomy and nature; and the returning tourist. These typologies were identified on the basis of motivational factors related to specific rural tourism destinations. (Devesa, Laguna, and Palacios 2010). Travelers' motivations and their assessments of the components that constitute the tourist options and visitor experience of a given destination are pertinent to explore. For instance, visitors we have classified as "cultural tourists" displayed high satisfaction levels and provided statistically significant ratings for items linked to their cultural interests. (Devesa et al. 2010). Destination Image, Push Motivation and Pull Motivation influence directly toward Tourist Satisfaction. A key aspect of a successful tourist destination is the ability to make a positive impression on visitors while meeting their needs and fulfilling their expectations, thus striving to encourage repeat visits. This necessitates a visitor-focused orientation, carefully planning and coordinating various aspects of the destination, from attractions and amenities to transportation and lodging. Maintaining a visitor-centric approach can yield a vibrant and thriving tourism industry that delivers value for all stakeholders. (Ermawati and Prihandono 2018).

Special interest tourism has become a popular tourism trend today, where special interest tourism is used to avoid mass tourism. Special interest tourism has become a new global phenomenon that requires tourism service providers to be more creative and innovative so as to provide satisfaction to tourists. There are several principles underlying special interest tourism, including the motivation to look for something new or the element of satisfaction in doing something that has never been done by others, or also looking for new experiences. There are several criteria that can be used to determine a form of special interest tourism, namely the presence of elements: Learning, Rewarding, Enriching, *Adventuring, which is tourism designed as adventure tourism* (Fandeli 2012). In addition to the principles, special interest tourism is also based on several objectives. Namely, rewarding, appreciation of the objects visited; enriching, for example self-enrichment or it can also be in the context of business; adventure, the aim to fulfil a high interest in adventure; and finally learning, the desire to learn new things.

Awareness of the charm of Indonesia with its diversity of natural landscapes, arts, culture, and community customs it is then offered in special interest village tourism trips. Village tourism offers an experience of how to live in the village with the local community, involved in various types of rural community activities, which are fundamentally and technically different from the daily life of tourists. It is then popular called by Live In tour package. The

concept of village tourism are the presence of homestay businesses, rural events, and opportunities for rural products to develop, such as village crafts and village culinary.

One of the tourism service providers that presents alternative tourism with the concept of a tourist village in Semarang Regency is Lerep Tourism Village. Along with the development of Lerep Tourism Village and the many interests of tourists who then present alternative tourism, which provides opportunities for tourists who want to enjoy unspoiled rural life, which is often referred to as Live in. The desire of tourists to learn the culture and way of life of the village community is captured by the manager of Lerep Tourism Village as a Live In tourism package. The Live in tour package is a learning program to get to know a resident's environment, by following all their activities both at home and while working outside. In Live in, tourists are expected to be motivated in learning, understanding, knowing, feeling and reflecting on the activities, life patterns and cultural values of the local community.

This study aims to prove whether or not there is an effect of live in tour packages on tourist satisfaction by proposing 3 problem formulations, namely How does tourist motivation affect tourist satisfaction in the Live in Package at Lerep Tourism Village, How does the quality of special interest tourism affect tourist satisfaction in the Live in Package at Lerep Tourism Village? and Do tourist motivation and the quality of special interest tourism simultaneously affect tourist satisfaction in the Live in Package at Lerep Tourism Village.

METHOD

In order to examine the influence of some variables toward the other variabel, this research used quantitative method. The population of this study are tourists who have stayed overnight in a tourist village to enjoy a Live in tour package in Lerep Village. From January to June 2023, there were 240 live-in package tourists in Lerep Village. Using Slovin sample method this research need sample for 70 tourists. Questionnaires were distributed directly to tourists using accidental sampling. The analysis used is multiple linear regression analysis, t test, F test, and test using SPSS 26.0 for Windows software.

The variables, definitions, dimensions and indicators used in this study are as follows:

Tabel-1 Variables, Definitions and Indicators

Variables	Definitions	Dimension	Indicators	Scale
X1= Motivation	“Motivation is a drive that comes from both inside and outside that	Physical motivation	Rest and Relaxation	Lickert Scale 1=Highly disagree 2=Disagree 3=Neutral
			Want to be healthy and fit	
		Cultural Motivation	Want to know/learn culture/traditions/arts	

	causes someone to do something". (Ayuningtyas and Nugraha 2021)		Want to know/learn about buildings or objects of cultural characteristics	4=Agree 5= Highly agree
		Social Motivation	want to enjoy travelling with friends/family	
			in order to interact with the village community	
		fantasy motivation	to be able to do activities that are different from the daily routine to be able to do interesting/fun activities	
			to be able to do activities that are different from the daily routine to be able to do interesting/fun activities	
X2= Quality of Special Interest Tourism	"Quality is the overall nature of a product or service that affects its ability to satisfy stated or implied needs".(Kotler, P., Keller, K. L., Koshy, A., & Jha 2013)	Learning	There are educational benefits about Lerep Tourism Village	
			There are recreational/entertainment benefits	
			There are benefits of social interaction	
		Rewarding	Fostering love/appreciation of nature	
			Fostering love/appreciation of rural culture	
			Fostering love/respect for differences in society	
			fostering the values of togetherness or gotong – royong	
		Enriching	provide learning about agritourism/agriculture	
			provide learning about rural culture	
			provide learning about processed village products	
Adventuring	go on an adventure through Jelajah Desa on foot/vehicle			
	go on an adventure through various activities while in the village			
Y= Tourist Satisfaction	As "person feeling of pleasure or disappointment which resulted from comparing a product's perceived performance or outcome against his/her expectations" (Kotler and Keller 2012)		General or overall satisfaction	
			Confirmation of expectations	
			Comparison with the ideal situation	

RESULTS AND DISCUSSION

Tourist Profile for Live-In Tour Package

The majority of live-in tourists are female, 70% of people, most of them are < 25 years old at 83%, come from outside Indonesia, foreign tourists 50%, the type of work is Student 87%,

Validity and Reliability Test

Based on the results of validity testing, it shows that all statement items in the questionnaire have significance values <0.05 so that the statement items are valid or can measure the actual situation. The reliability test of Tourist Motivation variable (X1), Special Interest Tourism Quality variable (X2) and Tourist Satisfaction variable (Y) can be seen in the following table:

Tabel 4.5 Reliability-test

Variabel	Cronbach's Alpha	Tingkat Koefisien	Decision
Tourist Motivation (X ₁)	0,681	0.6	Reliabel
Quality of Special Interest Tourism (X ₂)	0,777	0.6	Reliabel
Tourist Satisfaction (Y)	0,862	0.6	Reliabel

Source: Primary Data, 2023

From the table above, it can be seen that the Tourist Motivation variable (X1), the Special Interest Tourism Quality variable (X2) and the Tourist Satisfaction variable (Y) are said to be reliable. This is indicated by the value of Cronbach's Alpha (α) > 0.60, thus the questionnaire can be used for research.

Data Analysis Results

1. Linear Regression Equation

Linear regression analysis is used to determine the linear effect between the variable of Tourist Motivation (X1), the variable of Special Interest Tourism Quality (X2) and the variable of Tourist Satisfaction (Y) with calculations through SPSS version 26.0 obtained the following data:

Tabel 1. Regression Equation Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-5.349	2.098		-2.550	.013
	X1 Motivation	.288	.062	.387	4.672	.000
	X2 Quality	.159	.024	.545	6.573	.000

From the results of the above calculations, it is known that the multiple linear regression equation (Standardized Coefficients) is as follows:

$$Y = 0,387X1 + 0,545X2$$

Description:

- Y = Tourist Satisfaction
 X1 = Traveler Motivation
 X2 = Quality of Special Interest Tourism
 b = Regression Coefficient

From the above equation it can be explained that:

- The regression coefficient value of the influence of the Tourism Motivation Variable (b) is positive, namely 0,387; this can be interpreted that the more there is tourist interest, the more it encourages visiting decisions.
- The regression coefficient value of the influence of the Special Interest Tourism Quality variable (b) is positive, namely 0,545; this can be interpreted that the better the tourist attraction will encourage tourists to decide to visit.

2. Model Test

a. F Test (ANOVA)

ANOVA or analysis of variance, namely the test of regression coefficients together (F test) to test the significance of the influence of several independent variables, namely the effect of tourist interest (X1), the tourist attraction variable (X2), the amenity variable (X3), on the dependent variable, namely the visiting decision variable (Y). The test uses a significance level of 0.05.

Table 2 Anova Test

Model	Sum of Squares	ANOVA ^a		F
		df	Mean Square	
1				
Regression	150.856	2	75.428	50.674
Residual	99.730	67	1.489	
Total	250.586	69		

a. Dependent Variable: YSATISFACTION

b. Predictors: (Constant), X2QUALITY, X1MOTIVATION

Based on Table 4.7, it can be seen that the F count of both variables is 50,674 with a significance of 0.000 < 0.05. It is proven that the independent variable of Tourist Motivation (X1), Special Interest Tourism Quality (X2) affects the dependent variable, namely Tourist Satisfaction (Y).

b. Coefficient of Determination (R²)

The coefficient of determinant or R Square shows as a measure for the influence contribution of the independent variables of Tourist Motivation (X1), Special Interest

Tourism Quality (X2) to the dependent variable, namely Tourist Satisfaction (Y), is presented below:

Table 3 Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.776 ^a	.602	.590	1.22004

a. Predictors: (Constant), X2KUALITAS, X1MOTIVASI

According to the table above, it can be seen that the coefficient of determination in this study, the value of R^2 is 0.602, meaning that the percentage contribution of the influence of the variable influence of Tourist Motivation (X1), Special Interest Tourism Quality (X2) on Visiting Decisions (Y) is 60,2%, while the remaining 39,8% is influenced by other variables not included in this model.

3. Hypothesis Test

a. T-Test

The t test is used to determine whether the independent variable affects the dependent variable. The test uses a significance level of 0.05 and 2 sides. The test steps are as follows:

Hypothesis Testing 1

Effect of Tourist Motivation variable (X1) on Tourist Satisfaction in Live-in Package at Lerep Tourism Village (Y)

Ho:	Tourist Motivation has no positive and significant effect on Tourist Satisfaction in the Live-in Package at Lerep Tourism Village
Ha:	Tourist Motivation has a positive and significant effect on Tourist Satisfaction in the Live-in package at Lerep Tourism Village

Conclusions

The value of t test $>$ t table ($4.627 > 1.990$) and Significance $0.000 < 0.05$ then Ho is rejected, Ha is accepted so it can be concluded that Tourist Motivation partially has a positive and significant effect on Tourist Satisfaction in the Live-in Package at Lerep Tourism Village.

Hypothesis Testing 2:

The Effect of Special Interest Tourism Quality Variable (X2) on Tourist Satisfaction in Live-in Package at Lerep Tourism Village (Y)

Ho:	Special Interest Tourism Quality has no positive and significant effect on Tourist Satisfaction in Live-in Package at Lerep Tourism Village.
Ha:	Special Interest Tourism Quality has a positive and significant effect on Tourist Satisfaction in Live-in Package at Lerep Tourism Village

Conclusions

The value of t test $< t$ Table ($6.573 > 1.990$) and Significance $0.000 < 0.05$ then H_0 is rejected, H_a is accepted so it can be concluded that the Quality of Special Interest Tourism has a positive and significant effect on Tourist Satisfaction in the Live-in Package at Lerep Tourism Village.

Hypothesis Testing 3:

The effect of Tourist Motivation and Special Interest Tourism Quality together on Tourist Satisfaction in Live-in Package at Lerep Tourism Village and the most dominant variable.

Ho:	Tourist Motivation and Special Interest Tourism Quality together have no significant effect on Tourist Satisfaction in Live-in Package at Lerep Tourism Village
Ha:	Tourist Motivation and Special Interest Tourism Quality together have a significant effect on Tourist Satisfaction in Live-in Package at Lerep Tourism Village

Conclusion

F value $> F$ Table ($50.674 > 0.602$) and Significance $0.000 < 0.05$ then H_0 is rejected, H_a is accepted so it can be concluded that Tourist Motivation and Special Interest Tourism Quality together have a significant effect on Tourist Satisfaction in the Live-in Package at Lerep Tourism Village.

The Most Influential Variable

Comparing the beta coefficient of Tourist Motivation and Special Interest Tourism Quality variables. It is obtained that the variable of Tourist Motivation with a coefficient of $0.387 <$ the variable coefficient of Special Interest Tourism Quality of 0.545 so that the variable of Special Interest Tourism Quality is more dominant in influencing Tourist Satisfaction compared to Tourist Motivation.

DISCUSSION

Effect of Tourist Motivation on Tourist Satisfaction in Live-in Package at Lerep Tourism Village

The results of hypothesis testing show that the Tourist Motivation variable has a positive and significant effect on Tourist Satisfaction in the Live-in Package at Lerep Tourism Village. This shows the meaning that the more tourist motivation there is, the more tourist satisfaction will increase in the live-in package at Lerep Tourism Village.

Tourist motivation in this study is measured by indicators of wanting to rest and relax, to be healthy and fit, wanting to get to know/learn culture/tradition/art, wanting to know/learn buildings or objects of cultural characteristics, wanting to enjoy tours with friends/family, to be able to interact with the community, to be able to do activities that are different from the daily routine and to be able to do interesting/fun activities in the live-in package at Lerep Tourism Village.

The results of respondents' responses provide an assessment of the indicators that have the first highest score of 4.87, which is related to wanting to get to know/learn the buildings or objects of the cultural characteristics of the Lerep Tourism Village. This is because there is a strong motivation to want to get to know/learn the culture/traditions/art of Lerep Tourism Village. Respondents also gave a second high score of 4.84 to the indicator that in order to be able to do activities that are different from the daily routine. The indicator that has the third high score of 4.29 is getting to know/learning the buildings or objects of the cultural characteristics of Lerep Tourism Village.

Followed by the fourth high score indicator of 4.82, namely wanting to enjoy tourism with friends/family. Another highest score of 4.8 is to be able to do interesting/fun activities as Tourist Motivation which is a driving factor towards tourist satisfaction in the live-in package at Lerep Tourism Village. Another score of 3.9 in Traveler Motivation is to be able to interact with the people of Lerep Tourism Village. Respondents also gave a score of 3.78 on the indicator of wanting to rest and relax. Respondents' response that has the lowest score of 3.65 is to be healthy and fit. The results of respondents' responses to Tourist Motivation have been maximized in increasing tourist satisfaction in the Live-in package at Lerep Tourism Village. The results of this study support previous research from Raudy (2018), which suggests that the dominant motivation of tourists is very high, namely in cultural motivation.

The Effect of Special Interest Tourism Quality on Tourist Satisfaction in the Live-in Package at Lerep Tourism Village

The results showed that the variable quality of special interest tourism had a positive and significant effect on tourist satisfaction in the live-in package at Lerep Tourism Village. This shows the meaning that the more Lerep Tourism Village has a good quality of special interest tourism, the more it will increase tourist satisfaction in the live-in package at Lerep Tourism Village.

The quality of special interest tourism in this study is measured by indicators of getting educational benefits about Lerep Tourism Village, getting recreational/entertainment benefits, getting social interaction benefits, fostering love/appreciation of nature, fostering love/appreciation of rural culture, fostering love/appreciation of differences in society, fostering the values of togetherness or mutual cooperation, having an adventure through exploring the village by foot/vehicle, having an adventure through various activities while in the village, providing learning about agritourism/agriculture, providing learning about rural culture, providing learning about processed village products.

The results of respondents' responses provide an assessment of the indicator that has the highest score of 4.55 is related to fostering love/appreciation of rural culture. Respondents also gave a high score of 4.54 second place to the indicator of providing learning about processed village products. This is because Lerep Tourism Village has very good and diverse village processed products. . The indicator that has a high score of 4.48 in third place is getting the benefits of social interaction. The fourth highest score of 4.48 is fostering the values of togetherness or gotong - royong.

The indicator that has a high score of 4.47 in fifth place is getting recreational/entertainment benefits. The sixth highest score of 4.47 is fostering love/appreciation of differences in society. Then, the seventh highest score of 4.44 is getting educational benefits about Lerep Tourism Village. The eighth highest score of 4.44 is providing learning about rural culture. The ninth highest score of 4.41 was having an adventure through Jelajah Desa on foot/vehicle.

Respondents also gave another high score of 4.38 to the indicator of fostering love/appreciation of rural culture. The eleventh score of 4.38 was having an adventure through various activities while in the village. The lowest score of 4.32 in the quality of special interest tourism is to provide learning about agritourism/agriculture. The results of respondents' responses to the quality of special interest tourism in the form of providing learning about agritourism / agriculture are less than optimal in the quality of special interest tourism. However, currently Lerep Tourism Village itself continues to make efforts to improve and develop the quality of special interest tourism in Lerep Tourism Village so that it becomes even better so that it can increase tourist satisfaction.

The results of this study support previous research from (Kotler, P., Keller, K. L., Koshy, A., & Jha 2013) suggesting that the quality of tourism products has a significant and positive effect on tourist satisfaction.

The Effect of Tourist Motivation and Special Interest Tourism Quality Together on Tourist Satisfaction in the Live-in Package at Lerep Tourism Village

The results of the study state that together Tourist Motivation, and the Quality of Special Interest Tourism affect Tourist Satisfaction, meaning that Tourist Motivation and the Quality of Special Interest Tourism are factors that attract Tourist Satisfaction in the Live-in Package at Lerep Tourism Village. So that to get Tourist Satisfaction, it is necessary to have Tourist Motivation and improve the Quality of Special Interest Tourism.

Tourist satisfaction in this study is measured by overall satisfaction with the Live-In tour package at Lerep Tourism Village, Live-In tourism activities in Lerep Tourism Village in accordance with expectations and the Live-In tour activity package is very good so that it can be recommended to other parties.

The results of respondents' responses provide an assessment of the dimension that has the highest score of 4.5 is overall satisfied with the Live-In tour package at Lerep Tourism Village. Respondents also gave a high score of 4.45 second place to the dimension of the Live - In tour activity package which is very good so that it can be recommended to other parties. The lowest score was 4.42 in Live - In tour activities in Lerep Tourism Village in accordance with expectations.

Of the two independent variables, respondents chose the Quality of Special Interest Tourism as the most important factor in Tourist Satisfaction in Live-In Package. From the calculation of the coefficient of determination, these two variables contribute an influence of 62% or a high influence and ther remaining 38% is influenced by variables not examined in this study. These variables include price and promotion

Based on Table 4.7, it can be seen that the F count of both variables is 50.674 with a significance of $0.000 < 0.05$. It is proven that the independent variable of Tourist Motivation (X1), Special Interest Tourism Quality (X2) affects the dependent variable, namely Tourist Satisfaction (Y). The coefficient of determination (R^2) which means the contribution of the influence of the independent variable of Tourist Motivation (X1), Special Interest Tourism Quality (X2) to the dependent variable, namely Tourist Satisfaction (Y). The coefficient of determination in this study, the value of R^2 is 0.602, meaning that the percentage contribution of the influence of the variable influence of Tourist Motivation (X1), Special Interest Tourism Quality (X2) on Visiting Decisions (Y) is 60.2%, while the remaining 39.8% is influenced by other variables not included in this model

CONCLUSION

1. This research concludes that Tourist Motivation partially has a positive and significant effect on Tourist Satisfaction in the Live-in Package at Lerep Tourism Village.
2. This research also concludes that the Quality of Special Interest Tourism has a positive and significant effect on Tourist Satisfaction in the Live-in Package at Lerep Tourism Village

3. Tourist Motivation and Special Interest Tourism Quality together have a significant effect on Tourist Satisfaction in the Live-in Package at Lerep Tourism Village. It is obtained that variable of Special Interest Tourism Quality is more dominant in influencing Tourist Satisfaction compared to Tourist Motivation.

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