Disaster Tourism Destinations: Exploring the Motivations and Intentions of Tourist Visits (Case Study on Lava Tour of Mount Merapi Yogyakarta)

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ABSTRACT

The Lava Tour is a visitor tour with a trip to a location related to the volcanic eruption in Sleman Yogyakarta. This research aims to identify the phenomenon of disaster tourism on the Mount Merapi Lava Tour in Yogyakarta. This research collected data from 127 tourists on the Merapi Lava Tour. PLS-SEM was used to determine the relationship between push motivation variables (emotional fulfillment, tourism information, and search for truth) and pull motivation variables (historical heritage, convenient location, and knowledge of tourist attractions) on satisfaction variables and intention to revisit variables.. According to research findings, the positive relationship between satisfaction and intention to return has a dominant influence based on the coefficient value of each predictor. This suggests that the main motivations for returning are emotional fulfillment, truth-seeking, a comfortable atmosphere, and knowledge of tourist attractions, all of which satisfy visitors..

Keywords: Disaster Tourism; Push Motivation; Tourist Satisfaction

INTRODUCTION

Disaster tourism is visiting traveling to a location associated with death, tragedy, or pain. (Foley & Lennon, 1996). The last period has marked a huge increase in disaster tourism, with a growing number of disaster tourists (Martini & Buda, 2020). Tourists visit many places with memorials or historical relics to satisfy their need to look into the past, and visit places that artificially bring death to life. The region of Sleman is the site of one of Indonesia's disaster-based tourism destinations, the Special Region of Yogyakarta. Of all the disaster-based tourist destinations in Yogyakarta, one of the most interesting disaster tourism phenomena is in the Cangkringan, Sleman Regency, and Yogyakarta Special Region districts. Cangkringan District is only 7-10 Km from Mount Merapi from the summit. Some Cangkringan areas are included in disaster-prone area III, such as Umbulharjo, Glagahharjo, Kepuharjo, Wukirsari, and Argomulyo (Muktaf, 2017).

The Lava Tour is one of the tourist attractions offered by the surrounding area on the slopes of Mount Merapi. Lava Tour is a tour developed in the KRB III area. There are several rides on the Lava Tour such as, Kali Adem Bunker, Alien Rock, Petilasan Mbah Marijan, Mbah Marijan's tomb, Museum "Sisa Hartaku" and also offroad sensation in Kali Kuning. To access the

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ride, a jeep is provided for access to the attraction. Despite its growing popularity, there still needs to be a greater understanding of disaster tourism as a multidimensional phenomenon. (Biran et al., 2014). Several studies have examined disaster travelers' motivations and experiences (Poria et al., 2006). The push-pull motivation framework (Indies, 1977). It is still widely used and effective in determining traveler motivation. According to the paradigm, tourists are "driven" to meet their psychological demands, and destination qualities serve as pull factors(Baloglu & Uysal, 1996). Pull factors are important in stimulating travel desire; drive elements are more important in explaining the decision-making process (Hsu et al., 2010).

To comprehend the drive to travel, the prominence of push/push factors over the attraction attribute of the destination, since Internal emotional requirements must be met before actual travel decisions may be made. Exit, relaxation, excitement, and learning are common motivators in traveler motivation study (Li & Cai, 2012; Papadimitriou & Gibson, 2008). However, it is largely based on theoretical frameworks and reasoning with scant empirical data that examine the intention of tourists to visit disaster tourist destinations (Zhang et al., 2016), and the relationship between disaster tourist motivation and revisit intention. Thus, this study focuses on a tourist trip to Lava Tour which is the site of the former eruption of Mount Merapi in Yogyakarta.

The formulation of the problem to be examined is (1) how to check the motivation of tourists visiting disaster-based tourism places; (2) how to investigate the intentions of tourists who revisit disaster-based tourism places to visit disaster-based tourist destinations; and (3) how to investigate the connection between motivation and purpose of tourist visits to disaster-based tourism places. The problem solving that will be done is with a quantitative approach. Questionnaires it is expected to (1) motivate tourists visiting disaster-based tourism places; (2) investigate the intention of tourists who revisit disaster-based tourism places to visit disaster-based tourist destinations; and (3) explore the relationship between motivation and intention of tourist visits to disaster-based tourism places.

The state of the art of existing research is to increase understanding of disaster-based tourism and make other means for new tourism segments (A. Bhati et al., 2021; Biran et al., 2014). With this understanding, it will help local tourism and travel agents to promote disaster-based tourism. Tourists who visit disaster-based tourism show curiousity, so they have experience traveling in places with a dark history. Emotional values uniquely influence disaster-based tourism visits (Lewis et al., 2022). The challenge ahead that is no less important is how to grow tourist loyalty by revisiting or spreading positive word of mouth / WOM to help marketers, government, and local to develop policies and strategies to enhance customer service in disaster-based tourism niche. The novelty of this research is to formulate a strategy for tourist loyalty in Lava Tour disaster-based tourism located in the Cangkringan sub-district, Yogyakarta.

LITERATURE REVIEW
Disaster Tourism

Disaster Tourism refers to the presentation and consumption of actual and commercialized death and disaster sites by visitors who want to feel the truth of these and their connection to atrocities (Yoshida et al., 2016). While disaster tourism creates a new theme idea of tourism, the meanings of dark tourism are given various names and descriptions based on the perspectives of

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different academics. Most gloomy tourism definitions, however, incorporate the historical dimension of the supply and demand relationships, as going to sites where tragedies or historically important deaths occurred and continue affect our lives. Furthermore, (Korstanje, 2015) saw gloomy tourist places as a spatial type of 'death spaces,' where tourists have an odd fascination with the deaths of others. The deaths of others have been commercialized as a tourism attraction. Visiting sites of death and suffering is a novel experience for modern visitors. The reasons for tourists' motivations in visiting disaster tourism are discussed below.

Push and Pull Motivation

Push and pull theory proposes that people or travelers are "pushed" into making travel decisions by internal or intrinsic psychological motivators and "pulled" by external or extrinsic destination motivators. (G. M. S. Dann, 1977) discovered in his research that pull elements have taken priority in tourist research, with a lack of enthusiasm for push factors. Internal urges or the desire to travel, such as the need for escape, novelty, or self-esteem, are examples of push factors, according to (G. M. s. Dann, 1981). The appeal of travel destinations that drive travelers to visit places such as beaches, shopping malls or to go and feel the kindness of residents are known as pull factors.

Push Motivation. A wide range of probable push or intrinsic elements and some pull or extrinsic factors, were discovered to inspire visitors to dark attractions. Tarlow (2005), for example, presents four main emotions that interact and play on the psychological condition of the dark visitor. He says these include insecurity, appreciation, humility, and superiority. According to (Cultures et al., 2021), tourists seek out such dark locales due to a fractured sense of social and cultural identity. Truth seeking, an inner need for change, adventure, or thrill are all part of the trip selection process. According to Webster's dictionary, novelty is defined as something new or uncommon. It was discovered that novelty seeking as a tourist motivator had been thoroughly explored.

Pull Motivation. In this scenario, historical heritage could be a pull motivational factor. The Center for Heritage and Society (CHS) at the University of Massachusetts Amherst defines heritage as "the full range of our inherited traditions, monuments, objects, and culture." Most importantly, we derive various of contemporary activities, meanings, and behaviors from them. Heritage involves but is much more than preserving, excavating, displaying, or restoring an antique collection. It is both concrete and ethereal in that ideas and memories - of songs, cuisine, language, dances, and many other aspects of who we are and how we identify ourselves - are as significant as historical structures and archaeological sites. Because of its various features, the location/site may be a draw factor for visitors. (Urry 1990) wonders if it is conceivable to create, for example, a museum or a history center, keeping any combination of things in a specific location anywhere in the world. Tourism knowledge is one way to gain knowledge and awareness of tragic occurrences. There is usually always a need to understand why a tragic or fatal event occurred, and people may respond in various ways. Many dark tourist destinations have educational goals to help people learn from the past.

Satisfaction and Revisit Intention. According to the tourism literature, satisfaction is defined as a consequence of both pre-travel expectations and post-travel experience (Hosany &

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Prayag, 2013). The expectation-disconfirmation model is an extensively used model in tourism literature for analyzing tourist satisfaction levels.. In this approach, satisfaction is defined when perceived performance equals or surpasses intended performance, such as revisit intention (R. L., 1980). From the explanation of the literature above, the following hypothesis can be formulated:

H1: Emotional fulfillment has a positive and significant effect on Satisfaction

H2: Traveller information has a positive and significant effect on Satisfaction

H3: Truth-Seeking has a positive and significant effect on Satisfaction

H4: Historical heritage has a positive and significant effect on Satisfaction

H5: Convenient location has a positive and significant effect on Satisfaction

H6: Knowledge of tourist attractions has a positive and significant effect on Satisfaction

H7: Emotional fulfillment has a positive and significant effect on the intention to revisit

H8: Tourist information has a positive and significant effect on the intention to revisit

H9: Truth-Seeking has a positive and significant effect on Revisit Intent

H10: Historical heritage has a positive and significant effect on the intention to visit again

H11: Convenient location has a positive and significant effect on the intention to visit again

H12: Knowledge of tourist attractions has a positive and significant effect on the intention to revisit

H13: Emotional fulfillment has a positive and significant effect on the intention to visit again through satisfaction

H14: Traveller information has a positive and significant effect on the intention to revisit through Satisfaction

H15: Truth-Seeking has a positive and significant effect on Revisit Intent through Satisfaction

H16: Historical heritage has a positive and significant effect on the intention to visit again through satisfaction

H17: Convenient location has a positive and significant effect on the intention to visit again through Satisfaction

H18: Knowledge of tourist attractions has a positive and significant effect on the intention to revisit through satisfaction
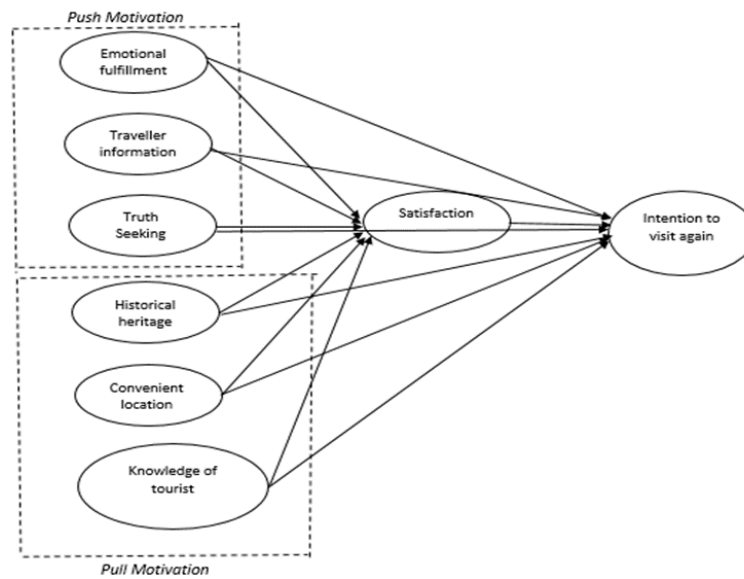
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Figure 1. Propose Model

METHOD

Quantitative research methods were used to analyze The data provided in this research. Data was collected through an online questionnaire survey. The variables associated with this study are variables consisting of push and pull motivation variables (dependent) on revisit intention (independent) through satisfaction (intervening). The location used in this study is the Mount Merapi Lava Tour tourist spot in Cangkringan District, Sleman Regency, Special Region of Yogyakarta. The research was carried out by collecting data through the distribution of questionnaires to tourists visiting the tourist attractions of Mount Merapi LavaTour. The population of this study is tourists who have visited Lava Tour tourist attractions in Yogyakarta. The target sample collected was 135 people. Likert scales with approval the study employed ratings ranging from "1 - Strongly Disagree" to "5 - Strongly Agree."

Since the proposed model is complex, structural equation modeling (SEM) is used for analyzing the data. PLS-SEM is a viable component-based approach for testing developmental theory among the two types of SEM, covariance-based SEM (CB-SEM) and least squares-based SEM (PLS-SEM) (Hair et al., 2018). Therefore, SmartPLS 3.0 is used for interpreting data. Data analysis that is systematic procedure includes the study of demographic information, the evaluation of measurement models, and the evaluation of structural models are all examples of this.

RESULT AND DISCUSSION

Research Result

Descriptive Analysis of Respondents

From the questionnaire distributed through online media, the survey within one month received responses from 137 respondents from a target of 135 the participants. The following table describes the respondents:

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Tabel 1. Description of Research R

Characteristic of Respondents		Total	Percentage
Gender	(L)	44	34.4%
	(P)	83	65.6%
Age	(< 20 years)	12	9,9%
	(21-30 years)	42	33,1%
	(31-40 years)	5	41,1%
	(>40 years)	20	15,9%
Last Education	(Student)	55	43,7%
	(Employee)	30	23,8%
	(Entrepreneur)	42	32,5%

Source: Data processed,2023

Test Results of Instrument Validity and Reliability

To test the validity of construct variables, researchers use the Average Variance Extracted (AVE) method by assessing the loading factor where the value is > 0.4 and the value of the AVE is > 0.5 (Hair et al., 2018). Meanwhile, to test reliability using Composite Reliability (CR), with a CR value of > 0.7, construct tests can be accepted according to Fornell and Larcker (1981). The final results of the model estimation presented in Figure 2:
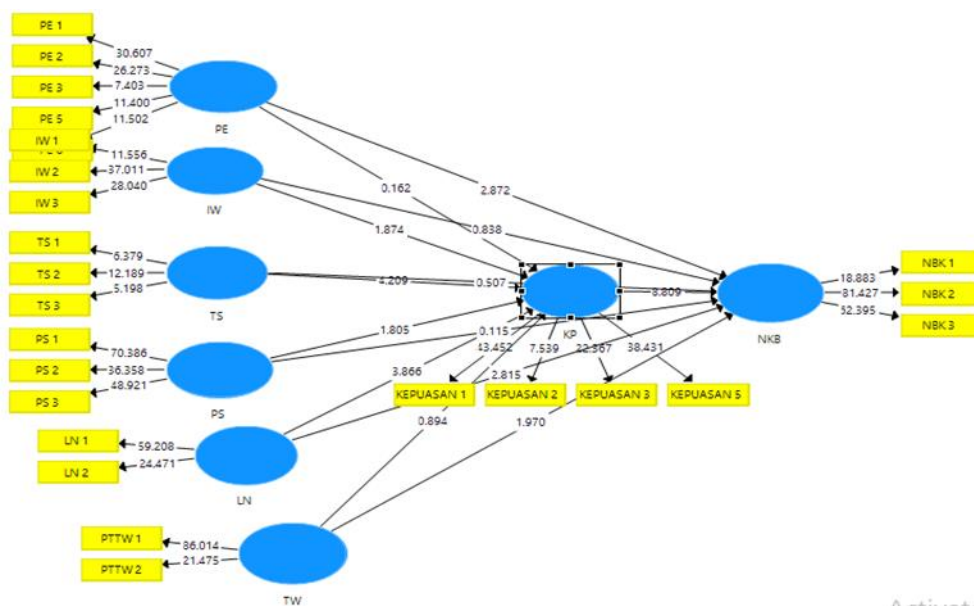

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Figure 2. Output Results of Final Estimation of Loading Factor

According to the validity test findings, the loading factor shows that the data tested meets the criteria. Furthermore, the AVE value of all constructs is above 0.5, so it can be concluded that all construct variables are valid. The CR value for testing reliability shows that the value of all construct variables is>0.7. So, it is possible to deduce that construct variables are met with reliability. Table 2 shows the outcomes of the tests:

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Table 2. Test Composite Reliability and AVE Research Model

Variable	Indicator	Loading Factor	Composite Reliability	AVE
Fulfiiment Emotional	FE1	0,895	0.913	0.679
	FE2	0,886		
	FE3	0,753		
	FE5	0,771		
	FE6	0,804		
Traveller Information	TI1	0,841	0,906	0,763
	TI2	0,895		
	TI3	0,884		
Truth Seeking	TS1	0.842	0,880	0,710
	TS2	0,897		
	TS3	0,784		
Historical Heritage	HH1	0,963	0,958	0,884
	HH2	0,923		
	HH3	0,934		
Convenient Location	CL1	0,929	0,914	0,841
	CL2	0,905		
Knowledge of Tourist	KT1	0,939	0,911	0,837
	KT2	0,890		
	ST1	0,876	0,909	0,714
Satisfaction	ST2	0,737		
	ST3	0,866		
	ST5	0,892		
Intention to Visit Again	IVA1	0,888	0,940	0,839
	IVA2	0,952		
	IVA3	0,906		

Source: Data processed,2023

Inner Model

Evaluating the links between latent constructs, as suggested in this study, is what the inner model is all about. The inner model is looking for a connection between constructs, significance values, and R-Square values. The following is the output of R-Square in Table 3:

Table 3. R Square

	R Square	R Square Adjusted
ST	0,751	0,735
IVA	0,816	0,802

Source: Data processed,2023

The R Square value of Satisfaction (KP) of 0.751 can be understood to mean that the variability of the Satisfaction construct (KP) that can be stated as follows the six variables in the model is 75.1%. In contrast, 24.9% is explained by other variables that are not studied in this model.

The R Square value of the Intention to Revisit (NBK) of 0.816 can be understood to mean that the variability of the Revisit Intention (NBK) construct that can be stated as follows the seven variables in the model is 81.6%. in contrast,28.4% is explained by other variables not studied in this model.

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Hypothesis Testing of Direct Influence

Data analysis to examine the structural relationship between Emotional Fulfillment, Traveller Information, Truth Seeking, Historical Heritage, Convenient Location, Knowledge of Tourist Attractions, Satisfaction and Intention to Revisit was carried out by testing the t value, and P value (P-value). To find out the connection between the eleven variables can be observed in estimate values marked positive and negative, where a positive estimate value indicates a positive relationship and vice versa. Furthermore, t. and P values indicate the significance of the relationship between variables, where t. values greater than 1.96 and P values lower than 0.05 indicate a significant relationship, while t values lower than 1.96 and P values greater than 0.05 indicate an insignificant relationship between variables. The four hypotheses were tested using PLES-SEM and the results of the hypothesis test in the study can be seen in Table 4:

Table 4. Direct Effect Hypothesis

	T statistic	P values
EE → ST	2,162	0,002
TI → ST	1,874	0,062
TS → ST	4,209	0,000
HH → ST	1,805	0,072
CL → ST	3,866	0,000
KT → ST	5,318	0,000
EE → IVA	2,872	0,004
TI → IVA	0.838	0,403
TS → IVA	0,507	0,613
HH → IVA	0,115	0,909
CL → IVA	2,815	0.004
KT → IVA	8,624	0,000
ST → IVA	8,809	0,000

Source: Data processed,2023

In this research study, not all hypotheses have a significant effect. The first hypothesis states a strong connection exists between the emotional fulfillment variable and the satisfaction variable (T = 2.162; P=0.002). This is because the T value obtained is 2.162 > of ±1.96 and P of 0.002 < 0.05, with a significance level of 0.05 or 5%. This test shows that hypothesis one is accepted as correct. In the second hypothesis, it was found that there was no significant relationship between the traveler information variable and the satisfaction variable (T = 1.874; P=0.062). This is because the T value obtained is 1.874 < from ±1.96 and P is 0.062 > 0.05, with a significance level of 0.05 or 5%. This test showed that hypothesis two was rejected. The third hypothesis strongly connects the truth-seeking variable and the satisfaction variable (T = 4.209; P=0.000). This is because the T value obtained is 4.209> from ±1.96 and P is 0.000 < 0.05, with a significance level of 0.05 or 5%. This test shows that hypothesis three is accepted as correct. In the fourth hypothesis, it was found that there was no significant relationship between historical relic variables and satisfaction variables (T = 1.805; P=0.072). This is because the T value obtained is 1.805 < from ±1.96 and P is 0.072 > 0.05, with a significance level of 0.05 or 5%. This test showed that hypothesis four was rejected. In the fifth hypothesis, there was a significant

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relationship between the convenient location variable and the satisfaction variable (T = 3.866; P=0.000). This is because the T value obtained is 3.866> from ±1.96 and P is 0.000 < 0.05, with a significance level of 0.05 or 5%. This test demonstrates that hypothesis five is correct. In the sixth hypothesis, there is a significant relationship between the variable of knowledge about tourist attractions and the variable of satisfaction (T = 5.318; P=0.000). This is because the T value obtained is 5.318> from ±1.96 and P is 0.000 < 0.05, with a significance level of 0.05 or 5%. This test shows that hypothesis six is accepted as correct.

In the seventh hypothesis, there is a significant relationship between the emotional fulfillment variable and the intention to revisit variable (T=2.872; P=0.004). This is because the T value obtained was 2.872 > ± 1.96 and P was 0.002 < 0.05, with a significance level of 0.05 or 5%. This test shows that hypothesis seven is accepted as true. In the eighth hypothesis, it was found that there was no significant relationship between the tourist information variable and the intention to revisit variable (T=0.838; P=0.403). This is because the T value obtained was 0.838 < ± 1.96 and P was 0.403 > 0.05, with a significance level of 0.05 or 5%. This test shows that hypothesis eight is rejected as true. In the ninth hypothesis, it was found that there was no significant relationship between the truth seeking variable and the intention to revisit variable (T=0.507; P=0.613). This is because the T value obtained is 0.507 < ± 1.96 and P is 0.613 > 0.05, with a significance level of 0.05 or 5%. This test shows that hypothesis nine is rejected as true. In the tenth hypothesis, it was found that there was no significant relationship between the historical heritage variable and the intention to revisit variable (T=0.115; P=0.909). This is because the T value obtained is 0.115 < ± 1.96 and P is 0.909 > 0.05, with a significance level of 0.05 or 5%. This test shows that hypothesis ten is rejected as true. In the eleventh hypothesis, there is a significant relationship between the convenient location variable and the intention to revisit variable (T=2.815; P=0.004). This is because the T value obtained was 2.815 > ± 1.96 and P was 0.002 < 0.05, with a significance level of 0.05 or 5%. This test shows that hypothesis eleven is accepted as true. In the twelfth hypothesis, there is a significant relationship between the variable knowledge about tourist attractions and the variable intention to visit again (T=8.624; P=0.000). This is because the T value obtained was 8.624 > ± 1.96 and P was 0.000 < 0.05, with a significance level of 0.05 or 5%. This test shows that hypothesis twelve is accepted as true. In the thirteenth hypothesis, a sicnificant relationship exists between the satisfaction variable and the intention to revisit variable (T=8.809; P=0.000). This is because the T value obtained was 8.809 > ± 1.96 and P was 0.000 < 0.05, with a significance level of 0.05 or 5%. This test shows that hypothesis thirteen is accepted as true.

Testing the Indirect Effect Hypothesis

In testing the indirect influence hypothesis, data analysis was used to test the influence of the relationship between Emotional Fulfillment on Intention to Revisit which is mediated by Satisfaction, the influence of the relationship between Tourist Information on Intention to Revisit which is mediated by Satisfaction, the influence of the relationship between Truth Seeking on Intention to Revisit which is mediated by Satisfaction, the influence of the relationship between Historical Relics on Intention to Revisit which is mediated by Satisfaction, the influence of the relationship between Knowledge about Tourist Attractions which is mediated by Satisfaction, and

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the influence of the relationship between Convenient Location on Intention to Revisit which is mediated by Satisfaction. To determine the relationship between the eleven variables, you can see the estimated values with positive and negative signs, where positive estimate values indicate a positive relationship and vice versa. Next is the t value and P indicates the significance of the relationship between variables, where the t value which is greater than 1.96 and a P value lower than 0.05 indicates a significant relationship, whereas a t value lower than 1.96 and a P value greater than 0.05 indicates an insignificant relationship between variables. The four hypotheses were tested using PLES-SEM and the results of hypothesis testing in the research can be seen in Table 5:

Table 5. Indirect Effect Hypothesis

	T Statistic	P values
EE → ST → IVA	0,161	0,872
TI → ST → IVA	1,806	0,071
TS → ST → IVA	3,582	0,000
HH → ST → IVA	5,764	0,007
CL → ST → IVA	3,706	0,000
KT → ST → IVA	3,858	0,003

Source : Data Processed 202

In this research study, it can be seen that not all hypotheses have a significant effect. For the fourteenth hypothesis, it was found that there was no significant relationship between the emotional fulfillment variable and the intention to revisit variable which was mediated by the satisfaction variable (T=0.161; P=0.872). This is because the T value obtained is $0.261 < \pm 1.96$ and P is $0.872 > 0.05$, with a significance level of 0.05 or 5%. This test shows that hypothesis fourteen is rejected as true. In the fifteenth hypothesis, it was found that there was no significant relationship between the tourist information variable and the intention to revisit variable which was mediated by the satisfaction variable (T=1.806; P=0.071). This is because the T value obtained was $1.806 < \pm 1.96$ and P was $0.071 > 0.05$, with a significance level of 0.05 or 5%. This test shows that hypothesis fifteen is rejected as true. The sixteenth hypothesis states that there is a significant relationship between the truth seeking variable and the intention to revisit variable which is mediated by the satisfaction variable (T=3.582; P=0.000). This is because the T value obtained was $3.582 > \pm 1.96$ and P was $0.000 < 0.05$, with a significance level of 0.05 or 5%. This test shows that the sixteenth hypothesis is accepted as true. The seventeenth hypothesis states a significant relationship between the historical heritage variable and the intention to revisit variable mediated by the satisfaction variable (T=5.764; P=0.007). This is because the T value obtained was $5.764 > \pm 1.96$ and P was $0.007 < 0.05$, with a significance level of 0.05 or 5%. This test shows that hypothesis seventeen is accepted as true. The eighteenth hypothesis states a significant relationship exists between the convenient location variable and the intention to revisit variable which is mediated by the satisfaction variable (T=3.706; P=0.000). This is because the T value obtained was $3.706 > \pm 1.96$ and P was $0.000 < 0.05$, with a significance level of 0.05 or 5%. This test shows that the eighteenth hypothesis is accepted as true. The nineteenth hypothesis states a significant relationship exists between the variable knowledge about tourist attractions and the

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variable intention to revisit which is mediated by the variable satisfaction (T=3.858; P=0.003). This is because the T value obtained was 3.858 > ± 1.96 and P was 0.003 < 0.05, with a significance level of 0.05 or 5%. This test shows that the eighteenth hypothesis is accepted as true.

Discussion

Based on the test results, the push motivation variable which consists of emotional fulfillment, tourist information and truth seeking variables and the pull motivation variable which consists of historical heritage variables, comfortable locations and knowledge about tourist attractions have a significant and insignificant influence on the satisfaction and intention to visit variables return. Of the nineteen hypotheses proposed, twelve hypotheses were accepted, while seven hypotheses were rejected. In addition, the findings show that there is a perfect mediation effect on the indirect relationship between constructs. Judging from the positive association between satisfaction and desire to revisit, it has the strongest estimate or dominant influence, with the highest coefficient value of each predictor. This implies that the desire to return is mostly motivated by emotional fulfillment, truth-seeking, a pleasant setting, and knowledge of tourist attractions, which create a feeling of satisfaction when visiting the Merapi Lava tour.

The first and third hypotheses, analysis tests show that the constructs of emotional fulfillment and truth seeking, which are driving factors, are significant predictors of satisfaction with the Lava Tour Merapi tourist destination. These findings are consistent with research (Baloglu & Uysal, 1996), (A. S. Bhati et al., 2020; Han & Hyun, 2014; Sharma & Nayak, 2019; Yoon & Uysal, 2005). The research results show that fulfilling emotional psychological needs and seeking the truth about the history of disaster tourism at the Lava tour destination Merapi provides satisfaction for visitors at the Lava tour destination Merapi. The second hypothesis, the analysis test shows that the information search construct which is a driving factor is an insignificant predictor of satisfaction with the Lava Tour Merapi tourist destination. This finding is inconsistent with research (Baloglu & Uysal, 1996; Han & Hyun, 2014; Niemela, 2010; Sharma & Nayak, 2019; Yoon & Uysal, 2005). This inconsistency is likely caused by insufficient promotion by the local government so that there is minimal information regarding the Lava Tour Merapi tourist destination, therefore management and local government can form an appropriate promotion system so that tourists can find information easily and interestingly.

The fourth hypothesis, the analysis test shows that the historical heritage construct which is a pull factor is an insignificant predictor of satisfaction with the Merapi Lava Tour tourist destination. This finding is inconsistent with research (A. Bhati et al., 2021; Han & Hyun, 2014; Yoon & Uysal, 2005). This inconsistency is probably caused by a lack of information about the dark history of the eruption of Mount Merapi by tour guides, so that tourists do not feel a sense of empathy for the historical heritage at the Lava Tour Merapi tourist destination, therefore management and local government can often carry out socialization and discussion group forums. so that the presentation of historical heritage by the tour guide can be well received by tourists. The fifth and sixth hypotheses, analysis tests show that the construct of a convenient location and knowledge about tourist attractions which are pull factors are significant predictors of satisfaction with the Lava Tour Merapi tourist destination. These findings are consistent with the research (A. Bhati et al., 2021; Han & Hyun, 2014; Sharma & Nayak, 2019; Yoon & Uysal, 2005). The

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research results show that a comfortable location and knowledge about tourist attractions satisfy to visitors at the Merapi Lava tour destination.

The seventh, eleventh and twelfth hypotheses, analysis tests show that the constructs of emotional fulfillment, comfortable location and knowledge about tourism are significant predictors of intention to revisit the Merapi Lava Tour tourist destination. These findings are consistent with research (Qian et al., 2022; Sharma & Nayak, 2019; Zaman et al., 2011; Zhang et al., 2016). The research results show that emotional fulfillment, a comfortable location and knowledge about tourism make tourists intend to return to the Merapi Lava Tour destination. The eighth, ninth and tenth hypotheses, analysis tests show that the constructs of tourist information, truth seeking and historical heritage are insignificant predictors of intention to revisit the Merapi Lava Tour tourist destination. This finding is inconsistent with research (Qian et al., 2022; Sharma & Nayak, 2019; Sigala & Steriopoulos, 2021; Zhang et al., 2016). This could be because tourists looking for information, looking for historical truth, must feel satisfaction first before forming the intention to visit again. The thirteenth hypothesis, the analysis test shows that satisfaction is a significant predictor of intention to return to the Merapi Lava Tour tourist destination. These findings are consistent with research (Qian et al., 2022; Sharma & Nayak, 2019; Weaver et al., 2018).

The fourteenth and fifteenth hypotheses, the analysis test shows that the construct of emotional fulfillment and tourist information on intention to revisit which is mediated by satisfaction is an insignificant predictor for the Lava tour destination Merapi. This finding is inconsistent with research results (Sharma & Nayak, 2019). The field research results show that satisfaction is not a mediator in the intention to revisit the construct of emotional fulfillment and tourist information. The sixteenth, seventeenth, eighteenth and nineteenth hypotheses, analysis tests show that the construct of truth seeking, historical heritage, convenient location and knowledge about tourist attractions on intention to revisit which is mediated by satisfaction is a significant predictor of the Merapi Lava tour destination. This finding aligns with research conducted by (Sharma & Nayak, 2019),which that the satisfaction variable plays a role as a perfect mediation (complete mediation) on the indirect relationship between truth seeking, historical heritage, convenient location and knowledge about tourist attractions on intention to visit return. The mediation path has a positive value, meaning that the greater the increase in the variables of truth-seeking, historical heritage, convenient location and knowledge about tourist attractions, the greater the increase in satisfaction and intention to visit tourists again at the Merapi Lava tour destination.

CONCLUSION

The purpose of this study is to investigate the motivation of tourists at the Merapi Lava tour destination in Cangkringan, Sleman, Yogyakarta. Tourist motivation consists of push factors and pull factors. The tourist push factors consist of emotional fulfillment, tourist information and truth seeking, while the tourist pull factors consist of historical heritage, convenient locations and knowledge of tourist attractions. The tourist information variable was proven to have no relationship with the satisfaction and the intention to return visit variables. This could be because the promotion carried out by the local government could be more optimal and can still be

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improved. Satisfaction is a perfect mediating variable between the motivation variable and the intention to return visit variable, so tourist managers must to pay attention in order to provide maximum satisfaction to tourists at the Merapi Lava Tour tourist destination so that they have the intention to return to the Merapi Lava Tour tourist destination.

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