

## MOTIVATION-BASED SEGMENTATION OF THEME PARK VISITOR

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### ABSTRACT

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Theme parks serve as significant tourism attractions that necessitate strategic reorientation, given the evolving expectations and experiences of tourists. The diverse motivation segments of theme park visitors indicate varying incentives, which impact their decisions and actions while at the theme park. This study aims to segment theme park visitors based on their visitation motivations, utilizing four primary variables: Challenge, Curiosity and need for different, Escape and relaxation, and Socializing with family and friends. A quantitative method was employed, collecting data through structured questionnaires from 450 respondents who had visited a theme park. Data were reduced using Principal Component Analysis (PCA) and K-Means to form clusters. The research findings indicate several motivations influencing theme park visitation, namely:

Experiential Enjoyment Seekers, Escape and Fun-Oriented Visitors and Relationship-Driven Companions. This study contributes to expanding the existing literature on visitor motivations and offers managerial implications for theme park managers to adjust their marketing strategies according to these clusters, thereby enhancing visitor satisfaction and loyalty towards the theme park.

**Keywords:** Theme park tourism; Motivation-based segmentation; Visitor behavior; Push and pull factors; Tourism management

### INTRODUCTION

Theme parks are themed amusement facilities that provide adventure, adrenaline, relaxation, and experiences distinct from everyday routines, while also serving as interactive performance venues (Liang & Li, 2023). According to Bai et al. (2024), theme parks can function as spaces for recreation, social interaction, and communication media that enhance urban aesthetics and expand green open areas. Beyond their role as entertainment venues, theme parks also act as major attractions that significantly increase tourist arrivals to destinations (Lee et al., 2020). Thus, theme parks make an important contribution to supporting sustainable tourism by offering multidimensional benefits encompassing economic, social, and environmental aspects (Milman et al., 2020).

In the face of intensifying industry competition, theme parks now serve more than just recreational purposes (Razak et al., 2020). They increasingly aim to meet visitors' emotional and psychological needs, such as outdoor leisure activities that provide emotional benefits, including mood improvement and relief from stress (Song, 2024). To gain deeper insights into visitor needs and behaviors, motivation-based segmentation emerges as a crucial approach (Kim & Ritchie, 2012). This method enables theme park managers to identify diverse tourist segments based on their motivations for visiting.



A previous study by Kwang-Soo Park, Yvette Reisinger, and Cheol-Soo Park (2009) identified four motivational clusters of theme park tourists: Fantasy seekers, Thrilling ride seekers, Light enjoyment seekers, and Science seekers. Meanwhile, Zafeiroudi and Kouthouris (2023) discovered three motivational clusters: Incurious to activities and social life, Recreation and nature oriented, and Outdoor activities enthusiast. By identifying visitor segments based on motivational factors, managers can design and deliver experiences aligned with the expectations of each cluster (Otoo et al., 2020). This understanding allows theme park operators to provide more targeted facilities and programs, such as family recreation zones, attractive bundling packages, and more diverse live shows and attractions (Carvache-Franco et al., 2024). Consequently, such efforts have the potential to enhance visitor satisfaction and loyalty.

Most theme parks still rely on traditional demographic segmentation—such as age, gender, and income—to understand and attract visitors (Wu & He, 2022). However, this approach is often ineffective in uncovering the underlying motivations of tourists, as demographic segmentation tends to overlook individual differences in needs, preferences, and behaviors (Sharko, 2020). Therefore, a more comprehensive segmentation approach is required to capture psychographic factors, including psychological traits and consumer lifestyles. By integrating demographic and psychographic dimensions, theme parks can gain deeper insights into the behavior of their target consumers (Akel & Çakir, 2022). Hence, the implementation of a more holistic segmentation strategy allows theme parks to be more effective in attracting and retaining visitors (Rana et al., 2024).

This study aims to identify and analyze motivation-based segmentation of theme park visitors, with a particular focus on understanding the psychological and emotional factors that influence visitation decisions. The research will focus on three of the largest theme parks in Java Island: Dunia Fantasi (Dufan), Trans Studio Bandung, and Jawa Timur Park (Jatim Park). These theme parks were selected based on their high popularity and significant contributions to Indonesia's tourism industry. Under the research title "Motivation-based Segmentation of Theme Park Visitors," this study is expected to enrich the theoretical understanding of visitor motivation segmentation and provide relevant managerial implications for the theme park industry across Indonesia.

## LITERATURE REVIEW

### Segmentation

Segmentation is a process within marketing strategy, whereby companies categorize homogeneous groups of target consumers based on specific characteristics such as motivation, behavior, demographics, and psychographics (Frank Bass et al., 1968). According to Malcolm McDonald and Ian Dunbar (2003), segmentation is the process of identifying and selecting consumers according to the target audience the company seeks to reach. This process forms the foundation of marketing strategy with the objective of understanding differences among consumers, thereby enabling companies to adapt their products and services more effectively (Barnett, 1969). Through market segmentation, companies can allocate resources optimally and design more relevant marketing campaigns for each segment (Kotler et al., 2013). This approach aligns with Smith's (1956) perspective, which argues that market segmentation enables firms to deliver more optimal value propositions to consumers by tailoring products and services according to their preferences and needs. Consequently, market segmentation becomes a key element in achieving competitive advantage and enhancing customer satisfaction in increasingly complex and dynamic business environments (Dolnicar et al., 2018).

### Tourist Motivation

According to John L. Crompton (1979), the study of tourist motivation seeks to understand the factors that drive individuals to travel and choose particular destinations. The development of tourist motivation theory has involved various approaches, ranging from intrinsic and extrinsic motivation to models such as the hierarchy of needs, which aid in formulating the

underlying reasons behind tourist behavior (Mahika, 2011). Tourist motivation is often explained through the 'Push and Pull Factors' framework, which distinguishes between two categories of motivation: internal push factors, such as the need for relaxation or the pursuit of new experiences, and external pull factors, such as the attractiveness of a destination (Yuan & McDonald, 1990). According to Desna R. Turnbull and Muzaffer Uysal (1995), push factors refer to motivations that encourage individuals to leave their place of residence or daily routines, including the desire to seek new experiences, escape from routine, or the need for relaxation. Pull factors, in contrast, refer to the characteristics or attributes of a destination that attract tourists, such as cultural richness, stunning natural beauty, or diverse recreational activities. Understanding both factors can assist destination managers in designing products and services that align more closely with tourists' needs and expectations (Ganbold et al., 2024).

## Theme Park

A theme park is a recreational area designed to provide integrated entertainment experiences for visitors through a variety of attractions, rides, and facilities associated with a specific theme (McClung, 1991). According to Susan G. Davis (1996), theme parks offer not only entertainment but also memorable experiences for tourists. In Indonesia, several theme parks are popular and attract significant tourist attention, including Dunia Fantasi (Dufan) in Jakarta, Trans Studio Bandung in West Java, and Jawa Timur Park (Jatim Park) in Batu, East Java. Established in 1985, Dufan features more than 37 rides divided into nine themed zones (Meilani et al., 2013). Meanwhile, Trans Studio Bandung is the largest indoor theme park in Indonesia, offering various attractions, including the world's fastest roller coaster, which serves as a major draw for tourists (Widyakto et al., 2022). Jatim Park, consisting of several integrated parks, combines education and entertainment, making it an attractive option for families (Samira et al., 2024).

### Theme Park Tourist Segmentation Based on Motivation

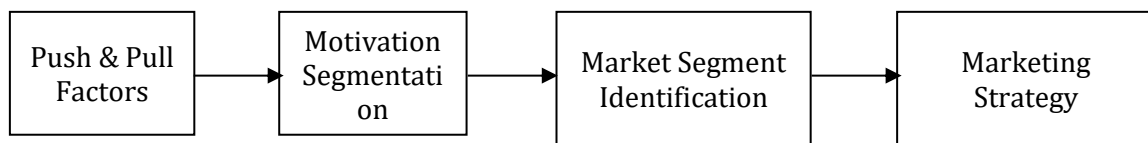


Figure 1. Research Framework

Segmenting theme park tourists based on their motivations for visiting is an important approach to understanding tourist behavior and designing appropriate marketing strategies (Rashid, 2005). Motivation is typically classified into push and pull factors that drive tourists to visit theme parks (Mason, Michela C. et al., 2018). These push and pull factors generate various motivational dimensions influencing theme park visitation. For instance, Kwang-Soo Park, Yvette Reisinger, and Cheol-Soo Park (2009) identified six dimensions: Fantasy & Myth, Learning, Excitement, Science and Technology, Rides, and Small-town America. Zafeiroudi and Kouthouris (2023) proposed five motivational dimensions: Achievement and Skills, Escapism and Nature Enjoyment, Fitness, Excitement, and Tell Others. Similarly, Shih-Shuo (Sam) Yeh (2008) identified five dimensions: Challenge, Escape/Relaxation, Curiosity and Need for Difference, Socializing with Families, and Socializing with Friends.

In this study, four dimensions are employed to measure tourist motivation segmentation, namely: Challenge, Curiosity and Need for Difference, Escape and Relaxation, and Socializing with Family and Friends. Based on this theoretical foundation, the research framework begins with push and pull factors, which are then operationalized into motivational dimensions used to classify tourists. These segments are subsequently applied to identify target markets and serve as a basis for developing marketing strategies for the theme park industry.

## METHOD

This study adopts a quantitative approach to analyze the segmentation of theme park visitors based on their travel motivations. The measurement of motivational segmentation variables was conducted using a structured questionnaire, divided into two sections: (1) statements assessed through a Likert scale (Croasmun & Ostrom, 2011), ranging from (1) strongly disagree to (5) strongly agree; and (2) general questions with short-answer responses provided by the participants.

The questionnaire consisted of 45 Likert-scale items, distributed as follows: 11 items measuring the Challenge dimension, 13 items measuring Curiosity and Need for Difference, 12 items measuring Escape and Relaxation, and 9 items measuring Socializing with Family and Friends. In addition, the general question section included three items focusing on tourists' impressions of visiting a theme park, respondents' suggestions for theme park management, and their recommendations for future visitors.

The number of respondents in this study was 450, determined by the rule of thumb of 10 respondents per item ( $45 \times 10$ ) as suggested by Hair et al. (2013).

For data analysis, Cluster Analysis was employed. Cluster analysis is a statistical technique used to classify individuals into segments based on similarities (Saunders, 1980). This method allowed the researcher to group respondents according to their motivations for visiting theme parks. Among the various clustering techniques, the K-Means algorithm was applied, as it is a widely used method that partitions data into a predetermined number of clusters based on proximity or distance measures (Kanungo et al., 2000). By applying cluster analysis with the K-Means method, this study seeks to transform the previously identified motivational factors into representative visitor clusters.

Accordingly, the findings are expected to contribute to a more comprehensive understanding of theme park visitor segmentation, specifically by identifying distinct motivational clusters that can inform more effective marketing and management strategies.

## RESULTS AND DISCUSSION

### Identification of Respondents' Characteristics and Experiences

This study involved a total of 450 respondents who provided valid data. To gain an understanding of the respondents' basic profiles, several demographic questions were included in the questionnaire. These covered variables such as gender, age, place of residence, educational background, occupation, and income level.

A detailed description of the respondents' characteristics is presented in Table 1 below:

**Table 1. Respondent Characteristics**

Profile	Category	Frequency	(%)
<b>Gender</b>	Male	209	46.4
	Female	241	53.6
<b>Age</b>	≤20 Years	64	14.2
	21–30 Years	252	56.0
	31–40 Years	99	22.0
	41–50 Years	31	6.9
	51–60 Years	4	0.9
<b>Residence</b>	Serang	13	2.9
	Jakarta	108	24.0
	Bandung	144	32.0
	Bogor	60	13.3
	Semarang	38	8.4
	Solo	17	3.8
	Surabaya	22	4.9
	Malang	26	5.8
	Yogyakarta	19	4.2
	Others	3	0.7
<b>Education Level</b>	Junior High School	8	1.8
	Senior High School	183	40.7
	Diploma	71	15.8
	Bachelor (S1)	179	39.8
	Master (S2)	8	1.8
	Doctorate (S3)	1	0.2
<b>Occupation</b>	Student (School)	17	3.8
	University Student	197	43.8
	Private Employee	122	27.1
	Entrepreneur	58	12.9
	Civil Servant	48	10.7
	Housewife	8	1.8
<b>Monthly Income</b>	< Rp500,000	70	15.6

Profile	Category	Frequency	(%)
	Rp500,000 – Rp1,500,000	81	18.0
	Rp1,500,000 – Rp3,000,000	97	21.6
	Rp3,000,000 – Rp4,500,000	69	15.3
	> Rp4,500,000	133	29.6

Source: Data Processing Results, 2025.

In addition to respondent characteristics, this study also explored tourists' experiences related to their visits to theme parks. Several aspects were examined, including theme parks previously visited, purposes of visit, visiting companions, and frequency of visits. A detailed description of respondents' tourism experiences is presented in Table 2 below:

**Table 2. Respondents' Theme Park Experiences**

Statement	Category	Frequency	(%)
<b>Theme Park Visited</b>	Dunia Fantasi (Dufan)	192	42.7
	Jawa Timur Park (Jatim Park)	135	30.0
	Trans Studio Bandung	117	26.0
	Others	6	1.3
<b>Purpose of Visit</b>	Riding attractions	114	25.3
	Holiday from daily routine	188	41.8
	Study Tour	46	10.2
	Business	26	5.8
	Accompanying family/friends	72	16.0
	Others	4	0.9
<b>Visiting Partner</b>	Alone	7	1.6
	Couple	56	12.4
	Friends	197	43.8
	Family	175	38.9
	Business Colleagues	14	3.1
	Others	1	0.2
<b>Visiting Frequency</b>	1–2 times	320	71.1
	3–4 times	101	22.5
	≥4 times	29	6.4

Source: Data Processing Results, 2025.

### Factor Analysis

The factor analysis was conducted using Principal Component Analysis (PCA), which generated factors representing the homogeneity of tourists' evaluations regarding their experiences. The results of the data adequacy tests for factor analysis are presented in Table 3.

The Kaiser-Meyer-Olkin (KMO) value was 0.794, indicating a strong level of sampling adequacy. Furthermore, Bartlett's Test of Sphericity produced a chi-square value of 9332.539 with a significance level of 0.000, confirming that the data were suitable for further analysis using factor analysis.

**Table 3. Factor Analysis Adequacy Test Results (KMO Test)**

<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy</b>	<b>0.794</b>
Bartlett's Test – Approx. Chi-Square	9332.539
df	990
Sig.	.000

Source: Data Processing Results, 2025.

Table 4 presents the results of the Principal Component Analysis (PCA), which extracted 13 main factors and explained 67.755% of the total variance in the dataset. The first and most dominant factor was labeled Emotional Enjoyment, with an eigenvalue of 7.605 and an explained variance of 16.899%. This factor represents a segment of tourists who are highly attracted to activities that relieve stress and provide a sense of satisfaction and pride, particularly when they succeed in conquering challenging rides in the theme park. It also reflects visitors who tend to come when specific events or special themes are being held, indicating that these tourists seek emotional experiences and thrill-seeking challenges as essential components of their enjoyment.

The Cronbach's Alpha values for the identified factors ranged from 0.630 to 0.857, indicating acceptable to high levels of internal consistency and reliability (Nduna & Van Zyl, 2020). Among these, the 13th factor, labeled Excitement Through Fear, was represented by a single indicator. Despite its singularity, this factor was retained in the model due to its contribution to variance explanation and its theoretical significance. This decision aligns with the recommendation of Costello and Osborne (2009), who emphasize that factor retention should not be based solely on statistical criteria but also on theoretical interpretation and substantive significance.

**Table 4. Results of Principal Component Analysis (PCA)**

<b>Tourist Segmentation Factors</b>	<b>Factor Loading</b>	<b>Factor Mean</b>	<b>Factor Eigenvalue</b>	<b>Variance Explained (%)</b>	<b>Cronbach's Alpha</b>
<b>Factor 1: Emotional Enjoyment</b>		<b>3.446</b>	<b>7.605</b>	<b>16.899%</b>	<b>0.845</b>
The excitement and atmosphere in this Theme Park make me temporarily forget stress and burdens.	0.685				
I enjoy visiting this Theme Park because of the special events held here.	0.843				
The presence of artists/performers/specific themes is a key factor for me in attending special events at this Theme Park.	0.786				
I feel proud and satisfied after successfully conquering extreme rides at this Theme Park.	0.693				
<b>Factor 2: Escape from Routine</b>		<b>3.587</b>	<b>4.422</b>	<b>9.826%</b>	<b>0.857</b>



<b>Tourist Segmentation Factors</b>	<b>Factor Loading</b>	<b>Factor Mean</b>	<b>Factor Eigenvalue</b>	<b>Variance Explained (%)</b>	<b>Cronbach's Alpha</b>
My reason for visiting this Theme Park is because I want to ride the attractions.	0.757				
I visit this Theme Park mainly to have a holiday and forget about all work/school/daily responsibilities.	0.810				
My main purpose in coming to this Theme Park is to have fun and enjoy my leisure time.	0.826				
I imagine this Theme Park as the right place to relax and release fatigue.	0.676				
<b>Factor 3: Mental Refreshment</b>		<b>3.386</b>	<b>3.279</b>	<b>7.287%</b>	<b>0.848</b>
The excitement and different atmosphere in this Theme Park make me feel free from boring routines.	0.695				
I believe that visiting this Theme Park is an effective way to refresh my mind and regain enthusiasm.	0.845				
My reason for visiting this Theme Park is to temporarily forget daily routines and fatigue.	0.831				
I feel more refreshed and energized after visiting this Theme Park.	0.646				
<b>Factor 4: Exploratory Desire</b>		<b>3.927</b>	<b>2.457</b>	<b>5.459%</b>	<b>0.713</b>
I am interested and curious about the attractions offered at this Theme Park.	0.702				
I am curious to experience the atmosphere and excitement portrayed in the images and videos of this Theme Park.	0.724				
I have a strong desire to explore new and unique things in this Theme Park.	0.649				
The design and theme of the rides in this Theme Park attract me to try them.	0.600				
I am interested in attractions and rides in this Theme Park because they offer something	0.478				



<b>Tourist Segmentation Factors</b>	<b>Factor Loading</b>	<b>Factor Mean</b>	<b>Factor Eigenvalue</b>	<b>Variance Explained (%)</b>	<b>Cronbach's Alpha</b>
unique and unusual compared to everyday life.					
<b>Factor 5: Social Entertainment Value</b>		<b>3.237</b>	<b>2.185</b>	<b>4.856%</b>	<b>0.832</b>
I am happy to fulfill the wishes of someone important to me by visiting this Theme Park.	0.802				
I consider live music performances at this Theme Park as one of my favorite entertainments with family/friends.	0.907				
Live music performances in this Theme Park make me feel closer to my family/friends.	0.771				
<b>Factor 6: Family and Friendship Quality Time</b>		<b>3.438</b>	<b>1.749</b>	<b>3.887%</b>	<b>0.833</b>
I visit this Theme Park to create special and unforgettable moments with family/friends.	0.817				
I choose this Theme Park because it offers a variety of activities and rides that can be enjoyed by all family/friends.	0.896				
This Theme Park is an ideal place to spend quality time with family/friends and strengthen our relationships.	0.761				
<b>Factor 7: Fun-Seeking Behavior</b>		<b>4.008</b>	<b>1.640</b>	<b>3.645%</b>	<b>0.705</b>
I feel the rides and activities at the Theme Park influence the level of enjoyment I experience during my visit.	0.661				
The rides and activities at the Theme Park make me happy and want to ride more attractions.	0.765				
I really enjoy my adventure in this Theme Park.	0.743				
<b>Factor 8: Overcoming Fear and Building Courage</b>		<b>3.820</b>	<b>1.391</b>	<b>3.090%</b>	<b>0.726</b>
One of the reasons I visit this Theme Park is to overcome my anxiety about speed.	0.776				
When trying challenging rides at this Theme Park, I feel braver	0.827				

Tourist Segmentation Factors	Factor Loading	Factor Mean	Factor Eigenvalue	Variance Explained (%)	Cronbach's Alpha
(e.g., even though I fear heights, I dare to ride the roller coaster).					
I feel challenged to try extreme rides that test adrenaline.	0.648				
<b>Factor 9: Empathy-Based Joy</b>		<b>3.179</b>	<b>1.293</b>	<b>2.874%</b>	<b>0.791</b>
One of my main reasons for visiting this Theme Park is to see my family/friends, especially children, having fun and being joyful.	0.750				
Seeing the smiles and hearing the laughter of my family/friends in this Theme Park makes me happy and satisfied.	0.884				
I am willing to try any ride or attraction in this Theme Park as long as my family/friends enjoy it.	0.691				
<b>Factor 10: Curiosity-Driven Spending</b>		<b>3.898</b>	<b>1.212</b>	<b>2.694%</b>	<b>0.695</b>
I enjoy trying new things, and this Theme Park offers such opportunities.	0.425				
I am willing to spend more money to get unique and unforgettable experiences at this Theme Park.	0.718				
I want to come to this Theme Park because I am very interested in trying the new rides here.	0.705				
Information and promotions about new rides at this Theme Park make me curious to try them.	0.619				
I would be more interested in visiting this Theme Park if there are new rides that are different and never seen before.	0.364				
<b>Factor 11: Adrenaline and Self-Challenge</b>		<b>3.851</b>	<b>1.103</b>	<b>2.452%</b>	<b>0.702</b>
Riding extreme rides at the Theme Park is something I like to do to test my limits.	0.471				

<b>Tourist Segmentation Factors</b>	<b>Factor Loading</b>	<b>Factor Mean</b>	<b>Factor Eigenvalue</b>	<b>Variance Explained (%)</b>	<b>Cronbach's Alpha</b>
When at the Theme Park, I seek rides that offer adventurous experiences.	0.680				
Every time I go to the Theme Park, I always want to try new and challenging rides.	0.725				
I like riding attractions that provide adrenaline sensations, physical, and mental challenges.	0.496				
<b>Factor 12: Thematic Show Engagement</b>		<b>3.959</b>	<b>1.080</b>	<b>2.401%</b>	<b>0.630</b>
Watching spectacular and entertaining shows is one of my main reasons for visiting this Theme Park.	0.400				
I look for complete and diverse entertainment experiences, and shows in this Theme Park are an important factor in my choice.	0.762				
I am interested in this Theme Park's reputation for delivering high-quality shows with attractive themes and concepts.	0.780				
<b>Factor 13: Excitement Through Fear</b>		<b>3.971</b>	<b>1.073</b>	<b>2.384%</b>	<b>—</b>
I enjoy the thrilling sensations I get from rides that test bravery.	0.632				

Source: Data Processing Results, 2025.

### Cluster Analysis

Based on the results of the cluster analysis presented in Table 5, respondents were classified into three main segments: Experiential Enjoyment Seekers, Escape and Fun-Oriented Visitors, and Relationship-Driven Companions. Each cluster represents distinct motivations for visiting theme parks.

The Emotional Enjoyment factor was found to be dominant in the Experiential Enjoyment Seekers cluster. This segment is characterized by tourists who primarily seek enjoyable, profound, and diverse experiences. They are drawn to exploration, challenges, thematic performances, and both emotional and adrenaline-inducing sensations.

In contrast, the Escape from Routine factor was associated with the Escape and Fun-Oriented Visitors cluster. Tourists in this segment are motivated largely by the desire to escape daily routines and pursue spontaneous enjoyment, whether for personal satisfaction or to share happiness with close companions. They are also interested in thrilling attractions as a source of entertainment.

The segmentation results provide valuable insights for developing more targeted marketing strategies tailored to the characteristics of each visitor group. Moreover, almost all inter-cluster differences were statistically significant ( $p < 0.05$ ), with the exception of Factor 3. The significance testing was applied solely for descriptive purposes in cluster profiling. This

factor was nonetheless retained in the analysis due to its inherent conceptual relevance, its contribution to explained variance, and its importance in presenting a comprehensive picture of the overall cluster profiles. This decision is consistent with the methodological principle that significance levels, when not adjusted for multiple comparisons, cannot be interpreted as hypothesis tests for equality of cluster means (Blashfield & Aldenderfer, 1988).

Table 5. Results of Cluster Analysis

Factor	Cluster			F	Sig.
	Experiential Enjoyment Seekers	Escape and Fun- Oriented Visitors	Relationship- Driven Companions		
<b>Factor 1: Emotional Enjoyment</b>	0.52744	-0.12926	-0.97356	104.950	0.000
<b>Factor 2: Escape from Routine</b>	-0.32715	0.36315	0.10151	23.964	0.000
<b>Factor 3: Mental Refreshment</b>	0.05036	-0.04263	-0.03918	0.468	0.626
<b>Factor 4: Exploratory Desire</b>	0.25917	-0.42352	0.16071	24.450	0.000
<b>Factor 5: Social Entertainment Value</b>	0.28221	-0.09106	-0.48205	20.759	0.000
<b>Factor 6: Family and Friendship Quality Time</b>	-0.06661	-0.07103	0.27805	4.353	0.013
<b>Factor 7: Fun-Seeking Behavior</b>	0.13118	0.17791	-0.61505	23.162	0.000
<b>Factor 8: Overcoming Fear and Building Courage</b>	0.11980	-0.61196	0.81315	82.385	0.000
<b>Factor 9: Empathy-Based Joy</b>	-0.27477	0.35358	-0.00098	18.941	0.000
<b>Factor 10: Curiosity- Driven Spending</b>	0.21070	-0.27130	0.00105	10.770	0.000
<b>Factor 11: Adrenaline and Self-Challenge</b>	0.18202	-0.13641	-0.17301	6.311	0.002
<b>Factor 12: Thematic Show Engagement</b>	0.24672	-0.14318	-0.30856	12.660	0.000
<b>Factor 13: Excitement Through Fear</b>	-0.13937	0.36312	-0.32675	18.473	0.000

Source: Data Processing Results, 2025.

### Discriminant Function Analysis

Based on the results presented in Table 6, the discriminant function analysis of the thirteen factors yielded two primary functions.

The first function comprises the following factors: Emotional Enjoyment, Escape from Routine, Mental Refreshment, Exploratory Desire, Social Entertainment Value, and Family and Friendship Quality Time.

The second function consists of the factors: Fun-Seeking Behavior, Overcoming Fear and Building Courage, Empathy-Based Joy, Curiosity-Driven Spending, Adrenaline and Self-Challenge, Thematic Show Engagement, and Excitement Through Fear.

These results indicate that each discriminant function prioritizes a particular set of factors, with varying degrees of influence. The distribution of factors across the two functions suggests distinct motivational dimensions underlying visitors' experiences in theme parks. The first function primarily emphasizes emotional, social, and relational aspects, while the second function highlights thrill-seeking, self-development, and curiosity-driven motivations.

Table 6. Discriminant Functions

Factor	Function 1	Function 2
<b>Factor 1: Emotional Enjoyment</b>	0.468	-0.127
<b>Factor 2: Escape from Routine</b>	0.211	-0.041
<b>Factor 3: Mental Refreshment</b>	-0.184	-0.161
<b>Factor 4: Exploratory Desire</b>	0.166	0.015
<b>Factor 5: Social Entertainment Value</b>	0.114	0.035
<b>Factor 6: Family and Friendship Quality Time</b>	0.030	0.013
<b>Factor 7: Fun-Seeking Behavior</b>	-0.053	0.496
<b>Factor 8: Overcoming Fear and Building Courage</b>	0.114	0.238
<b>Factor 9: Empathy-Based Joy</b>	-0.028	-0.235
<b>Factor 10: Curiosity-Driven Spending</b>	0.151	-0.197
<b>Factor 11: Adrenaline and Self-Challenge</b>	-0.142	-0.173
<b>Factor 12: Thematic Show Engagement</b>	0.107	0.130
<b>Factor 13: Excitement Through Fear</b>	-0.069	0.081

Source: Data Processing Results, 2025.

### Group Center Functions

Based on the results presented in Table 7, the values of the Group Center Functions were obtained. These values provide further insights into the factors contributing to each discriminant function and cluster.

Function 1 is associated with the clusters Experiential Enjoyment Seekers and Escape and Fun-Oriented Visitors, indicating that Function 1 at the group center is primarily influenced by internal factors of tourists who actively seek enjoyment through various activities in the theme park.

Meanwhile, Function 2 is strongly influenced by the cluster Relationship-Driven Companions, suggesting that Function 2 at the group center is grounded in factors that emphasize interpersonal relationships, particularly within the context of family ties or other emotional bonds such as friendship and companionship.

Table 7. Group Center Functions

Cluster	Function 1	Function 2
<b>Experiential Enjoyment Seekers</b>	1.480	0.438
<b>Escape and Fun-Oriented Visitors</b>	-0.744	-1.518
<b>Relationship-Driven Companions</b>	-2.056	1.695

Source: Data Processing Results, 2025.

### Discriminant Functions

As presented in Table 8, two discriminant functions serve as the main explanatory basis in this study.

The first discriminant function has an eigenvalue of 2.032, accounting for 58.0% of the variance. It also demonstrates a canonical correlation of 0.819 and a Wilk's Lambda value of 0.133, indicating a strong association and a high level of discriminating power.

The second discriminant function has an eigenvalue of 1.473, explaining 42.0% of the variance. Furthermore, the canonical correlation for this function is 0.772, with a Wilk's Lambda value of 0.404, which also reflects a strong relationship and a satisfactory discriminating capacity.

Overall, Table 8 highlights that the first function possesses a higher eigenvalue and explains a greater proportion of the variance compared to the second function, thereby suggesting its more dominant role in distinguishing between the identified visitor clusters.

**Table 8. Discriminant Function Eigenvalues and Canonical Correlations**

<b>Discriminant Function</b>	<b>Eigenvalue</b>	<b>Variance Explained</b>	<b>Canonical Correlation</b>	<b>Wilk's Lambda</b>	<b>P-value</b>
Function 1	2.032	58.0%	.819	.133	.000
Function 2	1.473	42.0%	.772	.404	.000

Source: Data Processing Results, 2025.

## CONCLUSIONS

Tourist segmentation based on visitation motivation to theme parks resulted in three main clusters: Experiential Enjoyment Seekers, Escape and Fun-Oriented Visitors, and Relationship-Driven Companions. Each cluster reflects a distinct approach in interpreting recreational experiences at theme parks.

The Experiential Enjoyment Seekers cluster consists of tourists who pursue a combination of emotional enjoyment, thrilling sensations, curiosity, and engagement with thematic shows and attractions. They tend to be active and explorative, valuing experiences that are unique and holistic. Service providers are advised to offer diverse rides and innovative attractions that integrate adventure, visual entertainment, and emotional engagement.

In contrast, the Escape and Fun-Oriented Visitors cluster is composed of tourists who view theme parks as a means of escaping daily routines. They are attracted to enjoyable activities, adrenaline-inducing experiences, and opportunities to share joyful moments with loved ones. This segment is best targeted through light yet exciting rides, along with promotional strategies emphasizing freedom, self-expression, and collective laughter as a release from everyday monotony.

The final cluster, Relationship-Driven Companions, is dominated by tourists who prioritize togetherness and emotional closeness. For them, the most important aspect is creating special moments with family or friends, even if it involves stepping out of their comfort zone. The development of family-friendly zones, shared rides, and atmospheres that foster social intimacy is essential to attract this group.

These findings affirm that tourist motivation plays a more decisive role in shaping visitor preferences and behaviors than demographic segmentation alone. Factors such as togetherness, thrill-seeking, relaxation, and light entertainment significantly influence tourists' decisions in choosing theme parks. The implications of this segmentation can be leveraged by destination managers to design more targeted marketing strategies. Thematic tourism packages, enhanced service quality, and the provision of facilities tailored to the characteristics of each cluster represent strategic steps to increase visitor satisfaction and loyalty.

Future research is recommended to further explore the emotional and psychographic aspects of travel motivation, as well as to conduct comparative segmentation analyses across different types of destinations in order to strengthen the understanding of tourism industry development.

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