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TOURISTS MOTIVATION FOR VISITATION TIMANG BEACH GUNUNGKIDUL

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ABSTRACT

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Motivation is understood as the primary driving force underlying an individual's actions and serves as a significant psychological factor that encourages engagement in certain activities. In the context of tourism, tourist motivation is generally classified into two dimensions: push factors, which stem from internal psychological needs, and pull factors, which are related to the attractiveness or characteristics of the destination. This study aims to measure the level of tourist motivation to visit Timang Beach, Gunungkidul, and to identify the most dominant motivational dimension. A descriptive quantitative approach was employed, with data collected through questionnaires distributed to 222 respondents. The analysis revealed that both push and pull factors received very high scores. The most significant push factor was the desire to spend time with family or friends, while the pursuit of new experiences emerged as the main pull factor. Furthermore, statistical analysis shows that push factors are more dominant in motivating tourists than pull factors. It is recommended that management continue to maintain the promotional activities currently and the development of attractions that are characteristic of Timang Beach needs to be highlighted in future promotional strategies. Furthermore, there is a need for integration and cross-group collaboration to ensure more efficient management.

Keywords: Coastal tourism; pull factors; push factors; tourist motivation,

INTRODUCTION

Tourism has become a strategic sector that significantly contributes to national economic growth. In 2023 alone, domestic tourist travel in Indonesia reached 825.80 million trips (BPS, 2024), reflecting an increasing public interest in travel-related activities. As the tourism industry evolves, so do the needs and motivations of tourists, which may range from recreation and learning to seeking solitude, natural beauty, and unique experiences (Mutanga et al., 2017). Gunungkidul Regency in the Special Region of Yogyakarta has emerged as a notable destination that caters to such diverse motivations. With its unique karst landscape, which forms part of the UNESCO-designated Global Geopark Network of Gunung Sewu, Gunungkidul offers a combination of natural beauty, small-scale fisheries, and adventure tourism opportunities (Adinugroho, 2017; Prayitno et al., 2022; Riesti & Indah, 2018). Post-pandemic recovery has also seen an increase in tourist arrivals in the region, driven in part by the role of digital media in promoting tourism (Hafizha et al., 2023).

One of the most distinctive attractions in the area is Timang Beach, located in Danggolo, Purwodadi Village, Tepus, Gunungkidul. The beach features two contrasting sides: a soft white sandy shore and a rocky cliff facing the open sea. The iconic feature of the beach is Pulau Watu Panjang, which can be accessed via a manually operated gondola suspended over crashing waves—an attraction that has become a key draw for adventure seekers (Listyaningrum & Idajati, 2018). According to the Gunungkidul Regional Tourism Development Master Plan (RIPPDA 2014–2025), the site is being developed as a coastal destination focused on adventure and relaxation. However, the access road to Timang Beach remains a challenge due to steep and rocky terrain (Selina et al., 2021).

Despite such limitations, the number of tourists visiting Timang Beach has steadily increased, as shown by data from 2021 to 2023 collected at the Tepus tourism levy post. This suggests that motivational factors—especially the pursuit of unique and novel experiences—play a significant role in influencing tourist behavior (Giddy, 2018). Motivation is widely acknowledged as a key driver of all human actions and a psychological construct that stimulates individuals to engage in tourism activities. Fletcher (2017) emphasized that tourist attractions must be supported by adequate access and transportation networks to increase visitor numbers. Accessibility and the availability of basic facilities are thus crucial for tourism development (Irawan et al., 2023).

Kamsar (2023) further argued that effective tourism governance—particularly improvements in accessibility—is essential to optimize tourist flows. Although previous studies have identified limitations in accessibility and facilities at Timang Beach (Selina et al., 2021), these shortcomings have not hindered the destination's growing popularity. This phenomenon suggests the presence of strong motivational factors that encourage tourists to visit Timang Beach despite existing infrastructural shortcomings.

Research on tourist motivation has been explored from various perspectives (Bentley, 2024; Giddy, 2018; Huang & Hsu, 2009; Khalilzadeh et al., 2024; Mutanga et al., 2017; Naidoo et al., 2015; Pomfret & Bramwell, 2016; Sato et al., 2018). The topic of tourist motivation has also been linked specifically to coastal tourism (Bayraktarov et al., 2020; M. Carvache-Franco, n.d.; M. Carvache-Franco et al., 2020, 2022). In the context of Indonesia, several studies have examined tourist motivation related to beach tourism (Faturrachman et al., 2025; Jayadi et al., 2017; Parlaungan Nasution et al., 2023).

However, further research on tourist motivation in Indonesia is necessary, particularly regarding visitors to beach tourism destinations in the Gunungkidul region. Future studies should also adopt a push and pull factor approach to better address the question of why people travel or why they choose to visit specific destinations (Goet, 2021). Previous studies have primarily relied on literature-based analyses, focusing on theories and concepts without incorporating empirical evidence (Yousaf et al., 2018).

Existing literature in Timang Beach has primarily focused on management strategies and tourist character analyses (Listyaningrum & Idajati, 2018; Selina et al., 2021). Therefore, this study seeks to complement existing conceptual frameworks by collecting primary data directly from the research site through observations, interviews, and other empirical methods. By employing the push and pull factor approach to understand tourist motivation, this study aims to uncover relevant and unexplored issues regarding tourist motivation (Bandhu et al., 2024).

Accordingly, this study aims to examine the level of tourist motivation and identify the predominant motivational factors influencing travel decisions to Timang Beach. The push and pull motivation framework is applied to understand tourist motivation in this research (Crompton, 1979; Dann, 1977, 1981), offering insights more effective destination planning and marketing strategies.

LITERATURE REVIEW

Motivation

Motivation has long been a significant topic in the literature on recreation and tourism (Pearce & Lee, 2005). Understanding tourist motivation is essential for offering differentiated experiences and for gaining insights into tourist behavior (Šimková & Holzner, 2014). Moreover, motivation plays a crucial role in influencing tourists' decision-making processes when choosing a destination (Horner & Swarbrooke, 2021; Sato et al., 2018; Xu, 2021).

In psychological studies, motivation has been explored through various theoretical frameworks. Maslow (1987) conceptualized motivation as a hierarchical progression of needs, where individuals are driven to fulfill essential requirements from basic (physiological and safety) to higher-level (social, esteem, and self-actualization) needs. This theory suggests that lower-tier needs must generally be met before higher-level aspirations can be pursued, encompassing both physical necessities and psychological growth. Theory was later expanded to include cognitive needs (knowledge, understanding, curiosity, and the search for meaning), aesthetic needs (appreciation of beauty, balance, and form), and transcendence needs, which involve seeking purpose beyond the self by contributing to the well-being of others and the natural world (McLeod, 2025).

Tourist Motivation

In the context of tourism and travel, motivation has been studied from several aspects and continues to evolve over time. Tourist motivation has been defined as a set of needs that drive travel behavior Pizam et al. (1979) and as a meaningful mental state that justifies travel decisions (Dann, 1981). Crompton (1979) tourist motivation into socio-psychological and cultural factors, which influence travel decisions. While socio-psychological motives include escape, self-evaluation, relaxation, prestige, regression, kinship, and social interaction, cultural motives involve learning and seeking new experiences. These motivations vary across individuals and are essential for informing effective tourism marketing strategies (Yousaf et al., 2018).

Dann (1977, 1981) conceptualized tourist motivation through two dimensions: *anomie* (the need to escape social isolation) and *ego-enhancement* (the desire for recognition). He later distinguished between *push factors* (internal drives such as escape, relaxation, self-development, and social needs) and *pull factors* (external attributes like destination appeal, culture, facilities, accessibility, and climate), both of which influence tourists' travel decisions.

Based on psychological motivation theories (Maslow, 1987) and tourism-specific frameworks adapted to travel contexts (Crompton, 1979; Dann, 1977, 1981) and empirical studies on tourist motivation (Giddy, 2018; Goet, 2021; Sari et al., 2018; Solis-Radilla et al., 2021) tourist motivation can be categorized into two dimensions: push factors and pull factors. Push factors are internally driven motivations, including the desire to escape routine, relaxation, self-recognition or prestige, social needs, and self-actualization. Pull factors are external attributes of a destination, such as visual appeal, facilities, accessibility, learning, and novelty. These indicators are derived from established psychological theories and adapted to the tourism context, forming the conceptual framework for analyzing tourist motivation in this study. The framework assumes that tourists are motivated by the desire to satisfy both psychological and social needs (Said & Maryono, 2018).

METHOD

This research was conducted at Timang Beach, taking into consideration the limitations in accessibility and facilities, despite the continuous increase in tourist visits. A descriptive quantitative approach was employed in this study, utilizing primary data collected through

questionnaires and observations. In addition, secondary data were obtained in the form of photographs, literature studies, as well as relevant articles and journals related to the research topic.

Data collection was carried out through the distribution of offline questionnaires, using a five-point Likert scale as the measurement instrument. The population in this study refers to the number of tourist visits in 2023, which totaled 10,603 visitors. This number was confirmed with local tourism management, who reported an average of 500 visitors per month. The sample was selected using an accidental sampling technique, with the number of respondents determined through Slovin's formula (Ellen, 2020), resulting in a total of 222 respondents. The sample size calculation was based on the following formula:

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

$$n = \frac{500}{1 + 500\ x\ 0{,}05\ x\ 0{,}05}$$

$$n = \frac{500}{2{,}25}$$

$$n = 222{,}222$$

Description:
n = Sample size
N = Population size
e = Margin of error (5%)

The initial stage of data analysis involves categorizing respondents' demographic profiles, which are then presented in percentage-based tables. Data processing was conducted using Microsoft Excel to calculate frequencies and means. Subsequently, the values were classified based on intervals. An interval scale was applied to identify the average score trends for each item in the questionnaire (Faluti et al., 2024). The interval scale was determined using the following formula:

$$p = \frac{TN}{TM}\ X\ 100$$

P: Percentage
TN: Total observed score
TM: Maximum possible score based on the scale used

Once the percentage of responses was obtained, the data were categorized according to the following interval frequency classification:

Table 1. Percentage Criteria

No	Value Frequency	Interpretation
1	0 – 20%	Very Low
2	21% - 40%	Low
3	41% - 60%	Moderate
4	61% - 80%	High
5	81% - 100%	Very High

Resource: Riduwan, 2019

Further analysis, the dominance test was conducted to determine whether push or pull factors more strongly influenced tourists' motivation to visit Timang Beach. This analysis employed the Wilcoxon test using SPSS version 26.0, which is appropriate for comparing two related samples. A significance value (Asymp. Sig. 2-tailed) below 0.05 indicates a significant difference between variables, while a value above 0.05 suggests no difference. Additionally, if the Z value and the number of positive ranks are higher, the corresponding variable is considered more dominant (Muhid et al., 2019).

Table 2. Research Variables and Indicators

Theory/Concept	Variable	Dimension
Motivation is the mental drive or trigger that encourages an individual or a group to undertake a journey, and can also be interpreted as the underlying reason behind all actions.	Push Factors	Escape from routine Relaxation and recreation Search for prestige Self-actualization Social interaction
	Pull Factors	Visual attraction Tourism facilities Accessibility Novelty Learning

RESULTS AND DISCUSSION

The data collected in this study were obtained entirely through questionnaires distributed to respondents during their visit to Timang Beach. The distribution of the questionnaires was conducted over a period of one month, from April 15 to May 15, 2025, resulting in a total of 222 respondents. The statements in the questionnaire were developed based on the research variables described in the methodology section, grounded in previous studies and aligned with the theoretical framework employed in this research.

Tourist Demographics

Based on the results of the demographic analysis, it was found that the majority of tourists visiting Timang Beach were female (67%), aged between 27–36 years (36.5%), originating from Malaysia (80%), and held a Diploma or Bachelor's degree (70.7%). Most were single (59.1%), employed in the private sector (54.9%), and had a monthly income of over IDR 5,000,001 (60.8%). Further analysis revealed the psychographic characteristics of the tourists: most traveled with friends (55.9%), stayed for 1–2 hours (46%), spent more than IDR 1,000,000 during their visit (58.2%), and obtained information primarily through TikTok (51.9%) and word-of-mouth recommendations (42.3%). These findings indicate that the tourist profiles visiting Timang Beach are diverse and consistent with previous studies, which suggest that tourists interested in adventure tourism tend to be unmarried, educated, financially stable, and prefer to travel with friends (Caber & Albayrak, 2016; Cheng et al., 2024; Rojo-Ramos et al., 2021).

Push Factors of Tourist Motivation

The analysis (Table 3) results show that the motivating factors for tourists to visit Timang Beach are generally at a “Very High” level. The highest indicator is social needs, especially the urge to spend time with family or friends, which obtained a percentage of 91.2% (Statement M12).

Table 3. Percentage of Push Factors

Indicator	Code	Percentage	Description

Escape from routine	M1	83.6	Very High
	M2	90.5	Very High
Relaxation and recreation	M3	88.6	Very High
	M4	90.4	Very High
	M5	83.9	Very High
Search for prestige	M6	79.7	High
	M7	74.5	High
Self-Actualization	M8	85.7	Very High
	M9	86.0	Very High
	M10	86.0	Very High
	M11	82.5	Very High
Social needs	M12	91.2	Very High
	M13	80.6	High

Supported by the Likert scale calculation in Table 4, 66.2% of respondents stated that they "Strongly Agree" with this motivation. This finding aligns with the views of Dann (1981) and Crompton (1979) that social needs are an important driver in tourism activities, and is consistent with the research of Jensen (2015) and Sato et al. (2018), who state that social relationships with close others are the primary motivation for tourists.

Another indicator that shows very high motivation is relaxation and recreation, with motivation to refresh the mind and body (63%) and relax (55.9%). This reinforces Crompton (1979) concept that tourism is a means of mental and physical recovery. Support also comes from the research by M. Carvache-Franco et al. (2020), which found that the desire to rest and enjoy the atmosphere is a strong motivation for traveling.

Table 4. Likert Analysis of Push Factors

		Respondents' Statements									
Code	Statements	SD	%	D	%	N	%	A	%	SA	%
M1	I visited Timang Beach to escape from daily routines	7	3,2	6	2,7	30	13,5	76	34,2	103	46,4
M2	I visited Timang Beach to seek a new atmosphere	1	0,5	3	1,3	11	5	70	31,5	137	61,7
M3	I visited Timang Beach to relax and rejuvenate my body	2	0,9	3	1,3	17	7,7	76	34,2	124	55,9
M4	I visited Timang Beach to refresh my mind and energy	2	0,9	2	0,9	13	5,9	63	28,4	140	63
M5	I visited Timang Beach for engaging in physically challenging activities	3	1,3	11	5	39	17,5	56	25,2	113	51
M6	I visited Timang Beach to obtain a prestigious image	4	1,8	20	9	46	20,7	57	25,7	95	42,8
M7	I visited Timang Beach to enhance my social status	11	5	31	14	49	22	48	21,6	83	37,4
M8	I visited Timang Beach to share my experiences with others	5	2,3	9	4	27	12,2	58	26,1	123	55,4
M9	I visited Timang Beach to fulfill a personal desire (wishlist)	3	1,3	6	2,7	29	13,1	67	30,2	117	52,7
M10	I visited Timang Beach in pursuit of self-satisfaction	4	1,8	1	0,5	32	14,4	72	32,4	113	60
M11	Visiting Timang Beach makes me feel proud of myself	5	2,3	8	3,6	41	18,5	68	30,6	100	45
M12	I visited Timang Beach to spend quality time with family or friends	4	1,8	-	-	11	5	60	27	147	66,2

Respondents' Statements											
Code	Statements	SD	%	D	%	N	%	A	%	SA	%
M13	I visited Timang Beach to interact with other tourists and exchange experiences	7	3,2	8	3,6	53	23,9	57	25,6	97	43,7
M14	I visited Timang Beach because the safety guarantees provided by the destination make me feel secure	2	0,9	8	3,6	50	22,6	67	30,1	95	42,8

The motivation to escape from routine, such as seeking a new atmosphere (61.7%), is also very high. According to Dann (1981) and Crompton (1979), this motivation reflects the need to escape from the pressures and routines of daily life. This finding aligns with research Selina et al, (2021) that Timang Beach, with its unique attractions such as a cable car and views of high waves, provides a new environment that supports stress relief.

Furthermore, self-actualization is also a very high motivation. The drive to fulfill personal desires and achieve self-satisfaction (60%) indicates that tourists seek experiences that can build a positive self-image. This aligns with the concept of ego-enhancement proposed by Dann (1977) and the research by Preko et al. (2019), which emphasizes the importance of motivation to enhance self-esteem through challenging travel experiences. Meanwhile, motivations related to prestige, such as the desire to obtain a classy image (42.8%), improve social status (37.4%), and share stories with others (55.4%), are only classified as "High" and are not the primary drivers. This indicates that the search for social recognition is not the dominant reason for tourists in choosing this destination.

Overall, these findings support the views of Wong et al. (2017) and Unguren et al. (2021) that push factors, which originate from tourists' internal needs, are more dominant in shaping travel motivation. As stated by Crompton (1979), tourist motivation is multifaceted, so it is possible for tourists to be driven by multiple factors simultaneously (Faluti et al., 2024; Kara & Mkwizu, 2020; Pomfret & Bramwell, 2016).

When linked to the demographic characteristics of the respondents, the majority of Timang Beach tourists are women (67%), single (59.1%), and from Malaysia (80%), who tend to have social motivations for traveling (Song, 2017; Oktadiana et al., 2017). This finding is also supported by Heimtun & Abelsen (2012), who state that women are more likely to feel the need to share experiences with friends. Therefore, in destination development, it is recommended that Timang Beach managers give more attention to providing social facilities and community-based tourism programs to accommodate the dominant needs of tourists.

Pull Factors of Tourist Motivation

The analysis results indicate that the dimensions of pull factors related to destination attributes play an important role in shaping tourists' motivation to visit Timang Beach. The indicators of visual appeal, novelty, and learning received very high ratings, while the indicators of tourist facilities and accessibility were rated as high. However, the indicator related to destination distance (M22) only showed a moderate level of motivation (57.0%).

Table 5. Percentage of Pull Factors

Indicator	Code	Percentage	Description
Visual appeal	M15	83.2	Very High
	M16	86.4	Very High
	M17	86.7	Very High
Tourism facilities	M18	79.9	High
	M19	77.3	High
Accecibility	M20	75.6	High

	M21	77.3	High
	M22	57.0	Moderate
	M23	80.0	High
Novelty	M24	90.7	Very High
	M25	89.9	Very High
Learning	M26	89.7	Very High
	M27	84.3	Very High

The novelty-seeking dimension emerged as the highest motivation (90.7%), with the statement "want to try something never experienced before" receiving a 66.7% response rate of "Strongly Agree" (Table 6). This finding reinforces Giddy (2018) idea that the search for new experiences is one of the strongest motivations in adventure and experience-based tourism. Additionally, the traditional cable car and rope bridge at Timang Beach are considered rare attractions that spark high tourist interest (Crompton, 1979; Selina et al., 2021).

Table 6. Likert Analysis of Pull Factors

		Respondents' Statements									
Code	Statements	SD	%	D	%	N	%	A	%	SA	%
M15	I visited Timang Beach to enjoy the sunshine and coastal scenery	5	2,3	6	2,7	38	17,1	72	32,4	101	45,5
M16	I visited Timang Beach to experience crossing to the island using the gondola	4	1,8	8	3,6	31	14	49	22	130	58,6
M17	I visited due to the variety of activities available at Timang Beach (photography, sightseeing, fishing, etc.)	3	1,3	5	2,3	28	12,6	65	29,3	121	54,5
M18	I choose tourist destinations by considering the availability of basic facilities (food stalls, souvenir shops, toilets, and bathrooms)	4	1,8	9	4	45	20,3	90	40,5	74	33,4
M19	I choose tourist destinations by taking into account the availability of supporting facilities (banks, gas stations, hospitals, restaurants, cafes)	4	1,8	12	5,4	67	30,2	66	29,7	73	32,9
M20	I chose to visit Timang Beach because of its easy accessibility (routes, signage, and road conditions)	5	2,3	15	6,8	72	32,4	62	27,9	68	30,6
M21	I visited Timang Beach due to the affordable transportation costs	3	1,3	22	9,9	51	23	72	32,4	74	33,4
M22	I visited Timang Beach because of its proximity to my place of residence	51	23	48	21,6	50	22,5	29	13,1	44	19,8
M23	I visited Timang Beach because I had available leisure time	11	5	12	5,4	36	16,2	70	31,5	93	41,9
M24	I visited Timang Beach to try something I had never experienced before	2	0,9	4	1,8	15	6,7	53	23,9	148	66,7

Code	Statements	Respondents' Statements									
		SD	%	D	%	N	%	A	%	SA	%
M25	I visited Timang Beach to gain a new and memorable experience	2	0,9	3	1,3	14	6,3	67	30,2	136	61,3
M26	I visited Timang Beach to learn about the uniqueness of its tourist attractions	2	0,9	3	1,3	17	7,7	63	28,4	137	61,7
M27	I visited Timang Beach because I was interested in the life of coastal communities	3	1,3	8	3,6	33	14,9	72	32,4	106	47,8

Table 6 also shows that the learning aspect also received a very high score, marked by motivation to learn about the uniqueness of the attraction (61.7%). This indicates that tourists are driven by curiosity about the educational aspects inherent in the attraction, such as traditional techniques and the historical background of the gondola attraction. In line with this, Wen & Huang (2019) emphasize the importance of specific attractions as significant draws, while Crompton (1979) refers to learning as part of the motivational pull in experience-based tourism.

Futhermore, 58.6% of tourists expressed motivation to try crossing the island by gondola, and 54.5% due to the diversity of activities offered at Timang Beach. This motivation is closely linked to the visual appeal of the destination, where passive interaction with nature, such as enjoying coastal landscapes and activities like taking photos and observing the environment, also influences tourists' decisions to visit (Giddy & Webb, 2018).

Meanwhile, motivations related to the availability of main and supporting facilities each received a percentage of 33.4% and 32.9% in the “Strongly Agree” category. Although classified as high, this finding aligns with Selina et al. (2021) study, which states that tourism facilities at Timang Beach still require development. This is important to note in destination management, as stated by Irawan et al. (2023) that the balance between attraction and facility development significantly influences tourist comfort and satisfaction.

In terms of accessibility, although some tourists (30.6%) strongly agreed that Timang Beach is easily accessible, the number of respondents who gave neutral answers was quite high (32.4%). This indicates challenges in supporting infrastructure such as road quality and navigation. This finding also consistent with the research of Selina et al. (2021) that the road to Timang Beach remains in poor condition. Meanwhile, ease of access is one of the key factors in shaping tourists' intention to revisit (Yunus et al., 2024).

Interestingly, although accessibility remains less than ideal, geographic proximity is not a primary consideration in tourists’ decision to visit. Only 23% of respondents stated that Timang Beach is close to their residence. This aligns with the respondent profile, which is dominated by international tourists—particularly from Malaysia (80%). As noted by Oktadiana et al. (2017) and Song (2017), Malaysian tourists are more drawn to experiences that foster social connection, appreciation of nature, and novel sensations. Thus, despite its remote location and limited accessibility, Timang Beach continues to attract foreign visitors due to the unique experiences it offers.

Thus, it can be said that the attractive factors of uniqueness, challenge, and educational value are the main strengths of Timang Beach in attracting tourists. This emphasizes the importance of preserving and developing distinctive attractions that provide authentic and meaningful experiences. Destination promotion strategies should focus on narratives of novelty, adventure, learning, and visual beauty to address the needs of modern tourists who seek not only recreation but also transformative experiences.

The Dominant Motivational Factors

The results of the Wilcoxon test show that 193 respondents assigned higher scores to push factors compared to pull factors. Meanwhile, 23 respondents gave higher scores to pull factors, and 6 respondents assigned equal scores to both factors.

Table 7. Wilcoxon Test Results

Ranking Types	Number of Respondent (N)	Average Rating	Total Number of Ratings
Pull < Push (*Negative Ranks*)	193	112,78	21.767,00
Pull > Push (*Positive Ranks*)	23	72,57	1.699,00
Pull = Push (*Ties*)	6	-	-
Total	222	-	-

Based on the statistical test results, a Z-value of -10.941 was obtained with a significance level of p = 0.000, which is below the 0.05 threshold (p < 0.05). The negative Z-value indicates that, on average, the score for push motivation is significantly higher than that for pull motivation. This finding is further supported by the number of negative ranks, which reached 193 out of 222 respondents. Therefore, it can be concluded that push factors have a more dominant influence than pull factors in motivating tourists to visit Timang Beach.

Table 8. Wilcoxon Test Statistics

Statistic Test	Value
Z	-10,941
Asymp. Sig. (2-tailed)	0,000
Significance level	p < 0,05

The findings indicate a strong dominance of internal motivation (push factors) over external motivation (pull factors) in influencing tourist visits to Timang Beach. While motivation levels may vary based on tourists' regions of origin (Unguren et al., 2021), motivation remains the foundation of travel decision-making (Caber & Albayrak, 2016). In this context, internal drivers such as the desire for relaxation, emotional connection, and personal fulfillment play a more significant role than destination attributes. This aligns with prior research (Giddy, 2018; Güzel et al., 2020; Wong et al., 2017) who found push factors to exert a greater influence on overall tourist satisfaction and destination choice.

Dann (1981) further supports this view by emphasizing the importance of push factors—such as escaping routine and seeking self-development—in shaping travel behavior. Crompton (1979) classification of socio-psychological and cultural motives also reinforces this, as socio-psychological motives (e.g., relaxation, self-exploration, social interaction) are closely tied to push motivations. The findings suggest that such motives are more dominant among visitors to Timang Beach (W. Carvache-Franco et al., 2021; Faluti et al., 2024).

Although push factors were more influential, pull factors still contributed to creating a complete tourist experience. High levels of motivation related to destination appeal confirm this, as shown in the data (Selina et al., 2021). This aligns with Unguren et al. (2021), who emphasized that both push and pull factors significantly affect tourist satisfaction. The research also validates previous frameworks used to examine tourist motivation (Giddy, 2018; Goet, 2021; Sari et al., 2018; Solis-Radilla et al., 2021), confirming that psychological and social needs drive visits to Timang Beach (Said & Maryono, 2018).

In conclusion, the study affirms that while both push and pull factors influence tourist motivation, internal (push) factors are more dominant in the case of Timang Beach. This supports theoretical frameworks suggesting that psychological and social needs are central in motivating travel behavior (Crompton, 1979; Dann, 1977, 1981). Therefore, tourism development strategies should prioritize fulfilling tourists' intrinsic needs by offering opportunities for relaxation, meaningful social interaction, and emotionally enriching experiences—enhancing both destination appeal and long-term tourist satisfaction.

CONCLUSIONS

Based on the results of the data analysis, it was found that the results of this study support some of the previous studies discussed in the literature review. The analysis revealed that both push and pull factors received very high scores. The most significant push factor was the desire to spend time with family or friends, and also the desire to refresh the mind, build emotional connections, and achieve self-actualization serve as primary reasons for visiting. On the other hand, pull factors are also classified as very high, while the pursuit of new experiences emerged as the main pull factors. However, the statistical analysis revealed that push factors were more dominant in influencing tourist visits.

This study acknowledges several limitations, including the restricted scope of respondents, who were limited to on-site visitors, the data collection period which may only represent a specific season, the potential for response bias due to uniform answers, and the exclusive use of a quantitative approach that may not sufficiently capture personal and contextual motivations. Therefore, future research is encouraged to expand the geographical and methodological scope, incorporate additional variables such as experience and satisfaction, and employ qualitative methods to explore deeper emotional and subjective aspects of tourist motivation.

For the management of Timang Beach, it is crucial to continuously develop distinctive attractions focused on adventure and education while preserving local character. Moreover, continue to maintain the promotional activities currently and the development of attractions that are characteristic of Timang Beach needs to be highlighted in future promotional strategies. Furthermore, there is a need for integration and cross-group collaboration to ensure more efficient management.

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Competing Interests

The author declares that there are no competing interests related to the research, authorship, or publication of this article.

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Research Ethics

This study employed a qualitative research approach involving interviews with seven informants, consisting of one mosque management representative, three culinary MSME

operators, and three visitors to Al-Akbar National Mosque Surabaya. Formal ethical approval was not required under the applicable institutional procedures. All informants voluntarily agreed to participate in the research after being informed of its purpose. The confidentiality of participants' personal information was maintained throughout the research process.

Generative AI Disclosure

The author used ChatGPT (OpenAI) solely to assist in formatting the manuscript according to the journal's prescribed template. The tool was not used for data collection, data analysis, or the generation of research findings. The author reviewed the AI-assisted formatting and assumes full responsibility for the accuracy, originality, and integrity of the manuscript.

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