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MOTIVATION, SATISFACTION AND LOYALTY IN ADVENTURE TOURISM: A CASE STUDY OF KUANTAN 188 TOWER

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ABSTRACT

This study explores the influence of motivation and satisfaction on visitor loyalty in the context of adventure tourism, focusing on the Skywalk activity at Kuantan 188 (K188) Tower in Kuantan Pahang, Malaysia. As experience-driven travel becomes increasingly prominent, understanding the psychological and experiential factors that encourage visitor retention is essential for sustainable tourism development. Employing a quantitative research design, data were collected from 265 visitors using purposive sampling, targeting individuals who had experienced the skywalk activity. A structured questionnaire measured motivation, satisfaction, and loyalty using a 7-point Likert scale, and the instrument demonstrated high reliability across constructs (Cronbach's $\alpha > 0.90$). The data were analyzed using descriptive statistics and multiple regression analysis to examine the relationships among the variables. The findings reveal that both motivation ($\beta = 0.320$, $p < .001$) and satisfaction ($\beta = 0.531$, $p < .001$) significantly influenced visitor loyalty, with satisfaction emerging as the stronger predictor. These results underscore the importance of delivering fulfilling and emotionally engaging experiences in enhancing loyalty especially in exciting and thrilling adventure tourism and nature-based tourism environments. The study contributes to the growing body of adventure tourism literature by empirically validating the link between visitor experience components and loyalty behavior. The findings offer valuable insights for tourism managers, marketers, and policymakers in designing targeted, experience-based tourism strategies.

Keywords: Adventure tourism, visitor motivation, visitor satisfaction, destination loyalty, skywalk experience.

INTRODUCTION

In recent years, the global tourism industry has undergone a shift toward more experience-driven travel, with tourists seeking activities that offer unique, immersive, and memorable experiences (Pabel & Pearce, 2021). Adventure tourism, in particular, has seen significant growth, as travelers desire more than just sightseeing. Instead, they seek out destinations that offer thrilling and adrenaline-pumping experiences alongside rich cultural or natural landscapes (Buckley, 2020). One such destination is the K188 Tower Skywalk, located in Kuantan Pahang, Malaysia, which combines breathtaking views with an exciting adventure at high altitudes. This attraction draws both domestic and international tourists, particularly those seeking nature-based activities, adventure, and scenic experiences. The rise of adventure tourism is supported by studies showing that adventure travelers value physical and emotional engagement in destinations that allow them to explore and immerse themselves in nature (Williams & Soutar, 2019). While adventure tourism in Malaysia has flourished, understanding the factors that lead to sustain visitor engagement remains underexplored. Tourist loyalty has become an increasingly important focus for tourism destinations, as it encompasses a broader set of behaviors, including tourists' emotional attachment to the destination, their willingness to recommend it to others, and the likelihood of revisiting (Kim & Lee, 2022). For destinations like the K188 Tower Skywalk, fostering loyalty is crucial for maintaining long-term success, as it reduces the costs associated with attracting new visitors and capitalizes on word-of-mouth promotion (Santos & Galvão, 2020). Research has demonstrated that satisfied tourists are more likely to develop a stronger emotional bond with destinations, and their loyalty contributes to both repeat visits and positive recommendations (Morshed et al., 2022).

Tourism research has long recognized the significant role that motivation and satisfaction play in shaping visitor behavior. Tourist motivation, which drives individuals to select certain destinations or activities, has been identified as one of the primary factors influencing travel decisions (Gnoth, 2021). Different tourists are motivated by a range of factors, including the desire for adventure, relaxation, cultural immersion, and social interaction (Wangbenmad, 2023). Motivation is often the first step in the decision-making process, as it aligns with individual goals and aspirations. In the case of the K188 Tower Skywalk, motivations may include seeking thrilling experiences, enjoying panoramic views of nature, or engaging with the unique features of the skywalk.

On the other hand, satisfaction is a critical post-experience factor that shapes tourists' perceptions and future behavior (Oliver, 2019). Satisfaction can be influenced by various components of the visitor experience, including service quality, the value of the experience, and the alignment of the activity with initial expectations (Govers & Go, 2021). A satisfied visitor is more likely to share positive feedback, recommend the experience to others, and become a repeat visitor. In the context of adventure tourism like the skywalk, satisfaction is not solely based on the enjoyment of the activity but also on how well the overall experience meets or exceeds expectations, including safety standards, hospitality, and the quality of the facilities (Huang & Hsu, 2023).

Despite the recognition of motivation and satisfaction as key drivers of loyalty, there remains a gap in research exploring the specific ways these factors interact to foster visitor loyalty, particularly in adventure tourism contexts. Most existing studies focus on general tourist behavior, with limited attention given to

the connection between motivation, satisfaction, and loyalty in unique attractions (Lee & Kyle, 2022). Research has shown that push and pull motivational factors significantly influence tourist decision making and destination loyalty (Xalxo, 2024). Additionally, studies highlight that memorable tourism experiences contribute to repeat visits and positive word-of-mouth recommendations (Liew et al., 2020).

This lack of targeted research on adventure tourism, particularly in Malaysia, calls for a deeper investigation into how psychological and experiential factors contribute to visitor loyalty. As Malaysia continues to position itself as a hub for ecotourism and adventure tourism, understanding the interplay between motivation, satisfaction, and loyalty is vital for enhancing the tourist experience and ensuring the sustainability of attractions like the K188 Tower Skywalk. Prior studies have examined how motivation and satisfaction influence destination loyalty among international tourists visiting Malaysia (Shukor et al. 2017). By analyzing these factors, the findings of this study will provide valuable insights for tourism stakeholders, including destination managers, marketing teams, and policymakers, who seek to develop strategies to enhance the appeal of adventure tourism destinations and ensure their long-term sustainability.

The primary objectives of this study are threefold. First, the research aims to identify the primary motivations that drive visitors to visit the K188 Tower Skywalk. Understanding these motivations is essential for gaining insights into what attracts visitors to this particular adventure tourism experience. Second, the study seeks to determine the level of satisfaction experienced by visitors during their visit. This objective is crucial for assessing how well the skywalk meets or exceeds visitor expectations, influencing their overall perception of the experience. Finally, the research aims to assess the relationship between motivation and satisfaction in shaping visitor loyalty. By examining how these two factors interact, this study will provide a comprehensive understanding of how motivation and satisfaction contribute to the likelihood of repeat visitation and positive word-of-mouth behaviors, ultimately influencing long-term visitor loyalty. By exploring these research objectives, the study seeks to fill a gap in the literature regarding the role of motivation and satisfaction in fostering loyalty in adventure tourism. The findings will not only contribute to the academic understanding of visitor behavior but also provide practical insights for tourism managers and other stakeholders to develop targeted strategies that enhance the visitor experience, increase loyalty, and ultimately ensure the long-term success of the K188 Tower Skywalk as a tourism destination.

PROBLEM STATEMENT

In recent years, the tourism landscape has shifted toward more personalized and immersive experiences. One of the fastest-growing segments within this evolving industry is adventure tourism, which offers physically engaging and emotionally stimulating activities. While global research on adventure tourism has expanded significantly, studies focusing specifically on Malaysian adventure attractions remain limited. In particular, there is a lack of empirical research examining integrated models of motivation, satisfaction and loyalty in Malaysian urban adventure settings such as Langkawi Sky Bridge, Escape Theme Park and Kuantan 188 Tower. These gaps highlight a need for targeted research to better understand the behavioral dynamics of visitors in such contexts. In Malaysia, attractions like the Kuantan 188 Tower Skywalk exemplify this niche, offering panoramic city views and high-altitude thrills to visitors seeking unique and memorable experiences. These developments align with national tourism strategies aimed at diversifying product offerings and stimulating local economies in the post-pandemic era.

Visitor loyalty is a cornerstone of sustainable tourism development, particularly within the adventure tourism sector, where repeat visitation is vital for long-term success. Despite the increasing popularity of adventure tourism in Malaysia, empirical research examining the interplay between tourist motivation, satisfaction and loyalty remains limited. This gap is particularly evident in unique attractions like the K188 Tower Skywalk in Pahang, Malaysia, which offers a blend of thrilling experiences and panoramic views, attracting both domestic and international tourists. Recent studies have underscored the significance of understanding tourist motivations in predicting satisfaction and loyalty. For instance, research by Basal et al. (2025) indicates that motivations such as relaxation, social interaction and the pursuit of novel experiences are pivotal in shaping tourist satisfaction, which in turn influences loyalty intentions. Moreover, the concept of place attachment encompassing emotional bonds and identity with a destination has been identified as a critical factor influencing tourist satisfaction in adventure tourism contexts (Basal et al., 2025). In the Malaysian context, studies have highlighted that destination attributes, including natural beauty, service quality and unique experiences, significantly impact tourist satisfaction and loyalty (Chew et al., 2024). However, there is a paucity of research focusing specifically on adventure tourism attractions like the K188 Tower Skywalk, which combines elements of thrill and natural scenery.

Furthermore, the dynamic nature of tourist motivations, influenced by factors such as cultural background, personal preferences and socio-demographic variables, necessitates a nuanced understanding of how these motivations translate into satisfaction and loyalty (Morshed et al., 2022). The COVID-19 pandemic has also reshaped tourist behaviors and expectations, emphasizing the need for updated research in the post-pandemic tourism landscape (Morshed et al., 2022). Given these considerations, this study aims to fill the existing research gap by examining how tourist motivations and satisfaction levels influence loyalty towards the K188 Tower Skywalk. The research seeks to provide actionable insights for destination managers and marketers to enhance visitor experiences and foster long-term loyalty in the competitive adventure tourism market.

LITERATURE REVIEW

Motivation and Visitor Satisfaction in Tourism

Motivation is a fundamental driver of tourist behavior, influencing their decision-making process and overall satisfaction (Ryan & Deci, 2020). Tourists engage in travel for various reasons, including adventure-seeking, relaxation, cultural exploration, and social interactions (Pearce, 2021). The Skywalk activity at Kuantan 188 Tower exemplifies adventure tourism, where visitors seek thrilling experiences that enhance their overall satisfaction. Visitor satisfaction is shaped by multiple factors, including service quality, safety measures, and the uniqueness of the experience offered (Kim et al., 2021). Research suggests that attractions providing immersive and adrenaline-inducing activities tend to generate higher satisfaction levels among tourists (Lee & Kyle, 2022). The Skywalk at Kuantan 188 Tower, with its panoramic views and extreme activities, aligns with these findings, offering visitors a memorable and exhilarating experience. Additionally, emotional responses play a crucial role in visitor satisfaction. Studies indicate that tourists who experience excitement and joy during their visit are more likely to develop positive perceptions of the destination (Huang & Hsu, 2023). The Skywalk activity, which involves walking on a transparent platform

at a significant height, triggers a mix of excitement and fear, contributing to a heightened emotional experience.

Visitor Loyalty and Repeat Visits

Visitor loyalty is a crucial factor in the long-term success of tourism destinations, reflecting not only tourists' likelihood of returning but also their willingness to recommend the experience to others. Loyalty is often conceptualized through behavioral intentions (actual repeat visits) and attitudinal loyalty (emotional attachment and advocacy) (Chi, 2012; Kastenholz et al., 2013). A positive visitor experience fosters loyalty, contributing to sustainable tourism development. Research highlights tourist satisfaction as a core antecedent of loyalty. Satisfied visitors are more inclined to return and engage in positive word-of-mouth promotion, enhancing the destination's reputation (Kanwel et al., 2019). Satisfaction is shaped by the alignment of expectations with actual experiences, including attractions, hospitality services, and infrastructure (Perovic et al., 2018).

Perceived value also plays a pivotal role in determining repeat visits. Tourists assess the overall utility of a destination based on its uniqueness, accessibility, affordability, and experience quality (Zeithaml, 1988; Govers & Go, 2021). Studies confirm that destinations offering distinctive experiences at reasonable costs encourage visitor retention (Lortae & Piriyaikul, 2020). Additionally, destination image influences visitor loyalty by shaping initial perceptions and fostering emotional attachment. A well-established positive image attracts first-time visitors and enhances repeat visitation (Kanwel et al., 2019). Emotional bonds with destinations, often referred to as place attachment, further reinforce loyalty (Kastenholz et al., 2013). Repeat visitors tend to exhibit stronger emotional connections and higher satisfaction levels, making them valuable for sustained tourism success (Chi, 2012).

In the Malaysian context, factors such as natural scenery, cultural heritage, and relaxation opportunities significantly impact repeat visitation (Mat Som et al., 2012). A notable example of visitor loyalty promotion in Malaysia is the Kuantan 188 Tower, which has positioned itself as a premier adventure attraction. By integrating extreme activities such as the skywalk experience, the attraction enhances visitor engagement and encourages repeat visits through memorable experiences (Lee & Kyle, 2022). Studies show that attractions offering exclusive and novel experiences tend to have higher visitor retention rates (Kim et al., 2021). Moreover, social media plays a significant role in strengthening visitor loyalty. Tourists who share their experiences online contribute to the digital promotion of attractions, influencing potential visitors and fostering engagement (Huang & Hsu, 2023). The Kuantan 188 Tower has leveraged this trend by encouraging visitors to document and share their skywalk experiences, further increasing its appeal.

The Role of Destination Branding

Destination branding significantly impacts visitor motivation and loyalty. Well-branded attractions create strong emotional connections with tourists, leading to increased satisfaction and loyalty (Govers & Go, 2021). Kuantan 188 Tower has successfully leveraged its status as the second tallest tower in Malaysia, incorporating innovative activities to attract visitors. Branding strategies that emphasize exclusivity and adventure have been found to enhance visitor engagement (Pearce, 2021). The branding of the skywalk activity as a must-try adventure strengthens its appeal among thrill-seekers. Additionally, the tower's

architectural design, inspired by traditional Malay elements, adds to its cultural significance, making it a unique landmark in Malaysia. Furthermore, experiential branding plays a crucial role in shaping visitor perceptions. Attractions that offer interactive and immersive experiences tend to create lasting impressions, leading to higher visitor satisfaction and loyalty (Ryan & Deci, 2020). The Kuantan 188 Tower's Skywalk activity exemplifies this approach by providing visitors with a thrilling and visually stunning experience.

This study is grounded in two primary theoretical perspectives: the Push-Pull Theory and the Expectancy-Disconfirmation Theory. The Push-Pull Theory explains motivation as arising from internal (push) and external (pull) factors that influence travel decisions. In the context of the Skywalk activity, push factors include thrill-seeking and mental rejuvenation, while pull factors comprise scenic views and safety features. Meanwhile, the Expectancy-Disconfirmation Theory suggests that satisfaction results from the comparison between initial expectations and actual experiences. When expectations are exceeded, satisfaction leads to higher loyalty, and this relationship is empirically tested in this study.

Conceptual Framework

This study proposes a conceptual framework that models the relationships between three core constructs namely motivation, satisfaction and loyalty within the context of adventure tourism at Kuantan 188 Tower. The framework is theoretically rooted in two established perspectives: the Push-Pull Theory and the Expectancy-Disconfirmation Theory. Motivation encompasses both internal (push) and external (pull) factors that influence tourists' decisions to engage in the Skywalk activity. Push factors include thrill-seeking and mental rejuvenation, while pull factors refer to environmental attractions such as panoramic views and perceived safety. Satisfaction is defined as the degree to which visitors' expectations are met or exceeded during the experience, in line with the Expectancy-Disconfirmation Theory, which posits that satisfaction results from the positive disconfirmation of expectations. Loyalty, in turn, reflects a visitor's intention to revisit, recommend the attraction to others, and speak positively about their experience. Figure 1 displays this proposed framework, illustrating the directional relationships between the constructs. This conceptual model allows for the empirical testing of how psychological drivers and experiential evaluations interact to shape visitor loyalty in urban adventure tourism settings in Malaysia.

Figure 1

Conceptual Framework Linking Motivation, Satisfaction and Loyalty



METHODOLOGY

This study explores the influence of motivation and satisfaction on visitor loyalty toward the skywalk activity. The research adopts a quantitative approach to analyze how these factors predict loyalty, focusing on visitors' experiences and perceptions of the skywalk. The following sections detail the research design,

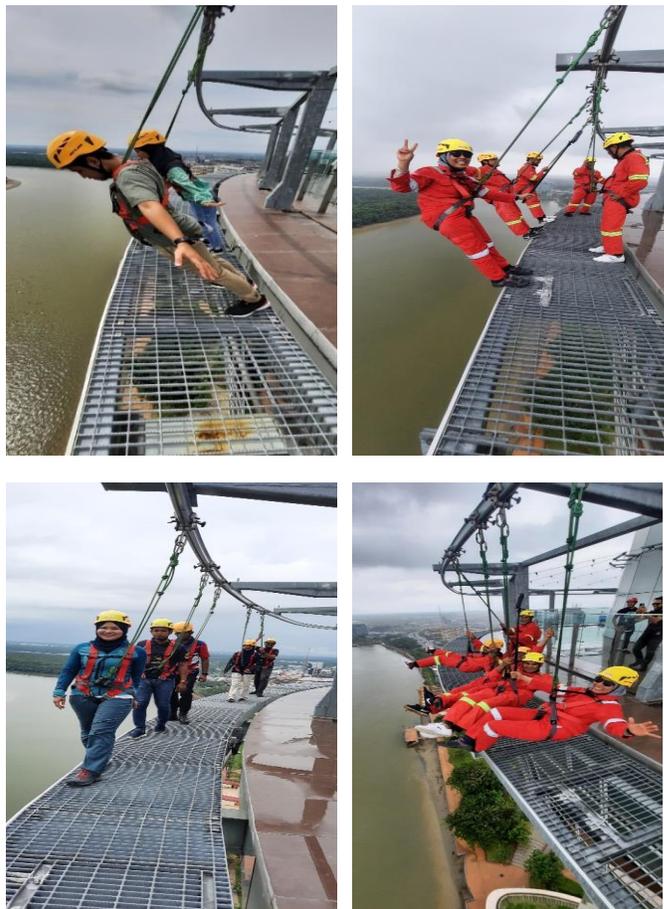
data collection methods, sampling procedures, measurement instruments, and data analysis techniques used in the study. This study employs a survey, which allows for the collection of data from respondents at a single point in time. This approach is appropriate for understanding the relationships between motivation, satisfaction, and loyalty, as it enables the researcher to capture visitors' perceptions during or shortly after their skywalk experience. By using this design, the study aims to identify the factors that influence visitor loyalty in the context of a tourism activity, such as the skywalk.

Study Location

The research was conducted at the K188 Tower Skywalk, a prominent adventure tourism attraction in Kuantan Pahang, Malaysia. This location was selected due to its unique combination of thrilling experiences and natural scenery, making it an ideal case study for experiential tourism research. As shown in Figure 2, the skywalk features elevated walkways with panoramic views, attracting both local and international visitors seeking adventure and nature-based activities. The skywalk's appeal lies in its breath-taking views and its ability to offer a unique, adrenaline-pumping experience, which makes it a perfect setting to study the relationship between visitor motivations, satisfaction, and loyalty in adventure tourism.

Figure 2.

Photos of visitors involved in the skywalk activity at The Kuantan 188 Tower



Population and Sampling

The target population for this study consists of visitors who have experienced the Skywalk at Kuantan 188 Tower. To ensure the relevance and accuracy of the data, a purposive sampling technique was employed. This non-probability sampling method was chosen because it allows researchers to specifically target individuals with firsthand experience of the attraction, which is essential for exploring motivation, satisfaction, and loyalty. By focusing on this group, the study avoids responses from individuals who lack direct engagement with the experience, thereby enhancing the internal validity of the findings. A total of 285 questionnaires were distributed at the Skywalk entrance to visitors who had just completed the activity. Of these, 265 usable responses were collected, yielding a high response rate of 92.5%. This approach ensured that the study captured a focused and informed understanding of visitor behavior and perceptions toward the attraction.

Data Collection

Data collection for this study was conducted using a structured questionnaire designed to gather comprehensive information from respondents. The questionnaire was divided into four sections, each addressing different aspects of the study. The first section focused on the demographic profile, collecting details about respondents' age, gender, nationality and prior experience with adventure tourism. This data helped in understanding the composition of the sample and identifying patterns among various demographic groups. The second section explored the motivation of visitors to the skywalk, measuring the factors that drive tourists to visit the attraction. Questions covered aspects such as adventure-seeking, appreciation of nature, thrill-seeking and the desire for unique experiences, with respondents rating the importance of these factors. The third section assessed the satisfaction level of visitors at the skywalk, examining tourists' overall experience with elements such as service quality, activity safety, scenic views and general satisfaction. Responses were collected using a Likert scale to evaluate satisfaction levels across different aspects of the skywalk experience. The final section measured visitor loyalty, capturing insights into tourists' likelihood of revisiting the skywalk, recommending it to others and forming emotional attachments to the attraction. Similar to the previous sections, responses were recorded on a Likert scale, allowing for a systematic analysis of visitor loyalty.

The questionnaire employed a 7-point Likert scale to gauge respondents' attitudes and perceptions accurately. The scale ranged from 1, representing "Strongly Disagree," to 7, indicating "Strongly Agree," with intermediate points allowing respondents to express varying degrees of agreement or disagreement. Specifically, the scale included the following points: 1 for "Strongly Disagree," 2 for "Disagree," 3 for "Slightly Disagree," 4 for "Undecided," 5 for "Slightly Agree," 6 for "Agree," and 7 for "Strongly Agree." This structured approach ensured that respondents could effectively articulate their perspectives on motivation, satisfaction and loyalty concerning the skywalk experience. By utilizing this scale, the study gained deeper insights into the factors shaping visitor attitudes and behaviors toward the attraction.

Data Analysis

The data for this study were analyzed using SPSS version 30, employing several statistical techniques to test the hypotheses and examine the relationships between the variables. Descriptive statistics were used to summarize the demographic characteristics of the sample, including age, gender and previous experience with adventure tourism, providing an overview of respondent profiles. To ensure the reliability of the measurement scales, Cronbach's Alpha was calculated, assessing the internal consistency of the constructs related to motivation, satisfaction, and loyalty. A Cronbach's Alpha value of 0.70 or higher was considered acceptable, indicating reliable scales. The results presented in Table 1 demonstrate strong internal consistency, with Cronbach's Alpha values of 0.925 for motivation, 0.932 for satisfaction and 0.922 for loyalty. Based on established guidelines, values exceeding 0.7 indicate good reliability, while those above 0.9 suggest excellent reliability. These findings confirm that the items within each construct such as motivation, satisfaction and loyalty were highly consistent in measuring their intended concepts. Consequently, the survey questions used in this study effectively captured respondents' motivations, satisfaction levels and loyalty toward the skywalk experience, ensuring the validity and trustworthiness of the collected data for further analysis.

Table 1

Cronbach's Alpha Values for Survey Constructs

Construct	Cronbach's Alpha (α)	Item
Motivation	0.925	16
Satisfaction	0.932	5
Loyalty	0.922	4

To analyze the relationships between motivation, satisfaction and loyalty, Pearson's correlation coefficient was applied. This correlation analysis helped determine the strength and direction of the associations between the variables, providing insight into how these factors interact. Additionally, multiple regression analysis was conducted to assess the extent to which motivation and satisfaction predict visitor loyalty toward the skywalk. This technique enabled the evaluation of the relative importance of motivation and satisfaction in influencing loyalty while controlling for potential confounding variables. By employing both correlation and regression analyses, the study aimed to provide a comprehensive understanding of the factors driving visitor loyalty.

RESULTS

Demographic Profile

Table 2 shows the demographic profile of respondents. The study reveals a diverse group of participants with varying characteristics. A majority of the respondents were female, making up 65.3% of the sample, while 34.7% were male, indicating a higher representation of female visitors in the study population. Regarding nationality, a significant 92.8% of respondents were Malaysian, with only 7.2% coming from non-Malaysian backgrounds, which shows that the skywalk experience predominantly attracts local visitors. In terms of race, the largest ethnic group was Malay, representing 64.9% of the sample, followed by Chinese (24.2%), Indian (7.5%) and others (3.4%). This racial distribution mirrors the general ethnic composition of Malaysia, with Malays forming the majority.

The age distribution reveals that most respondents were between 20–29 years old, comprising 55.5% of the sample, while those aged 30–39 years made up 22.3%. A smaller portion of respondents were under 19 years (16.2%) and only 1.5% were aged over 50. This indicates that the skywalk experience is particularly popular among younger visitors, likely due to the adventurous or recreational nature of the attraction. Regarding marital status, the majority of respondents were single, comprising 69.4% of the sample, while 30.6% were married, indicating that the skywalk experience tends to appeal more to single individuals.

Table 2

Demographic profile of respondents

Variable	Category	Frequency	Percent (%)
Gender	Female	173	65.3
	Male	92	34.7
	Total	265	100.0
Nationality	Malaysian	246	92.8
	Non-Malaysian	19	7.2
	Total	265	100.0
Race	Chinese	64	24.2
	Indian	20	7.5
	Malay	172	64.9
	Others	9	3.4
	Total	265	100.0
Age	<19	43	16.2
	20–29	147	55.5
	30–39	59	22.3
	40–49	12	4.5
	>50	4	1.5
	Total	265	100.0
Marital Status	Married	81	30.6
	Single	184	69.4
	Total	265	100.0

In term of educational level, the respondents were fairly evenly split, with 42.6% holding a certificate and 41.9% holding a diploma (Table 2). A smaller portion, 14%, had a bachelor's degree and only 1.5% possessed a master's degree. This suggests that the skywalk experience attracts individuals with various educational backgrounds, most of whom have completed post-secondary education. Occupation-wise, students represented the largest group, making up 37.7% of the sample. Private sector employees followed at 33.2%, with 14.7% being self-employed and government servants represented 10.2%. Retirees, unemployed individuals and others formed smaller segments of the sample. This occupational breakdown suggests that the skywalk experience appeals to a broad audience, with a particular draw for students and private sector employees.

Finally, the monthly income distribution indicates that a significant proportion of respondents (34%) had no income, likely due to the high number of students in the sample. Among those with an income, the majority earned between RM1,500 and RM3,000 (37.4%), while 15.5% earned between RM3,000 and RM5,000. Smaller proportions earned less than RM900 (10.6%) or more than RM5,000 (2.6%). This suggests that the income levels of the respondents vary, with a significant number of lower-income earners, which is likely to reflect the younger, student-heavy demographic.

Table 3

Background information of respondents

Variable	Category	Frequency	Percent (%)
Educational Level	Bachelor's degree	37	14.0
	Certificate	113	42.6
	Diploma	111	41.9
	Master's degree	4	1.5
	Total	265	100.0
Occupation	Government servant	27	10.2
	Private sector employee	88	33.2
	Retiree	4	1.5
	Self-employed	39	14.7
	Student	100	37.7
	Unemployed	7	2.6
	Total	265	100.0
Monthly Income (RM)	1500–3000	99	37.4
	3000–5000	41	15.5
	900–1500	28	10.6
	>5000	7	2.6
	No income	90	34.0
	Total	265	100.0

Visitor Motivation to Visit K188 Tower Skywalk

The analysis of visitor motivation to visit the K188 Tower Skywalk revealed a high level of internal consistency, supported by a Cronbach's Alpha value of 0.925. This excellent reliability coefficient indicates that the 16 motivation-related items were interpreted consistently by respondents and are highly effective for measuring the underlying motivational constructs associated with participation in the skywalk activity. As presented in Table 4, the overall visitor motivation to visit the K188 Tower skywalk was notably high. A substantial majority of respondents either agreed or strongly agreed with the motivational statements provided. Psychological and emotional motivations emerged as prominent drivers. For example, 48.7% agreed and 39.2% strongly agreed that they participated to escape stress and pressure, while over 89% indicated a desire to refresh their mental and physical state. These findings emphasize the role of the skywalk as a form of psychological escapism and recreational renewal, aligning with the work of Wang and Hsu (2023), who identified mental rejuvenation as a key motive in adventure-based tourism.

Adventure-related motives were also highly influential. A combined 93.3% of participants agreed or strongly agreed that they were drawn to the activity for the thrill and 90.6% acknowledged that the activity appeared exciting. These responses confirm the skywalk's appeal to sensation-seeking tourists who are motivated by novelty, excitement and adrenaline attributes commonly associated with urban adventure tourism (Chen & Chen, 2022). Environmental aesthetics served as another strong motivational factor. Nearly 94% of respondents agreed or strongly agreed that the scenic, nature-based views of the skywalk were a major attraction. This supports findings by Kozak and Rimmington (2022), who emphasized the motivational power of natural beauty in elevated tourism products, particularly those offering panoramic experiences.

While psychological, emotional and adventure motives dominated, logistical and facility-based motivations were also evident, albeit to a lesser degree. Approximately 86% of respondents acknowledged that the quality of facilities and the convenience of access contributed to their decision to participate. Although these practical factors were not the primary motivational forces, their presence highlights the importance of comprehensive experience design, consistent with Park and Yoon (2023), who argued that functionality and accessibility can significantly support motivational fulfillment in urban tourist activities.

In conclusion, the results demonstrate that visitor motivation to visit the K188 Tower Skywalk is driven by a multifaceted combination of psychological escape, thrill-seeking, aesthetic appreciation and practical considerations. The activity successfully captures the interest of experience-seeking tourists, confirming its position as a compelling urban adventure tourism product within Malaysia's tourism offerings.

Table 4

Motivation to visit the K188 Tower Skywalk

Motivation	Undecided (%)	Slightly Agree (%)	Agree (%)	Strongly Agree (%)	Total (%)
1) To be away from my daily routine	4.2	12.8	45.7	34.7	100
2) To get away from stress and pressure	1.1	10.2	48.7	39.2	100
3) To get away from the usual demands of daily life	3.0	9.8	39.6	43.8	100
4) To give my mind a rest	1.1	8.3	46.4	43.4	100
5) To refresh my mental and physical state	1.1	9.8	40.4	48.7	100
6) To participate in exciting activity	0.8	7.9	41.5	49.1	100
7) To feel thrill from skywalk activity	0.8	6.0	49.1	44.2	100
8) Stunning nature-based sceneries attract me to join skywalk activity	1.1	4.9	44.2	49.8	100
9) Exciting new adventure tourism product motivates me to join this activity	2.3	4.2	47.2	46.4	100
10) Other tourist attractions offered at K188 attract me to join this activity	1.1	7.9	44.5	46.4	100
11) The facilities provided at K188 attract me to join this activity	1.1	5.7	42.6	50.6	100
12) Secure facilities that guarantee safety encourage me to join this activity	0.4	5.3	49.8	44.5	100
13) Activity's area is well maintained	–	5.3	45.7	49.1	100
14) Activity's area is not too overcrowded	0.4	3.4	44.2	51.3	100
15) Supporting facilities (toilets, rest areas) are in good condition	2.3	3.0	42.6	51.3	100
16) Clear directional signage	0.8	4.5	42.3	52.5	100

Visitor Satisfaction Level at K188 Tower Skywalk

Table 5 demonstrates that the visitor satisfaction level at the K188 Tower Skywalk reflects a consistently positive experience across all measured indicators. The internal consistency of the data, confirmed by a Cronbach's Alpha of 0.932, underscores the reliability of the findings. Visitors responded overwhelmingly positively to various satisfaction-related statements, indicating that the activity not only met but often exceeded their expectations. Specifically, 96.3% of respondents agreed that the skywalk was more exciting than other activities they had previously experienced, with 57.4% expressing strong agreement. Additionally, 95.8% of visitors reported that the activity fulfilled their expectations and 64.2% strongly agreed, highlighting that the skywalk delivers a compelling and rewarding adventure tourism experience. When asked whether they made a good choice by participating, 96.6% of respondents agreed, indicating a high level of confidence in their decision-making and satisfaction with the outcome.

The overall visitor satisfaction level was similarly high, with 95.1% expressing agreement and 60.8% strongly agreeing. This positive response affirms the activity's ability to provide emotional gratification, thrill and psychological refreshment—elements often cited as core dimensions of satisfaction in adventure tourism (Han & Hyun, 2023; Kozak & Rimmington, 2022). Importantly, 97.4% of visitors indicated that they would recommend the activity to others, with 57.7% strongly agreeing. This finding reflects a direct link between satisfaction and tourist loyalty level, consistent with the argument by Park and Yoon (2023) that satisfaction is a critical precursor to loyalty behaviors such as repeat visitation and word-of-mouth advocacy. The findings clearly show that the K188 Tower skywalk effectively fulfills visitor expectations, provides a memorable and emotionally satisfying experience and cultivates strong tourist loyalty level through positive post-visit attitudes and behavioral intentions.

Table 5

Visitor Satisfaction Level at K188 Tower Skywalk

Satisfaction	Undecided (%)	Slightly Agree (%)	Agree (%)	Strongly Agree (%)	Total (%)
1) Skywalk activity is more exciting than other activities	0.4	3.4	38.9	57.4	100
2) The operation of skywalk meets my expectation	0.4	3.8	31.7	64.2	100
3) I have made a good choice by deciding to participate	0.8	2.6	33.6	63.0	100
4) Overall, I am very satisfied with my participation	0.4	4.9	34.0	60.8	100
5) I would recommend this activity to my friends and family	0.4	2.3	39.6	57.7	100

Tourist Loyalty Level at K188 Tower Skywalk

The analysis of the Tourist Loyalty Level at K188 Tower Skywalk offers valuable insights into visitors' willingness to return, recommend the activity and express positive word-of-mouth—key indicators of loyalty in tourism behavior. The reliability of the loyalty scale is confirmed by a Cronbach's Alpha value of 0.922, indicating excellent internal consistency across the five items designed to measure tourist loyalty. As presented in Table 6, a strong majority of respondents expressed a high intention to recommend the skywalk experience to others. Specifically, 57.4% strongly agreed and 39.6% agreed that they would recommend the activity to people who seek their advice. Only 2.6% slightly agreed and a minimal 0.4% were undecided, clearly demonstrating the skywalk's positive impact on visitor endorsement. In terms of sharing positive feedback, 61.1% of participants strongly agreed and 34.3% agreed that they would speak positively about the skywalk activity to others. A small percentage (4.2%) slightly agreed, while only 0.4% remained neutral. These findings indicate that most visitors not only enjoyed the experience but are also likely to serve as informal promoters, enhancing the activity's reach through word-of-mouth.

Regarding repeat visitation, 60.4% of respondents strongly agreed and 35.1% agreed that they would participate in the activity again. A small minority (3.4%) slightly agreed and only 1.2% expressed uncertainty or disagreement. This high intent to return suggests that the skywalk fosters repeat interest, which is a strong indicator of brand loyalty in the context of destination attractions. Finally, enjoyment levels were particularly notable. A total of 68.3% of visitors strongly agreed and 28.3% agreed that they enjoyed their participation in the activity. Only 2.6% slightly agreed and just 0.8% were undecided. These results reflect an overwhelmingly positive emotional response, which plays a critical role in shaping long-term loyalty and positive associations with a tourism product.

The findings strongly support the conclusion that Tourist Loyalty Level at K188 Tower Skywalk is exceptionally high. The majority of visitors demonstrated a clear intention to revisit, recommend and advocate for the activity, confirming its success as a satisfying and memorable tourism experience capable of generating sustained visitor loyalty.

Table 6

Visitor Loyalty Level at K188 Tower Skywalk

Question Statement	Undecided (%)	Slightly Agree (%)	Agree (%)	Strongly Agree (%)
1) I would recommend this activity to people who seek my advice.	0.4	2.6	39.6	57.4
2) I would tell other people positive things about this activity.	0.4	4.2	34.3	61.1
3) I would participate in this activity again.	0.8	3.4	35.1	60.4
4) I enjoyed my participation in this activity.	0.8	2.6	28.3	68.3

The Influence of Motivation and Satisfaction Levels on Visitor Loyalty toward the Skywalk Activity

A multiple regression analysis was conducted, as shown in Table 7, to examine the extent to which Visitor Motivation to Visit K188 Tower Skywalk and Visitor Satisfaction Level at K188 Tower Skywalk predict Tourist Loyalty Level at K188 Tower Skywalk. The overall model is statistically significant, indicating that both independent variables such as motivation and satisfaction are meaningfully contributed to explaining the variation in tourist loyalty. The regression model includes a constant (intercept) value of 1.233. Among the predictors, satisfaction level demonstrates the strongest influence on loyalty, with a standardized beta coefficient (β) of 0.531. This suggests that satisfaction is the most powerful predictor of loyalty in this context. The unstandardized coefficient for satisfaction is $B = 0.507$, indicating that for every one-unit increase in satisfaction level, the tourist loyalty level increases by approximately 0.507 units, when motivation is held constant. This relationship is highly significant ($p < .001$), with a 95% confidence interval ranging from 0.408 to 0.605, confirming the robustness of this effect.

In addition, Visitor Motivation also significantly and positively influences Tourist Loyalty. The standardized beta coefficient for motivation is $\beta = 0.320$, while the unstandardized coefficient is $B = 0.316$. This means that a one-unit increase in motivation corresponds to a 0.316 unit increase in loyalty, assuming satisfaction level remains constant. This effect is also statistically significant ($p < .001$), with the confidence interval ranging from 0.214 to 0.418. These findings collectively indicate that both motivation and satisfaction play important roles in fostering loyalty among visitors to the K188 Tower Skywalk. However, satisfaction emerges as the more influential factor, highlighting the importance of delivering a high-quality, fulfilling experience to ensure repeat visits, positive word-of-mouth and long-term tourist loyalty.

Table 7

Multiple regression analysis

Predictor	Unstandardized B	Std. Error	Standardized Beta	t-value	Sig. (p-value)	95% CI (Lower-Upper)
(Constant)	1.233	0.263	–	4.682	< .001	0.715 – 1.752
Motivation	0.316	0.052	0.320	6.107	< .001	0.214 – 0.418
Satisfaction level	0.507	0.050	0.531	10.142	< .001	0.408 – 0.605

* $p < 0.05$, Dependent variable: Loyalty

Together, the analysis indicates that both satisfaction and motivation significantly and positively influence visitor loyalty, with satisfaction being the more powerful predictor. This suggests that enhancing visitor satisfaction has a greater impact on building loyalty than motivation alone. These findings are valuable for tourism operators, implying that providing a high-quality experience that meets or exceeds expectations is key to encouraging repeat visits and positive word-of-mouth.

Recent research has consistently highlighted the significant role that motivation and satisfaction play in shaping visitor loyalty, especially in the context of unique tourism experiences like the skywalk activity.

Motivation, which encompasses various factors such as escape from routine, stress relief and the thrill of new adventures, has been identified as a key driver in attracting visitors to novel tourism products (Chen & Chen, 2022). In particular, factors such as the desire to refresh one's mental state or experience exciting activities significantly contribute to a positive visitor experience and loyalty (Li et al., 2021). Similarly, satisfaction levels, which include the quality of facilities, safety measures and overall experience, are strongly correlated with repeat visitation and positive word-of-mouth (Kozak & Rimmington, 2022). Satisfaction not only reinforces the emotional bond with the destination but also boosts the likelihood of tourists recommending the activity to others, further enhancing visitor loyalty (Park & Yoon, 2023). Recent studies have confirmed these findings, showing that both motivation and satisfaction are critical predictors of loyalty in tourism (Han & Hyun, 2023). The skywalk experience, with its unique appeal and stimulating activities, is no exception. Visitors' motivations, ranging from the need for relaxation to the thrill of adventure, alongside their satisfaction with the activity, have a direct and significant influence on their intention to revisit and recommend the experience to others.

DISCUSSION AND CONCLUSION

This study provides valuable insights into the Visitor Motivation to Visit K188 Tower Skywalk, Visitor Satisfaction Level at K188 Tower Skywalk and Tourist Loyalty Level at K188 Tower Skywalk among visitors to the skywalk activity at the K188 Tower. The findings reveal consistent patterns with existing tourism literature, particularly in the context of adventure and experience-based tourism, while also offering unique observations specific to the local Malaysian setting. The demographic profile indicates that the skywalk appeals most strongly to young, local and female visitors, particularly those aged between 20–29 years and those with lower or no income mostly students or early-career professionals. These findings are consistent with Chen and Chen (2022), who observed that younger tourists are more inclined to seek novelty and engaging physical experiences in urban adventure tourism settings. The high participation of students and private-sector employees also aligns with Li et al. (2021), who found that urban millennials are increasingly motivated by affordable, short-term adventure activities that offer emotional relief and social validation.

The motivation analysis confirmed that the skywalk experience fulfils a wide range of intrinsic and extrinsic motives. Escape from routine, mental refreshment and thrill-seeking were among the highest-rated reasons for participation, which supports the adventure tourism framework proposed by Wang and Hsu (2023), emphasizing psychological rejuvenation and the desire for novelty as key motivators. Similarly, the importance of natural scenery in influencing participation mirrors findings by Kozak and Rimmington (2022), who found that environmental aesthetics play a significant role in motivating tourists in elevated or panoramic-view attractions. Interestingly, while logistical considerations like facilities and cleanliness were not the top motivators, their high agreement percentages show alignment with Park and Yoon (2023), who stressed that practical aspects are essential to the overall tourism experience even if they do not constitute primary motivators.

In terms of satisfaction, the study recorded remarkably high levels of visitor contentment, with over 95% of respondents expressing satisfaction across key areas. These results reinforce past research emphasizing that well-managed, emotionally rewarding experiences significantly enhance visitor satisfaction (Kozak &

Rimmington, 2022). The skywalk's capacity to meet or exceed expectations through safety, scenic beauty, and operational efficiency demonstrates the critical role of quality assurance in tourist satisfaction a notion echoed by Han and Hyun (2023), who highlighted the importance of emotional fulfilment in fostering post-visit satisfaction. The loyalty analysis also revealed strong intentions for repeat visitation and recommendation, indicating the skywalk's success in building emotional engagement and long-term value. This aligns with findings by Park and Yoon (2023), who emphasized that when both motivation and satisfaction are high, tourists are more likely to become brand advocates. The regression analysis in this study further confirmed that satisfaction is a stronger predictor of loyalty than motivation alone supporting Kozak and Rimmington's (2022) assertion that actual experience (satisfaction) carries more weight in driving loyalty behaviors than initial desire (motivation). However, this finding somewhat contrasts with earlier work by Li et al. (2021), who argued that for first-time or novelty-based attractions, initial motivation may have a more dominant influence on repeat behavior. In this study, while motivation was significant, satisfaction clearly emerged as the more influential variable, suggesting that once expectations are exceeded, visitors are more inclined to develop loyalty regardless of their initial motivational intensity.

Implications

The Skywalk at K188 Tower has successfully positioned itself as a leading urban adventure tourism product in Malaysia by targeting the right demographic, addressing psychological and recreational motivations and delivering a highly satisfying experience. The interplay between motivation and satisfaction has proven to be vital in predicting tourist loyalty, confirming the interdependent relationship highlighted by Han and Hyun (2023). For destination managers and tourism stakeholders, these insights highlight the importance of not only attracting visitors through effective marketing of adventure and nature-based features but also ensuring the delivery of a high-quality experience to nurture long-term engagement and advocacy. By maintaining high safety standards, continuous facility upgrades and personalized experience enhancements, the skywalk can sustain its competitive edge. Future strategies might include loyalty programs, student-targeted promotions and interactive digital engagement to expand its appeal among both domestic and international tourists.

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