The Motives of Travelling among The Netherlands Tourists to Langkawi Island, Malaysia

Les Motifs de Voyage parmi les Touristes Néerlandais à l'Île de Langkawi, Malaisie

Os Motivos de Viagem entre os Turistas dos Países Baixos para a Ilha de Langkawi, Malásia

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Abstract: The main objective of the study is to determine the motives of travelling among the Netherlands tourists and its effect on tourist satisfaction, place attachment and destination loyalty towards the Jewel of Kedah (Langkawi Island). A total of 304 respondents were participated in the questionnaire survey at the Airport. The respondents were selected based on purposive and simple random sampling. Structural Equation Modelling was executed to analyze the data.It was found that tourist satisfaction is acting as a partial mediator between tourist motivation and place attachment relationship. This is relatively a unique contribution because a few studies in the past have tested this mediating effect. The study also found a direct relationship of place attachment on destination loyalty. The study recommends tourism management in Langkawi to address and promote the locals' culture and lifestyle in order to motivate the Netherlands tourists to visit the destination, which could satisfy and build a strong connection between the tourists and the island.

Keywords: Tourist Motivation; Place Attachment; Tourist Satisfaction; Destination Loyalty

Résumé: L'objectif principal de l'étude est de déterminer les motifs de voyage des touristes néerlandais et leur impact sur la satisfaction des touristes, l'attachement au lieu et la fidélité à la destination envers la Perle de Kedah (l'île de Langkawi). Un total de 304 répondants ont participé à l'enquête par questionnaire à l'aéroport. Les répondants ont été sélectionnés selon un échantillonnage raisonné et aléatoire simple. La modélisation par équations structurelles a été utilisée pour analyser les données. Il a été constaté que la satisfaction des touristes agit en tant que médiateur partiel dans la relation entre la motivation des touristes et l'attachement au lieu. Cela constitue une contribution relativement unique car peu d'études ont testé cet effet médiateur par le passé. L'étude a également mis en évidence une relation directe entre l'attachement au lieu et la fidélité à la destination. L'étude recommande à la gestion du tourisme à Langkawi de prendre en compte et de promouvoir la culture et le mode de vie des habitants afin de motiver les touristes néerlandais à visiter la destination, ce qui pourrait satisfaire et renforcer les liens entre les touristes et l'île.

Mots-clés: Motivation touristique; Attachement au lieu; Satisfaction du touriste; Fidélité à la destination

Resumo: O objetivo principal do estudo é determinar os motivos de viagem entre os turistas dos Países Baixos e seu efeito na satisfação do turista, na vinculação ao local e na lealdade ao destino em relação à Joia de Kedah (Ilha de Langkawi). Um total de 304 respondentes participou da pesquisa por questionário no Aeroporto. Os respondentes foram selecionados com base em amostragem intencional e aleatória simples. Foi realizado um Modelo de Equações Estruturais para analisar os dados. Verificou-se que a satisfação do turista atua como mediadora parcial na relação entre a motivação do turista e a vinculação ao local. Isso é uma contribuição relativamente única, pois poucos estudos no passado testaram esse efeito mediador. O estudo também encontrou uma relação direta entre a vinculação ao local e a lealdade ao destino. O estudo recomenda à gestão do turismo em Langkawi que aborde e promova a cultura e o estilo de vida locais para motivar os turistas dos Países Baixos a visitar o destino, o que poderia satisfazer e construir uma conexão forte entre os turistas e a ilha.

Palavras-chave: Motivação do Turista; Apego ao Local; Satisfação do Turista; Lealdade ao Destino

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Introduction

The tourism activities provide lucrative benefits to the host tourism destinations, such as generating profitable revenues, fostering infrastructure development, allocating direct and indirect jobs to the local people, and instilling a sense of cultural exchange between foreigners and locals. In the global economic context, travel and tourism industry itself contributed a sum of 3.5% growth in 2019, surpassing the global economic development of 2.5% for the ninth successive year (World Travel Tourism Council 2021). Malaysia is a diverse nation located in Southeast Asia consisting of numerous pleasing and attractive destinations especially its pristine coasts and islands which become the main attraction for international tourists. Hence, this study focused on one of the eminent islands in Malaysia. This island is unique because it is archipelago made up of 99 islands which is known as Langkawi Island or 'Jewel of Kedah.' The structure of this island is exceptional since it is surrounded by turquoise sea and the inland of the island is a combination of jungle-clad hills and scenic paddy fields. Most importantly, it was awarded by UNESCO as the first Global Geopark in the Southeast Asia region in 2007 (Nasir et al., 2022; UNESCO, 2021). Nevertheless, the trends of international tourist arrivals demonstrated a sluggish and unstable growth rate pattern (Tourism Malaysia, 2023). However, the present study focuses specifically on the tourists from The Netherlands because the number of their repeat visit is lesser than first time visit (Nasir et al., 2021) indicating an issue related to loyalty. These situations explain the need to further investigate the motives of international tourists (The Netherlands) travelling to 'Jewel of Kedah', Malaysia. Therefore, this study's outcome is fundamentally crucial to tourism management as to develop an effective marketing positioning since each population has a different lifestyles, cultures, and beliefs.

Mohamad et al. (2017) claimed that the focus of tourism business is to constantly meet the ever-changing customer's needs and expectations to ensure customer's satisfaction which would in turn lead to destination loyalty. The nature of the industry makes tourism as a dynamic and competitive industry that requires the ability to adapt constantly to customer's needs and expectation. For this reason, investigating travel

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motivation among tourists is seemed to be the fundamental reason to explain a particular travelling behaviour of an individual (Khuong and Ha, 2014). The selectionof tourist destination or tourismservices, and some other precious information related travelling behaviour of a tourist can be gathered from the study of tourist motivation. For instance, to develop an effective marketing strategy, tourism and business policyholders can determine the demographic characteristics or lifestyle, and how much they allocate to spend within one particular destination based on the information gathered from the study of tourist behaviour (Demirović, Berjan et al. 2019). Furthermore, tourist motivation may have causes and effects relationships with tourist satisfaction (Jaapar, Musa et al. 2017; Hassan et al. 2020; Baptista et al. 2020; Leo et al. 2021) and place attachment (Prayag et al. 2018; Prayag and Lee, 2019; Palau-Saumell Forgas-Coll et al. 2019). Moreover, tourist satisfaction is an essential construct to develop place attachment (Ramkissoon et al. 2014; Ramkissoon and Mavondo 2015; Xu and Zhang 2016; Hosany et al. 2017). Numerous research works also found that place attachment is the determinant of destination loyalty (Yilmazdogan and Secilmis 2020; Patwardhan et al. 2020; Reitsamer and Brunner-Sperdin 2021). Based on these past researches, a limited number of studies investigated the interrelationships between five direct and indirect relationships among tourist motivation, tourist satisfaction, place attachment, and destination loyalty in one complex model and also lack of studies have explicitly focused on international tourists (The Netherland) as the study's target population. Hence, to bridge the research gaps (model and population) in the literature, the present study is conducted to investigate the causes and effects relationships between tourist motivation, tourist satisfaction, place attachment, and destination loyalty simultaneously in a single complex model by focusing on the international tourists from The Netherlands who visit Langkawi as the selected target population of the study.

Literature Review

Location of the destination

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Figure 1 - Location of Langkawi Island, Malaysia in the Map

Source: Google Map

The picture above (see Figure 1) indicates the location of Langkawi Island, Malaysia. Langkawi Island, officially referred to as the Jewel of Kedah, is a duty-free island and an archipelago consisting of 99 islands (along with five smaller islands visible only at low tide in the Strait of Malacca). It is situated approximately 30 km off the northwestern coast of Malaysia, just a few kilometers south of Ko Tarutao, near the Thai border. Administratively, it falls under the jurisdiction of Kedah, with Kuah being its largest town. Pantai Cenang is the island's most frequented beach and a popular tourist destination.

Destination Loyalty

Mat Som et al. (2011) claimed that the concept of destination loyalty is considered as one of the crucial subjects in tourism research (Mat Som et al., 2011) and is an essential indicator for a tourist destination's success (Nasir et al., 2022). To develop an effective business strategies, scholars and industrial players used the concept of destination loyalty as a significant benchmark (Serenko and Stach, 2009). Nasir et al. (2020) claimed that anoptimum level of destination loyalty should be maintained since it could create massive income for businesses and destination tourism. In addition, a high level of loyalty among tourists could generate sustainable income for destinations through positive word-of-mouth and lesser marketing costs (Almeida-Santana and Moreno-Gil 2018).

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Three dimensions: behaviour approach, attitudinal approach, and composite approach used to measure destination loyalty (Raggiotto and Scarpi, 2021). Identifying the number of repeated visits is an approach to measure behavioural loyalty (Mechinda et al., 2009) or respondents' intention to revisit (Martinez et al., 2010). Recommendation of the tourist destination to other people, positive word-of-mouth and assurance to a preferred firm are the measurements using attitudinal approach (Reuyruen and Miller, 2007; Muhamad Nasir et al. 2021). In addition, Chi (2012) found that the recommendation to other people (word-of-mouth) can be taken as the most reliable information sources for tourists and one of the most effective types of information that can attract people in travelling. Composite approach is a combination of behavioural and attitudinal approach that is used to describe the wholly idea of customer loyalty (Mechinda et al. 2009; Rauyruean and Miller 2007). Individual might purposely enquire whether a particular destination can cause loyalty in individuals who visit it (Campón et al., 2013). Hence, the present study employed a composite dimension of destination loyalty as it is comprehensive.

Tourist Motivation

One of the essential things that inspire a tourist to visit a tourist destination is motivation (Ghassani et al., 2020). Leong et al. (2015) claimed that motivation refers to individual's psychological and biological needs. In the context of tourism, tourist motivation is defined as a meaningful state of mind that sufficiently disposes of an individual or a group of people to travel (Dann, 1981). Hence, the present study concludes that tourist motivation refers to an individual's internal feelings, desires, and thoughts that influence them to travel.

Xu and Zhang (2016) claimed that there are three dimensions of tourist motivation which are attraction-based, self-development, and social interaction. On the other hand, Kim et al. (2017) reported that tourist motivation consists of four dimensions of self-development, relation and escape, prestige and luxury, and novelty and knowledge. Hence, it indicates that there are a variety of motives for tourists traveling to a certain destination. Tourist motivation is essential in segmenting markets, designing promotional programmes and planning destination

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development (Mohamad et al., 2017). Furthermore, in previous studies (Jaapar et al., 2017; Hassan et al., 2020; Baptista et al., 2020; Leo et al., 2021), tourist motivation is positively correlated with tourist satisfaction. Moreover, other studies (Prayag et al. 2018; Prayag, and Lee 2019; Palau-Saumell et al., 2019) also found that tourist motivation positively affected place attachment. Hence, based on these relationships, two hypotheses are developed:

> H1a: Tourist motivation is positively affected by tourist satisfaction.
> H1b: Tourist motivation is positively affected by place attachment.

Tourist Satisfaction

The concept of satisfaction has been thoroughly discussed in the existing tourism literature (Huete Alcocer and López Ruiz 2020). Typically, tourists will form an expectation about the destination before they visit the destination. Then, when they reach that particular destination, they will experience the destination's tourism offerings, which comprise of services and products. Hence, tourist satisfaction will be formed when their traveling experience exceeds their expectation (Deng and Pierskalla, 2011).

This concept has become a strategic variable for prescribing tourist destinations (Silaban et al., 2019). When the tourist is satisfied with the destination, they tend to promote to the other potential tourists to visit the destination. Moreover, many studies (Ramkissoon et al. 2014; Ramkissoon and Mavondo, 2015; Xu and Zhang, 2016; Hosany et al., 2017) found that tourist satisfaction is positively correlated with place attachment.

Several research works have reported that tourist motivation has a significant impact on tourist satisfaction (Jaapar, et al., 2017; Hassan et al., 2020; Baptista et al., 2020) and place attachment (Prayag et al., 2018; Prayag and Lee, 2019; Palau-Saumell et al., 2019). Meanwhile, Ramkissoon et al. (2014), Ramkissoon and Mavondo (2015), Xu and Zhang (2016) and Hosany et al. (2017) reported that tourist satisfaction has a significant impact on place attachment. However, no studies have investigated the mediation effect of tourist satisfaction on this relationship. Based on the above findings, the present study proposed

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the following hypotheses (Hypothesis 3 was recommended to address the gap in the literature). This study proposes these hypotheses to test the relationship between the constructs:

H2: Tourist satisfaction is positively affected by place attachment.
H3: Tourist satisfaction mediates the relationship between tourist motivation and place attachment.

Place Attachment

The concept of place attachment refers to an emotional relationship between the self and the destination (Gross and Brown 2008). Similarly, Nasir et al. (2020) defined place attachment as a positive personal relationship of tourists who experienced visiting a destination where the tourist shows their interest in that particular destination. Hence, building a positive relationship between tourist and destination is essential to ensure the sustainability of tourist destination.

Kim et al. (2017) and Hosany et al. (2017) claimed that place attachment comprises of two dimensions which are place dependence and place identity. Place dependence denotes how well the destination's physical aspects could cater the tourist needs, which would prevent them from choosing other destinations. Meanwhile, place identity refers to any destination that is capable of showcasing an individual's identity, which would create a close relationship between visitor and destination. However, Silva et al. (2018), and Chow et al. (2019) claimed another two more dimensions of place attachment apart from place dependence and place identity, namely place affect and place social bonding. Place social bonding denotes how much destination setting develops visitors' personal values through continuous personal interaction between tourists and the tourist destination they have visited. On the other hand, place affect refers to the experience and feeling of tourists visiting a destination, which could develop a sense of positive well-being. Most importantly, place attachment is an important predictor of destination loyalty (Yilmazdogan and Secilmis 2020;Patwardhan et al., 2020; Reitsamer and Brunner-Sperdin 2021). Hence, based on this background of the study, the present study proposes hypothesis 4:

H4: Place attachment is positively affected by destination loyalty.

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Research Methodology

Research Model Equation

In this study, the relationship between Tourist Motivation (M) and Place Attachment (PA) is mediated by Tourist Satisfaction (TS). The study uses acronyms of the constructs in the model to develop the linear equations and to explain the interacting mechanism of Tourist Motivation and Place Attachment. Thus, the mathematical expressions (linear equations) representing a model as shown below;

For the relationship between Tourist Motivation and Place Attachment mediated by Tourist Satisfaction:

Equations

$TS = a_0 + a_1 M + e_M$	(1)
$PA = B_0 + B_1 TS + B_2 M + E_y$	(2)
Substituting for TS in Eq (2)	
$PA = B_0 + B_1(a_0 + a_1 M + e_M) + B_2 M + e_Y$	(3)
$PA = B_0 + B_1 a_0 + B_1 a_1 M + B_1 e_M + B_2 M + e_Y$	(4)
Thus,	
$PA = (B_0 + B_1 a_0) + (B_2 + B_1 a_1)M + B_1 e_M + e_Y$	(5)
Where B_2 = direct effect, $B_1 a_1$ = Indirect effect, B_0 and a_0 = beta slope, e_Y and e_M = simple residual or measurement error	

A cross-sectional research design is used to examine the effects of tourist motivation on tourist satisfaction, place attachment, and destination loyalty.

Research Instrument

The current study utilized a self-administered questionnaire as the research instrument. The instrument comprised of the respondent's profile and the items (measured using a 10-point Likert scale) for the four latent constructs of tourist motivation, tourist satisfaction, place attachment and destination loyalty.

A pre-test was performed to enhance the respondents' understanding of the questionnaire distributed to them. A pilot survey was executed

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to examine the underlying structure among the latent constructs and instruments' consistencies in manifesting the latent construct. The consistency of the instrument is measured based on Cronbach's Alpha value. The Cronbach's Alpha values for tourist motivation, tourist satisfaction, place attachment, and destination loyalty were 0.82, 0.95, 0.91, and 0.92, respectively. These values demonstrate that the measuring instruments fulfill the minimum requirement for internal consistency since Cronbach's Alpha values for all constructs exceeded 0.7.

Participants of the study

The respondents of the study were international tourists (The Netherlands) who have experienced traveling to Jewel of Kedah (Langkawi Island). The international tourists from the Netherlands were selected because they are among the top 20 international tourists visiting Malaysia including Langkawi Island (Tourism Malaysia, 2024) but number of their repeat visit is lesser than first time visit (Nasir et al., 2021) indicating an issue related to loyalty. Thus, it is crucial to emphasize on this group of tourists to resolve their loyalty problem and help the island to generate more income from their spending while visiting this island.The printed structured questionnaires form was distributed to international tourists from The Netherlands at the departure hall of International Airport in Langkawi Island. They response to the questionnaires while waiting for their departure to the other destinations.

The purposive sampling was executed to identify the tourists which specific criteria. They were identified by asking their age, whereby each respondent must be at the age of 18 years old and they must stay overnight (24 hours) on the island to be qualified as a participant in the study. Then, the selection of samples in the sampling frame are selected using simple random sampling. The sample size of the study was determined based on the criteria proposed by Burn et al. (2017). The authors suggested the sample size should be between 96 and 384. Hence, the study's computed sample size was 304 as suggested by Burn et al. (2017).

Most of the respondents were female (52.3%) between the ages of 25 to 34 years old (45.1%). Majority of them came to the island for a holiday (95%). They stayed at the hotel (87.5%) and gathered information about this island through the internet.

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Research Results

Data Analysis

The present research utilized SEM-AMOS as a method of data analysis. Hence, the study executed SEM-AMOS 23 to run the Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) using the actual survey data (Muhamad Nasir and Wongchestha,2022).First, the data collected from fieldwork was subjected to Confirmatory Factor Analysis (CFA) to validate the measurement model. Several assessments were conducted in CFA, such as deleting poor loadings, evaluating measurement model by inspecting their validity (content validity, convergent validity and discriminant validity) and conducting reliability test. Then, the measurement model was converted into a structural model when it has been validated in CFA. Finally, all hypotheses of the study were verified using Structural Equation Modelling (SEM).

Confirmatory Factor Analysis

Figure2 demonstrates the measurement model of the study which comprises four latent constructs of tourist motivation, tourist satisfaction, place attachment, and destination loyalty. The model indicated that all measuring items for each construct fulfilled the requirement for unidimensionality due to the values of factor loadings (>0.6) and squared multiple correlation R2 (>0.4), respectively. Furthermore, the model achieved content validity since it met the acceptable level of goodness of fit for absolute fit (RMSEA<0.08), incremental fit (0.90), and parsimonious fit (Chisqdf< 3.0).
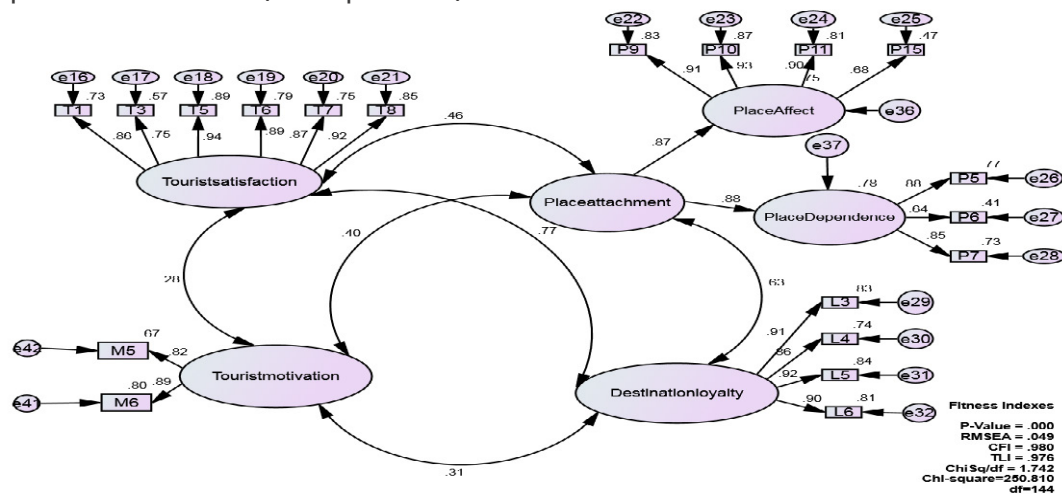

Figure 2 - Measurement Model

***The figure 2 above is constructed by the researchers using statistical tool, namely, SEM-AMOS 23 and it is not come from any sources (ex. books, articles etc).*

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Structural Equation Modelling

The measurement model was converted into a structural model because it achieved unidimensionality, validity, and reliability analysis. Then, as mentioned earlier, a structural model was executed for hypothesis testing. Table 1indicates the results of hypothesis testing.
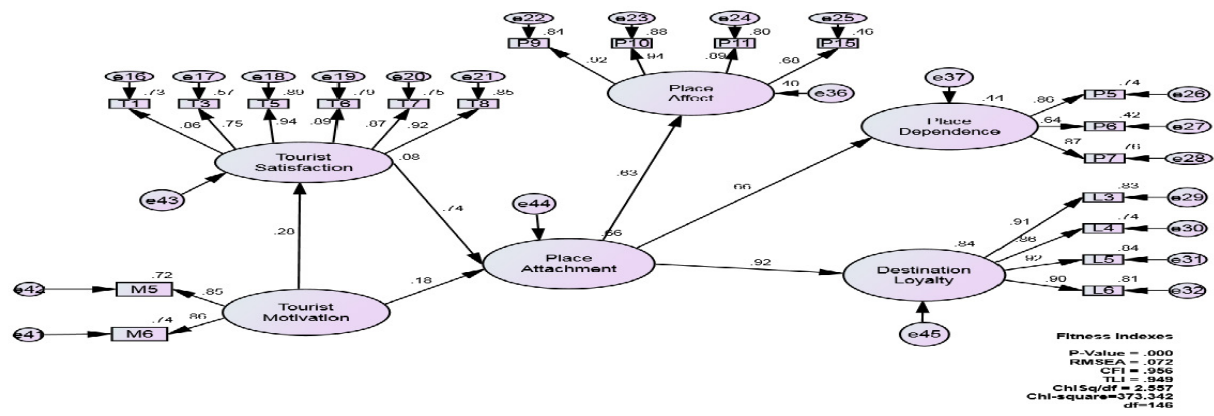

Figure 3 - Structural Model

The figure 3 above is constructed by the researchers using statistical tool, namely, SEM-AMOS 23 and it is not come from any sources (ex. books, articles etc).

Table 1 - Hypothesis Testing

Hypothesis	Estimate	SE	C.R	P-value	Result
Tourist SatisfactionTourist Motivation (H1a)	0.184	0.44	4.218	0.001	Significant
Place Attachment←Tourist Motivation (H1b)	0.150	0.44	9.156	0.001	Significant
Place Attachment←Tourist Satisfaction (H2)	0.933	0.102	3.380	0.001	Significant
Destination Loyalty←Place Attachment (H4)	1.229	0.121	10.185	0.001	Significant

The table above is the output from the analysis using statistical tool, namely, SEM-AMOS 23 and it is not come from any sources (ex. books, articles etc).

Table 1 reveals the results for hypothesis testing, whereby four hypotheses were significant. H1 and H2 indicated that tourist motivation positively affected tourist satisfaction ($\beta=0.184$, $Z=4.218$, $p=0.001$) and place attachment ($\beta=0.150$, $Z=9.156$, $p=0.001$). Moreover, H3 showed that tourist satisfaction positively affected place attachment ($\beta=0.933$, $Z=3.380$, $p=0.001$). Lastly, H5 proved that place attachment positively affected destination loyalty ($\beta=1.229$, $Z=10.185$, $p=0.001$).

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On the other hand, the mediation effect of tourist satisfaction on the relationship between tourist motivation and place attachment (H3) was tested using the bootstrapping procedure as proposed by Preacher and Hayes (2008). Thus, there were two steps involved to examine mediation effect.

Step 1: The indication to identify whether the mediation occurs is based on the values of indirect effect for both lower bound and upper bound do not straddle a 0 in between.

Step 2: To test whether the mediation is partial or complete mediation;

(i) Partial mediation occurs when both hypotheses testing for direct and indirect effects coefficients are significant.

(ii) Complete mediation occurs when the hypothesis testing for the direct effect coefficient is not significant, but the indirect effect coefficient is significant.

Table 2 summarizes the result for mediating effect for hypothesis 3 (H3). By using the bootstrapping procedure, the outcome of the analysis indicated that tourist satisfaction partially mediated tourist motivation and place attachment relationship. Table 3 is included for checking the robustness of mediating effect of tourist satisfaction on the relationship between tourist motivation and place attachment. As a result, it demonstrated a partial meditation that is consistent with the normal procedure which shows partial mediation.

Table 2 - The result of the mediating effect for H3

Effect	Hypothesis 3 (H3)		Two-Tail Significant	Result
	Lower Bound	Upper Bound		
Direct	0.065	0.353	0.004	Significant
Indirect	0.133	0.310	0.001	Significant
Result	Mediation occurs			
Type of mediation	Tourist satisfaction partially mediates tourist motivation and place attachment relationship because the direct effect and indirect effect are significant			

*The table2 above is the output from the analysis using statistical tool, namely, SEM-AMOS 23 and it is not come from any sources (ex. books, articles etc).

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Table 3 - The Results of Bootstrapping Procedure in testing the mediating effect of Tourist Satisfaction on the relationship between Tourist Motivation and Destination Loyalty

	Indirect Effect	Direct Effect
Bootstrapping Results	0.206	0.180
Bootstrapping P-value	0.001	0.004
Result	Significant	Significant
Type of Mediation	Partial mediation since the direct effect is also significant	

*The table3 above is the output from the analysis using statistical tool, namely, SEM-AMOS 23 and it is not come from any sources (ex. books, articles etc).

Discussions

The present study revealed that tourist motivation towards Langkawi is positively affected tourist satisfaction and place attachment (H1a and H1b). These outcomes are consistent with the past studies whereby tourist motivation has a significant impact on tourist satisfaction (Leo et al. 2021) and place attachment (Palau-Saumell 2019). Furthermore, the findings suggest that when the travel motives of The Netherlands tourists are related to the culture, folk custom and lifestyle of local people in Langkawi. The tourists can experience the lifestyle of the locals when they would be able to reside with local families engaged in their daily tasks, primarily in occupations such as fishing and farming, have the potential to enhance tourists' emotional connection with the destination and also the feelings of overall satisfaction in visiting Langkawi will be initiated.

Furthermore, analysis of the data also demonstrated that tourist satisfaction towards the destination is positively affected place attachment (H2). This finding is consistent with the past research work of Yilmazdogan and Secilmis (2020), whereby they found that tourist satisfaction significantly influences place attachment. Hence, based on tourist motivation-tourist satisfaction and place attachment relationships, the study decided to examine the mediation effect of tourist satisfaction on the relationship between tourist motivation and place attachment. The mediation analysis indicated that tourist satisfaction acts as a partial mediator on the relationship between tourist motivation and place attachment. Most importantly, this is considered a new contribution of the study since limited number of studies have proven the mediating effect of tourist satisfaction on tourist motivation

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and place attachment relationship. Finally, the study revealed that place attachment positively affects destination loyalty, which is similar to the outcome of past research by Reitsamer and Brunner-Sperdin (2021). In other words, place dependence and place affect play a crucial role to develop destination loyalty among the tourists.

Theoretically, the present study has contributed in several ways. First, the study has proposed a new research model. Several research constructs have been tested together, namely tourist motivation, tourist satisfaction, place attachment, and destination loyalty in the context of Langkawi Island, Malaysia. Hence, this research model has tested four direct effects and one mediating effect. Most importantly, there were few past studies that tested these research constructs together. On top of that, the present research also examined the mediating effect of tourist satisfaction on the relationship between tourist motivation and destination loyalty, whereby limited number of the studies had proven this relationship at Langkawi Island. Second, the selection of the target population whereby a limited number of studies solely focused on comprehending the motives of travelling among the The Netherlands tourists to Langkawi Island. Investigating specifically on this target population is extremely important for marketing positioning and campaign. This is because each population has a different background, culture, and lifestyle which make their motives for travelling differ.

Practically, the findings of the present study could also provide several inputs to the industrial tourism players. The two main motives of The Netherlands tourists who visited Langkawi are to appreciate the culture and folk custom as well as to experience the lifestyle of local people. Hence, the tourism management and tour guides in Langkawi should take this opportunity to demonstrate the culture and lifestyle of the locals at this island. For instance, tour guides should introduce the wide range of locally made goods such as painting, traditional weaving and wood craving to the tourists. Moreover, the tourists should witness batik artists at their workplace and observe how they painstakingly convert their creative and beautiful designs.

The tourism management in Langkawi should also organize a programme where The Netherlands tourists, live with the local community for one week to a month to let them experience the local

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community daily chores. This will be an exciting activity since many of them work as fishermen and traditional crafting. Hence, this will lead their overall evaluation of their vacation to Langkawi to be highly satisfactory and build a strong personal connection between the tourist and the island. Eventually, when the tourists start developing a strong emotional bond with the destination, they will become loyal to the destination by recommending their friends, family members, and others to visit Langkawi for a holiday.

Figure 4 - Beach at Langkawi Island

Source: Muhamad Nasyat Muhamad Nasir (Main Author's Photo)

Figure 5 - Locals work as a fisherman and live in wooden house

Source: Muhamad Nasyat Muhamad Nasir (Main Author's Photo)

Figure 6 - Batik product crafted by batik artists

Source: Muhamad Nasyat Muhamad Nasir (Main Author's Photo)

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Conclusions and Further Research

The relationships among the constructs of tourist motivation, tourist satisfaction, place attachment, and destination loyalty are tested using structural equation modelling (SEM). The measurement model of the study has achieved reliability and validity test. It was found that all hypotheses, including direct and indirect effects, are supported. Hence, the present study concludes that tourist satisfaction has a partial mediating effect between tourist motivation and place attachment relationship. Consequently, place attachment has a direct impact on destination loyalty. Hence, the study recommends tourism management in Langkawi to address and promote the locals' culture and lifestyle in order to motivate the tourists from the Netherlands to visit the island, which could satisfy and build a strong connection between the tourists and the island. Eventually, it will create a sense of loyalty among the tourists to the island. Most importantly, the variance of destination loyalty is 84 % explained by tourist motivation, tourist satisfaction, and place attachment. Therefore, it indicates that these three constructs of tourist motivation, tourist satisfaction and place attachment are the strong predictors of destination loyalty. However, the present study recommends testing the impacts of some other variables such as quality of life and tourist experience on destination loyalty in future research.

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