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The Influence of Motivation on Cultural Tourism in Kampung Batik Laweyan

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Abstract

Kampung Batik Laweyan in Surakarta is one of the oldest batik centers in Indonesia, which has developed since the 16th century during the Pajang Kingdom. The peak of Laweyan's glory occurred in the early 20th century until around 1970, when this area became the largest batik production and trade center in Solo. However, since around 1970, Laweyan's glory began to decline. The entry of printed batik and batik-patterned textiles produced in bulk, especially from abroad, caused written batik and Laweyan stamps to lose competition in terms of price and production volume. The process of making traditional batik that takes a long time is not able to match the efficiency of modern industry. As a result, many batik businesses in Laweyan went out of business, the next generation was reluctant to continue the family business, and batik making activities in this village stagnated for almost three decades. The decline marks the end of Laweyan's glory era as the center of the pure batik industry, as well as a turning point for the transformation of Laweyan in the next era as a batik village based on cultural heritage and tourism. This study aims to examine the influence of motivation on various aspects of cultural tourism experience in Kampung Batik Laweyan, with a focus on tourists from the general public. With a quantitative approach through a questionnaire survey based on a 5-point Likert scale, this study involved visitors over 18 years old who were selected by purposive sampling technique. The variables tested included authenticity/authenticity, education, entertainment, hedonism, customer engagement, customer satisfaction, and motivation. The analysis was carried out using regression and mediation tests to test the relationship between variables. The results of the research are expected to enrich the literature of cultural tourism and provide practical recommendations in improving the experience and satisfaction of visitors to Kampung Batik Laweyan.

INTRODUCTION

In the era of globalization and digitalization that continues to grow rapidly, the tourism industry is one of the most dynamic, innovative, and competitive sectors in the world. Changing trends and behavior of tourists, especially among the younger generation, demand that tourist destinations not only present physical beauty, but also meaningful and memorable experiences. In this context, a quality tourism experience has been proven to increase satisfaction, loyalty, and intention to revisit tourists (Suh et al., 2015). One of the important factors that shape the experience is the motivation of tourists, which plays a role in shaping their expectations and perceptions of tourist destinations (Hao, 2020; Jiang et al., 2024).

Various previous studies have discussed the importance of motivation in the context of cultural tourism. Jiang et al. (2024), revealed that tourism experience dimensions such as education, entertainment, and authenticity (authentication) have a significant influence on tourist engagement and satisfaction, particularly among Generation Z. Other research by Chen & Lin (2018) and Zhang et al. (2024) differentiated tourist motivation into two main categories, namely internal

motivation (such as curiosity, personal experience) and external motivation (such as social recommendations, destination image). Knowledge of both motivational dimensions is essential in designing more effective promotion and destination management strategies.

One form of tourism that has experienced significant development and is increasingly in demand by tourists is cultural tourism. In Indonesia, cultural tourism not only functions as a means of preserving cultural heritage, but also as a driving force for the creative economy and sustainable development. One example of a prominent local cultural tourist destination is the Laweyan Batik Village in the city of Surakarta. This area has a high historical value as a batik center since colonial times, and has now developed into a cultural destination that combines educational, economic, and aesthetic aspects. The success of this area is inseparable from the authentic experiences offered, such as the direct batik making process, interaction with local artisans, and a distinctive heritage atmosphere (Yulianto, 2022).

The phenomenon of high tourist visits to Laweyan Batik Village raises important questions about what actually motivates the general public to come there. Was their visit more driven by a desire to gain an educational, recreative experience, or to seek the authenticity of the local culture? This question is becoming increasingly relevant in an effort to understand the behavior of modern tourists and develop a strategy for developing more targeted cultural destinations.

Based on this background, this study aims to explore the motivation of the general public in visiting Kampung Batik Laweyan, with a special focus on the influence of motivation on the perception of authenticity (authentication) and motivation on the learning aspect (education). This research is expected to make a theoretical contribution to the development of tourist behavior studies as well as practical contributions for local cultural destination managers, in order to create more relevant, competitive, and sustainable promotional strategies and visit experiences.

METHODS

Research Design

The research plans to carry out a quantitative research approach that is used to test theories by measuring variables in the form of numbers and analyzing the data using statistical procedures where the research method is based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, quantitative/statistical data analysis, with the aim of testing the hypothesis that has been (Sugiyono, 2019). The research will examine the cause-and-effect relationship between motivation variables and various dimensions of cultural tourism experiences such as authenticity, education, entertainment, hedonism, customer engagement and customer delight.

Research Objectives

The research population is the general public who have visited and traveled in Laweyan Batik Village, Surakarta City. The criteria for the research population is at least 13 years old who have been actively looking for new experiences, including visiting aquaculture tourism. In addition, the population in this study is infinite population because the number of visitors to Kampung Batik Laweyan continues to grow.

Data Collection Techniques

Data collection uses a survey method by collecting information from respondents using a series of pre-designed standard questions, either directly (face-to-face) or indirectly (online or through print media). Surveys are particularly beneficial for the study of consumer behavior, service evaluation, and theoretical model testing (Cooper and Schindler, 2014). In this case, the

survey was carried out by distributing a questionnaire link containing questions to people who had visited Laweyan Batik Village.

The research is planned to use a non-probability sampling approach, which is a sampling technique that does not provide the same opportunity or opportunity for each member of the population to be selected as a sample (Sugiyono, 2019). Meanwhile, (Sekaran and Bougie, 2016) explained that in non-probability sampling, the selection of respondents is carried out based on certain considerations (judgment) or ease of access, and not randomly. This technique is very commonly used in exploratory research, consumer behavior studies, and field surveys that are oriented towards an in-depth understanding of certain phenomena.

The number of samples in this study was determined based on the guidelines from (Hair et al, 2019), that for analysis with the Structural Equation Modeling (SEM) approach, the minimum number of respondents is 250 people, and ideally in the range of 300–500 respondents so that the results of the analysis have good validity and reliability.

Research Model

Based on the description of the hypothesis explanation and research design, the complete research model can be described as follows:

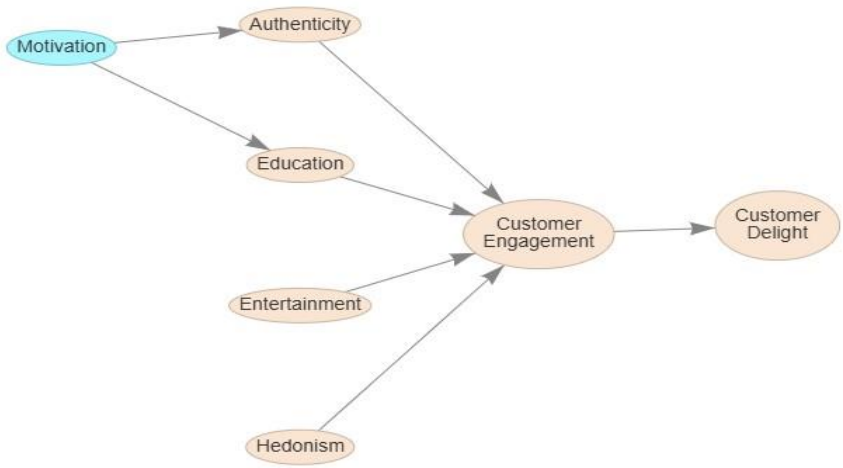


Figure 1. Research Model

Data Analysis Techniques

Measurement Model

a. Reability

In research with the context of Structural Equation Modeling (SEM-PLS), reliability analysis is carried out to test whether the indicators of each latent variable are internally consistent in measuring the construct. According to (Sugiyono, 2019), reliability is the level of consistency of an instrument in measuring the same symptoms at different times. Reliable instruments will produce stable and accurate data so that they are suitable for use in quantitative research.

b. Convergent Validity

Convergent validity is a form of construct validity that shows the extent to which the indicators that measure a construct (latent variables) are highly related to each other. In other words, convergent validity tests whether the indicators in a single variable actually represent that construct consistently and harmoniously.

According to (Hair et al, 2019), convergent validity is achieved when the indicators of one construct have a loading factor value (outer loading) ≥ 0.70, and an Average Variance Extracted

(AVE) value ≥ 0.50. AVE indicates the proportion of total variance of the indicator that is successfully described by the latent construct.

According to (Ghozali and Latan, 2015) also states that convergent validity is important to ensure that all items in a single variable are actually significantly correlated, and do not deviate from the theoretical meaning of the constructed being measured.

In the context of this study, a convergent validity test was carried out on each indicator of motivation, authenticity, education, entertainment, hedonism, customer engagement, and customer delight, using Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis. If the outer loading and AVE values meet the specified criteria, then the construct is declared to have good convergent validity.

c. Discriminant Validity

Discriminant validity is a measure used to ensure that each construct in a research model is completely different and does not overlap statistically or conceptually. According to (Hair et al, 2019), there are three main methods that can be used to test the validity of discriminators in the Structural Equation Modeling approach based on Partial Least Squares (SEM-PLS). First, through the Fornell-Larcker Criterion, which is by comparing the square root value of AVE (Average Variance Extracted) in a construct against the correlation between other constructs. Discriminant validity is considered to be met if the root value of AVE is greater than the correlation between the construct and the other construct. Second, through cross loading analysis, which requires that each indicator must have the highest loading value on the measured construct, compared to loading on other constructs. Third, using the Heterotrait-Monotrait Ratio (HTMT), which is the ratio between correlations between different constructs (heterotrait) and correlations within the same construct (monotrait). According to (Henseler et al, 2015), a good HTMT value must be less than 0.90 to demonstrate adequate discriminant validity. These three approaches are used in a complementary manner to ensure that each construct in the model actually measures a concept that is unique and does not overlap with other constructs.

In the context of this study, discriminant validity is used to ensure that variables such as motivation, authenticity, education, entertainment, hedonism, customer engagement, and customer delight truly represent different concepts and do not overlap conceptually or statistically.

d. Discriminant Validity HTMT

Discriminant validity is a measure of the extent to which a construct in a model is completely empirically different from other constructs that should not theoretically be closely correlated. One of the modern approaches that is widely used in the analysis of Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) is the Heterotrait-Monotrait Ratio of Correlations (HTMT).

According to (Henseler, Ringle, and Sarstedt, 2015), HTMT measures the ratio between heterotrait-heteromethod correlation (different constructs) and monotrait-heteromethod correlation (same constructs) as a more sensitive and accurate way of detecting discriminant validity than previous approaches such as the Fornell-Larcker Criterion or cross-loadings. An HTMT value of < 0.90 indicates that the constructed being tested has sufficient discriminant validity, meaning that the construct is truly unique and does not overlap conceptually or statistically with other constructs in the model.

In the context of this study, which examines the influence of motivation on various dimensions of cultural tourism experiences in Kampung Batik Laweyan such as authenticity, education, entertainment, hedonism, customer engagement, and customer delight, the HTMT

approach is used to ensure that each construct stands validly and does not have redundancy with other constructs.

Structure Model

a. R-Square Testing

In the context of this study, which examines the influence of motivation on various dimensions of cultural tourism experiences in Kampung Batik Laweyan such as authenticity, education, entertainment, hedonism, customer engagement, and customer delight, the HTMT approach is used to ensure that each construct stands validly and does not have redundancy with other constructs**.**

R-Square (R^2) or coefficient of determination is a statistical indicator used in Structural Equation Modeling (SEM-PLS) analysis to measure the extent to which independent variables are able to explain variations from dependent variables in a structural model.

According to (Hair et al, 2019), the R^2 value indicates the predictive strength of the model over endogenous constructs (dependent variables). The higher the value of R^2, the greater the proportion of variance that can be explained by exogenous constructs (independent variables). The R-Square (R^2) value is in the range of 0 to 1, which reflects how much variation in the dependent variables can be explained by the independent variables in the research model. The higher the R^2 value, the greater the proportion of variants that can be explained by exogenous constructs to endogenous constructs. In general, the R^2 value ≥ 0.75 is categorized as substantial, indicating that the model has very high predictive capabilities. The R^2 value ≥ 0.50 falls into the moderate category, which indicates that the model has sufficient predictive power. Meanwhile, the R^2 value ≥ 0.25 is considered weak, but it is still acceptable in the context of exploratory research or when the model is complex and multidimensional.

In the context of this study, R^2 is used to measure the extent to which variables such as authenticity, education, entertainment, hedonism, and motivation can explain variations in customer engagement and customer delight. For example, if the R^2 value for customer delight is 0.60, then 60% of the variation in customer satisfaction can be explained by the previous variables in the model, while the rest is explained by other factors outside the model.

b. Testing Common Methods Bias

Common Method Bias (CMB) is a potential systematic error that arises when all data is collected from the same source, at the same time, and with similar instruments, such as self-contained questionnaires. This bias can lead to inflation or deflation of the relationship between variables, resulting in inaccurate coefficient estimates and interfering with the internal validity of the study.

According to (Podsakoff et al, 2003), CMB can occur due to respondents' subjective perceptions, consistent answer-filling styles, or social pressures. In survey-based research like this, CMB testing becomes important because the entire construct (motivation, authenticity, education, entertainment, hedonism, customer engagement, and customer satisfaction) is measured using a single questionnaire filled out by respondents at a time.

To identify the presence of CMB in quantitative studies using a single instrument such as questionnaires, there are several approaches that can be used. One of the most common methods is Harman's Single Factor Test, which is performed through exploratory factor analysis. If a single factor in the model explains more than 50% of the total variance, then it indicates a potential general method bias. In addition, in the context of Structural Equation Modeling based on Partial Least Squares (SEM-PLS), the bias of the general method can be tested through the Variance

Inflation Factor (VIF). This approach is known as the Full Collinearity Test, and CMB is considered not a serious problem if the total VIF value in the construct in the model is below the threshold of 3.3 (Kock, 2015). Another approach that can be used is the Marker Variable Technique, which is to add control variables that are not theoretically directly related to the main model, but are used as markers to detect potential general influences or hidden systematic biases. These three approaches are used to ensure that the relationships between variables in the model are not distorted due to the influence of bias derived from a single measurement method.

c. Testing Hipotesis

Hypothesis testing is an analytical step to evaluate initial assumptions or assumptions about the relationship between variables in a research model, based on empirical data. In this study, hypothesis testing was carried out to find out whether there is a significant influence between tourist motivation variables on various dimensions of cultural tourism experiences, such as authenticity, education, entertainment, hedonism, as well as the continued influence on customer engagement and customer delight.

The analysis method used is Structural Equation Modeling based on Partial Least Squares (SEM-PLS), where hypothesis testing is carried out through a bootstrapping procedure. Bootstrapping is a non-parametric statistical technique that generates significance values (t-values and p) from estimated path coefficients in a structural model. The hypothesis is declared significant if the t-statistical value is greater than 1.96 (for a significance level of 5%) or the p< value is 0.05.

In the context of this study, hypothesis testing includes direct influences between constructs, as well as indirect influences through mediating variables such as customer engagement. The results of this test were used to determine whether the theoretical model built was supported by empirical data, and the extent to which constructs such as motivation contributed to shaping tourist engagement and satisfaction in Kampung Batik Laweyan.

RESULTS AND DISCUSSION

Data Analysis Results

a. Characteristics of Respondents

In this study, the respondent measurements were seen based on Gender, Education Level and Occupation from 321 respondents who had been willing to fill out a questionnaire that had been prepared by the researcher as for the characteristics of the respondents with the results as Next:

Table 1. Based on Gender, the respondent profile was obtained as follows.

Klasifikasi	Jml	Percentage
Men	107	33.33%
Women	214	66.67%

Based on gender, the respondent profile shows that the majority of respondents consist of women, namely 214 people or 66.67%. Meanwhile, male respondents amounted to 107 people or 33.33%.

Table 2. Based on the Education Level, the following respondent profiles were obtained.

Klasifikasi	Jml	Percentage
Below high school	32	9.97%
S1/D3	252	78.5%

S2/S3	37	11.53%

Source: Primary Data Processed by Researchers 2025

Based on the level of education, the respondents' profiles show that most of the respondents have a S1 or D3 educational background, which is as many as 252 people or 78.5%. Respondents with S2 or S3 education level amounted to 37 people or 11.53%, while respondents with lower high school education amounted to 32 people or 9.97%. This reflects that the majority of respondents have a higher education level.

Table 3. Based on Occupation, the respondent profile is obtained as follows.

Klasifikasi	Jml	Percentage
Student/Student	146	45.48%
ASN	39	12.15%
TNI/Polri	1	0.31%
Private	58	18.07%
Entrepreneurship	31	9.66%
Miscellaneous	46	14.33%

Source: Primary Data Processed by Researchers 2025

Based on the work, the respondent profile shows that respondents who work as students/students are the largest group, which is 146 people or 45.48%. Furthermore, respondents who work in the private sector amounted to 58 people or 18.07%. Respondents with other professions amounted to 46 people or 14.33 percent and as ASN amounted to 39 people or 12.15%. Respondents who work as entrepreneurs are 31 people or 9.66% and as TNI/Polri are 1 person or 0.31%. This data shows the diversity of respondents' work backgrounds in the study.

b. Test Results of Measurement Model

Reliability

Reliability testing is an important step in research to ensure the consistency and reliability of the instruments used. In this study, reliability testing was carried out using Cronbach's alpha value, which is a measure to assess how well items on a scale measure the same concept (Trizano-Hermosilla & Alvarado, 2016). The test results showed that variables such as Authenticity (0.8175), Customer Delight (0.8717), and Entertainment (0.8683) had excellent values, suggesting that these instruments were reliable for measuring travelers' motivation (Diamantopoulos et al., 2012). Meanwhile, Customer Engagement with a value of 0.6856 is relatively good, although slightly below the recommended threshold (0.70) (Trizano-Hermosilla & Alvarado, 2016). It is important to note that Cronbach's ideal alpha values range from 0.80 to 0.90, with a minimum value of 0.70 for exploratory research (Diamantopoulos et al., 2012). Values above 0.95 can indicate the presence of indicator redundancy that can affect the validity of the content (Trizano-Hermosilla & Alvarado, 2016). Thus, this reliability test provides confidence that the instrument used in this study is able to measure the motivation of tourists well, so that the results of the study can be trusted and make a significant contribution to the understanding of cultural tourism experiences in Kampung Batik Laweyan.

Table 4. Reability Results

Variabel	Cronbach Alpha	Keterangan
Authenticity	0.8175	Sangat Baik
Customer Delight	0.8717	Sangat Baik
Customer Engagement	0.6856	Baik
Education	0.7843	Sangat Baik
Entertainment	0.8683	Sangat Baik
Hedonism	0.8276	Sangat Baik
Motivation	0.8835	Sangat Baik

Hair (2021) menyebutkan skor cronbach alpha diatas 0.7 masuk dalam kategori sangat baik.

Convergent Validity

Convergent validity testing is an important step in this study to ensure that the indicators used truly reflect the construct being measured, in this case motivation to the cultural tourism experience in Kampung Batik Laweyan. Convergent validity is measured through Indicator Reliability (Outer Loading) and Average Variance Extracted (AVE) values. According to Hair (2021), indicators with an outer loading value above 0.7 are considered very good, while an AVE value above 0.5 indicates an excellent criterion. In this study, all motivation indicators, such as Mot1 to Mot6, showed a high outer loading value, with Mot1 reaching 0.8422 and Mot4 still above the recommended minimum limit (Hair, 2019). This shows that these indicators are reliable to measure motivation.

Furthermore, (Hair, 2019) also stated that indicators with an outer loading value between 0.4 to 0.7 should be eliminated if they can increase the composite reliability value. In this study, all indicators used had values above 0.7, so none needed to be removed. In addition, the convergent validity testing also includes analyses of Customer Engagement, Authenticity, Education, Entertainment, Hedonism, and Customer Delight, all of which demonstrate satisfactory outer loading values. This indicates that these constructs are also valid and reliable (Hair, 2021; Henseler et al., 2016).

Thus, the results of this convergent validity test provide confidence that the instrument used in this study is able to measure motivation well, which in turn can contribute to a deeper understanding of the cultural tourism experience in Kampung Batik Laweyan (Fornell & Larcker, 1981). This high validity is essential to ensure that the results of the research can be interpreted accurately and reliably for future decision-making (Chin, 1998).

Table 5. Convergent Validity Results

Variabel	Indikator	Faktor Loading	Composite Reliability	AVE
Motivation	Mot1 Mot2 Mot3 Mot4 Mot5 Mot6	0.8422 0.7835 0.8358 0.7274 0.7940 0.7854	0.9117	0.6331
Customer Engagement	CusEn1 CusEn2 CusEn3	0.7382 0.7848 0.8223	0.8255	0.6124
Authenticity	Aut1 Aut2 Aut3 Aut4 Aut5	0.7654 0.7127 0.7703 0.7535 0.7955	0.8722	0.5776
Education	Edu1 Edu2 Edu3	0.8588 0.8431 0.8045	0.8741	0.6985

Entertainment	Ent1 Ent2 Ent3 Ent4 Ent5	0.8191 0.8393 0.7992 0.8273 0.7610	0.9048	0.6555
Hedonism	Hed1 Hed2 Hed3	0.8279 0.8721 0.8861	0.8969	0.7437
Customer Delight	CusDe1 CusDe2 CusDe3	0.8922 0.8966 0.8873	0.9212	0.7958

Sources: EasyPaths mm.feb.uns.ac.id

Dicriminant Validity

Validity testing is an important step in research to ensure that the instrument used can measure what it should be measured. In the context of this study, the validity of discrimination was tested to assess the influence of motivation on the experience of cultural tourism in Kampung Batik Laweyan. Discriminant validity refers to the extent to which a construct differs from other constructs in the model (Fornell & Larcker, 1981). One commonly used method to test discriminant validity is to use the Fornell-Larcker criterion, where the square root of the Average Variance Extracted (AVE) of each construct must be higher than the highest correlation of that construct with other constructs in the model (Henseler et al., 2015). However, although this criterion is often used, some researchers find it less effective in detecting the problem of discriminant validity (Radomir & Moisescu, 2019).

In the analysis performed, it was seen that the outer loading scores for some indicators were below the threshold of 0.4, which indicates that the indicators did not have a significant contribution to the measured construct. Therefore, indicators with such scores need to be eliminated to improve the validity of the model (Hair et al., 2017). For example, in the table of validity test results, it can be seen that the Hedonism construct has some low values, which indicates the need for further evaluation of the indicators used (Chin, 1998). By eliminating invalid indicators, it is hoped that the resulting model will be more accurate and can provide a clearer picture of the influence of motivation on the cultural tourism experience. This study emphasizes the importance of proper validity testing to ensure that the results obtained are reliable and relevant in the broader research context (Bagozzi & Yi, 1988).

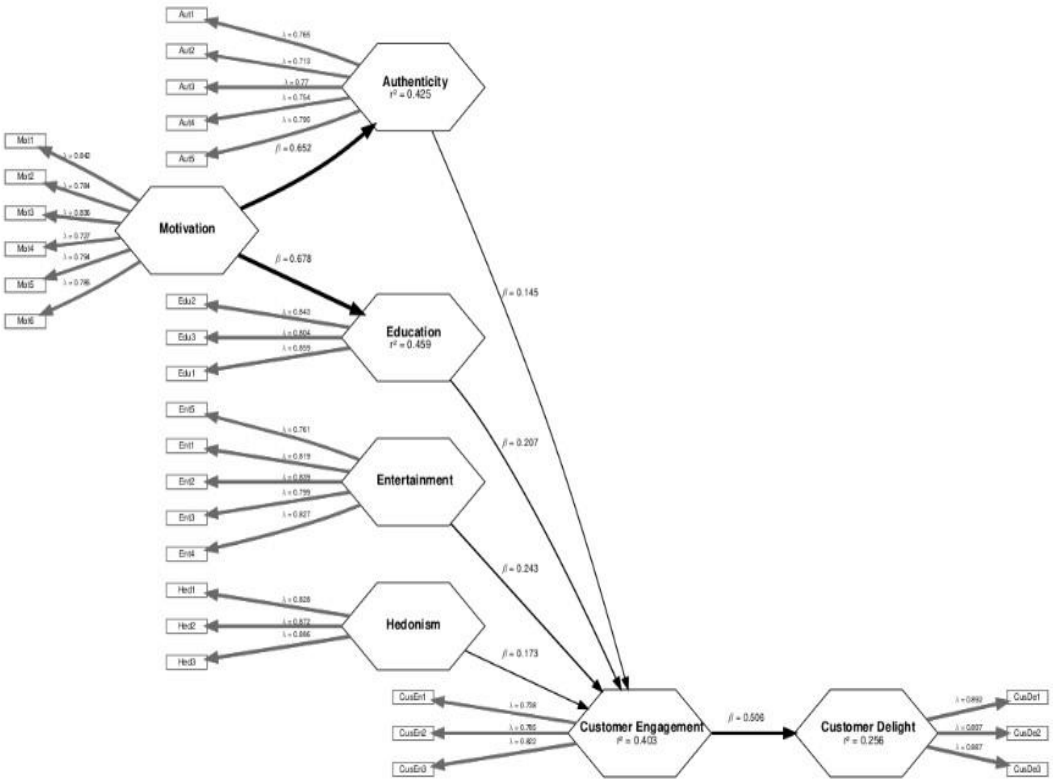
Table 6. Discriminant Validity Results

Variabel	1	2	3	4	5	6	7
Motivation	0.7957	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Customer Engagement	0.6709	0.7825	0.0000	0.0000	0.0000	0.0000	0.0000
Authenticity	0.6519	0.5257	0.7600	0.0000	0.0000	0.0000	0.0000
Education	0.6776	0.5460	0.6418	0.8358	0.0000	0.0000	0.0000
Entertainment	0.7152	0.5698	0.6849	0.7150	0.8097	0.0000	0.0000
Hedonism	0.4004	0.4408	0.4731	0.4216	0.4635	0.8624	0.0000
Customer Delight	0.4705	0.5060	0.4304	0.4091	0.4728	0.6674	0.8921

Pengujian Validitas diskriminan dengan menggunakan kriteria Fornell-Larcker (Hair 2017) dilihat berdasarkan nilai korelasi cross loading tertinggi.

c. Structural Model Test Results

This study uses SEMinR to test structural models. A Boostraping procedure with 1000 iterations is performed to test the influence between constructs. The following are the results of the PLS-SEM analysis:



Gambar 2. Structural Model Test Results

This Structural Model test was carried out to test the explanatory strength of the model made and was able to explain the relationship between variables and predict the observed results. So, overall, this model has quite good explanatory power, especially in explaining the Customer Happiness Variable. So that from the results of the R-Square and Common Methods Bias tests, it can be seen in full as follows:

Table 7.R Square Test Results

Dependent	R-Square	R-Square Adjusted	FCVIF	Status*
Authenticity	0.4249	0.4232	1.739	Moderate
Customer Delight	0.2560	0.2537	1.344	Weak
Customer Engagement	0.4034	0.3960	1.676	Moderate
Education	0.4591	0.4574	1.849	Moderate

Source: EasyPaths mm.feb.uns.ac.id

R-Square testing in PLS SEM (Partial Least Squares Structural Equation Modeling) analysis is an important step to evaluate how well the constructed model can explain dependent variables. In this study, the influence of motivation on cultural tourism experiences in Laweyan Batik Village was analyzed using R-Square as an indicator of the strength of the relationship between variables. The test results showed that the Authenticity variable had an R-Square value of 0.4249, which indicates that this model was able to explain about 42.49% variation in the authenticity experience of tourists (Chin, 2008). Meanwhile, Customer Delight and Customer

Engagement had R-Square values of 0.2560 and 0.4034, respectively, indicating that these models had a moderate ability to explain variations in the two variables (Hair et al., 2017).

Adjusted R-Square values are also obtained to provide a more accurate picture of the model's strengths, with Adjusted R-Square values for Authenticity of 0.4232, Customer Delight 0.2537, and Customer Engagement 0.3960. These values suggest that despite some unmeasurable variables, the model still has a fairly good validity (Henseler et al., 2016). In the context of education, the Education variable shows the highest R-Square value, which is 0.4591, which means that this model can explain almost 46% of the variation in the educational experience of tourists (Fornell & Larcker, 1981).

Chin (2008) classifies R-Square values into three categories: substantial, moderate, and weak. Thus, the results of this study show that the influence of motivation on cultural tourism experiences in Kampung Batik Laweyan is in the moderate to substantial category, which indicates the importance of motivation in creating a satisfying tourism experience (Sarstedt et al., 2017). This research provides valuable insights for tourist destination managers to improve the tourist experience through the right motivational strategies.

Furthermore, conducting Common Methods Bias (CMB) testing is an important step in this study to ensure the validity of the results obtained from the Partial Least Squares Structural Equation Modeling (PLS SEM) model. CMB can occur when data collected from respondents are influenced by the same collection method, so that it can interfere with the relationship between the variables being studied (Podsakoff et al., 2003). In this study, CMB testing was conducted using Full Collinearity Variance Inflation Factors (FCVIFs), which is the recommended method to detect the presence of this bias (Kock, 2015). The test results showed that the FCVIF values for the Authenticity, Customer Delight, Customer Engagement, and Education variables were 1,739, 1,344, 1,676, and 1,849, respectively. All of these values were below the maximum threshold set, which was 3.3, which indicates that there was no CMB in the analyzed data (Kock, 2015). Thus, the results of this study can be considered valid and reliable to illustrate the influence of motivation on the experience of cultural tourism in Kampung Batik Laweyan. This study is in line with previous findings that show the importance of addressing CMB to improve the accuracy of research results (Podsakoff et al., 2003; Kock, 2015).

Hypothesis Testing Results

For qualitative research, data from interviews, observations, text interpretations, or many more. Are condensed or summarized into a brief substantial resume or summary to be reported. These significant findings can be presented in descriptive tables to facilitate ease of reading. Excerpts or extracts from interviews, observation results, texts, and others containing answers to research questions are shown in the discussion as authentic evidence. Interpretation of results should not be included in this section unless the research required a combination of both findings and analysis in one part.

Furthermore, in the Hypothesis test, to see the relationship of the variables that have been determined, look at the t-test score from the hypothesis test results. The complete results of the hypothesis testing can be seen in the following table:

Table 8. Hypothesis Testing Results

Hipotesis	Original Sample	Standard Deviation	T-Test	Status
Authenticity → Customer Engagement	0.1453	0.0643	2.2601	Signifikan
Customer Engagement → Customer Delight	0.5060	0.0521	9.7108	Signifikan
Education → Customer Engagement	0.2065	0.0723	2.8579	Signifikan
Entertainment → Customer Engagement	0.2426	0.0719	3.3732	Signifikan
Hedonism → Customer Engagement	0.1725	0.0631	2.7326	Signifikan
Motivation → Authenticity	0.6519	0.0474	13.7526	Signifikan
Motivation → Education	0.6776	0.0451	15.0340	Signifikan

Source: Primary Data Processed by Researchers 2025

The results of the hypothesis test that examined the effect of Authenticity on Customer Engagement obtained an original sample test value of 0.1453 with a standard deviation value of 0.0643. The test results showed a t-test value of 2.2601. Using a confidence level of 95%, the standard used for the t-value is 1.96. Because the t-test value is greater than 1.96, it can be concluded that the hypothesis is accepted. Authenticity affects Customer Engagement.

The results of the hypothesis test that examined the influence of Customer Engagement on Customer Delight obtained an original sample test value of 0.5060 with a standard deviation value of 0.0521. The test results showed a t-test value of 9.7108. Using a confidence level of 95%, the standard used for the t-value is 1.96. Because the t-test value is greater than 1.96, it can be concluded that the hypothesis is accepted. Customer Engagement affects Customer Delight.

The results of the hypothesis test that examined the influence of Education on Customer Engagement obtained an original sample test value of 0.2065 with a standard deviation value of 0.0723. The test results showed a t-test value of 2.8579. Using a confidence level of 95%, the standard used for the t-value is 1.96. Because the t-test value is greater than 1.96, it can be concluded that the hypothesis is accepted. Education affects Customer Engagement.

The results of the hypothesis test that examined the influence of Entertainment on Customer Engagement obtained an original sample test value of 0.2426 with a standard deviation value of 0.0719. The test results showed a t-test value of 3.3732. Using a confidence level of 95%, the standard used for the t-value is 1.96. Because the t-test value is greater than 1.96, it can be concluded that the hypothesis is accepted. Entertainment affects Customer Engagement.

The results of the hypothesis test that examined the effect of Hedonism on Customer Engagement obtained an original sample test value of 0.1725 with a standard deviation value of 0.0631. The test results showed a t-test value of 2.7326. Using a confidence level of 95%, the standard used for the t-value is 1.96. Because the t-test value is greater than 1.96, it can be concluded that the hypothesis is accepted. Hedonism affects Customer Engagement.

The results of the hypothesis test that examined the effect of Motivation on Authenticity obtained an original sample test value of 0.6519 with a standard deviation value of 0.0474. The test results showed a t-test value of 13.7526. Using a confidence level of 95%, the standard used for the t-value is 1.96. Because the t-test value is greater than 1.96, it can be concluded that the hypothesis is accepted. Motivation affects Authenticity.

The results of the hypothesis test that examined the effect of Motivation on Education obtained an original sample test value of 0.6776 with a standard deviation value of 0.0451. The

test results showed a t-test value of 15.0340. Using a confidence level of 95%, the standard used for the t-value is 1.96. Because the t-test value is greater than 1.96, it can be concluded that the hypothesis is accepted. Motivation affects Education.

Overall, the R-square testing in this study showed that the built model was able to explain significant variances in customer engagement and customer satisfaction. By considering factors such as motivation, education, and entertainment, this study provides valuable insights for tourist destination managers in designing a better experience for visitors. These results also confirm the importance of understanding the dynamics between motivation and cultural tourism experiences, which can contribute to the development of more effective marketing strategies (Hao, 2020; Abou-Shouk et al., 2024). Thus, this research not only provides an academic contribution, but also practical implications for the development of the tourism industry in Indonesia.

CONCLUSION

The conclusions of this study show that motivation has a significant influence on the cultural tourism experience in Kampung Batik Laweyan, especially among Generation Z. This study identifies various dimensions of motivation, such as hedonism, education, and authenticity, that contribute to customer engagement and tourist satisfaction (Jiang et al., 2024; Wu et al., 2024). The results show that fun and educational experiences can increase tourist engagement, which in turn has a positive effect on their loyalty to the destination (Hao, 2020; Cheah et al., 2024). In addition, the use of digital technology and social media has proven to be effective in attracting the attention of Generation Z, who are increasingly influenced by online interaction and engaging visual content (Chen & Lin, 2018; Alzoubi et al., 2020). The study also highlights the importance of aesthetics in the presentation of products and services, where engaging visual elements can enhance the traveler experience and encourage higher engagement (Toufani et al., 2017; Lu et al., 2020).

Furthermore, this study reveals that the authenticity of influencers in promoting destinations can influence travelers' travel decisions, suggesting that consumer trust in influencers is crucial in the context of digital marketing (Alam et al., 2024; Zhang et al., 2024). Therefore, destination managers need to design programs that are not only interesting but also educational, so that tourists can gain valuable knowledge about batik culture (Hassan et al., 2024). Periodic evaluation of the programs and services offered is also essential to improve the traveler experience and ensure that their needs are met (Pahi et al., 2025).

Overall, this research provides valuable insights for Laweyan Batik Village managers to develop more effective and relevant marketing strategies, as well as create more engaging experiences for young tourists. By understanding the dynamics of customer motivation and involvement, it is hoped that Kampung Batik Laweyan can become a more competitive and sustainable destination in the future (Mosbeh, 2025; Ji et al., 2024). This research not only contributes to the academic literature, but also provides practical guidance for destination managers in designing better and more engaging travel experiences for Generation Z.

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