

DOI: 10.5281/zenodo.121.12501

TRAVEL MOTIVATION, CONSTRAINTS, AND DESTINATION TRUST: DETERMINANTS OF VISIT INTENTION TO DIENG PLATEAU

Usep Suhud^{1,2}, Mamoon Allan^{3*}, Wong Chee Hoo⁴, Arslonbek Nurjonov⁵, Ergash Ibadullaev⁶, Jahongirbek Nurjonov⁷, Feruz Matkarimov⁸

¹Universitas Negeri Jakarta, Indonesia, usuhud@unj.ac.id, <https://orcid.org/0000-0002-1728-0737>

²Universiti Sultan Zainal Abidin, Malaysia, usuhud@unj.ac.id, <https://orcid.org/0000-0002-1728-0737>

³University of Jordan, Jordan, m.allan@ju.edu.jo, <https://orcid.org/0000-0002-0476-9293>

⁴INTI International University, Malaysia, cheehoo.wong@newinti.edu.my,
<https://orcid.org/0000-0003-0691-4463>

⁵Wekerle Business School, Hungary, cheehoo.wong@newinti.edu.my, <https://orcid.org/0000-0003-0691-4463>

⁶Mamun University, Uzbekistan, mamuntm@mamunedu.uz, <https://orcid.org/0009-0000-7044-1328>

⁷Mamun University, Uzbekistan, ergashibadullaev90@gmail.com, <https://orcid.org/0000-0002-7059-2510>

⁸Mamun University, Uzbekistan, nurjonov_jahongirbek@mamunedu.uz,
<https://orcid.org/0009-0003-4168-8024>

⁹Urgench State University, Uzbekistan, feruz@urdu.uz, <https://orcid.org/0000-0002-2325-8173>

Received: 11/11/2025

Accepted: 18/12/2025

Corresponding Author: Mamoon Allan
(m.allan@ju.edu.jo)

ABSTRACT

The purpose of this research is to analyse the primary factors affecting tourists' intention to visit the Dieng Plateau, specifically travel constraints, travel motivation, destination reputation, and destination trust. Data were gathered using an online survey of 226 tourists using convenient sampling. The survey was distributed online through multiple channels, including social media platforms. The research uses Exploratory Factor Analysis (EFA) and Structural Equation Modelling (SEM) to determine the relationship among the variables and to test the suggested hypotheses. The findings indicate that travel constraints do not have a significant part in influencing travel motivation (H1 rejected), meaning that extrinsic barriers such as budget or accessibility constraints do not automatically discourage tourists from being motivated to travel. Still, travel motivation positively influences visit intention (H2 accepted), confirming its pivotal function in the development of tourists' intention to travel. Furthermore, destination reputation positively influences both travel motivation (H3 accepted) and destination trust (H4 accepted), indicating the importance of a good and positive reputation in enticing visitors. In addition, destination trust was found to be a core motivator of travel motivation (H5 accepted) and visit intention (H6 accepted), validating that a perception of Dieng Plateau as being trustworthy increases tourists' interest and intention to visit. These findings highlight the applicability of destination branding, trust generation strategies, and reputation management to evoke sustainable tourism. The study contributes to the theoretical understanding of destination choice and provides managerial implications for tourism marketers and policymakers by suggesting that emphasis must be put on building reputation and trust to evoke tourist motivation and visit intention.

KEYWORDS: Plateau Tourism, Cultural Heritage, Consumer Behaviour, Tourism Sustainable, Sustainable Tourism.

1. INTRODUCTION

Plateau tourism refers to a form of tourism that takes place in high-altitude regions, offering visitors impressive landscapes, cultural heritage, and ecological experiences. The Tibetan Plateau is one of the most studied highland destinations due to its geographical, cultural, and ecological significance. The development of tourism in such destinations is an opportunity and a challenge because it entails balancing economic benefits, environmental sustainability, and cultural preservation. Wang et al. (2024) add that the Tibetan Plateau has experienced a spike in tourism activities, which have driven economic growth but also created carbon emissions and environmental degradation problems.

Literature indicates that plateau tourism is highly dependent on natural resources, climatic conditions, and infrastructural development. For example, Xia (2024) explains that carbon neutrality is a key consideration in tourism development in the Qinghai-Tibet Plateau because the high-altitude ecosystem is highly vulnerable to climate change and human-induced impacts. Li et al. (2024) also discuss the challenges of cross-regional tourism corridors, describing the challenges posed by harsh climates, access, and infrastructural limitations. Despite these challenges, the growth of plateau tourism offers economic benefits to local communities while also demanding responsible tourism behaviour to ensure sustainability.

Plateau tourism has been widely conducted, and it is primarily focused on ecological Plateau tourism has gained increasing attention in recent years due to its unique environmental, cultural, and adventure-based attractions. With the increasing demand for sustainable tourism, more tourists are seeking experiences that combine nature, cultural heritage, and ecological protection (Özer & Batman, 2022). Travel intention to highland destinations is influenced by a range of factors including natural beauty, accessibility, environmental conservation, and tourism infrastructure. Ha et al. (2022) identified that in Vietnam's highland province of Daklak, economic level, infrastructure, and political stability have significant influences on tourist visit intention. Similarly, Calderón-Fajardo et al. (2024) emphasized the influence of technological advancements, i.e., virtual tourism and the metaverse, on the travel behaviour of young generations towards highland destinations.

Tourists visit intention is also closely associated with destination image, trust, and tourism promotion policies. Anh and Nhi (2023) found that information sources and perceived tourism capacity play a

significant role in influencing domestic tourists' highland destination decision-making. Furthermore, Zhou et al. (2024) highlighted the significance of risk perception and behavioural intention in affecting tourists' intentions to travel to remote and high-altitude destinations. Sustainable tourism efforts, particularly enhancing eco-tourism and community interactions, are also crucial in sustaining long-term visitor demand in the regions. As highland tourism continues to grow, an insight into the complex psychological, environmental, and socio-economic factors affecting visit intention is relevant to destination managers and policymakers in developing effective tourism marketing and sustainability policies sustainability, tourism planning, and economic impacts in highland destinations (Özer & Batman, 2022). Current studies have investigated the influence of environmental protection, tourism infrastructure, and technological innovation on plateau tourism (Calderón-Fajardo et al., 2024). Additionally, macro-environmental forces such as economic conditions, accessibility, and policy contexts have been investigated in affecting tourism growth in high-altitude destinations (Ha et al., 2022). However, consumer behaviour studies in plateau tourism settings remain limited, particularly on tourists' visit intention and the underlying psychological factors in their decision-making.

Existing literature has predominantly focused on destination marketing and sustainability rather than examining consumer psychological predictors such as destination trust, destination reputation, travel constraints, and travel motivation (Van Anh & Nhi, 2023). While trust and reputation have been established as critical determinants in general tourism research, their specific impacts in high-altitude tourism settings remain underexplored. Similarly, the impacts of travel constraints on motivation and visit intention in plateau tourism have not been sufficiently examined. To address this gap, the present study attempts to investigate the main determinants of visit intention among tourists to Dieng Plateau by including destination trust, reputation, travel constraints, and travel motivation as predictive determinants. By conducting this study in Dieng Plateau, this research contributes to the theoretical understanding of consumer behaviour in plateau tourism and offers practical implications for destination managers in promoting tourist engagement and sustainability initiatives.

Plateau tourism research has been extensively carried out and is mainly concerned with ecological sustainability, tourism planning, and economic effects in highland tourist destinations (Özer &

Batman, 2022). Existing literature has investigated the effects of environmental protection, tourism facilities, and technological innovations on plateau tourism (Calderón-Fajardo et al., 2024). Macro-environmental forces such as economic situation, accessibility, and policy environment have also been studied in influencing tourism development in high-altitude areas (Ha et al., 2022). Consumer behaviour research in plateau tourism is still scarce, especially in tourists' visit intention and the psychological forces that drive their decision-making.

Most of the literature has focused on destination marketing and sustainability rather than examining consumer psychological predictors such as destination trust, destination reputation, travel constraints, and travel motivation (Van Anh & Nhi, 2023). Although trust and reputation have been recognized as salient constructs in general tourism research, their respective effects in high-altitude tourism settings have been underdeveloped. Similarly, the impact of travel constraints on motivation and visit intention in plateau tourism has not been widely examined. The present study aims to bridge this gap by examining the significant determinants of visit intention among tourists to the Dieng Plateau, using destination trust, reputation, travel constraints, and travel motivation as predictor variables. Conducting the study in Dieng Plateau contributes to the theoretical advancement of consumer behaviour on plateau tourism and offers practical insights for destination managers in enabling greater tourist engagement and sustainability efforts.

Plateau tourism research has been extensively carried out and is mainly concerned with ecological sustainability, tourism planning, and economic effects in highland tourist destinations (Özer & Batman, 2022). Macro-environmental forces such as economic situation, accessibility, and policy environment have also been studied in influencing tourism development in high-altitude areas (Ha et al., 2022). Consumer behaviour research in plateau tourism is still scarce, especially in tourists' visit intention and the psychological forces that drive their decision-making.

Most of the literature on high-altitude tourism has concentrated on destination marketing and sustainability, with limited attention to consumer psychological predictors such as destination trust, destination reputation, travel constraints, and travel motivation (Van Anh & Nhi, 2023). While constructs like trust and reputation are well-established in general tourism research, their specific effects in high-altitude settings remain underexplored.

Existing studies in similar contexts—such as the Tibetan Plateau and the Andes—have largely emphasized cultural or environmental themes, with minimal focus on the psychological mechanisms that drive tourist behavior. Moreover, the interplay between travel constraints, motivation, and visit intention in plateau tourism has not been widely examined in these regions. By focusing on the Dieng Plateau, this study not only addresses these theoretical gaps but also adds a comparative dimension to the discourse on high-altitude tourism. It contributes to the advancement of consumer behavior theory in plateau tourism while offering practical insights for destination managers to enhance tourist engagement and sustainability efforts.

The selection of travel constraints, travel motivation, destination trust, and destination reputation as predictors of visit intention is based on their theoretically grounded roles in tourism behaviour theory. Travel constraints are the deterrents to or hindrances in traveling, including financial, temporal, psychological, and structural constraints (Van Anh & Nhi, 2023). While constraints have been conventionally perceived as deterrents, recent studies show that tourists are likely to negotiate or overcome constraints, which makes constraints a significant factor in tourist decision-making (Özer & Batman, 2022). Contrarily, travel motivation is a push factor that drives individuals towards tourism experiences (Calderón-Fajardo et al., 2024).

Additionally, destination trust and destination reputation are pull factors, influencing tourists' confidence and perceptions of a destination. Destination trust refers to tourists' belief in the reliability, safety, and quality of a tourism destination, which plays a key role in their decision to visit (Zhou et al., 2024). Without trust, even highly motivated tourists may not travel due to safety concerns or uncertainty. A positive reputation has the potential to reduce perceived risks and reinforce motivation, thereby increasing the intention to visit. Due to their strong theoretical and empirical backing, these four predictors were selected to attain an exhaustive insight into tourists' visit intention in plateau tourism.

The Dieng Plateau of Central Java, Indonesia, is a plateau region renowned for its volcanic landscapes, cultural heritage, and geothermal activity. The plateau is located at an altitude of approximately 2,000 meters above sea level and comprises a number of natural and historical sites, including volcanic craters, ancient Hindu temples, geothermal hot

springs, and scenic lakes (Haty et al., 2023). The Dieng Volcanic Complex (DVC) is one of the primary geology attractions, offering education tourism related to volcanology and geothermal energy (Hariwanto, 2021). Despite having significant tourism potential, infrastructure development and accessibility remain a concern for sustainable tourism development in the region (Prabawani et al., 2024).

Dieng Plateau has witnessed growing tourist attention over the last few years, driven by its cool weather, scenic landscape, and cultural festivities. Festivals such as the Dieng Culture Festival, which fosters traditional Javanese performances and ceremonies, have played a major role in promoting tourist visits to the area (Lestari et al., 2023). It is, however, necessary to balance tourism development against environmental conservation since the area's vulnerable environment is susceptible to degradation by increased numbers of visitors and improper use of land. Sustainable tourism efforts, including developing eco-tourism and local people's involvement, are essential for ensuring Dieng Plateau's long-term appeal as a highland tourism area (Prabawani et al., 2024).

2. LITERATURE REVIEW

2.1. Travel Constraints

Travel constraints are circumstances that inhibit or restrict a person's participation in tourism activities, influencing travel decisions and experiences. Crawford and Godbey's (1987) model of leisure constraints categorizes constraints as intrapersonal, interpersonal, and structural constraints. Intrapersonal constraints are psychological barriers such as anxiety, fear, or no confidence, which affect individual travel choices (Leung et al., 2025). Interpersonal constraints are the result of social relationships, such as no travel partners or family commitments, that may discourage potential tourists (Yang et al., 2023). Structural constraints, such as financial constraints, accessibility, and safety issues, have also been identified to have a significant influence on travel participation (Dabphet, 2024). The constraints are not mutually exclusive, affecting not just the intent to travel but also the frequency and nature of tourism activities undertaken.

Current studies have examined how different groups perceive travel constraints and their influence on travel intentions. Yang et al. (2023) surveyed individual travellers and identified three market segments of perceived constraints: highly constrained, soloists, and socializers, differing in self-construal and autonomy levels in negating

constraints. Leung et al. (2025) also examined the influence of travel constraints on elderly individuals, identifying that those with lower intrapersonal constraints were more influenced by travel recommendations of social media influencers. A different perspective on travel constraints is offered by Monterrubio et al. (2020), who conducted an examination of the tourism experiences of transgender individuals in Mexico. The study identified that social stigma and discrimination are strong interpersonal and structural constraints, which limit participation in tourism activities due to safety concerns and exclusion. Overcoming travel constraints is key to developing more inclusive tourism strategies. Dabphet (2024) found that while travel constraints negatively influence revisit intentions to heritage sites, positive attitudes toward cultural and historical attractions can mitigate these impacts. Likewise, Kusumah et al. (2022) highlighted the potential of virtual reality experiences for reducing perceived travel constraints through enhancing destination image and travel motivation. These findings suggest that targeted marketing, destination management, and digital innovations can be utilised to mitigate travel constraints and enrich tourist experiences. Future research should continue to investigate targeted solutions for different traveller segments, including how digital and policy interventions can be harnessed to improve travel accessibility and inclusivity.

2.2. Travel Constraints and Travel Motivation

Travel constraints exert a powerful influence in suppressing or changing the desire to travel among tourists. The literature distinguishes between intrapersonal, interpersonal, and structural constraints, each having a different effect on travel motivation. Intrapersonal constraints, including fear and low confidence, generally suppress travel motivation by increasing the perception of risks and decreasing the perception of the benefits of travel (Isaac & Keijzer, 2021). Structural constraints, such as financial constraints and time constraints, decrease travel motivation by creating real-world barriers which are difficult for future tourists to overcome (Humagain & Singleton, 2023).

However, other studies suggest that the presence of constraints can also stimulate travel motivation in a negotiation-compensation process. Yang et al. (2021), for instance, argue that travellers who can negotiate constraints, for instance, through cost-cutting or travel date changes, generally experience increased travel motivation due to the heightened sense of achievement and anticipation. This aligns

with the Leisure Constraints Model, which asserts the overcoming of constraints can reinforce motivation by enhancing the perception of the travel experience as valuable and satisfactory (Isaac & Keijzer, 2021).

Moreover, the study by Aziz and Long (2022) highlights how intrapersonal barriers such as fear of disease during the COVID-19 pandemic can create a steep decline in travel motivation, especially for international travel. Their study identifies the decline in the perception of security and the increase in the complexity of planning travel as powerful disincentives, dampening the intrinsic and extrinsic motivation of tourists. Kim et al. (2024) found, in turn, that cost- and accessibility-based structural barriers in the context of traveling to space were the primary barriers; however, the novelty of the experience and the uniqueness of traveling to space generated a strong counter-motivation, which allowed future tourists to overcome the barriers.

Additionally, Yang et al. (2021) discovered that the ability to be able to negotiate constraints, such as by choosing alternative routes of travel or traveling to less busy areas, can convert constraints into motivating factors. For example, independent travellers generally perceive the negotiation of safety and social constraints as part of the travel experience, which in turn enhances their motivation.

From the results of the aforementioned research, the following are the hypotheses that will be tested.

H1 – Travel constraint negatively affects travel motivation.

2.3. Travel Motivation

Travel motivation, the internal driving power behind people traveling and engaging in tourist activities, is at the forefront in shaping the behaviour and decision-making of tourists (Maghrifani et al., 2024). Travel motivation encompasses a wide variety of psychological factors including novelty-seeking, social interaction, self-improvement, and escapism. Thi et al., (2024) indicate that travel motivation can be categorized into push factors, which are intrinsic motives such as self-improvement or recreation, and pull factors, which are extrinsic destination attractions such as cultural attractiveness or natural scenery.

The Push and Pull Factor theory, which is typically applied in travel motivation studies, offers the perception that tourists are motivated by internal psychological factors in addition to external factors of the destination (Allan, 2025). Lin and Zhang (2021) highlighted how self-realization and achievement motivation were the highest push factors for air

travel motivation during the COVID-19 pandemic. The theory is bolstered by the research of Maghrifani et al. (2024), which showed novelty-seeking, escape, and social interaction as dominant push factors among Australian tourists in Indonesia.

Prayag et al. (2024) analysed the influence of identity-based motivation theory on travel behaviour, in the case of queer tourists. Their study showed travel motivation to be greatly influenced by the quest for identity confirmation and identity expression, which in turn enhanced psychological resilience and wellbeing. This is in accordance with the functional theory of motivation, which asserts various people may have various travel motives in accordance with their personal values and identity needs (Ashraf et al., 2020). The connection between personal values and travel motivation was also confirmed by Maghrifani et al. (2024), which indicated self-enhancement values to be strongly associated with escape-seeking motives, while conservation values are associated with assurance-seeking motives.

Maghrifani et al. (2024) also examined the influence of demographic factors such as age, gender, and travel experience on travel motives. Their findings show that novelty and self-development motives are the motives for young tourists, while cultural and relaxation motives are the motives for older tourists. Gender was also significant, with males showing higher escape motives and females showing higher nature and family bonding motives. These findings highlight the importance of demographic segmentation in developing effective targeted marketing campaigns for different tourist segments.

Öğretmenoğlu et al. (2023) analysed travel motivation in the sport tourist context with a special focus placed on football fans attending large events. Their research revealed excitement, social interaction, and destination image to be the most significant travel motivation factors influencing travel satisfaction as well as travel behaviour after the trip, including repeat travel intentions. This indicates the role of event-based motivation in shaping travel intentions, particularly in niche tourist markets.

2.4. Travel Motivation and Visit Intention

Travel motivation is the most significant factor in driving tourists to go to a destination, being the underlying driving force which directs the decision process as well as the behavioural outcome in the tourism context. Travel motivation comprises various factors including cultural experiences, novelty seeking, relaxation, as well as socialization,

which cumulatively enhance the attractiveness of a destination as well as the visiting intention.

Travel motivation is an important factor in shaping revisit intention by enhancing tourists' beliefs in the capacity of the destination to deliver their desired needs and preferences (Sinambela, 2021). The research highlights cultural, personal, and utilitarian benefit motives as important in driving tourists to revisit destinations (Sinambela, 2021). Similarly, Nguyen et al. (2021) confirmed that push factors (for example, novelty seeking and knowledge seeking) as well as pull factors (for example, accessibility and attractiveness of the destination) strongly mediate the relationship between social media influence and visit intention among Generation Z tourists in Vietnam. These highlights travel motivation to not only impact visit intention directly but also to act as a mediator between external influences and behavioural intentions.

In the field of dark tourism, Lewis et al. (2022) demonstrated how motivation factors related to unique experiential learning, entertaining engagement, and dark experiences exert a powerful influence over the intentions of tourists to travel to dark tourist destinations. The study made use of the Theory of Planned Behaviour (TPB) in demonstrating how intrinsic motivation factors such as curiosity and educational interest drive the intention to travel, with the type of motivation likely to shape the type of travel intention. Additionally, Küçükergin et al. (2021) emphasize the role of motivation factors such as cultural experience, novelty, and sensory appeal in shaping the intentions of tourists to travel to destinations with native cuisine. The study also determined the moderating role of the risk of COVID-19 in the relationship, demonstrating the fluidity of travel motivation in the context of (2021). In addition, Albattat et al. (2021) argued that travel motivation is instrumental in shaping the intention to visit by enhancing the destination image. Their research revealed physical, socio-psychological, and economic motivation factors significantly influence the intentions of tourists to travel during the recovery phase of the COVID-19 pandemic. This underscores the imperative for the synchronization of destination marketing with tourists' intrinsic as well as extrinsic motivation for the purpose of enhancing the intentions to visit.

Based on the findings of the previous research, the hypotheses to be tested are the following:

H2 - Travel motivation positively affects visit intention.

2.6. Destination Reputation

Destination reputation is essential in forming tourists' attitudes, guiding their travel intentions, and inducing long-term loyalty to a destination. Wang et al. (2021) state that destination reputation has an impact on tourist consumption behaviour by affecting their enjoyment and memorability of a travel experience. The reputation of a destination is established through various aspects over a period, which include tourist experience, quality of services, safety, cultural richness, and promotion activities. A good reputation increases destination appeal and shapes tourists' intentions to visit and revisit. Word-of-mouth (WOM) communication is considered to play an important role in destination reputation by Zhou et al. (2023), who point out that tourist-generated reviews, media coverage, and online communication play a key role in constructing the perception of a destination's reputation. They discovered that highly positive WOM destinations tend to enjoy repeat visitors and maintain long-term competitiveness. In addition, Hur (Hur, n.d.) proved that destination reputation directly affects the success of tourism advertising, proposing that a highly prestigious destination needs less promotional effort to lure tourists.

Moreover, Darwish (2021) addresses the significance of digital reputation management in the tourism sector, as digital marketing campaigns and social media storytelling have a pivotal role in shaping a destination's reputation worldwide. This concurs with Hassan and Soliman (2021), who posit that reputation for destinations is a significant predictor of tourists' trust and intentions to revisit, further solidifying its significance in tourism sustainability.

2.7. Destination Reputation and Travel Motivation

Research on the impact of destination reputation on travel motivation remains limited, yet existing studies indicate that a positive reputation can significantly enhance motivation among potential travellers. Reputation serves as a psychological and cognitive cue that shapes tourists' perceptions, influencing their level of trust, expectations, and willingness to visit a destination (Garc et al., 2021). A strong reputation can foster intrinsic motivation, leading travellers to develop an emotional connection with a destination before their actual visit. For instance, high reputation scores in online platforms and review aggregators contribute to an increased desire to experience a destination firsthand, reinforcing the role of digital sustainability in shaping consumer motivation through positive

word-of-mouth.

Additionally, the role of brand reputation and its correlation with motivation have been explored in various contexts, indicating that well-regarded destinations are often perceived as trustworthy, prestigious, and worth visiting. Research by Barros et al. (2020) suggests that brand relationships influence corporate reputation, and in turn, reputation impacts consumer motivation. In a tourism setting, this means that a well-established destination reputation creates an aspirational value for travellers, making them more motivated to visit. Furthermore, Ajayi and Mmutle (2021) emphasize that strategic reputation management enhances consumer trust, which directly fuels motivation to engage with a brand or destination. As destination reputation increases the perceived value of a place, it strengthens push and pull travel motivations, attracting both experience-seekers and leisure travellers (Lin & Zhang, 2021). However, while corporate and brand reputation studies provide strong theoretical backing, empirical research focusing on the direct influence of destination reputation on travel motivation remains scarce, highlighting the need for further exploration in this domain.

2.8. Destination Reputation and Destination Trust

Destination reputation and trust have been closely linked in marketing and tourism studies, highlighting that a positive destination reputation can effectively foster tourists' trust in a destination. Trust is a key driver of tourists' decision-making, risk perceptions, and intentions to revisit (Artigas et al., 2017). A solid destination reputation, developed through repeated positive experiences, media coverage, and word-of-mouth recommendations, reinforces tourists' faith in the quality, reliability, and safety of a destination (Hassan & Soliman, 2021).

Several studies highlight that destination reputation serves as an antecedent to trust by shaping perceptions of credibility and authenticity. Artigas et al. (2017) found that a destination's reputation impacts the cognitive and affective appreciation of tourists and thus prompts trust. Correspondingly, Açıkgöz et al. (2024) highlight that brand reputation directly impacts customer satisfaction and loyalty, and it can be extrapolated to destination branding. Esmailpour et al. (n.d.) also found that the quality of service and destination reputation play a profound effect on trust and that well-reputed destinations mitigate the risks and uncertainty feared by tourists. From a broader

perspective, the hospitality industry also provides evidence of how brand reputation is translated into trust. Han et al. (2015) demonstrated that brand reputation partially mediates the relationship between service quality and trust, i.e., that the reputation of a destination in the eyes of the tourists has a significant effect on their intention to trust and revisit the destination. This is resonated by Chatzigeorgiou and Christou (2016), who showed that destination brand traits have a determining role to play in establishing trust and revisit intentions. While the tourism scholarship has established a link between reputation and trust, empirical studies explicitly examining destination reputation and its impact on tourists' trust remain scarce. Future research should explore the impact of online reputation management, social media storytelling, and crisis management on tourists' trust-forming processes in destination marketing.

Guided by the previous discussion, the following hypotheses are suggested.

H3 - Destination reputation positively affects travel motivation.

H4 - Destination reputation positively affects destination trust.

2.9. Destination Trust

Destination trust is a key aspect of tourism decision-making, influencing tourists' perceptions, confidence, and intention to visit a destination. Destination trust is the result of a number of antecedents, such as destination reputation, risk perception, past experiences, and external sources like social media and electronic word of mouth (e-WOM) (Ameen et al., 2024). The literature reveals that destination trust plays the role of a mediator between perceived risks and visit intention, in that when tourists perceive a destination to be trustworthy, they are more likely to visit despite risks being perceived (Aktan et al., 2022). Additionally, Setiawan et al. (2021) confirmed that e-WOM significantly influences destination trust, particularly in the instance of first-time visitors who utilize online reviews and testimonials to determine the credibility of a destination. Similarly, Elbaz et al. (2023) note that destination trust plays a moderating role in destination loyalty, in that tourists who develop trust in a destination are more likely to revisit and recommend the destination to others.

In certain tourism settings, like halal tourism and health tourism, destination trust is even more significant. Sodawan and Hsu (Sodawan & Hsu, 2022) identified that destination trust has a decisive role in shaping Muslim tourists' visit intentions,

especially in non-Islamic nations where halal-friendly features are of concern. Similarly, in health tourism, Elbaz et al. (2023) proved that destination trust, together with emotional satisfaction, has a decisive influence on tourists' loyalty to health-related destinations. In addition, crisis circumstances, like the COVID-19 pandemic, have reaffirmed the significance of destination trust. Research by Aktan et al. (2022) points out that destination crisis marketing and e-WOM can successfully restore trust in crisis-stricken destinations, eventually reinstating tourists' intentions to travel. These results highlight the significance of strategic destination management, transparency, and efficient communication in establishing and sustaining trust among tourists.

2.10. Destination Trust and Travel Motivation

Destination trust plays an important role in affecting tourists' travel motivation in the form of perceived safety, reliability, and confidence in a destination. Ameen et al. (2024) stress that destination trust mediates the effect of subjective knowledge on perceived risk, reducing uncertainties and strengthening tourists' intention to travel. The more tourists perceive a destination as trustworthy, the more intrinsically motivated they will be to travel to the destination out of reduced apprehension regarding risks and uncertainties. Similarly, Zhang et al. (2021) argue that destination trust enriches tourists' motivation through a sense of social presence and real-time interaction provided by live-streaming tourism activities, which culminates in a stronger affective connection with the destination. This illustrates the importance of destination trust in evoking tourists' psychological motivation through the establishment of a positive and reassuring environment of travel.

Further studies corroborate the impact of destination trust on motivation through enabling engagement and social influence. Silaban et al. (2023) found that travellers who trust travel vlog content on social media sites such as YouTube are more likely to be motivated to travel to a destination, viewing information provided by vloggers as authentic and credible. Arica et al. (2020) also point out that travellers' trust in tourism services enables their motivation to participate in co-creation activities, where travellers are involved in destination experiences, reinforcing their motivation to explore and revisit. This motivation through trust is also seen in post-pandemic tourism recovery, with Ar et al. (2023) citing that trust in the safety measures and infrastructure of a destination positively affects

tourists' intentions to travel amidst external threats. These findings suggest that destination trust is both a psychological and behavioural stimulator of travel motivation, and thus a significant factor for tourism marketers and destination managers to prioritize.

In line with the results of the previous research, the hypotheses to be tested are the following:

H5 – Destination trust will have a significant impact on travel motivation.

2.11. Destination Trust and Visit Intention

Destination trust is a significant determinant of tourist intention to travel, since it serves as a mediating variable in decision-making as well as in behavioural outcomes in the context of travel. Perceived reliability, safety, and satisfaction are enhanced by destination trust, which enhances the intention to travel. The relationship between destination trust and the intention to travel is established in the existing body of work.

Destination trust significantly mediates the influence of monetary and time sunk costs towards the intention to visit by tourists, as discovered by Su et al. (2022). Their study highlights the fact that destination trust reduces travel investment risks, which motivates tourists to go ahead with travel planning regardless of the costs. Along the same line, Sodawan and Hsu (2022) highlight the significance of destination trust in the transfer of perceived value to the intention to visit, particularly in the halal-friendly destination setting. Their study shows that when tourists trust a destination, they perceive more value in visiting, thus strengthening their visit intentions.

In addition, the work of Shen et al. (2022) supports the idea that destination trust is instrumental in influencing visit intentions, particularly in times of crisis like the COVID-19 pandemic. They discovered that tourists are highly influenced by the level of trust in the way destinations deal with risks and security measures. Perceived competence and integrity in the management of a destination are instrumental in creating the perception of trust and, by extension, visit intention.

Setiawan et al. (2021) also affirm the central position of destination trust, illustrating how trust mediates between electronic word-of-mouth (e-WOM) and visiting intention. Their research illustrates how positive information shared online about a destination generates trust, which in turn enhances visiting intentions among tourists. This concurs with the finding of Sodawan and Hsu (2022), which states that both trust and perceived value are significant channels through which external stimuli, such as destination characteristics, influence visiting

intention.

H5 - Destination trust positively affects travel motivation.

H6 - Destination trust positively affects visit intention.

Figure 1 illustrates the theoretical framework that describes the interrelationships between travel constraints, travel motivation, destination reputation, destination trust, and visit intention. Six hypotheses (H1–H6) are proposed in the framework to examine the interplays between the variables and how they influence tourists' intention to visit a destination.

The model assumes that travel constraints (H1) have an impact on travel motivation, that is, whether perceived barriers influence the intention of a tourist to visit a destination. Travel motivation (H2) is also expected to have a positive effect on visit intention, that is, more motivation leads to more intention to

visit. Destination reputation (H3) is also expected to have a positive influence on travel motivation, that is, a reputable destination is likely to enhance the enthusiasm of tourists. Destination reputation (H4) is also expected to have a positive effect on destination trust, that is, a good reputation leads to confidence and reliability in the destination.

Further, destination trust (H5) is anticipated to enable travel motivation, i.e., tourists who perceive a destination to be trustworthy are more likely to be motivated to travel. Lastly, destination trust (H6) is anticipated to have a direct and positive impact on visit intention, supporting the idea that trust is likewise a critical component for tourists' final travel choice. The model illustrates how psychological, reputational, and motivational factors shape tourists' visit intention in a logical and structural sequence of destination decision-making and travel behaviour.

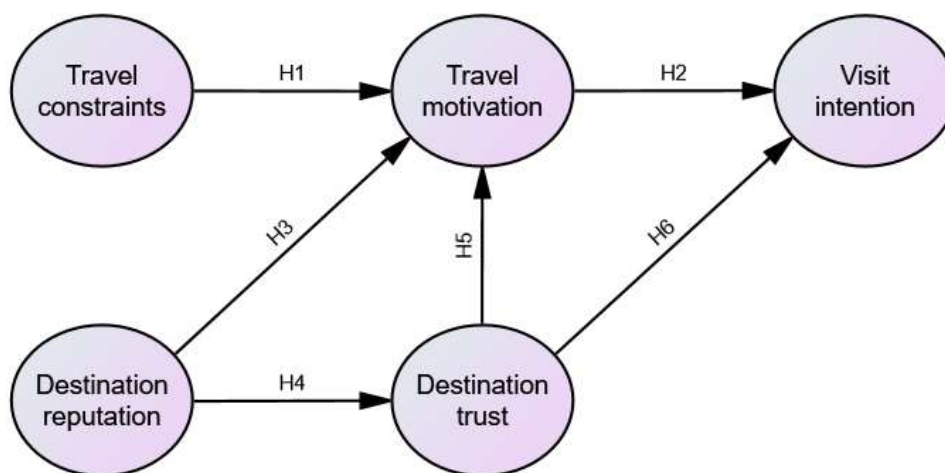


Figure 1: The Theoretical Framework.

3. METHODS

3.1. Measures

The current study draws travel motivation, travel constraints, destination reputation, destination trust, and visit intention measures from prior research. Travel motivation indicators are adopted from the work of Pearce and Lee (2005) and Suhud (2014) in the domains of various motivational dimensions such as physiological and social interaction motivation (Suhud, 2014). Travel constraints are measured by adopting indicators from the work of Kerstetter et al. (2002) and Suhud (2014) such as time constraints, concerns for security, and the lack of information as significant travel barriers.

Destination trust is measured by using the indicators suggested by Su et al. (2022), which highlight the credibility of travel services, the

expertise of the service personnel, and the transparency of management standards at the destination. The contribution of destination trust towards the facilitation of visit intention is established through such trust-based indicators. In addition, destination reputation is measured by using the scale by Artigas et al. (2015), which highlights the credibility perceived by people, the historical reputation of the destination, and the perception of the quality of the destination by the general public. Visit intention is measured by using the indicators by Kim et al. (2009) and Su et al. (2022) which evaluate the chances of tourists visiting a destination, their relative preferences, and their planning intentions. All the aforementioned indicators are measured with a 6-point Likert-type scale ranging between 1 for "Strongly Disagree" to 6 for "Strongly Agree," which facilitates obtaining a

fine-grained sense of the respondents' intentions and attitudes. The strategy ensures the reliability of the measurements as well as the validity, in line with the standards of previous research, which allows the results to be comparable between various studies.

3.2. Data Analysis Methods

Four-step quantitative data analysis was employed in this research to ensure validity, reliability, and accuracy of hypothesis testing. In step one, this research conducted an Exploratory Factor Analysis (EFA) with the help of SPSS version 29, whereby an indicator was considered valid if its factor loading was 0.4 or higher. In step two, the reliability of data was assessed by Cronbach's alpha with a cut-off value of 0.7 or higher to determine internal consistency. Step three measured the construct validity by the Average Variance Extracted (AVE) to ensure constructs had adequate convergent validity with an AVE score of more than 0.5. Hypothesis testing was conducted by Structural Equation Modelling (SEM) in AMOS version 29 in step four, whereby hypotheses were accepted if their Critical Ratio (CR) was 1.96 or higher.

To determine model fit, the EFA and SEM results were compared against conventional model fit criteria. The study followed the guidelines of Schermelleh-Engel et al. (2003), where probability values between 0.05 and 1.00 are indicative of a good model fit. The X^2/DF ratio was considered good if it was between 0 and 2.00, following Tabachnick et al. (2007). The CFI also needed to be at least 0.95, following the guidelines of Hu and Bentler (1995).

Lastly, the RMSEA needed to be 0.05 or less, following the proponents of Browne and Cudeck (1992). These fit indices ensured the final model was statistically adequate and followed prescribed psychometric criteria.

4. RESULTS

4.1. Participants

Table 1 presents the demographic profile of the 226 respondents who participated in the study. In terms of gender distribution, most of the respondents were female (61.1%), while male respondents constituted 38.9%. Age distribution indicates that the majority are aged 21-25 years (75.2%), followed by the 26-30 years old (14.2%), 17-20 years old (8.0%), and a lower percentage in the 31-35 (1.8%) and 36-40 (0.9%) age groups.

For occupational status, many of the respondents (65.5%) were employed, while 12.8% were unemployed, and 21.7% were self-employed. For marital status, the majority of respondents were single (78.8%), while 21.2% were married. For education, 53.1% of the respondents were diploma holders, 31.9% were bachelor's degree holders, and 0.9% were postgraduate degree holders, while 13.7% had only reached as high as high school. Finally, when asked about their experience visiting the Dieng Plateau, 71.2% had no experience visiting the destination, while 28.8% had experience visiting the destination. The findings indicate that the sample consists of predominantly young, educated, and employed individuals, with the majority having no experience visiting the Dieng Plateau.

Table 1: Profile of Participants.

	Profile	Frequency	Percent
Sex	Male	88	38.9
	Female	138	61.1
	Total	226	100.0
Group of age	17-20	18	8.0
	21-25	170	75.2
	26-30	32	14.2
	31-35	4	1.8
	36-40	2	0.9
Occupational status	Employed	148	65.5
	Unemployed	29	12.8
	Self-employed	49	21.7
Marital status	Unmarried	178	78.8
	Married	48	21.2
Level of education has been completed	Less than high school	1	0.4
	Diploma	120	53.1
	Postgraduate	2	0.9
	Undergraduate	72	31.9
	High school	31	13.7
Experience visiting Dieng Plateau	No	161	71.2
	Yes	65	28.8

4.2. Data Validity, Ave, And Reliability Tests

Table 1 presents data validity test results, Average Variance Extracted (AVE), and reliability tests of some variables of travel constraints and motivations to visit the Dieng Plateau. The table categorizes factors into five broad constructs: travel constraints, destination reputation, destination trust, travel motivation, and visit intention. The Travel Constraints factor is divided into two dimensions. The first dimension, with AVE of 0.831 and Cronbach's Alpha of 0.884, which is very reliable, comprises main constraints such as lack of time (Tc1), physical limitations (Tc3), and lack of knowledge about the destination (Tc2). The second dimension, with AVE of 0.712 and Cronbach's Alpha of 0.862, indicates constraints such as lack of interest (Tc6), previous visits decreasing the desire to visit again (Tc4), security concerns (Tc5), and family obligations (Tc7).

The Destination Reputation construct has high AVE of 0.819 and Cronbach's Alpha of 0.944,

reflecting high reliability. It is composed of indicators like public respect for Dieng Plateau (Re3), positive word-of-mouth (Re4), and its reputation being better than similar destinations (Re2). Similarly, Destination Trust has the highest AVE of 0.887 and Cronbach's Alpha of 0.957, reflecting tourists' confidence in the quality of local services (Tr4), hospitality (Tr2), and infrastructure reliability (Tr3). The Travel Motivation construct is the most internally consistent, with AVE = 0.880 and Cronbach's Alpha = 0.983. This dimension is concerned with psychological and emotional benefits, including stress relief (Mo3, Mo2), relaxation (Mo1, Mo6), and social networking opportunities (Mo8, Mo9). Finally, Visit Intention shows the highest predictive reliability, with an AVE of 0.912 and a Cronbach's Alpha of 0.976. The willingness of tourists to visit is greatly affected by planning certainty (Vi3), intention within the next 12 months (Vi4), and preference over other destinations (Vi2).

Table 2: Results of Data Validity, AVE, and Reliability Tests.

	Variables and Indicators	Factor Loadings	AVE	Cronbach's Alpha
	Travel Constraints (1)		0.831	0.884
Tc1	I don't have enough time to visit the Dieng Plateau.	0.944		
Tc3	I, or someone I'm traveling with, am physically unable to accompany me to visit the Dieng Plateau.	0.895		
Tc2	I don't want to visit the Dieng Plateau because I don't know enough about it.	0.856		
	Travel Constraints (2)		0.712	0.862
Tc6	I'm not interested in visiting the Dieng Plateau.	0.993		
Tc4	I don't want to be involved in a visit to the Dieng Plateau because I've done it before.	0.944		
Tc5	I have concerns about my safety or security if I visit the Dieng Plateau.	0.632		
Tc7	My family needs my time so I can't visit the Dieng Plateau.	0.494		
	Destination Reputation		0.819	0.944
Re3	People have great respect for the Dieng Plateau.	0.950		
Re4	People speak very highly of the Dieng Plateau.	0.933		
Re2	The Dieng Plateau has a better reputation than other similar places.	0.923		
Re1	The Dieng Plateau has a very good reputation.	0.878		
Re5	Dieng Plateau's good reputation is supported by its history.	0.838		
	Destination Trust		0.887	0.957
Tr4	I believe there are clear guidelines for residents around Dieng Plateau in serving visitors.	0.955		
Tr3	I hope the service facilities in Dieng Plateau are humane.	0.944		
Tr2	I hope residents around Dieng Plateau will actively offer help when I am in trouble.	0.940		
Tr1	I believe that residents around Dieng Plateau will try to understand my needs.	0.928		
	Travel Motivation		0.880	0.983
Mo4	By visiting Dieng Plateau, it allows me to be away from my daily routine.	0.950		
Mo7	By visiting Dieng Plateau, I feel less lonely.	0.949		
Mo5	By visiting Dieng Plateau, it allows me to escape from the demands of everyday life.	0.948		
Mo3	By visiting Dieng Plateau, it allows me to get away from everyday psychological stress/pressure.	0.946		
Mo6	By visiting Dieng Plateau, it allows me to rest my mind.	0.940		
Mo2	By visiting Dieng Plateau, it allows me to escape from everyday physical stress/pressure.	0.936		
Mo1	By visiting Dieng Plateau, it allows me to rest and relax.	0.936		
Mo8	Visiting Dieng Plateau is one way to build my social network.	0.933		

Mo9	Dieng Plateau provides a way for me to make new friends.	0.905		
	Visit Intention		0.912	0.976
Vi3	If everything goes as I expected, I will plan to travel to Dieng Plateau.	0.972		
Vi4	In the next 12 months, I can visit Dieng Plateau.	0.956		
Vi5	I really want to visit Dieng Plateau.	0.954		
Vi1	I hope that I will visit Dieng Plateau in the future.	0.950		
Vi2	I prefer to visit Dieng Plateau than other destinations.	0.943		

4.3. Hypotheses Tests

Figure 2 Structural Model of the Hypotheses Tests illustrates the relationships between the key variables of the study, including travel constraints, travel motivation, destination reputation, destination trust, and visit intention. The model includes six hypotheses for testing how these constructs relate and influence tourists to visit the Dieng Plateau.

The model illustrates that travel constraints have no significant effect on travel motivation (H1 rejected), which suggests that despite perceived constraints, travellers may not necessarily lose motivation. However, travel motivation has a positive effect on visit intention (H2 accepted), which suggests that the more motivated people are, the

higher their intention to visit is. In addition, destination reputation has a positive effect on both travel motivation (H3) and destination trust (H4), which means that a positive reputation enhances both trust and motivation in the eyes of potential tourists.

Moreover, destination trust significantly affects both travel motivation (H5) and visit intention (H6), highlighting that tourists who trust the services and facilities of the Dieng Plateau are more motivated and more inclined to visit. The model confirms that destination reputation and trust play a significant role in shaping tourist behavior, substantiating the applicability of destination management strategies that form a positive image and build confidence among tourists.

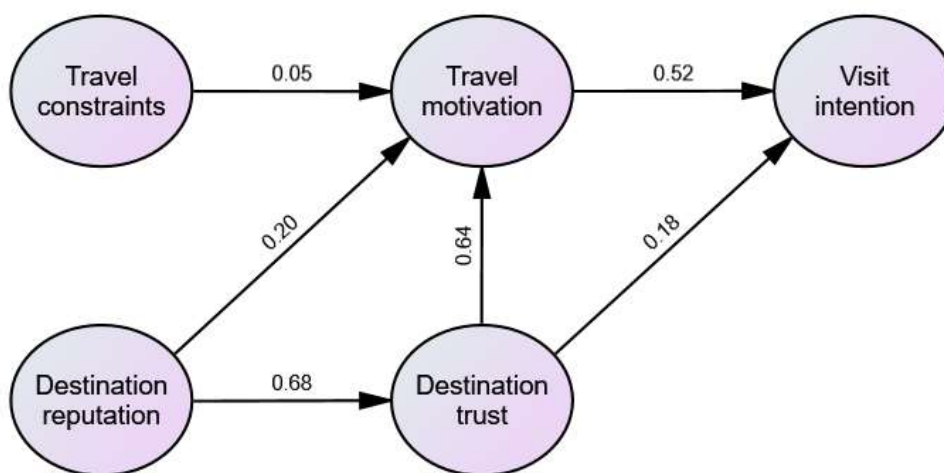


Figure 2: Structural Model of The Hypotheses Tests.

Table 3 shows the outcomes of the hypothesis tests examining the relationships between travel constraints, travel motivation, destination reputation, destination trust, and visit intention in terms of Critical Ratio (C.R.) and p-values (P) for determining statistical significance. The findings reveal the presence of significant as well as non-significant relationships among these key tourism constructs.

The first hypothesis (H1: Travel constraints → Travel motivation) was rejected (C.R. = 0.921, P = 0.357), which implies that travel constraints do not have any effect on travel motivation. It means that

although there may be some constraints, the tourists can still be motivated to visit the Dieng Plateau. Conversely, H2: Travel motivation → Visit intention was accepted (C.R. = 5.894, P < 0.001), which confirms that individuals who are more motivated have a higher chance of having the intention to visit.

For destination perception, H3 (Destination reputation → Travel motivation) was accepted (C.R. = 3.033, P = 0.002), which means that a good reputation results in higher travel motivation. Similarly, H4 (Destination reputation → Destination trust) was strongly supported (C.R. = 11.474, P < 0.001), confirming that a good reputation results in

higher trust in the destination. Next, H5 (Destination trust → Travel motivation) was accepted (C.R. = 9.673, $P < 0.001$), revealing that higher trust results in higher motivation. Finally, H6 (Destination trust

Visit intention) was significant (C.R. = 2.102, $P = 0.036$), confirming that tourists who have trust in the facilities and services of the Dieng Plateau have higher intentions to visit.

Table 3: Results of The Hypotheses Tests.

Hypotheses	Paths	C.R.	P	Results
H1	Travel constraints > Travel motivation	0.921	0.357	Rejected
H2	Travel motivation > Visit intention	5.894	***	Accepted
H3	Destination reputation > Travel motivation	3.033	0.002	Accepted
H4	Destination reputation > Destination trust	11.474	***	Accepted
H5	Destination trust > Travel motivation	9.673	***	Accepted
H6	Destination trust > Visit intention	2.102	0.036	Accepted

5. DISCUSSION

Hypothesis 1 (H1: Travel constraints > Travel motivation) was rejected by the data, with C.R. (Critical Ratio) equal to 0.921 and P-value equal to 0.357, which is above the required 0.05 for statistical significance. This shows travel constraints are insignificant in travel motivation in this instance. The hypothesis rejection implies financial constraints, time constraints, and psychological constraints might not significantly deter or influence the motivation of tourists to travel. This finding contradicts the work of other researchers, which highlighted the significant influence of constraints in travel motivation.

For instance, Isaac and Keijzer (2021) argued that travel constraints, namely structural and intrapersonal barriers, significantly erode travel motivation by increasing the perception of risks while reducing the perception of benefits. Their study brought to the fore the reality that financial constraints and information deficiency were among the most significant factors hindering the desire to travel. Similarly, Humagain and Singleton (2023) confirmed the reality that structural constraints related to accessibility and affordability significantly impacted the travel motivation of tourists during the COVID-19 pandemic. According to their study, highly constrained tourists defer or cancel travel intentions, thereby reducing travel motivation. Furthermore, Aziz and Long (2022) highlighted how perceived travel risks and constraints, such as fears for one's health and safety, lower travel motivation, particularly during a health crisis like the COVID-19 pandemic. Their study showed how with the rise in constraints, intrinsic and extrinsic travel motivation fell significantly, which negatively impacted intention to travel. The non-support of Hypothesis 1, therefore, contradicts these prior results and necessitates an explanation of the context or sample characteristic factors that might have been responsible for this finding. Perhaps the sample in the current study was less affected by the perception

of constraints, or perhaps effective negotiation of constraints counteracted the negative impact of the constraints on motivation.

Hypothesis 2 (Travel motivation > Visit intention) was confirmed by a significant C.R. (Critical Ratio) of 5.894 and a P-value marked as *** (meaning $P < 0.001$). The result shows a strong and significant statistical influence of travel motivation towards the intention to visit, showing the higher the travel motivation, the higher the tourist intention to travel to a destination. Travel motivation is a fundamental driving factor which, besides motivating tourists to make the decision to travel, also sustains their intention to travel to a destination.

This finding agrees with the research by Sinambela (2021), which established the role of travel motivation in significantly influencing the intention to travel by enhancing the perception of the destination as being able to cater to the tastes and needs of the tourists. Sinambela (2021) emphasized the impact of cultural exploration, novelty, and relaxation motivation in being very effective in confirming the intention to travel among tourists. Equally, Küçükergin et al. (2021) emphasize the impact of push and pull motivation in affecting the intention to travel. Their study showed how internal push factors such as self-fulfilment desire and escapism, when combined with external pull factors such as the appeal of the destination, significantly enhance the intention to travel. Furthermore, the findings are in accordance with Lewis et al. (2022), whose study of travel motivation in the context of dark tourism confirmed that travel motivation dimensions of learning, excitement, and unique experience significantly influence the intention to visit. Lewis et al. (2022) applied the TPB to show how, when tourists are strongly motivated by the uniqueness of a destination, travel intention is much greater. The replicable outcomes of the above studies confirm the finding that travel motivation is a significant determinant of the intention to visit,

which highlights the requirement for aligning destination marketing efforts with tourists' intrinsic and extrinsic motivation to effectively promote tourist numbers.

Hypothesis 3 (H3: Destination reputation > Travel motivation) was supported by a significant C.R. (Critical Ratio) of 3.033 and P-value of 0.002, indicating the presence of a significant and strong impact of destination reputation towards travel motivation. Acceptance of the hypothesis indicates that a good perception of the reputation of a destination significantly enhances the motivation of tourists to travel. A reputed destination becomes a guarantee of quality, reducing the perception of risks as well as the perception of the destination as being of higher value, which is in agreement with the arguments made by García et al. (2021). Their study highlighted the fact that a strong destination reputation favorably influences the travel intentions of tourists by promoting confidence as well as reducing the uncertainty of travel. Likewise, Barros et al. (2020) established the relevance of destination reputation in influencing travel motivation by aligning the expectations of the tourists with the perception of the quality of the experience offered by the destination. Moreover, Ajayi and Mmutle (2021) highlighted the fact that destination reputation significantly enhances the perception of the tourists towards trust, which in turn enhances the motivation to travel. A reputed destination generates a sense of security as well as satisfaction, which promotes the tourists to travel. These research works cumulatively support the fact that the enhancement of a destination's reputation is an effective tool for enhancing travel motivation, which justifies the support for Hypothesis 3.

Hypothesis 4 (H4: Destination reputation > Destination trust) was supported by a very significant C.R. (Critical Ratio) of 11.474 and P-value of *** (i.e., $P < 0.001$). The support for this hypothesis shows that destination reputation significantly enhances the level of trust among the prospective tourists. A good reputation serves as an assurance of quality and reliability, reducing the risks and uncertainty felt by the tourists, which in turn increases the tourists' level of trust in the destination. Once the tourists perceive a destination as reliable, they will be likely to believe in the credibility, security, and authenticity of the offered experiences, thereby enhancing the level of their trust.

This finding is in accordance with the study by Artigas et al. (2017), which demonstrated how a well-established destination reputation helps to increase tourists' trust by acting as a reliability as well as a

quality signal. Similarly, Hassan and Soliman (2021) emphasized how a positive destination reputation does not only counteract perceived risks but also generates a sense of security as well as confidence among tourists, which in turn increases their trust. Further, the said study by Açıkgoz et al. (2024) supports these findings by demonstrating how destination reputation positively influences trust through the perception of reliability as well as value, which are critical determinants in shaping tourists' behavioral intentions. The convergence of these findings with the existing body of research supports the reliability of the results and justifies the validation of Hypothesis 4, which emphasizes the critical role of destination reputation in increasing tourists' trust.

The acceptance of Hypothesis 5 (Destination trust → Travel motivation) aligns with previous studies, including those of Ameen et al. (2024) and Zhang et al. (2021), which highlight the positive influence of destination trust on travel motivation. The findings indicate that as tourists acknowledge high trust in a destination, their travel motivation is significantly increased. Ameen et al. (2024) proved that destination trust reduces perceived risk, enhancing tourists' confidence and travel intention. This is particularly applicable to post-pandemic travel contexts, where perceived safety and reliability significantly influence travel intention. Correspondingly, Zhang et al. (2021) claimed that trust-inducing mechanisms, such as live-streaming tourism experiences, increase interaction and emotional engagement, facilitating travel motivation. These studies affirm that a positive, strong impression of a destination creates psychological security, which makes potential tourists more inclined to organise trips.

Moreover, destination trust not only removes anxieties but also serves as a motivational impetus by enhancing perceived destination credibility and attractiveness. Silaban et al. (2023) highlight that online sources such as travel vlogs play a role in developing destination trust, which consequently supports travel motivation. Arica et al. (2022) further elucidate that trust performs a mediating role in tourism participation, where higher trust leads to higher participation in destination activities. To that end, the acceptance of H5 (Destination trust → Travel motivation) is highly corroborated by empirical evidence, which reaffirms that tourism stakeholders must give high precedence to trust-inducing strategies—such as open communication, favourable word-of-mouth, and online activity—in an effort to boost travellers' motivation.

Hypothesis 6 (H6: Destination trust > Visit intention) was confirmed by a significant C.R. of 2.102 and a P-value of 0.036, which is below the critical value of 0.05. The result indicates that destination trust has a significant positive impact on visit intention, which in turn indicates the higher the perception of a destination as being trustworthy, the higher the intention to travel to the destination will be. Trust in a destination reduces the perception of risks and enhances the perception of the reliability and safety of the destination, resulting in tourists feeling safer and thus likely to proceed with travel intentions.

The evidence for this hypothesis is supported by the work of Su et al. (2022), which demonstrated how destination trust significantly mediates the relationship between visit intention and perceived value. Their work demonstrated how tourists with the perception of the management and quality of a destination as being reliable will likely have the intention to visit, as trust mitigates uncertainty and perceived risks in traveling. Whilst Sodawan and Hsu (2022) emphasized the role of destination trust in bridging the gap between the perceived value and the intention to visit, particularly in the halal-friendly destination context. They argued that when tourists perceive a destination to be reliable, they will likely have confidence in the authenticity and quality of the experiences offered, thereby strengthening the intention to visit. Furthermore, the findings are in agreement with Setiawan et al. (2021), which tested the role of trust as a mediator between electronic word-of-mouth (e-WOM) and visit intention. Their study reaffirmed the fact that destination trust significantly enhances the indirect effect of e-WOM towards visit intention, which means while a destination can be favourably reviewed online, the effect towards visit intention is heightened when tourists perceive the destination as reliable. The replicable findings in the above studies affirm the conclusion that destination trust is a key driver of visit intention and that enhancing the level of trustworthiness should be a priority for destination marketers.

6. CONCLUSION

The research was to analyse the variables that affect tourists' intention to visit the Dieng Plateau based on travel constraints, travel motivation, destination reputation, and destination trust. The findings show that travel motivation has a significant effect on visit intention (H2 accepted), indicating the significance of intrinsic motivation in travel decision-making. Further, destination reputation has a

positive effect on travel motivation (H3) as well as destination trust (H4), indicating that a good reputation reinforces both tourists' trust and desire to visit the destination.

Furthermore, destination trust was found to be a crucial determinant of travel motivation (H5 accepted) and visit intention (H6 accepted), emphasizing that tourists who perceive the Dieng Plateau as trustworthy are more likely to be motivated and ultimately visit the location. Interestingly, travel constraints did not significantly impact travel motivation (H1 rejected), indicating that potential barriers such as time, cost, or accessibility may not strongly deter tourists from their desire to visit. These findings suggest that destination managers should focus on strengthening reputation and trust-building efforts to enhance both travel motivation and visit intention, ensuring a positive and reliable perception of the Dieng Plateau as a travel destination.

This research adds to the tourism literature by exploring the critical drivers of tourists' visit intention to the Dieng Plateau, building on established frameworks of destination trust, reputation, motivation, and constraints. The results refute traditional suppositions by showing that travel constraints have no bearing on travel motivation (H1 rejected), indicating that external constraints like financial or logistical problems might not necessarily erode the desire of tourists to travel. This differs from extant studies that have highlighted constraints as one of the main inhibitors of tourism participation.

Additionally, the study reinforces the critical role of destination trust and reputation in shaping both travel motivation and visit intention. The acceptance of H3, H4, H5, and H6 highlights that a strong reputation enhances trust, which in turn fuels motivation and visit intention. This aligns with destination image theory but further refines it by emphasizing the mediating role of trust in converting positive perceptions into actual travel behavior. Furthermore, the study contributes to push-pull motivation theory by demonstrating that trust acts as a pull factor, reinforcing tourists' intrinsic desire to visit. These insights provide a more nuanced understanding of destination decision-making and offer valuable implications for tourism management, emphasizing the importance of trust-building strategies to enhance motivation and visit intention.

The findings of this study provide valuable insights for destination managers, tourism marketers, and policymakers aiming to enhance tourist visit intention to the Dieng Plateau. The rejection of H1 (travel constraints → travel

motivation) suggests that while external barriers, such as financial or logistical constraints, are present, they do not significantly deter tourists from being motivated to visit the Dieng Plateau. This finding aligns with the concept that motivation can overcome constraints. When tourists have strong intrinsic motivations—such as the desire to experience the unique cultural or natural aspects of the Dieng Plateau—they may be more likely to find ways to negotiate or mitigate constraints. This is consistent with research that suggests tourists who are highly motivated are more inclined to adjust their plans or allocate additional resources to overcome the barriers they face (e.g., Fredman & Heberlein, 2005).

Furthermore, the strong influence of destination reputation (H3, H4 accepted) and destination trust (H5, H6 accepted) on travel motivation and visit intention highlights the importance of building a positive image and trust in the Dieng Plateau. Tourism authorities should invest in effective branding, visitor engagement, and transparent communication about safety, quality, and local experiences. Additionally, leveraging digital marketing strategies such as influencer partnerships, social media campaigns, and user-generated content can help reinforce destination trust and reputation. By focusing on trust-building strategies, authentic storytelling, and reputation management, tourism managers can strengthen tourists' motivation and increase visit intention, ensuring sustainable tourism growth for the Dieng Plateau.

This research offers insightful information on the determinants of tourists' visit intention to the Dieng

Plateau but has some limitations that need to be improved in future studies. Firstly, the research mainly concentrates on travel motivation, destination reputation, and destination trust, whereas external attributes like seasonal effects, promotion efforts, and economic situations were not included. These attributes would give a more holistic view of tourist decision-making. Secondly, the research was based on self-reported information, which is prone to response bias, as the respondents may have given socially acceptable responses. Future research could include the use of observational or behavioural data to improve result accuracy.

Moreover, the findings indicate that travel constraints do not significantly impact travel motivation, which suggests the need for further investigation into specific constraint types (e.g., financial, time-related, safety concerns) and their potential indirect effects. Future research could also explore moderating or mediating variables such as digital tourism engagement, destination marketing effectiveness, or cultural factors to refine the theoretical framework. Additionally, expanding the study to other tourist destinations could validate whether these findings apply across different demographic, geographic, and cultural contexts. The use of non-probability convenience sampling may introduce sampling bias, as the sample may not fully represent the broader population of potential tourists to the Dieng Plateau. By addressing these limitations, future research can provide deeper insights into tourist behaviour and more targeted strategies for destination management.

Acknowledgements: This research is funded by the Indonesian Endowment Fund for Education (LPDP) on behalf of the Indonesian Ministry of Higher Education, Science and Technology and managed under the EQUITY Program (Contract No: 4308/B3/DT.03.08/2025 and No: B/284/UN39/HK.07.00/2025).

REFERENCES

- Açikgöz, F. Y., Kayakuş, M., Zăbavă, B.-Ştefania, & Kabas, O. (2024). Brand Reputation and Trust: The Impact on Customer Satisfaction and Loyalty for the Hewlett-Packard Brand. *Sustainability*, 16(22), 1–17.
- Ajayi, O. A., & Mmutle, T. (2021). *Corporate reputation through strategic communication of corporate social responsibility*. 26(5), 1–15. <https://doi.org/10.1108/CCIJ-02-2020-0047>
- Aktan, M., Zaman, U., Farías, P., Raza, S. H., & Ogadimma, E. C. (2022). Real bounce forward: experimental evidence on destination crisis marketing, destination trust, e-WOM and global expat's willingness to travel during and after COVID-19. *Sustainability*, 14(3), 1111.
- Allan, M. (2025). Tourism experiences, motivations, and travel lifestyles preferences for domestic tourists: A case of Jordan. *Geojournal of Tourism and Geosites*, 58(1), 52–60. <https://doi.org/10.30892/gtg.58105-1390>
- Ameen, N., Cheah, J., Ali, F., El-manstrly, D., & Kulyciute, R. (2024). *Risk, Trust, and the Roles of Human Versus Virtual Influencers*. <https://doi.org/10.1177/00472875231190601>
- Ar, R., Kodas, B., Cobanoglu, C., Parvez, M. O., Oongsakul, V., Corte, V. Della, & Sarasota-, S. F. (2023). *The role of trust in tourists' motivation to participate in co-creation*. 78(4), 1182–1202. <https://doi.org/10.1108/TR-08-2021-0399>

- Arica, R., & Çorbacı, A. (2020). The mediating role of the tourists' citizenship behavior between the value co-creation and satisfaction. *Advances in Hospitality and Tourism Research (AHTR)*, 8(1), 125–150.
- Arica, R., Polat, I., Cobanoglu, C., Çorbacı, A., Chen, P.-J., & Hsu, M.-J. (2022). Value co-destruction and negative e-WOM behavior: The mediating role of tourist citizenship. *Tourism Review*, 77(4), 1116–1134.
- Artigas, E. M., Vilches-Montero, S., & Yrigoyen, C. C. (2015). Antecedents of tourism destination reputation: The mediating role of familiarity. *Journal of Retailing and Consumer Services*, 26, 147–152.
- Artigas, E. M., Yrigoyen, C. C., Moraga, E. T., & Villalón, C. B. (2017). Determinants of trust towards tourist destinations. *Journal of Destination Marketing & Management*, 6(4), 327–334.
- Ashraf, M. S., Hou, F., Kim, W. G., Ahmad, W., & Ashraf, R. U. (2020). Modeling tourists' visiting intentions toward ecofriendly destinations: Implications for sustainable tourism operators. *Business Strategy and the Environment*, 29(1), 54–71. <https://doi.org/10.1002/bse.2350>
- Aziz, N. A., & Long, F. (2022). To travel, or not to travel? The impacts of travel constraints and perceived travel risk on travel intention among Malaysian tourists amid the COVID-19. *Journal of Consumer Behaviour*, 21(2), 352–362. <https://doi.org/10.1002/cb.2008>
- Barros, T., Rodrigues, P., Duarte, N., Shao, X., Martins, F. V., & Yue, X. (2020). *The Impact of Brand Relationships on Corporate Brand Identity and Reputation – An Integrative Model*. 1–21.
- Browne, M. W., & Cudeck, R. (1992). Alternative ways of assessing model fit. *Sociological Methods & Research*, 21(2), 230–258.
- Calderón-Fajardo, V., Puig-Cabrera, M., & Rodríguez-Rodríguez, I. (2024). Beyond the real world: Metaverse adoption patterns in tourism among Gen Z and Millennials. *Current Issues in Tourism*, 1–21.
- Chatzigeorgiou, C., & Christou, E. (2016). Destination branding and visitor loyalty: Evidence from mature tourism destinations in Greece. *Tourism: An International Multidisciplinary Journal of Tourism*, 11(5), 102–120.
- Crawford, D. W., & Godbey, G. (1987). Reconceptualizing barriers to family leisure. *Leisure sciences*, 9(2), 119–127.
- Dabphet, S. (2024). *Examining the role of heritage- destination attributes on travel constraints and revisit intention using multilevel analysis*. 2256–2272. <https://doi.org/10.1108/JHTI-07-2023-0453>
- Darwish, A. (2021). *Managing tourism destination reputation in the era of online marketing: A case study of Egypt*.
- Elbaz, A. M., Sayed, M., Kamar, A., Onjewu, A.-K. E., Soliman, M., Abou Kamar, M. S., Onjewu, A.-K. E., Soliman, M., Sayed, M., Kamar, A., Onjewu, A.-K. E., Soliman, M., Abou Kamar, M. S., Onjewu, A.-K. E., Soliman, M., Sayed, M., Kamar, A., Onjewu, A.-K. E., & Soliman, M. (2023). Evaluating the antecedents of health destination loyalty: The moderating role of destination trust and tourists' emotions. *International Journal of Hospitality & Tourism Administration*, 24(1), 1–28.
- Esmailpour, M., Sayadi, A., & Mirzaei, M. (n.d.). *International Journal of Business and Economic Sciences Applied Research Investigating the Impact of Service Quality Dimensions on Reputation and Brand Trust*. 6–17. <https://doi.org/10.25103/ijbesar.103.01>
- Fredman, P., & Heberlein, T. A. (2005). Visits to the Swedish mountains: Constraints and motivations. *Scandinavian Journal of Hospitality and Tourism*, 5(3), 177–192.
- Garc, A., Javier, P., García-Jurado, A., Pérez-Barea, J. J., & Fernández-Navarro, F. (2021). Towards digital sustainability: Profiles of millennial reviewers, reputation scores and intrinsic motivation matter. *Sustainability*, 13(6), 3297.
- Ha, T. K. D., Pham, T. M. N., Nguyen, D. Q., Truong, B. T., Nguyen, H. T., Chain, V., Of, C., Province, D., & Le, V. S. (2022). Influence of Macro Environment on Tourism Value Chain in Vietnam: case of Daklak Province. *Geo Journal of Tourism and Geosites*, 41(2), 400–407. <https://doi.org/10.30892/gtg.41209-843>
- Han, S. H., Nguyen, B., & Lee, T. J. (2015). Consumer-based chain restaurant brand equity, brand reputation, and brand trust. *International Journal of Hospitality Management*, 50, 84–93.
- Hariwanto, A. T. (2021). The Phenomena of Dieng Plateau Tourism Destination Development Planning. *Journal of Indonesia Tourism and Policy Studies*, 6(2). <https://doi.org/10.7454/jitps.v6i2.272>
- Hassan, S. B., & Soliman, M. (2021). COVID-19 and repeat visitation: Assessing the role of destination social responsibility, destination reputation, holidaymakers' trust and fear arousal. *Journal of Destination Marketing & Management*, 19, 100495.
- Haty, I. P., Yudiantoro, D. F., Choiriah, S. U., Mukhlis, M. D., Magdalena, E., Putri, A., & Pratama, D. A. (2023). Development of Dieng Volcano Complex as Geoheritage and Tourism Education of Volcano, and Geothermal Energy, Banjarnegara, Central Java. *AIP Conference Proceedings*, 2598(January).

- <https://doi.org/10.1063/5.0126525>
- Hu, L., & Bentler, P. M. (1995). Structural equation modeling: Concepts, issues, and applications. In R. H. Hoyle (Ed.), *Evaluating model fit* (hal. 76–99). Sage.
- Humagain, P., & Singleton, P. A. (2023). Exploring tourists' motivations, constraints, and negotiations regarding outdoor recreation trips during COVID-19 through a focus group study. *Journal of Outdoor Recreation and Tourism*, 41, 100626.
- Hur, J. (n.d.). *Optimizing Wine Tourism Advertising : The Impact of Destination Reputation and Advertising Language*. 14(1), 0–9.
- Isaac, R. K., & Keijzer, J. (2021). Leisure travel intention following a period of COVID-19 crisis: a case study of the Dutch market. *International Journal of Tourism Cities*, 7(3), 583–601.
- Kerstetter, D. L., Zinn, H. C., Graefe, A. R., & Chen, P.-J. (2002). Perceived constraints to state park visitation: A comparison of former-users and non-users. *Journal of Park & Recreation Administration*, 20(1).
- Kim, M. J., Hall, C. M., Kwon, O., Hwang, K., & Kim, J. S. (2024). Orbital and sub-orbital space tourism: motivation, constraint and artificial intelligence. *Tourism Review*, 79(2), 392–407. <https://doi.org/10.1108/TR-01-2023-0017>
- Kim, S.-H., Han, H.-S., Holland, S., & Byon, K. K. (2009). Structural relationships among involvement, destination brand equity, satisfaction and destination visit intentions: The case of Japanese outbound travelers. *Journal of vacation marketing*, 15(4), 349–365. <https://doi.org/10.1177/1356766709335835>
- Küçükergin, K. G., Çalışkan, C., Dedeoglu, B. B., & Birinci, M. C. (2021). Analyzing the role of constraints and motivations behind traveling in the prediction of destination choice: Evidence from PLS-SEM and fsQCA. *International Journal of Tourism Research*, 23(6), 1191–1209.
- Kusumah, E. P., Hurriyati, R., Disman, D., & Gaffar, V. (2022). Determining revisit intention: the role of virtual reality experience, travel motivation, travel constraint and destination image. *Tourism and hospitality management*, 28(2), 297–314.
- Lestari, F., Tua, I. N., Muzanni, A., Nugroho, D. F., Wibowo, A. A., Wartono, T., Widanarko, B., Saepullah, A., Modjo, R., Farida, M., Erwandi, D., Aryani, D. D., Kadir, A., Widiatmoko, A. I., Hendra, Herwanto, Z. J., Tejamaya, M., Hamid, R. A., Fatmah, ... Hafids, M. F. (2023). NDVI, suitability, and carrying capacity of Dieng Plateau Forests to sustain Dieng Kulon Village tourism, Central Java, Indonesia. *Biodiversitas*, 24(1), 282–289. <https://doi.org/10.13057/biodiv/d240134>
- Leung, X. Y., Susan, Y., & Sun, J. (2025). The impact of social media influencer 's age cue on older adults' travel intention : The moderating roles of travel cues and travel constraints. *Tourism Management*, 106(99), 104979. <https://doi.org/10.1016/j.tourman.2024.104979>
- Lewis, H., & Schrier, T. (2022). *Dark tourism : motivations and visit intentions of tourists and intentions*. 36(1), 107–123. <https://doi.org/10.1108/IHR-01-2021-0004>
- Li, Z., & Ye, S. (2024). *Assessing Risks in Cross-Regional Tourism Corridors : A Case Study of Tibetan Plateau Tourism*.
- Lin, Y.-H., & Zhang, C. (2021). Investigating air travellers' travel motivation during a pandemic crisis. *Journal of Air Transport Management*, 97, 102138.
- Maghrifani, D., Sneddon, J., & Liu, F. (2024). Personal values and travel motivations: the moderating effects of visit experience, gender and age. *Journal of Hospitality and Tourism Insights*. <https://doi.org/10.1108/JHTI-07-2023-0458>
- Monterrubio, C., & Mendoza-ontiveros, M. M. (2020). *Tourism constraints on transgender individuals in Mexico*. <https://doi.org/10.1177/1467358420948564>
- Öğretmenoğlu, M., Çıkı, K. D., Akova, O., & Law, R. (2023). Do football fans care about destinations? The football fans' travel motivation to sports events and their post-travel behaviours. *Tourism Review*, 80(2), 546–552. <https://doi.org/10.1108/TR-09-2023-0610>
- Özer, P., & Batman, Z. P. (2022). An investigation of the ecology-based tourism potential and planning approaches in high plateauaus. *International Journal of Agricultural and Natural Sciences*, 15(2), 179–198.
- Pearce, P. L., & Lee, U.-I. (2005). Developing the travel career approach to tourist motivation. *Journal of travel research*, 43(3), 226–237.
- Prabawani, G., Pudjianto, H., & Setiasih, E. (2024). Tourism Development Strategy Analysis at the Dieng Plateau in Banjarnegara Regency. *Lingka Ekonomika*, 3(1), 1–7.
- Prayag, G., Lewis, C., & Pour, S. (2024). Travel in my life: queer identity, travel motivation, resilience, life-satisfaction and wellbeing. *Current Issues in Tourism*, 27(2), 323–340. <https://doi.org/10.1080/13683500.2023.2189092>
- Schermelleh-Engel, K., Moosbrugger, H., & Müller, H. (2003). Evaluating the fit of structural equation models:

- Tests of significance and descriptive goodness-of-fit measures. *Methods of Psychological Research Online*, 8(2), 23–74.
- Setiawan, P. Y., Purbadharmaja, I. B. P., Widanta, A. A. B. P., & Hayashi, T. (2021). How electronic word of mouth (e-WOM) triggers intention to visit through destination image, trust and satisfaction: The perception of a potential tourist in Japan and Indonesia. *Online Information Review*, 45(5), 861–878.
- Silaban, P. H., Chen, W., Silaban, B. E., Silalahi, A. D. K., Eunike, I. J., & Damanik, H. M. (2023). *Demystifying Tourists' Intention to Visit Destination on Travel Vlogs : Findings from PLS-SEM and fsQCA*. 7(3), 867–889.
- Sinambela, E. A. (2021). Examining the Relationship between Tourist Motivation, Touristic Attractiveness, and Revisit Intention. *Journal of Social Science Studies (JOS3)*, 1(1), 25–30. <https://doi.org/10.56348/jos3.v1i1.4>
- Sodawan, A., & Hsu, R. L.-W. W. (2022). Halal-friendly attributes and Muslims' visit intention: Exploring the roles of perceived value and destination trust. *Sustainability*, 14(19), 1–23. <https://doi.org/10.3390/su141912002>
- Su, L., Yang, Q., Swanson, S. R., & Chen, N. C. (2022). The impact of online reviews on destination trust and travel intention: The moderating role of online review trustworthiness. *Journal of Vacation Marketing*, 28(4), 406–423.
- Suhud, U. (2014). *A moment to give, no moment to take: A mixed-methods study on volunteer tourism marketing*. Lap Lambert Academic Publishing.
- Tabachnick, B. G., Fidell, L. S., & Ullman, J. B. (2007). *Using multivariate statistics* (Vol. 5). Pearson Boston, MA.
- Thi, N., Chi, K., & Pham, H. (2024). *The moderating role of eco-destination image in the travel motivations and ecotourism intention nexus*. 10(2), 317–333. <https://doi.org/10.1108/JTF-01-2022-0014>
- Van Anh, N. T., & Nhi, V. T. (2023). Factors Affecting Domestic Tourists' Intention To Choose Dong Van Karst Plateau – Ha Giang Tourist Attraction. *International Journal of Social Science & Economic Research*, 08(09), 2896–2919. <https://doi.org/10.46609/ijsser.2023.v08i09.031>
- Wang, J., Yi, L., Chen, L., Hou, Y., Zhang, Q., & Yang, X. (2024). *Coupling and Coordination between Tourism , the Environment and Carbon Emissions in the Tibetan Plateau*.
- Wang, Z., Yang, P., & Li, D. (2021). The influence of heritage tourism destination reputation on tourist consumption behavior: A case study of world cultural heritage shaolin temple. *SAGE Open*, 11(3), 21582440211030276. <https://doi.org/10.1177/21582440211030275>
- Xia, B. (2024). *Spatial Characteristics and Driving Mechanisms of Carbon Neutrality Progress in Tourism Attractions in the Qinghai – Tibet Plateau Based on Remote Sensing Methods*.
- Yang, E. C. L. (2021). What motivates and hinders people from travelling alone? A study of solo and non-solo travellers. *Current Issues in Tourism*, 24(17), 2458–2471. <https://doi.org/10.1080/13683500.2020.1839025>
- Yang, E. C. L., Liang, A. R. Da, & Lin, J. H. (2023). A market segmentation study of solo travel intentions and constraints. *Journal of Hospitality and Tourism Research*. <https://doi.org/10.1177/10963480231163517>
- Zhang, W., Wang, Y., & Zhang, T. (2021). Can “live streaming” really drive visitors to the destination? From the aspect of “social presence.” *Sage Open*, 11(1), 21582440211006692.
- Zhou, J., Wu, J., & Wang, Z. (2023). Destination reputation management: The divergent role of tourists' word of mouth in urban China. *Sustainability*, 15(16), 12383.
- Zhou, Y., Zhang, A., Klinken, R. D. Van, & Wang, J. (2024). *The effect of information provision on consumers' risk perceptions of , support for a ban , and behavioral intention towards the preventive use of antibiotics in food animals*. 1–13.