

# Travel Budget Allocation and Purpose of Visit: Moderating Effects on Motivation and Tourist Behavior in City of Mati, Davao Oriental

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**Abstract:-** This study examines the moderating effect of travel budget allocation and the purpose of the visit on the relationship between motivation and travels behavioral intention factors of tourists in the City of Mati. The research aims to assess the level of motivational factors, determine the level of travel behavioral intention factors, examine the relationship between motivational factors and travel experiences, and explore the moderating effects of travel budget allocation and the purpose of the visit. Moreover, the study utilizes a survey questionnaire to collect data on tourist characteristics, travel patterns, motivation, and behavioral intention. The Likert scale is used as the measuring scale for responses. The analysis includes measuring tourist demographics and travel patterns, assessing motivational factors, examining behavioral intention, and comparing the demographic profiles of domestic and foreign tourists. Thus, the results indicate that tourists visiting Mati are highly motivated by travel experiences, relaxation/escape, social interaction, attractions, adventure activities, and culture. Overall, tourists exhibit high satisfaction, recommendation, revisit intention, and a moderate willingness to pay. Satisfaction correlates with all motivational factors, and other travel experiences also positively influence intentions and behaviors. On the other hand, travel budget allocation has a positive relationship with travel behavioral intention and moderates the relationship between motivational factors and behavior. The purpose of the visit also influences the impact of motivational factors on travel behavior.

**Keywords:-** Tourists, Travel behavioral Intention, Budget Allocation, Purpose of Visit.

## I. INTRODUCTION

The City of Mati, known for its picturesque landscapes, cultural heritage, and diverse tourist attractions, has experienced a significant increase in tourist arrivals in recent years [1]. Understanding the factors that influence tourists'

travel behavioral intention in Mati is crucial for tourism stakeholders to develop effective strategies for sustainable tourism development. Among these factors, motivational factors are vital in shaping tourists' decisions and behaviors [6].

Motivational factors are internal or external forces that drive individuals to engage in certain activities, such as travel [9]. Previous research has identified various motivational factors influencing travel behavior, including the desire for relaxation, adventure, cultural exploration, and social interaction. However, the relationship between these motivational factors and travel behavioral intention has not been extensively explored in the context of Mati.

Moreover, it is essential to consider the moderating effect of the budget allocated per person and the purpose of the visit on the relationship between motivational factors and travel behavioral intention [29]. The budget allocated per person can significantly influence tourists' travel decisions, as it determines the financial resources available for accommodation, transportation, and entertainment during the trip [31]. Additionally, the purpose of the visit, such as leisure, business, or visiting friends and relatives, may further shape tourists' preferences, expectations, and subsequent travel behaviors [37].

Therefore, this study aims to analyze the relationship between motivational factors and the travel behavioral intention of tourists in the city of Mati. It also seeks to explore the moderating effect of budget allocated per person and the purpose of visit on this relationship. By conducting a comprehensive investigation, this research will contribute to a deeper understanding of tourists' motivations and travel behaviors in Mati, enabling tourism authorities and industry practitioners to develop tailored strategies to enhance the overall tourist experience, increase tourist satisfaction, and promote sustainable tourism development in the city.

Moreover, this study will shed light on the complex interplay between motivational factors, travel behavioral intention, budget allocation, and purpose of visit in the context of Mati. The findings will provide valuable insights and practical implications for tourism stakeholders, allowing them to design effective marketing campaigns, improve service offerings, and optimize resource allocation to attract and satisfy tourists visiting Mati.

## II. LITERATURE REVIEW

### A. Travel Motivation

To better understand travel behavior, it is important to examine travel motivation [33]. Motivation refers to the psychological or biological desires and requirements that give travelers a sense of purpose and enhance the value of their actions, decisions, and experiences [23]. Academics have long studied the factors influencing people's decision to take time off work and go on vacation [24]. Freud, in his early writings from 1900 to 1915, used the term "instincts" in a way similar to how "drives" and "motivation" are understood today, showcasing the presence of motivation in his works [42]. Established theories, such as Maslow's needs hierarchy theory, the push-pull theory by Dann and Crompton, and the seeking-escaping theory proposed by Iso-Ahola, have been developed to explain tourists' motivations [5][25].

Tourist motivation has been comprehensively evaluated by researchers such as Devesa, Sung, and Yoon, providing insights into tourists' preferences and requirements for market segmentation [19][46][52]. Motives can be used to segment individuals who engage in travel, helping marketers understand the reasons behind consumer adoption of a product or service and suggesting strategies to fulfill their desires. Motives also play a role in segmenting individuals who engage in business travel [46]. For instance, Devesa (2010) identified four market segments based on motivating variables related to a rural location, while Sung (2016) conducted a study in Taiwan to identify market segments using push and pull motivational factors. Destination marketers should consider the practical implications of travel motivation, as it influences travelers' satisfaction and loyalty to a destination [52].

Numerous studies have explored the factors behind various behaviors, particularly in the context of tourism, providing valuable insights for destination planning [38]. Personal motivations, such as socialization, novelty, and learning, have been found to influence tourists' intentions to recommend a destination [39]. Motivation can also serve as an indicator for recommendations, as tourists are more likely to recommend businesses where employees are highly motivated [21]. Visitor satisfaction with their destinations, positive or negative, shapes their intentions to revisit [28]. Additionally, destination image and motivation affect tourist satisfaction and influence their intentions to revisit [40]. High satisfaction levels play a crucial role in the decision to revisit a location and motivate individuals to take specific actions, such as expressing the desire to revisit or recommend the place [16].

### B. Travel Behavioral Intention

Understanding travelers' goals and motivations in tourism is crucial for comprehending the functioning of the sector [11][30]. Tourists have unique and evolving requirements and expectations, and destination owners would benefit from understanding visitors' spending patterns and anticipating their purchasing intentions [17]. Behavioral intentions refer to the likelihood of carrying out a specific behavior or activity [3]. In marketing, the term "loyalty intention" is often used to describe customer behavior towards a company's products or services [15][48].

Social psychology theories such as the Theory of Reasoned Action (TRA), Theory of Planned Behavior (TPB), and Maslow's Theory of Needs are commonly employed to study tourist behavior. For example, Ngah (2018) used the Theory of Reasoned Action to examine the impact of electronic word-of-mouth (eWOM) on attitude, subjective norm, and visit intention, finding a positive correlation between eWOM and visit intention. Duarte Alonso (2015) utilized the Theory of Planned Behavior (TP) to understand the motivations and behaviors of heritage tourists, finding a significant correlation between motivation and behavioral intention. Lin (2014) applied Maslow's hierarchy of needs to study the relationship between revisit intentions and demand for food and food services among Chinese tourists, showing that repeat visitors had a greater propensity for food-related requirements.

Having a comprehensive understanding of tourists' behavioral intentions is crucial for predicting their behaviors, such as positive word-of-mouth, recommendations, repeat purchases, increased consumption, and willingness to pay a premium [53][47]. Behavioral intention is a reliable predictor of important consumer behaviors and an indicator of customer loyalty [47]. It encompasses various measurable behaviors, including proposing, recommending, repurchasing, and accepting increased costs [27][32]. Positive attitudes toward a destination are associated with increased spending, sharing opinions and emotions about the destination, and actively recommending it to others [49]. In tourism research, behavioral intention, often measured through recommendations and revisit intentions, is considered a crucial metric for predicting demand [11].

### C. Moderating Role of Budget Allocation

Budget allocation plays a significant role in decision-making and individual behaviors across different domains. Consumer behavior research has examined how budget allocation affects purchase decisions [34]. People allocate their budgets based on priorities, preferences, and constraints, which shape their choices and behaviors [41]. Limited budgets often lead to cost-saving measures and the preference for affordable alternatives, while higher budget allocations prioritize quality and luxury products [36].

Budget allocation moderates various relationships, as studied in research [44]. For example, it influences the connection between price sensitivity and purchase intention. Different budget allocations result in varying levels of price sensitivity and behavioral outcomes. Those with larger

budgets tend to be less price-sensitive and more willing to purchase, while individuals with limited budgets exhibit higher price sensitivity.

Budget allocation also affects the relationship between financial resources and satisfaction. Those who allocate more of their budget to specific aspects of consumption, such as accommodation or entertainment, experience higher satisfaction levels in those areas [2]. This highlights how resource allocation significantly impacts overall satisfaction with products, services, or experiences.

Several factors influence the moderating effect of budget allocation, including income level, financial literacy, cultural background, and personal values [7]. Higher income individuals have more flexibility in budget allocation, allowing for different consumption priorities. Cultural values and societal norms shape budget allocation patterns, leading to diverse consumer behaviors.

Understanding the moderating role of budget allocation has practical implications for marketers, policymakers, and individuals [8]. Marketers can customize strategies for specific budget segments and develop products or services that align with consumers' budget priorities. Policymakers can consider the impact of budget allocation on outcomes like sustainable consumption. Individuals can make informed decisions by recognizing how budget allocation influences their behaviors and satisfaction levels, enabling them to optimize resource allocation for desired outcomes [26].

#### *D. Moderating Role of Purpose of Visit*

The purpose of a visit has gained attention in tourism research as a moderating factor [45]. It refers to the specific reason that motivates individuals to travel, such as leisure, business, education, or religious purposes [50]. This purpose influences tourists' behaviors, destination choices, and overall experiences. Different travel purposes lead to varying preferences for accommodation, activities, and attractions. For example, leisure travelers prioritize recreation and sightseeing, while business travelers focus on professional engagements [43].

The purpose of a visit moderates the relationship between tourists' expectations and satisfaction with a destination or travel experience [13]. When the purpose aligns with the destination's offerings, satisfaction levels are higher. A mismatch between purpose and destination attributes can result in lower satisfaction [4].

Understanding this moderating role has implications for destination marketing, product development, and policy-making [51]. Marketers can tailor strategies to specific visitor segments by recognizing their motivations and needs. Destination managers can design experiences that align with visit purposes, enhancing satisfaction and loyalty [35]. Future research should explore cultural influences, traveler demographics, and emerging trends to gain a comprehensive understanding of the purpose of a visit in tourism dynamics [18].

### **III. METHODS**

#### *➤ Design*

This study employed a quantitative research design to investigate the objectives outlined. The data was collected through a structured questionnaire survey administered to tourists visiting the City of Mati. The survey included closed-ended and Likert-scale questions to measure the various constructs related to motivational factors, travel behavioral intention factors, travel experiences, and demographic profiles.

The researcher adopted the Almadani (2010) questionnaire titled "The factors influencing travel behavioral intention of international tourists to Saudi Arabia." This questionnaire served as a basis for designing the survey instrument used in this study.

The quantitative research design allowed for the systematic collection and analysis of numerical data to address the objectives of this study. By employing a structured questionnaire survey, the research aimed to gather reliable and representative data from a diverse sample of tourists, enabling a comprehensive understanding of the factors influencing tourism in the City of Mati.

#### *➤ Sampling*

A two-stage sampling design was used to gather data from 401 respondents for this study. In the first stage, popular attractions in the City of Mati were purposively selected. In the second stage, a systematic random sampling technique was employed to select respondents from a list of visitors to these attractions. A structured questionnaire was administered to the selected respondents, covering topics such as motivational factors, travel behavioral intention factors, and demographic information. The collected data were analyzed using appropriate statistical techniques to address the research objectives.

#### *➤ Collection*

The researcher used validated questionnaires, reviewed by experts in tourism, marketing, and academia, to collect data for this study. The Kobo App was employed as a digital data collection platform for efficient data gathering and management. The questionnaires included closed-ended questions, ensuring standardized responses for easy analysis and comparison. Ethical guidelines were followed to maintain data reliability and confidentiality. A pilot study was conducted to test and revise the questionnaire. By collecting data during regular seasons, the study aimed to capture unbiased tourist behavior in Mati. The insights derived from the data will inform tourism planning and development strategies.

#### *➤ Analyses*

Multiple regression analysis was employed in this study to assess the relationships between variables. It allowed the researchers to examine how multiple independent variables impact a single dependent variable, providing a comprehensive understanding of influencing factors. The dataset was initially analyzed using frequency count analysis

to identify prevalent attributes. Correlation analysis determined the strength and direction of associations between variables, while mean calculation assessed central tendencies of numerical variables. By combining these analyses, the researchers gained valuable insights, enabling them to draw meaningful conclusions and make informed decisions. The study aimed to contribute to existing knowledge and uncover practical implications across different domains.

**IV. RESULT AND DISCUSSION**

➤ *Demographic Profile of Tourist*

The table presents the demographic profile of tourists in the City of Mati. It provides information on sex, marital status, type of tourist, age group, budget travel expense allocated per person, and the number of companions.

Regarding sex, the data shows that nearly an equal number of male (48.90%) and female (51.10%) tourists visited Mati City. Regarding marital status, most tourists were single (52.90%), followed by married individuals (34.40%). Divorced, separated, and widowed individuals represented smaller percentages.

The table indicates that most tourists were domestic visitors (98.00%) compared to foreign tourists (2.00%). Regarding the age group, the highest proportion of tourists fell into the 18 to 25 years old category (32.90%), followed closely by the 26 to 30 years old category (31.70%). The percentages gradually decreased for the 31 to 45 age groups (23.70%) and the 46 to 49 age groups (8.20%). Tourists aged 60 years and above accounted for the smallest percentage (3.50%).

Regarding budget travel expenses allocated per person, the highest percentage of tourists (30.40%) allocated between PHP 2,500.01 and PHP 5,000.00. This was followed by tourists who allocated between PHP 1,000.01 and PHP 2,500.00 (16.70%) and between PHP 5,000.01 and PHP 7,500.00 (15.50%). The remaining budget ranges had lower percentages.

Regarding the number of companions, the data shows that many tourists traveled with 2 to 3 persons (33.70%) or 4 to 5 persons (22.90%). Smaller percentages were observed for tourists traveling alone (15.50%), with 6 to 8 persons (14.70%), or with nine or more companions (13.20%).

Table 1 Demographic Profile of Tourists in the City of Mati

Demographic	Level	Counts	% of Total	Cumulative %
Sex	Male	196	48.90%	48.90%
	Female	205	51.10%	100.00%
Marital Status	Single	212	52.90%	52.90%
	Married	138	34.40%	87.30%
	Divorced	19	4.70%	92.00%
	Separated	24	6.00%	98.00%
	Widowed	8	2.00%	100.00%
Type of Tourist	Domestic	393	98.00%	98.00%
	Foreign	8	2.00%	100.00%
Age Group	18 to 25 years old	132	32.90%	32.90%
	26 to 30 years old	127	31.70%	64.60%
	31 to 45 years old	95	23.70%	88.30%
	46 to 49 years old	33	8.20%	96.50%
	60 years old and above	14	3.50%	100.00%
Budget Travel Expense Allocated per Person	Php 1,000.00 and below	86	21.40%	21.40%
	Php 1,000.01 to Php 2,500.00	67	16.70%	38.20%
	Php 2,500.01 to Php 5,000.00	122	30.40%	68.60%
	Php 5,000.01 to Php 7,500.00	62	15.50%	84.00%
	Php 7,500.01 to Php 10,000.00	31	7.70%	91.80%
	Php 10,000.01 and above	33	8.20%	100.00%
Number of Companions	Alone	62	15.50%	15.50%
	2 to 3 persons	135	33.70%	49.10%
	4 to 5 persons	92	22.90%	72.10%
	6 to 8 persons	59	14.70%	86.80%
	9 above	53	13.20%	100.00%

Overall, this demographic profile provides insights into the composition of tourists visiting Mati City. The information can be valuable for understanding the target audience and tailoring tourism-related services, marketing strategies, and infrastructure development to cater to different demographic groups' specific needs and preferences.

➤ *Motivational Factors*

The data presented in Table 2 provides valuable insights into the level of motivational factors that attract tourists to visit the city of Mati. From the mean scores and their descriptive equivalents, it is evident that the city offers a highly appealing travel experience, making it a preferred destination among tourists. The rating of 4.42 for Travel Experience indicates that tourists are deeply drawn to the unique and enriching experiences the city has to offer, whether it be its natural beauty, historical sites, or cultural richness.

Moreover, the high mean score of 4.29 for Social Interaction highlights the significance of interpersonal connections and social experiences in Mati. Tourists seem to appreciate the warm and welcoming atmosphere of the city, which fosters interactions with locals and fellow travelers,

creating memorable and meaningful encounters during their stay.

The attractiveness of Mati as a destination is further supported by the mean score of 4.23 for Attraction. It suggests that the city boasts various alluring landmarks, tourist spots, and activities that captivate the imaginations of travelers and encourage them to explore its many delights.

Adventure Activities and Relaxation or Escape both scored high with means of 4.20 and 4.15, respectively. This indicates that Mati caters to the preferences of both adventurous thrill-seekers and those seeking a tranquil retreat from the hustle and bustle of everyday life. The city's diverse offerings, ranging from exhilarating outdoor adventures to serene relaxation opportunities, make it a well-rounded destination for all types of tourists.

Cultural experiences also play a significant role in attracting tourists, as indicated by the mean score of 4.00 for Culture. Mati's rich heritage, traditions, and customs appeal to travelers seeking to immerse themselves in the local way of life and learn more about the city's history.

Table 2 Level of Motivational Factors that Influence the Tourist to Visit the City of Mati.

Item	Mean	Descriptive Equivalent
Travel Experience	4.42	Very High
Social Interaction	4.29	Very High
Attraction	4.23	Very High
Adventure Activities	4.20	High
Relaxation or Escape	4.15	High
Culture	4.00	High
<b>Motivational Factors</b>	<b>4.21</b>	<b>Very High</b>

Overall, the mean score of 4.21 for Motivational Factors consolidates the city's appeal, signifying that the combination of the various factors mentioned above creates a compelling and highly motivating environment for tourists to visit Mati.

In conclusion, the data emphasizes that Mati is a highly desirable tourist destination, offering an exceptional travel experience, ample opportunities for social interactions, captivating attractions, adventurous activities, relaxation options, and a culturally enriching environment. With such a diverse range of motivational factors, it is no surprise that Mati is a popular choice among tourists looking for a fulfilling and memorable vacation destination.

➤ *Travel Behavioral Intention Factors*

In the City of Mati, tourists exhibit a very high level of satisfaction, with a mean score of 4.44, indicating a positive experience in the destination [14]. High satisfaction levels can strongly influence tourists' behavioral intentions, leading them to engage in various travel-related activities and spend more time and money in the city [10]. This suggests that satisfied tourists are more likely to have a solid intention to visit Mati and participate in its attractions.

Furthermore, tourists in Mati also express a very high level of recommendation, with a mean score of 4.44, indicating a substantial likelihood of endorsing the destination to others [12]. Positive word-of-mouth and recommendations from previous visitors play a significant role in attracting new tourists to a destination. When tourists recommend Mati, it can create a ripple effect, increasing the number of potential visitors and their intention to visit the city.

Thus, revisit intention in Mati is also high, with a mean score of 4.18, indicating a positive overall experience and a desire to return to the destination in the future [22]. Tourists who firmly intend to revisit Mati find the city appealing and will likely become repeat visitors. This is important for the long-term sustainability of the destination, as repeat visitors often contribute more to the local economy and foster destination loyalty.

Regarding willingness to pay, tourists in Mati demonstrate a moderate level of willingness (mean score: 3.23) to allocate financial resources for travel-related activities [20]. While this score indicates that tourists are willing to spend to some extent, efforts to enhance Mati's perceived value and attractiveness could potentially lead to a higher willingness to pay among tourists. Increasing the

perceived value can attract more visitors and increase tourism revenue.

Moreover, Mati's high satisfaction, recommendation, and revisit intention indicate a firm travel behavioral intention

among tourists, with a mean score of 4.07. This suggests that tourists perceive Mati as an appealing destination and are motivated to visit and engage in various activities offered by the city.

Table 3 Level of Travel behavioral Intention Factors Influence the Tourist to Visit City of Mati

Item	Mean	Descriptive Equivalent
Satisfaction	4.44	Very High
Recommendation	4.44	Very High
Revisit	4.18	High
Willingness to Pay	3.23	Moderate
<b>Travel Behavioral Intention</b>	<b>4.07</b>	<b>High</b>

➤ *Relationship Between Motivational Factors with their Travel Experiences*

Table 4 showcases the relationship between motivational factors and travel experiences in the City of Mati. The findings indicate that satisfaction as a travel experience strongly correlates with all the motivational factors, including recommendation, revisit, willingness to pay, and travel behavioral intention. This suggests that individuals satisfied with their travel experience in Mati are more likely to have positive perceptions and intentions towards the city.

Table 4 Relationship between Motivational Factors with their Travel Experiences in the City of Mati

		Satisfaction	Recommendation	Revisit	Willingness to Pay	Travel Behavioral Intention
Travel Experience	Pearson Correlation	.641**	.566**	.592**	.329**	.646**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
Relaxation or Escape	Pearson Correlation	.595**	.645**	.517**	.095	.524**
	Sig. (2-tailed)	.000	.000	.000	.058	.000
Social Interaction	Pearson Correlation	.595**	.607**	.670**	.348**	.677**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
Attraction	Pearson Correlation	.532**	.546**	.586**	.226**	.561**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
Culture	Pearson Correlation	.254**	.250**	.480**	.176**	.353**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
Adventure Activities	Pearson Correlation	.583**	.558**	.612**	.386**	.662**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
<b>Motivational Factors</b>	Pearson Correlation	.660**	.655**	.720**	.320**	.707**
	Sig. (2-tailed)	.000	.000	.000	.000	.000

Furthermore, the travel experiences of relaxation or escape, social interaction, attraction, culture, and adventure activities also display significant positive correlations with motivational factors. Individuals who seek relaxation or escape, value social interaction, find attractions appealing, appreciate the cultural aspects, or engage in adventure activities during their travel experiences in Mati are more likely to exhibit positive intentions and behaviors, such as recommending the city, revisiting it, expressing a higher willingness to pay, and displaying travel behavioral intention.

Overall, these findings emphasize the importance of different travel experiences and their impact on the motivational factors in the City of Mati. The results suggest that satisfying travel experiences catering to relaxation, social

interaction, attraction, culture, and adventure activities can significantly influence individuals' perceptions, intentions, and behaviors related to Mati as a travel destination. This information can be valuable for tourism stakeholders and destination management organizations in Mati to enhance tourism offerings and tailor their strategies to meet travelers' diverse preferences and motivations.

➤ *Cross Tabulation between Demographic Profile and Type of Tourists*

Table 5 presents a cross-tabulation between the demographic profile of tourists and their type, categorized as domestic or foreign. The table provides insights into the distribution of tourists based on their demographic characteristics and the type of tourist they represent.

Table 5 Cross Tabulation between Demographic Profile and Type of Tourist

Demographic	Level	Type of Tourist		Total
		Domestic	Foreign	
Sex	Male	194	2	196
	Female	199	6	205
Marital Status	Single	207	5	212

	Married	136	2	138
	Divorced	19	0	19
	Separated	24	0	24
	Widowed	7	1	8
Age Group	18 to 25 years old	132	0	132
	26 to 30 years old	125	2	127
	31 to 45 years old	91	4	95
	46 to 49 years old	31	2	33
	60 years old and above	14	0	14
Budget Travel Expense Allocated per Person	Php 1,000.00 and below	86	0	86
	Php 1,000.01 to Php 2,500.00	66	1	67
	Php 2,500.01 to Php 5,000.00	120	2	122
	Php 5,000.01 to Php 7,500.00	61	1	62
	Php 7,500.01 to Php 10,000.00	30	1	31
	Php 10,000.01 and above	30	3	33
Number of Companions	Alone	59	3	62
	2 to 3 persons	133	2	135
	4 to 5 persons	90	2	92
	6 to 8 persons	58	1	59
	9 above	53	0	53

In terms of sex, the table reveals that both male and female tourists are predominantly domestic, with 194 out of 196 males and 199 out of 205 females classified as domestic tourists. The number of foreign male tourists is only 2, while foreign female tourists account for six individuals.

Regarding marital status, most single tourists (207 out of 212) are considered domestic, while 5 are foreign tourists. Among the married tourists, 136 are domestic, and two are foreign. Divorced and separated tourists are classified as domestic, with 19 and 24 individuals, respectively. Among the widowed tourists, seven are domestic, while 1 is a foreign tourist.

Regarding the age groups, the table shows that most tourists in each category are domestic, except for two tourists in the 26 to 30 age group and four tourists in the 31 to 45 age group classified as foreign. Among the different budget travel expense categories, most tourists in each group are domestic, except for a few individuals in the Php 1,000.01 to Php 2,500.00 and Php 10,000.01 and above categories classified as foreign.

Considering the number of companions, the table indicates that most tourists are domestic regardless of group size. However, there are a few foreign tourists in each category, with three in the "Alone" category and one each in the "2 to 3 persons" and "4 to 5 persons" categories.

The cross-tabulation provides valuable insights into the relationship between the demographic profile of tourists and their classification as domestic or foreign. It suggests that regardless of demographic characteristics, most tourists are classified as domestic tourists. However, it is worth noting that there are some foreign tourists across different demographic groups.

This information is vital for understanding the composition and behavior of tourists in the City of Mati. It can help stakeholders in the tourism industry tailor their services, marketing strategies, and experiences to cater to domestic and foreign tourists' needs and preferences. Additionally, it allows for a deeper understanding of the factors that attract foreign tourists to the city and informs decision-making processes related to tourism planning and development.

➤ *Moderating Effects of Budget Allocated and Purpose of Visit on the Relationship Between Motivational Factors and Travel Behavior*

Table The analysis of the moderating effects of budget allocated on the relationship between motivational factors and travel behavioral intention yielded significant findings. The unstandardized coefficient for income ( $B = 0.850$ ,  $SE = 0.121$ ,  $t = 7.017$ ,  $p < 0.001$ ) suggests a positive relationship between budget allocated and travel behavioral intention. This indicates that the budget allocated is more likely to have a stronger intention to engage in travel activities.

Thus, the standardized coefficient for the budget allocated ( $Beta = 4.845$ ) further emphasizes the importance of the budget allocated as a predictor of travel behavioral intention. This finding suggests that budget allocation significantly shapes individuals' motivation to engage in travel activities. The higher budget allocation may provide individuals with more significant financial resources to support their travel aspirations, leading to a higher likelihood of engaging in travel behavior.

Additionally, the interaction between motivational factors and budget allocated (Motivational\* Budget Allocated) also significantly affected travel behavioral intention. The negative unstandardized coefficient for the interaction term ( $B = -0.184$ ,  $SE = 0.026$ ,  $t = -6.988$ ,  $p < 0.001$ ) indicates that the relationship between motivational factors and travel behavioral intention is influenced by budget

allocated. This suggests that the impact of motivational factors on travel behavior may vary depending on individuals' budget allocated.

Moreover, the findings highlight that income moderates the relationship between motivational factors and travel behavioral intention. In other words, the influence of motivational factors on travel behavior differs based on income levels. Individuals' allocated budget may be more motivated by factors such as self-fulfillment, exploration, or luxury experiences, while those with a lower budget may be driven by different factors such as cost-effectiveness or practicality.

Furthermore, the purpose of the visit was found to have a significant moderating effect on the relationship between motivational factors and travel behavioral intention. The unstandardized coefficient for a purpose (B = -0.024, SE = 0.010, t = -2.410, p = 0.016) suggests a negative relationship between the purpose of visit and travel behavioral intention.

In addition, it indicates that individuals who travel for specific purposes, such as business or educational reasons, may have a weaker intention to engage in other travel activities.

Table 6 Moderating Effects of Budget Allocation and Purpose of Visit on the Relationship Between Motivational Factors and Travel Behavior

Travel Behavioral Intention	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	R	R Square
	B	Std. Error	Beta				
(Constant)	-.034	.588		-.058	.954	0.714	.510
Motivational	.991	.128	1.074	7.751	.000		
Purpose	-.024	.010	-1.370	-2.410	.016		
Income	.850	.121	4.845	7.017	.000		
Motivational* Budget Allocation	-.184	.026	-4.904	-6.988	.000		
Motivational* Purpose of Visit	.005	.002	1.323	2.320	.021		

On the other hand, the positive unstandardized coefficient for the interaction term between motivational factors and purpose (Motivational\*Purpose) (B = 0.005, SE = 0.002, t = 2.320, p = 0.021) indicates that the relationship between motivational factors and travel behavioral intention is influenced by the purpose of visit. This suggests that the impact of motivational factors on travel behavior may vary depending on the specific purpose of the trip.

**V. CONCLUSION**

The study on motivational factors influencing tourists' travel behavioral intention to the City of Mati highlights the significance of various factors in attracting and shaping tourists' intentions and behaviors. Unique travel experiences, relaxation, social interaction, diverse attractions, adventure activities, and cultural heritage are key motivators for tourists visiting Mati. Satisfaction with travel experiences strongly correlates with all motivational factors and positively influences tourists' intentions and behaviors. The comparison between domestic and foreign tourists shows no significant difference in motivational factors, while the budget allocated and the purpose of the visit moderate the relationship between motivational factors and travel behavior. The study emphasizes the importance of providing satisfying travel experiences and catering to diverse preferences to enhance tourists' perceptions and intentions related to Mati as a travel destination, providing valuable insights for destination management organizations to attract and retain tourists.

**VI. RECOMMENDATION**

Based on the study's findings on motivational factors influencing travel behavioral intention in Mati, several recommendations can be made for various stakeholders. For stakeholders involved in the city's tourism industry, enhancing tourism experiences through diverse attractions and activities, maintaining high satisfaction levels, and promoting positive recommendations can attract more tourists and improve the city's reputation as a desirable destination. Future researchers can expand the scope of research and include comparative analyses with other destinations to gain further insights. Organizers of future events should diversify their offerings to cater to motivational factors, while businesses can capitalize on these factors and cater to different budget ranges to attract more customers. Potential investors should support infrastructure development and promote sustainable tourism practices to contribute to Mati's long-term attractiveness. Local customers should explore local attractions, support local businesses, and advocate for Mati, while the government should develop tourism policies and collaborate with stakeholders to promote the city effectively. Finally, academicians can conduct further research and share findings and best practices, while price-sensitive tourists can plan wisely, seek out budget-friendly options, and leverage online resources and reviews to enjoy their visit to Mati without compromising their budget.

The study on motivational factors influencing tourists' travel behavioral intention to the City of Mati highlights the significance of various factors in attracting and shaping tourists' intentions and behaviors. Unique travel experiences, relaxation, social interaction, diverse attractions, adventure



activities, and cultural heritage are key motivators for tourists visiting Mati. Satisfaction with travel experiences strongly correlates with all motivational factors and positively influences tourists' intentions and behaviors. The comparison between domestic and foreign tourists shows no significant difference in motivational factors, while the budget allocated and the purpose of the visit moderate the relationship between motivational factors and travel behavior. The study emphasizes the importance of providing satisfying travel experiences and catering to diverse preferences to enhance tourists' perceptions and intentions related to Mati as a travel destination, providing valuable insights for destination management organizations to attract and retain tourists.

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