

## THE RELATIONSHIP BETWEEN TOURISM MOTIVATION, PERCEIVED VALUE, SATISFACTION AND BEHAVIORAL INTENTION OF HOMESTAY TOURISTS IN HEALTH TOURISM DESTINATIONS

*A RELAÇÃO ENTRE A MOTIVAÇÃO TURÍSTICA, O VALOR PERCEBIDO, A SATISFAÇÃO E A INTENÇÃO COMPORTAMENTAL DE TURISTAS EM HOSPEDAGEM EM CASA DE FAMÍLIA EM DESTINOS DE TURISMO DE SAÚDE*

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### Abstract

With the advent of the era of leisure vacation tourism, the rapid development of all-region tourism, and the new urbanization, tourists are increasingly inclined to obtain diversified, autonomous, and personalized tourism products and services during their travel experiences. They desire in-depth experiences and emotional identification and communication during their travels. The homestay industry has been booming, greatly promoting the rapid improvement of the rural economy. However, facing the increasingly fierce industry competition and the rapidly changing market environment, how to retain visitors and ensure the healthy and sustainable development of the homestay industry in the future is an urgent issue that we need to address. By reviewing both domestic and international research on the concepts of tourism motivation, perceived value, satisfaction, and behavioral intention, as well as the relationships among these four elements, the study identifies the components of homestay tourists' motivations, perceived value, satisfaction, and behavioral intentions at the theoretical level. This is done by drawing on existing literature and research outcomes, and by integrating various aspects of the homestay environment, facilities, and services with the behavioral characteristics of tourists. Based on the "cognition-affect-intention" relationship theory, a theoretical model is established to provide a foundation for the study. This model aims to understand how cognitive processes (such as tourists' perceptions of the homestay experience), affective states (like emotions and

### Resumo

*Com o advento da era do turismo de lazer, o rápido desenvolvimento do turismo em todas as regiões e a nova urbanização, os turistas estão cada vez mais inclinados a buscar produtos e serviços turísticos diversificados, autônomos e personalizados durante suas experiências de viagem. Eles desejam vivências profundas, bem como identificação emocional e comunicação durante suas viagens. O setor de hospedagem em casas de família tem crescido rapidamente, promovendo significativamente a rápida melhoria da economia rural. No entanto, diante da concorrência cada vez mais acirrada no setor e do ambiente de mercado em rápida mudança, como reter visitantes e garantir o desenvolvimento saudável e sustentável do setor de hospedagem em casas de família no futuro é uma questão urgente que precisamos abordar. Ao revisar pesquisas nacionais e internacionais sobre os conceitos de motivação turística, valor percebido, satisfação e intenção comportamental, bem como as relações entre esses quatro elementos, o estudo identifica os componentes das motivações, do valor percebido, da satisfação e das intenções comportamentais dos turistas de hospedagem em casas de família no nível teórico. Isso é feito com base na literatura existente e nos resultados de pesquisas, e pela integração de vários aspectos do ambiente, das instalações e dos serviços das casas de família com as características comportamentais dos turistas. Com base na teoria da relação "cognição-afeto-intenção", estabelece-se um modelo teórico para fornecer uma base para o estudo. Esse*



satisfaction), and behavioral intentions (such as the willingness to return or recommend the homestay) are interconnected. The research findings indicate that the travel motivations of homestay tourists do not directly influence behavioral intentions but rather have an indirect effect through the mediating roles of perceived value and satisfaction. Both satisfaction and perceived value among homestay tourists have a direct and significantly positive impact on behavioral intentions. Additionally, the travel motivations of homestay tourists significantly and positively affect their perceived value and satisfaction. Furthermore, this study has derived a complex pathway of "Travel Motivation → Perceived Value → Satisfaction → Behavioral Intention," offering a new perspective for the study of travel motivations, perceived value, satisfaction, and behavioral intentions among homestay tourists. This enriches and advances the theoretical and empirical research on homestays. At the same time, the research results provide valuable insights into the current challenges and limitations of the homestay industry and offers recommendations for improving the development level of new forms of tourism.

**Keywords:** Homestay. Tourism Motivation. Perceived Value. Satisfaction. Behavioral Intention.

*modelo visa compreender como os processos cognitivos (tais como as percepções dos turistas sobre a experiência de hospedagem em casa de família), os estados afetivos (como emoções e satisfação) e as intenções comportamentais (como a disposição de retornar ou recomendar a hospedagem em casa de família) estão interligados. Os resultados da pesquisa indicam que as motivações de viagem dos turistas em hospedagem em casa de família não influenciam diretamente as intenções comportamentais, mas têm um efeito indireto por meio dos papéis mediadores do valor percebido e da satisfação. Tanto a satisfação quanto o valor percebido entre os turistas em hospedagem em casa de família têm um impacto direto e significativamente positivo nas intenções comportamentais. Além disso, as motivações de viagem dos turistas em hospedagem em casa de família afetam de forma significativa e positiva seu valor percebido e sua satisfação. Além disso, este estudo derivou um caminho complexo de "Motivação para viajar → Valor percebido → Satisfação → Intenção comportamental", oferecendo uma nova perspectiva para o estudo das motivações para viajar, do valor percebido, da satisfação e das intenções comportamentais entre turistas em homestays. Isso enriquece e avança a pesquisa teórica e empírica sobre homestays. Ao mesmo tempo, os resultados da pesquisa fornecem insights valiosos sobre os desafios e limitações atuais do setor de hospedagem em casas de família e oferecem recomendações para melhorar o nível de desenvolvimento de novas formas de turismo.*

**Palavras-chave:** Hospedagem Em Casas De Família. Motivação Para Viajar. Valor Percebido. Satisfação. Intenção Comportamental.

## 1 INTRODUCTION

### 1.1 Background

China's economy has entered a phase of high-quality development in the new era, with its growth drivers and economic structure constantly being optimized and transformed. Tourism has become an important part of life for an increasing number of people, and the emergence of health tourism can not only help people relax, but also helps

people relax. On the one hand, economic development brings with it an increase in income and diversification of demand, but at the same time, there is an increasingly evident work pressure, fast-paced lifestyle, congestion, and pollution of the urban environment. In addition, people gradually realized the importance of bolstering exercise and enhancing self-immunity as a result of the impact of the novel coronavirus pneumonia epidemic at the end of 2019.

China's tourist sector has gone past the first phase of mass tourism development and is now in the advanced stage, with progressively more pronounced factors related to individuation, nutrition, and health. People are taking part in new types of tourism that center around "health and wellness" at an increasing rate. In the modern era, health and wellness travel has surely emerged as a significant symbol of many travel forms, in keeping with shifts in traveler desire. Its market prospects are wide.

Homestay, one of the six components of tourism, is becoming more and more popular as a lodging option because of its distinctive natural and humanistic landscape, architectural design, decorative arts, and humanized services. "For a room, go to a city" has become a reality.

## 1.2 Research questions and objective

The research questions for this study is:

1. 1. What motivates tourists to choose health tourism destinations and homestays, and how do these motivations relate to the perceived value they acquire during their experience?
2. 2. What are the key factors that determine tourist satisfaction in health tourism destinations, and how does satisfaction influence their intentions to recommend, revisit, or spread word-of-mouth about the destination?
3. 3. How do tourism motivations and perceived value influence tourists' behavioral intentions, such as recommendations, revisits, and word-of-mouth?

The main objectives of this study is:

1. Examine the connections between tourism motivation, perceived value, satisfaction, and behavioral intention among homestay tourists in health tourism

- destinations, and how these factors impact tourists' intentions to re-visit, spread word-of-mouth, and recommend the destination.
2. Offer conclusions and suggestions for tourism management to improve tourist experiences and satisfaction, helping tourism authorities and businesses create positive destination images and effective marketing strategies.
  3. Support the sustainable growth of health tourism and homestays by attracting repeat visitors and fostering positive word-of-mouth in Zhoushan through improved tourist experiences and satisfaction.

### **1.3 Significance of the study**

Through literature review, it was found that scholars both domestically and internationally have conducted extensive research on tourism perceived value and behavioral intention, as well as tourism motivation and behavioral intention. In recent years, there have been many studies on local attachment theory and empirical evidence both domestically and internationally. Overall, there are few research results that integrate tourism motivation, perceived value, satisfaction and behavioral intention into one research system.

In the current fierce market, homestay owners in health tourism destinations must combine the natural and cultural characteristics of the homestay location with their own advantages to determine the homestay theme, accurately locate the target tourist source, pay attention to the tourism quality, enrich the accommodation experience, and help the health tourism destination understand the motivation and mechanism of tourists to participate in tourism activities. Actively improve the perceived value, satisfaction and positive emotional connection of tourists, and then cultivate high-loyalty tourists, so as to obtain long-term market competitive advantage.

This study is helpful for owners of homestays in healthy tourism destinations to enhance tourists' satisfaction and positive emotional connection with homestays through perceived value, thus cultivating positive behavioral intention, gaining advantages in the fierce market competition, and realizing sustainable development of homestays.

## 2 LITERATURE REVIEW

### 2.1 Underpinning Theory

Kim & Lehto (2023) explores the tourism motivations of specific groups, such as the elderly and people with disabilities. The study finds that the elderly's motivations for traveling mainly include broadening horizons, seeking excitement, completing affairs, and establishing an image, while the motivations of people with disabilities involve intellectual development, social interaction, enhancing physical fitness, relaxation, and escape.

Lo & Lee (2024) analyzes tourists' perceived value of destinations and its influencing factors. The study indicates that perceived value encompasses not only economic value but also cultural, social, and emotional values, which collectively affect tourists' satisfaction and loyalty.

Prayag & Hosany (2023) investigates tourists' satisfaction with travel destinations and explores the relationship between satisfaction and tourism motivation and perceived value. The study finds that tourists' satisfaction with destinations is closely related to their perceived value and tourism motivation, and high satisfaction can promote tourists' intention to revisit.

Berdychevsky, Poria & Uriely (2024) applies the Theory of Planned Behavior to analyze tourists' behavioral intentions and their influencing factors. The results show that attitude, subjective norm, and perceived behavioral control are the main factors affecting tourists' behavioral intentions, which collectively influence their intention to revisit and recommend.

### 2.2 Tourism motivation

In sociology and psychology, the definition of motivation points to the purpose of emotion and perception (Ajzen & Fishbein, 1977). Motivation is often thought of as psychological or physiological needs and desires, including the comprehensive driving forces that provoke, direct, and integrate one's behavior and activities (Dann, 1981), so why people travel and what kind of travel they prefer are very complex.

Many scholars regard tourism motivation as an important determinant of tourist behavior. Crompton (1979) believes that tourism motivation is a series of needs that guide a person to participate in tourism-based activities, and motivation affects the choice of tourist destinations and the level of satisfaction felt. In the study of tourism motivation, the "push and pull" theory, "escape and seek" theory and Maslow's demand theory are mainly used.

### **2.3 Customer perceived value theory**

Customer perceived value is an important criterion to evaluate customer experience. Consumers will have a variety of typical psychology when purchasing products, which requires enterprises to learn to put themselves in the other's position to weigh the real needs of consumers, thereby continuously improving the value and performance of products, which can help enterprises to establish advantages in occupying market share.

The theory of customer perceived value has been prevailing gradually since 1985. To beat competitors in market share, Woodruff argues, managers need to investigate how customers really feel about their products and, based on that, find new directions and priorities for improving product performance. It is worth mentioning that until today, the definition of customer perceived value theory is still diversified. Different scholars and experts put forward different theories according to different research methods and backgrounds, and gradually formed their own concept system of customer perceived value.

Zeitham (1988) proposed that the perceived value of customers means that customers weigh the benefits brought by the purchased goods and the costs they have paid, so as to form a comprehensive evaluation of the product's utility. Murphy (2001) argues that visitors' perceived value is a transaction in which they pay a price for a spiritual experience.

## 2.4 Customer satisfaction theory

The concept of customer satisfaction began to spread widely in the 1980s. In the severe business competition environment, enterprises propose solutions to understand customer satisfaction in order to improve competitive advantage, which is an inevitable product of economic development. Customer satisfaction is not only the main driver of profit growth and performance, but to continue to maintain buyer loyalty, it is necessary to continue to improve customer satisfaction, so that we can continue to expand revenue streams. When studying the concept of customer satisfaction, the biggest disagreement is whether satisfaction is a dynamic process from start to finish, or whether it is simply psychological satisfaction after purchasing a product.

Woodruff (1997) and others argue that customer satisfaction reflects both cognitive processes and emotional states, because whether a customer is satisfied is a sense of psychological and emotional approval. Tourist satisfaction is a behavioral phenomenon determined by emotional and cognitive factors in tourism activities. A tourist will have an expectation of the trip before the trip, and satisfaction is the process of making a comprehensive evaluation based on the expectation after the completion of the trip. This evaluation result determines whether the tourist will recommend others or revisit, that is, tourists with high satisfaction tend to aspire to it.

## 2.5 Behavioral intention theory

Behavioral intention is a kind of intention to reflect on the object of attitude in the consumption behavior, and it is a psychological preparation state before buying the product. Behavioral intention is the effort made by consumers to realize their psychological expectations, and it is also the most direct way to predict consumer behavior. Lever's behavioral intention refers to consumers' attitude toward a product in the past, which has a great impact on consumers' willingness to repurchase and to recommend services or products to others. In addition to the above two factors, behavioral willingness also determines whether buyers are willing to continue to support product features or product services at a premium when the price of the product continues to rise.

If a product can make consumers do the above three behaviors, it means that the product is attractive to consumers, which will help enterprises occupy a larger market share and achieve more profits.

## **2.6 "Cognition-emotion-intention" relation theory**

The study of human behavior has always been the focus of academic research, and in the early research, the general emotional response was used to study human behavior. With the deepening of research, psychologists put forward a three-component attitude model, namely, cognitive component, emotional component and ideodynamic component, which well describes the formation process of human behavior.

Qiu Dehui (2001) pointed out that cognition is the source of emotion, which is oriented by emotion, and emotion acts on cognition in reverse. Emotion is the source of behavioral intention. Guided by behavioral intention, behavioral intention promotes the development of emotion in reverse. The three are connected with each other and there is a hierarchical relationship. In recent years, with the deepening of the research on consumer behavior, many researchers begin to use the three-dimension attitude model and apply it to the research in various fields.

## **2.7 The hypothesized relationship**

Ahn, Choi & Joung (2020) this study aims to fill such a gap by investigating the relationships among festival attendees' enjoyment seeking motivation, perceived value, visitor satisfaction, and eWOM intention in a local festival setting. Additionally, the moderating role of gender was tested as it is one of the most important demographic variables to show individual differences in behavioral intentions. The results of structural equation modeling showed a positive effect of enjoyment seeking motivation on perceived value, visitor satisfaction, and eWOM intention. Moreover, gender differences in eWOM intention and a full mediating effect of visitor satisfaction between perceived value and eWOM intention for female respondents were revealed. The findings of this study extend the existing festival literature and provide insights for strategically

organizing and promoting festivals to generate more positive eWOM which can be utilized as an effective marketing tool and a feedback channel.

Gayeta & Ylagan (2022) This study also determined to investigate tourist satisfaction, perceived value, and behavioral intention to revisit cultural heritage tourists. A quantitative method and descriptive research design were used with adopted survey questionnaires in different high-impact studies distributed to 296 local and foreign tourists who visited 35 cultural heritage sites. This study concluded that the majority of respondents are male, age bracket of 25 to 40 years old, single, well-educated domestic tourists, and a travel partner with family who used social media platforms for destination tourists. The findings show that cultural heritage tourists have an unsupported non-significant difference in perceived value in terms of attitudes, pro-tourism, and physical appearance in cultural heritage sites, whereas indicators of behavioral intention show a significant positive relationship. Despite the dissatisfaction, the results show that this study makes an important contribution by reviewing existing literature and examining overall satisfaction, perceived value, and behavioral intentions to revisit cultural heritage tourists. This study had a positive impact on the economy of regional tourist destinations and made more tourism development possible.

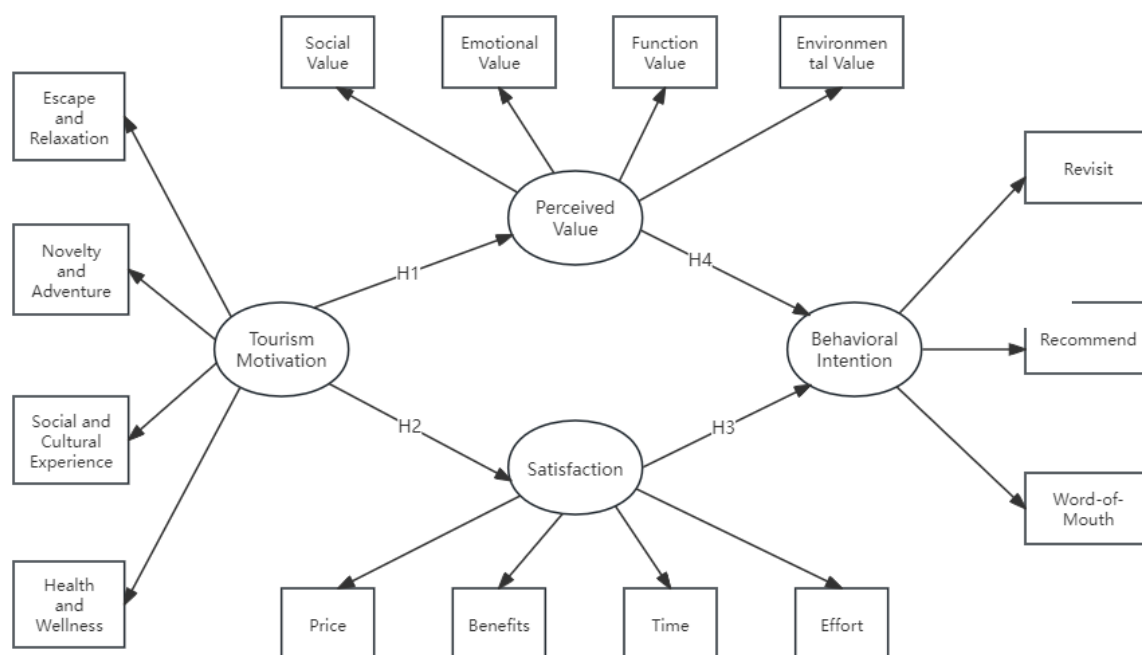
Ye et al. (2021) validated the "push-pull" motivation model using Turpan as a case study and concluded that tourism motivation has a positive impact on tourist satisfaction. Xie et al. (2019) used Wuhan as a case study to explore the influencing factors of tourist satisfaction in urban tourism. They found that perceived value has a significant positive impact on tourist satisfaction, tourism motivation has a positive impact on satisfaction, and perceived value plays a mediating role in the impact of tourism motivation on satisfaction.

## **2.8 Research framework**

Through literature review and characteristic analysis of the research objects, this paper attempts to incorporate the tourism motivation, perceived value, satisfaction and behavioral intention of homestay tourists into the same theoretical framework based on the theory of "cognitive-emotional-behavioral tendency", and to construct a conceptual model among the four variables.

The conceptual framework has one independent variables which is tourism motivation. The mediating variable are perceived value and satisfaction, and the dependent variable is behavioral intention. The variables are measured with items that capture multiple dimensions of the concepts. The framework is as below.

**Figure 1**  
*Conceptual framework*



### 3. METHODOLOGY

#### 3.1 Research design

The proposed study will use a mixed-method research design, collecting data with both an interview and a cross-sectional survey design.

## 3.2 Quantitative approach

### 3.2.1 Population

Neuman (2000) stated that the target population is the units in the population that the researcher wishes to target for study. In this study, in addition to customers who simply stay for the purpose of experiencing homestays, tourists who engage in related tourism activities in the surrounding scenic spots and stay in homestays during the survey period are also selected. In 2023, Putuo Mountain and Zhujiajian received a total of 22,982,300 tourists, of which 1827 homestay in Zhujiajian Street received more than 380,000 tourists in the first half of 2023, with a tourism income of 172 million yuan.

### 3.2.2 Sample

Convenience sampling is regarded as a non-probability sampling technique that attempts to obtain a sample of convenient elements. It is arbitrary (nonrandom) and subjective, and the respondents are selected because they happen to be in the right place at the right time (Malhotra, 2002). In determining absolute sample size, statisticians have developed tables that can assist in determining sample size and the degree of confidence that the findings from the study reflect the whole population. Krejcie & Morgan (1970) provides researchers with sample size when the population number is known. So, the target sample size of this research is 384 respondents.

### 3.2.3 Data collection

For ethical reasons, researchers must obtain the consent of the relevant authorities and parties, such as tourism bureaus, homestay associations, etc., before conducting investigations. This ensures that investigations follow ethical guidelines and maintain the integrity of the research process. The study was conducted on a survey APP in China.

### 3.2.4 Data analysis

Statistical analysis is the processing and analysis of all kinds of data, which is scientific and strict. It is mainly realized by SPSS and SmartPLS data analysis software. SPSS software is used to conduct descriptive statistical analysis, reliability and validity and exploratory factor analysis on the collected questionnaire data, and determine the measurement dimension of each variable. SmartPLS software was used to conduct confirmatory factor analysis and validity test of the conceptual model, and the correlation between perceived value and behavioral intention of homestay tourists.

### 3.3 The qualitative study

The interviewees will be from the tourism industry, such as: experts, government officials and the president of the homestay association. A total of 10 people involved in the travel industry will be interviewed.

Data will be collected through semi-structured interviews. During the interview, we will ask the interviewees the following questions: Q1. In your view, what are the primary motivations driving tourists to choose health tourism destinations and homestays? Q2. How do you perceive the value that tourists gain from staying at homestays in health tourism destinations? What factors contribute most to this perceived value? Q3. From your perspective, what are the key elements that determine tourist satisfaction in health tourism destinations? Q4. How important do you believe tourists' behavioral intentions, such as re-visits, word-of-mouth publicity, and recommendations, are for the sustainable development of health tourism destinations? Q5. How do you think the perceived value of a homestay experience influences overall tourist satisfaction? Can you provide examples? Q6. In what ways do you believe tourist satisfaction impacts their intention to revisit or recommend a homestay? Q7. What are the main challenges and opportunities you see for homestays in health tourism destinations in terms of attracting and retaining tourists? Q8. How do current policies and regulations support or hinder the growth of homestays in health tourism destinations? Are there any specific policies you think should be implemented or changed? Q9. How do homestay associations contribute to the quality and promotion of homestays in health tourism destinations? What strategies

have been most effective? Q10. What trends do you foresee in the health tourism and homestay sectors over the next five years? How should stakeholders prepare to address these trends?

### *3.3.1 Process of collecting interview data*

Qualitative research often involves conducting interviews, where the purpose of the dialogue is to obtain in-depth responses from participants on specific topics. Therefore, this study employs semi-structured interviews to collect qualitative data from experts, government officials, and homestay association presidents. Each semi-structured interview lasts approximately 60 minutes. All interviews will be recorded verbatim. The transcriptions of the interviews will then be coded using qualitative data analysis software NVivo, through open, axial, and selective coding processes. Data analysis is ongoing; I begin the process of coding and analyzing data as soon as some is collected. The research findings are used to guide further data collection efforts.

### *3.3.2 Analyzing data*

The coding scheme is classified into different themes related to impacts of motivations, perceived value, satisfaction, and behavioral intentions, and these themes should relate to the research objectives. The interviews are fully transcribed and then subjected to open, axial, and selective coding using the qualitative data analysis software NVivo.

## **3.4 Ethical consideration in research**

Adhering to research ethics not only ensures the security and privacy of the respondents but also promotes the trustworthiness and credibility of the research findings. This includes maintaining confidentiality, anonymity, voluntary participation, etc. The researcher must take appropriate measures to secure the personal data and information provided by the respondents. I not only uphold the rights and well-being of the

respondents but also contribute to the overall ethical framework of the research community.

## **4 RESULTS**

This chapter focuses on analyzing data collected from questionnaires in Zhoushan, China. To analyze the data, the research used Statistical Package for Social Sciences (SPSS) version 22.0 for Windows and SmartPLS version 3.1.

### **4.1 Data entering and coding**

#### *4.1.1 Response rate*

Out of the 400 surveyed, 384 completed questionnaires were obtained and subsequently used for data analysis. The rate is 96.00%.

#### *4.1.2 Data coding and missing values*

For each item, frequencies, minimum values, and maximum values were checked to ensure the accurate transfer of data. As the data collection process utilized a surveying application, respondents were required to fill in all fields, thereby eliminating missing values.

### **4.2 Assessment of data**

Normality is assessed by inspecting data distribution with tools like histograms, normal probability plots. Detection techniques may involve analyzing a correlation matrix, computing variance inflation factors (VIF), or examining tolerance values.

The table below displays the skewness and kurtosis measures for the variables under consideration in this research. The findings indicate that normality concerns are non-existent, as all values for skewness and kurtosis are within the acceptable thresholds of  $\pm 2.0$ .

**Table 1***Descriptive Analysis of Skewness and Kurtosis value for Each Variable*

Independent Variable	Skewness	Kurtosis	Conclusion
Tourism Motivation	.712	1.007	normal distribution
Perceived Value	.207	-.008	normal distribution
Satisfaction	.812	-.354	normal distribution
Behavioral Intention	-.082	-.617	normal distribution

*4.2.1 Assessment of multicollinearity*

A VIF value reaching 10 signals a critical threshold, pointing to potential multicollinearity concerns. The data presented in the following tables reveal that VIF values are all below 3, and tolerance levels exceed 0.1, suggesting that multicollinearity is not problematic in this case.

**Table 2***VIFs in the Model*

Variable	VIF	Tolerance
Tourism Motivation	1.951	0.201
Perceived Value	1.581	0.251
Satisfaction	2.315	0.385
Behavioral Intention	1.628	0.478

*4.2.2 Common method bias*

In the current research, Harman's single factor test was applied to assess the possibility of common method bias. With only 27.013% of the variance being explained by a single factor, the results suggest that common method bias is not an issue in this dataset.

**Table 3***Results of Harman's Single Factor Test*

Component	Extraction Sums of Squared Loadings	
	Total	Percentage of Variance
1	27.013	30.801

### 4.3 Descriptive data analysis

#### 4.3.1 Descriptive analysis

##### Descriptive Analysis for Control Variables

The statistics for control variables are reported in the following table.

**Table 4**

##### *Descriptive Statistics for the Control Variables*

Variable	N	Percentage
Gender		
Female	216	56.25%
Male	168	43.75%
Education		
College degree	119	31.00%
Undergraduate degree	239	62.20%
Age		
31-50 years old	239	62.20%

The distribution of participants by gender was reported, with females comprising 216 out of the total sample, accounting for 56.25%. Males constituted 168 of the participants, corresponding to 43.75%. 93.20% of respondents completed a college education. Most of the visitors are between the ages of 31-50 years old.

### 4.4 Descriptive analysis for items measuring focal variables

The following tables shows the zero-order correlation between variables of interests

**Table 5**

##### *Descriptive Analysis of Zero-order Correlation*

	Behavioral Intention	Tourism Motivation	Perceived Value	Satisfaction
Behavioral Intention	1.000	0.899	0.992	0.996
Tourism Motivation	0.787	1.000	0.996	0.864
Perceived Value	0.992	0.892	1.000	0.999
Satisfaction	0.991	0.919	0.927	1.000

#### 4.4.1 Reliability Analysis

This study concentrated on achieving alpha values above the 0.7 mark to ensure the reliability of the variables under investigation.

**Table 6**

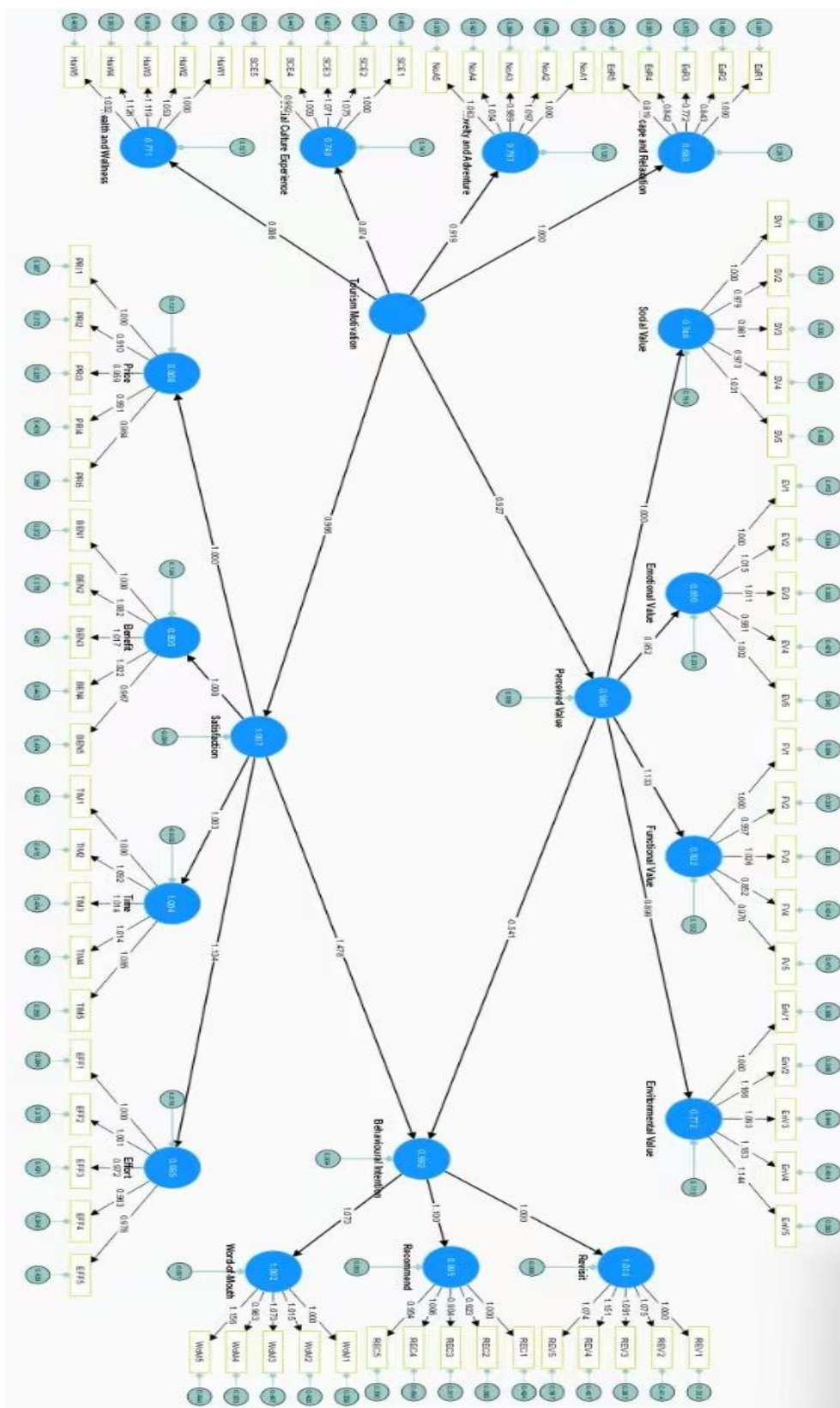
*Cronbach's Alpha*

Variables	alpha
Perceived Value	0.89
Tourism Motivation	0.88
Satisfaction	0.86
Behavioral Intention	0.87

#### 4.5 Analysis of the structural model

After establishing confidence in the measurement model's reliability and validity through analytical means, this study moved on to the subsequent stage of the investigation, which entailed an assessment of the structural model, as outlined by Hair et al. (2014).

**Figure 2**  
*Results of Path Analysis*



In the framework of the structural model, each link between two latent variables signifies a theoretical proposition needing validation.

**Table 7**

*Dependent Variable - Perceived value*

Independent Variable	Coefficient	p-value	Result
Tourism Motivation	0.996	0.000	Significant

**Table 8**

*Dependent Variable - Satisfaction*

Independent Variable	Coefficient	p-value	Result
Tourism Motivation	0.966	0.000	Significant

The table shows that independent variables have a statistically significant positive effect on perceived value and satisfaction.

**Table 9**

*Dependent Variable - Behavioral Intention*

Independent Variable	Coefficient	p-value	Result
Perceived Value	0.109	0.000	Significant
Satisfaction	0.184	0.000	Significant

The table shows that two independent variables have a statistically significant positive effect on behavioral Intention.

**Table 10**

*Indirect Effect*

Independent Variable	Coefficient	p-value	Result
Tourism Motivation → Perceived Value → Behavioral Intention	0.689	0.000	Significant
Tourism Motivation → Satisfaction → Behavioral Intention	0.339	0.000	Significant

These results highlight the role of perceived value and satisfaction as an important mediator in the relationship between the independent variables and behavioral Intention.

#### 4.6 Findings based on research hypothesis

The coefficients and p-values indicate that tourism motivation has a significant positive direct effect on perceived value and satisfaction. Moreover, the results provide evidence for the mediation role of perceived value and satisfaction in the relationship between the independent variables and behavioral intention.

These findings provide robust empirical support for the hypotheses.

1. Tourism motivation positive direct effect on perceived value
2. Tourism motivation positive direct effect on satisfaction
3. Perceived value positive direct effect on behavioral intention
4. Satisfaction has a significant positive impact on behavioral intention
5. Perceived value mediates the relationship between tourism motivation and behavioral intention
6. Satisfaction mediates the relationship between tourism motivation and behavioral intention

#### 4.7 Qualitative results

Through qualitative interviews conducted in Zhoushan, China, identified several issues on how wellness tourism destinations retain guests and how sustainable they can be in the future. These questions shed light on the challenges facing the region's tourism industry and provide insights into the factors hindering its growth and success.

The development of health tourism destinations requires a combination of policy support, industry self-regulation and market strategies. Experts, government officials and presidents of home stay associations all emphasized the importance of personalized services, quality improvement and market competitiveness. In addition, they all recognized the trend towards digitalization and sustainability, as well as the need for policies and regulations to support the long-term growth of the health tourism and home stay industry. The government plays an important role in institution building and standard setting, while the market plays a decisive role in resource allocation, stimulates social vitality, improves supervision and creates a level playing field.

## 5 DISCUSSION AND CONCLUSION

### 5.1 Conclusion

Homestay is a kind of accommodation product accompanied by rich and characteristic tourism resources, mainly distributed in China's popular tourist destinations. The arrival of the era of experience economy and leisure tourism drives the hotel industry to continue to heat up. However, homestay is a new thing in the development. Some homestay operators lack the understanding of characteristic homestay, the interpretation of its characteristics, culture and heterogeneity is not thorough enough, the depth of the theme of homestay brand is not enough, and the lack of professional dormitory management knowledge and management ability directly affects the management quality of homestay, resulting in poor tourist experience. The intrinsic demand of tourists for homestays lies in the characteristic and heterogeneity of homestays, which is also the essential difference between homestays and traditional hotels. The motivation for tourists to choose homestays comes from the characteristic theme of homestays, the characteristic symbols presented by homestays, the characteristic activities experienced in homestays, etc. Through a series of experience and perception, the cognition of homestays characteristics and regional culture is formed, and then the good reputation of homestays is strengthened and the willingness to stay again is strengthened.

This paper takes the homestays in Zhoushan City, Zhejiang Province as the research object, and discusses the relationship between the tourist motivation, perceived value, satisfaction and behavioral intention of the homestays. The research conclusion shows that the behavioral intention of the homestays is directly affected by the satisfaction and perceived value, and indirectly affected by the tourist motivation. The results of this study have certain reference significance for the B&B in Zhoushan area to improve the perceived value, satisfaction and positive emotional connection, and then to cultivate the positive behavioral intention of tourists and achieve sustainable development.

## 5.2 Implications and suggestions

In terms of the travel motivations of tourists to homestay destinations, the attractive factors of homestay tourism areas play a more significant role in influencing tourists' travel choices. Both the macro aspects, such as the unique homestay clusters and architecture, natural environment, and cultural atmosphere of the homestay tourism area, and the micro aspects, including the cost of living, tourism characteristics, and infrastructure, all have a clear impact on tourists' satisfaction and intention to revisit during their travel experience.

For the new generation of tourism consumers, the consumption of homestay products not only meets basic accommodation needs but also emotional and social needs, satisfying their curiosity and the desire to show off. The more innovative and unique the design of homestay products, the more it can attract the attention and affection of homestay experiencers, thereby triggering their behavior to share and take photos.

In the process of homestay operation and management, it is necessary to focus on the details of homestay services. While providing standardized homestay services, it is essential to effectively showcase personalized services. Therefore, homestay operators need to strengthen the management and training of service staff to enhance the perceived quality and value of the homestay, meet the functional and psychological demands of guests, and bring satisfaction to tourists.

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#### **Authors' Contribution**

All authors contributed equally to the development of this article.

#### **Data availability**

All datasets relevant to this study's findings are fully available within the article.

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