

Marketing Mix, Motivation, and Attitude Correlation Towards Purchase Intention in Rural Tourism

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Abstract

Experiential nature-based tourism has become a hype after the COVID-19 pandemic. Nonetheless, not every special interest tourism provider like SAREMA in Garut is able to ride this wave. Therefore, this research is going to unveil the conventional 7Ps Marketing Mix and psychological aspect to analyze the most dominant factor in driving customers' decisions in this niche market segment. The study is constructed using a quantitative method by utilizing data from 210 questionnaire using Partial Least Squares Structural Equation Modelling (PLS-SEM) to test a mediation modelling. The bootstrapping result was that the Product, Place, Promotion, People, and Process had no positive correlation towards Customer Attitude. Meanwhile, Price, Physical Evidence, Push Motivation, and Pull Motivation show positive correlation. Through this analysis, it is proven that Customer Attitude is still relevant as the highest and strongest mediator ($O = 0.711$, $q = 0.000$) of Purchase Intention. This research show that service products like tourism cannot solely rely on traditional 7Ps as their marketing strategy methods. However, the 7Ps remain as 'hygiene factor' (a primary antecedent to prevent customers' dissatisfaction) while the psychological constructs (Push and Pull Motivation) need to be captured in the marketing strategy to increase the destination's attractiveness.

Keywords: Rural Tourism; Marketing Mix; Motivation; Customer Attitude; Purchase Intention

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INTRODUCTION

The post-pandemic travel industry has seen a significant global shift in consumer demand toward rural, authentic, and nature-based tourism (UNWTO, 2020). This trend is driven by an increasing desire for experiential activities, such as gastronomy tourism, providing a mindful interaction with local wisdom (Prayag et al., 2020). The Indonesian government itself shows full support in leveraging the rural destination to the global market through several programs. This initiative has become a breathtaking opportunity for rural-micro enterprises to capitalize on their cultural and natural uniqueness.

Apart from the emerging market trends, many special interest tourism service providers is thriving to reach and convert this huge demand into tourism inbound to their area. Thus, the research is going to observe the critical gap market opportunity and practical business performance through a case study of SAREMA, a local tourism attraction in Garut, West Java. The locus is formerly a conventional guest house that is currently transforming into rural gastronomy tourism to capture a more specific but profitable market segment. However, SAREMA is facing an obstacle in acquiring customers, resulting in the low occupancy for the property. Although the service design perfectly fits

the market trends, SAREMA experiences high trip failure rates of 28.6%. This number amplifies to an inconsistent demand that affects the company's financial stability.

Former research revealed that the key driver of increasing the customer's purchase intention to a tourism product revolves around a sophisticated understanding of customer decision-making and strategic communication. Studies by ([Janchai & Suvittawat, 2025](#)) customer's decision making is mainly affected by their own perception, that heavily shaped by brand marketing exposure rather than the destination's physical attributes. However, these key drivers also need to be optimized by the transportation connectivity and destination's accessibility, which mainly become the tourist's biggest concern when visiting a new place ([Gössling et al., 2015](#); [Janchai & Suvittawat, 2025](#)).

Another relevant finding from ([Poruțiu et al., 2024](#)) has been revealed that Generation Y and Z show a strong desire to pursue domestic destinations due to their authenticity. They crave cultural immersion over traditional luxury, highlighting genuine interaction between tourists and the host that significantly contributes to their personal growth ([Poruțiu et al., 2024](#)). In addition, this demographic segment is attracted to the engaging storytelling that promises a unique ambience rather than ordinary amenities like those conventional destinations used to provide. ([Dunne et al., 2023](#)).

Through these findings, it suggests that the impactful customer acquisition strategy should shift from traditional advertising to a compelling narrative that delivers the destination's authenticity and immersive experience in a suitable marketing channel. Thus, the ultimate output of this study is to empirically observe the key driver that affected willingness to purchase for a rural gastronomy experience. This study operates the structural equation model to formulate the influence of 7Ps marketing mix (Product, Place, Price, Promotion, People, Process, Physical Evidence), Customer Motivation (Push Motivation and Pull Motivation), towards Purchase Intention that mediates by Customer Attitude. The result will be beneficial for supporting effective customer acquisition strategy provided by a data-driven framework for growth-stage micro-enterprises, especially in the special interest tourism sector.

This study differs from previous research on the 7Ps marketing mix and Push–Pull motivation by integrating both constructs within a single mediation framework that explicitly examines their relative roles in shaping purchase intention in experiential rural tourism. While prior studies typically assess the direct effects of either the marketing mix or tourist motivation independently, this research positions Customer Attitude as a central psychological mechanism that explains why certain variables succeed or fail in influencing purchase intention. The findings contribute by demonstrating that, in rural gastronomy tourism, most elements of the traditional 7Ps function primarily as hygiene factors that prevent dissatisfaction rather than as drivers of positive attitude, whereas psychological motivations (Push and Pull) and tangible cues (Price and Physical Evidence) play a more decisive role. Thus, this study provides empirical confirmation and conceptual refinement by shifting the emphasis from tactical marketing instruments toward motivation-driven and attitude-based explanations of consumer decision-making in niche tourism contexts.

HYPOTHESES DEVELOPMENT

Rural Tourism

Rural tourism is one of the niche-market tourism attraction that is defined as an activity and consumption that revolves around authentic rural landscape, cultural heritage, and traditional way of life ([Woods, 2010](#)). Unlike the conventional tourism destination, rural tourism is commonly managed on a small scale by the local champion that strongly highlights the sustainability concept both environmentally and socially. ([Lane & Kastenholz, 2015](#); [Poudel & Nyaupane, 2013](#)).

Initially, rural tourism enabler is used as a tool for regional regeneration to leverage the economic value of traditional agricultural sector ([Carneiro et al., 2015](#); [Cortes-Vazquez, 2017](#)). This variety of tourism positioned itself as an "antithesis" of conventional tourism in urban areas that offer a slow-paced and meaningful experience to urban people to escape from their daily busy life ([Essex et al., 2004](#)).

These findings are essential that the unique attribute of rural tourism should capture the internal motivation of its customer, that in the next stage is defined as Pull Motivation. Concurrently, the desire

for “temporal urban escape” can be defined as Push Motivation. As a result, this context serves as the basis for investigating which variables (such as marketing mix components or motivations) have the greatest influence on a consumer's attitude and result in purchase intention.

Purchase Intention

As the single dependent variable of this paper, Purchase Intention is interpreted as the psychological longing of a person to willingly or decide to book a travel experience ([Zeithaml, 1988](#)), acting as the most frequently employed for real customer behaviour ([Morwitz, 2012](#)). According to studies by ([Ghimire et al., 2023](#); [Woo & Kim, 2019](#)) Also confirmed that this intention is not solely driven by a single trigger but formed by a series of cognitive and affective elements that culminate in a purchasing decision.

Tourism purchase itself is defined by ([The Hung et al., 2024](#)) as an experiential and emotional charge purchase that directly intervenes by three primary antecedents:

- 1) The psychological motivations of the consumer and the value they perceive as a result ([Sutanto & Aprianingsih, 2016](#));
- 2) External factors include the quality of digital platforms, social proof, and the marketing mix. ([Choedon & Lee, 2020](#)); and
- 3) The general attitude of the customer towards the location or product ([The Hung et al., 2024](#)).

Therefore, Purchase Intention depicts the terminal step and the most crucial outcome variable that is driven by product or service evaluation, supported by motivation.

Customer Attitude

Customer Attitude is an individual evaluation through a series of learning experiences or pre-existing knowledge to evaluate the destination or experience's perception ([Ajzen & Fishbein, 1980](#); [Lee, 2009a](#)). Both cognitive (beliefs and knowledge) and affective (feelings and emotions) inputs contribute to this complex assessment ([Seo & Yun, 2015](#)). These inputs are not only resulted from a direct experience but also from external influences, such as exposure to marketing communications (the 7Ps Marketing Mix) ([Lam & Hsu, 2004](#)).

In the rural tourism setting, where the intrinsic value of the destination's authenticity becomes the most valuable yet marketable aspect, the customer's attitude plays a primary role. The tourist not only consumes the service to quench their personal desire, but also delves into social, cultural, and natural interaction with the locals, which makes this type of service become more engaging and evokes a strong affective response. Therefore, combining attitude into motivational analysis will reveal a deep understanding of tourist behaviour and encourage the creation of focused acquisition tactics based on both logical analysis and emotional appeal. Through this analysis, to hypothesis is formulated as:

H₁₀: Customer Attitude has a positive correlation with Purchase Intention.

Marketing Mix

The 7Ps services marketing mix is an extension of the traditional 4Ps, which is essential for service-based products like tourism that combine a unique and intangible experience ([Booms, 1981](#)). Every 'P' stands for the customer's critical touchpoints that build their cognitive and affective evaluation towards the product offered ([Kotler & Keller, 2016](#)).

According to ([Abdullah et al., 2023](#)) the most significant aspect of consumer preference is product, which in this research stands for the rural experience, and price, that perceived as value exchange in this sector. In other study of the marketing mix, ([Madlberger, 2017](#); [Shen, 2021](#)) found that social media promotion and digital booking channels serve as the ultimate source of information that builds initial perception and trust. While [Hartline & Ferrell \(1996\)](#) emphasised in the human element (People) and the customer's touchpoint (Process) are inseparable aspects of a service product that become a strong determinant of the customer's evaluation. Another finding from ([Chi et al., 2020a](#)) stated that any tangible aspect, both physically and digitally, is become a significant driver for customers to perceive the quality of an intangible service like tourism.

Therefore, it is perfectly relevant in assessing external factors using the 7Ps Marketing Mix theory to determine the significant drivers of a consumer's favorable attitude towards tourism services. Thus, these findings are formulated into the following hypotheses:

- H1: Product has a positive correlation with Customer Attitude.
- H2: Place has a positive correlation with Customer Attitude.
- H3: Price has a positive correlation with Customer Attitude.
- H4: Promotion has a positive correlation with Customer Attitude.
- H5: People have a positive correlation with Customer Attitude.
- H6: Process has a positive correlation with Customer Attitude.
- H7: Physical Evidence has a positive correlation with Customer Attitude.

Tourist Motivation

Motivation is an internal psychological driver that triggers and leads behaviour that culminates in the needs of self-esteem or personal development. Tourism demand itself is strongly related to tourist motivation, coming from both internal and external factors that drive an individual to engage in travel activity (Morando & Platania, 2022). These principles of motivation is relevant to the phenomenon where travel decisions are often led by a higher psychological aspiration rather than just a desire to fulfil basic needs. Based on Maslow's hierarchy of human needs, tourism may be defined as self-actualization's fulfilment. Through visiting a certain place or doing a certain activity, people tend to seek recognition, status, or reward the travel activity as a milestone that is worth documenting. Furthermore, certain segments might own a deeper desire to gain personal growth, cultural enrichment, or meaningful experience through tourism activity.

According to (Pesonen et al., 2011) tourism demand is strongly related to the Push-Pull Theory in customers' motivation studies. Push motivations are personal, psychological motivations that urge humans to go on vacation, which include an urge to quit a daily routine, discover something different, or relaxation (Vasvári et al., 2015). Pull motivations the extrinsic, destination-specific features that draw travellers to a particular location, such as unique cultural heritage, authentic gastronomy, or natural landscapes (Marcu et al., 2020; Pesonen et al., 2011). This framework is specifically suitable for rural gastronomy attraction, which is defined by its strong pull factors (authenticity, local culture) and its appeal to consumers' push factors (escape from urban life) (Kóródi et al., 2020).

Foundational tourism research has consistently demonstrated that these motivations are direct antecedents of attitude. Studies by (Lam & Hsu, 2004) and (Wong et al., 2013) confirmed that traveler motivations (both Push and Pull) positively shape their beliefs and, consequently, foster more favorable attitudes toward a destination. Therefore, it is hypothesized that:

- H8: Push Motivation has a positive correlation with Customer Attitude.
- H9: Pull Motivation has a positive correlation with Customer Attitude.

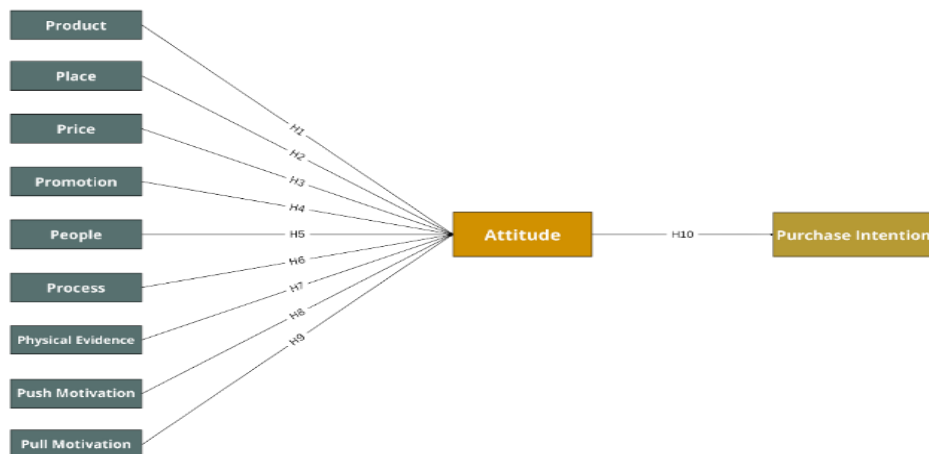


Figure 1: Variable Operationalization
Source: Self-processed data (2025)

METHOD, DATA, AND ANALYSIS

This research utilizes a quantitative method to observe factors influencing customers’ purchase intention in special interest tourism, especially rural tourism. The framework draws a customer attitude as a mediating variable to calculate the correlation between external drivers like 7Ps Marketing Mix and Push Motivation, and internal drivers represented by pull motivation towards the Purchase Intention as the dependent variable.

This conclusive, non-experimental framework is compatible for this research’s objective, as it allows for the statistical examination and prediction of relationships between construct based on data from a representative sample of the target market.

To clarify the role of Customer Attitude in the proposed mediation model, this study adopts a bootstrapping-based mediation assessment following. Mediation effects are evaluated by examining both the significance of indirect effects and the presence of direct effects between independent variables and Purchase Intention. Customer Attitude is considered a full mediator when the indirect effect is significant while the corresponding direct effect is non-significant. Conversely, partial mediation is identified when both indirect and direct effects are significant.

Based on this criterion, the results indicate that Customer Attitude functions as a full mediator for Push Motivation, Pull Motivation, and Price, as these variables significantly influence Purchase Intention only through Customer Attitude. In contrast, Customer Attitude does not mediate the effects of Product, Place, Promotion, People, Process, and Physical Evidence, as these variables fail to establish a significant relationship with Customer Attitude in the first place. This clarification strengthens the interpretation of the mediation mechanism and ensures transparency in distinguishing between mediated and non-mediated relationships within the structural model.

Table 1: Questionnaire

No.	Variable	Survey Questionnaire	Reference
1	Product	<ol style="list-style-type: none"> SAREMA’s choice in using train as its trip transportation is attractive. SAREMA’s harvesting activity is interesting. SAREMA’s grounding activity is interesting. The variety of local foods offered by SAREMA provides an authentic culinary experience. 	(Bianchi, 2017; Björk & Kauppinen-Räsänen, 2014; Choe & Kim, 2018)
2	Place	<ol style="list-style-type: none"> I can easily find SAREMA’s trip through social media platforms. I can easily purchase SAREMA’s trip through social media platforms. SAREMA's social media provides the information I need. Booking a trip with SAREMA through their channels seems trustworthy. SAREMA's booking channels are easy to navigate. 	(The Hung et al., 2024)
3	Price	<ol style="list-style-type: none"> The price of the SAREMA trip is fair for the comprehensive experience offered. The SAREMA trip offers excellent value for money. Compared to other weekend tourism options, SAREMA's trip is attractively priced. 	(Abdullah et al., 2023; Choe & Kim, 2018)
4	Promotion	<ol style="list-style-type: none"> Through SAREMA’s Instagram, I am able to obtain information regarding the desirability of rural tourism. Through SAREMA’s Instagram, I am able to obtain information regarding the uniqueness of 	(Björk & Kauppinen-Räsänen, 2014; Chi et al., 2020a)

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Sri Wahyuni, Atik Aprianingsih

No.	Variable	Survey Questionnaire	Reference
		rural tourism.	
		3. Through SAREMA's Instagram, I am able to obtain information regarding the booking information.	
5	People	<ol style="list-style-type: none"> 1. When spending holiday at rural tourism, the interaction with the local people is pleasing 2. When spending holiday at rural tourism, the local people's friendliness is important. 3. When spending holiday at rural tourism, the local people's helpfulness is important. 	(Björk & Kauppinen-Räsänen, 2014 ; Chi et al., 2020a)
6	Process	<ol style="list-style-type: none"> 1. The process for booking the Sarema trip seems simple. 2. SAREMA provides clear information during the booking phase. 3. SAREMA's payment direction is well-informed. 	(Prayag et al., 2020 ; Zhang et al., 2018)
7	Physical Evidence	<ol style="list-style-type: none"> 1. The photos on SAREMA's social media provide a appealing preview of the experience. 2. The videos on SAREMA's social media provide a appealing preview of the experience. 3. The overall visual design of Sarema's Instagram feed is professional. 4. SAREMA provides clear signage or direction. 5. SAREMA provides convenient accommodation. 6. SAREMA provides clean accommodation. 	(Chi et al., 2020a ; Ferguson, 2007 ; Prayag, 2009 ; Y. Wang, 2016 ; Zouni & Kouremenos, 2008)
8	Push Motivation	<ol style="list-style-type: none"> 1. I want to experience a different tourism activity. 2. I want to learn new things through rural tourism activities. 3. I want to to places friends haven't been. 4. I want to run away from the routine of urban life. 5. I want to get away from the stress of urban life. 	(Katsikari et al., 2020)
9	Pull Motivation	<ol style="list-style-type: none"> 1. The availability of unique local cultural experiences is a key factor when I choose a destination. 2. An exotic or authentic atmosphere is something I actively seek in a rural trip. 3. The opportunity to participate in outdoor activities like harvesting is important to me. 	(Katsikari et al., 2020)
10	Customer Attitude	<ol style="list-style-type: none"> 1. The SAREMA trip seems like a very appealing vacation option. 2. Booking a trip with SAREMA seems like a wise decision. 3. The SAREMA trip seems more appealing to me than other conventional tourism options. 4. In general, I believe that SAREMA, as a tourism destination, offers distinctive attractions. 5. I consider that rural tourism destination option 	(Bianchi et al., 2017 ; Font et al., 2021 ; Liu et al., 2023)

No.	Variable	Survey Questionnaire	Reference
		like SAREMA has good impact on environment	
11	Purchase Intention	<ol style="list-style-type: none"> I would like to experience SAREMA's trip in the future. I would like to book a SAREMA's trip. I would like to recommend SAREMA's trip to other people 	<p>(Anas et al., 2023; Bianchi, 2017; Choe & Kim, 2018; Liu et al., 2023)</p>

Source: Self-processed data (2025)

Sampling and Data Collection

The target population for this research was defined as the Serviceable Addressable Market (SAM) for Sarema, specifically: urban residents in West Java and Greater Jakarta aged 20–45 with a demonstrated interest in culinary or rural tourism. A non-probability, purposive sampling technique was employed. This method is considered as the most effective way to identify and survey a niche demographic whose specific characteristics (e.g., interest in tourism) are required to validly test the research model.

The data was acquired using a standardized online survey administered to 210 valid respondents. The survey instrument operationalized all latent constructs in the model (Product, Place, Price, Promotion, People, Process, Physical Evidence, Push Motivation, Pull Motivation, Customer Attitude, and Purchase Intention) using multi-item 5-point Likert scales. All scales were adapted from established, verified instruments employed in previous marketing and tourism publications.

Data Analysis

Data was analyzed using Partial Least Squares Structural Equation Modelling (PLS-SEM) with SmartPLS software. This is a state-of-the-art, variance-based method chosen for two primary reasons: (1) its suitability for complex models involving mediation and multiple constructs, and (2) its prediction-oriented objective, which aligns with the study's goal of identifying key drivers for a customer acquisition strategy.

Align with the data are processed through a two-step verification as follows:

1. Measurement Model Assessment, where the data requires a validity and reliability test before it is processed. The reliability indicator was assessed through the value of Cronbach's Alpha and Composite Reliability with a minimum threshold is 0.70. For the validity test, this research is using three indicators there are Average Variance Extracted (AVE), which should exceed 0.50, Discriminant Validity using Heterotrait Monotrait (HTMT) ratio, with the calculation should be below 0.90, and outer loading factors that should exceed 0.70 score.
2. Structural Equation Modelling operates using a bootstrapping procedure using one-tailed correlation to gain a terminal result indicated by P-values as the variable's correlation significance and the path coefficient's magnitude from each ten hypotheses.

RESULTS

Descriptive Analysis

Data was collected from 210 valid responses that fulfilled Malhotra's requirement for a marketing research sample. The population profile that consists of age distribution, domicile, and monthly earnings are crucial for contextualising the findings of the structural equation modelling are depict in Table 2 as follows.

Table 2: Respondent Characteristic

Character	Frequency	%
<i>Age</i>		
18 - 25 years old	21	10%
26 - 35 years old	83	39.52%
36 - 45 years old	80	38.1%
46 - 55 years old	26	12.38%
<i>Domicile</i>		
Greater Bandung	70	33.33%
Greater Bandung	35	16.67%
Greater Jakarta	58	27.62%
Greater Jakarta	9	4.29%
Priangan Region	34	16.19%
Others	4	1.90%
<i>Monthly Income</i>		
< Rp 5.000.000	117	55.71%
Rp 5.000.001 - Rp 15.000.000	80	38.1%
Rp 15.000.001 - Rp 30.000.000	11	5.24%
Rp 30.000.001 - Rp 50.000.000	1	0.48%
> Rp 100.000.000	1	0.48%

Source: Self-processed Data (2025)

The respondent's geographical attributes show that it is highly concentrated in urban areas like Greater Bandung (50.0%) and Greater Jakarta (31.9%), which dominate the total respondents.

Nonetheless, the neighbourhood of Garut, as the research locus, it is the Priangan Region that consists of Tasikmalaya, Ciamis, Purwakarta and its surroundings (16.19%) are also considered prominent data.

Regarding age distribution, the respondents come from the adult suggesting in their prime career and family-life stages, where the group of 26-35 (39.52%) and 36-45 (38.1%) dominate the survey.

Furthermore, from the monthly income data, it shows that respondents represent the lower-to-middle income society, where 93.8% respondent comes from Rp. 15.000.000 or less, with the largest single segment (55.71%) owning income under Rp. 5.000.000 per month.

In summary, the respondents profiling for this research can be defined as urban residents centred in Greater Bandung and Greater Jakarta, in their middle-aged adults from a lower-to-middle socioeconomic status.

Data Analysis Result

Validity Test

In ensuring the validity and reliability of the constructs, an evaluation of the measurement model was carried out. Convergent validity and discriminant validity were examined in this assessment.

Two criteria were used to assess convergent validity, which verifies the relationship between markers of a certain construct: outer loading factors and Average Variance Extracted (AVE). Initially, each indicator outside loadings were examined. Strong item-level validity was confirmed since every item in the model exceeded the suggested threshold value of 0.70.

Table 3: Average Variance Extracted

Variables	AVE
Product	0.689
Place	0.761
Price	0.805
Promotion	0.908
People	0.76
Process	0.817
Physical Evidence	0.772
Push Motivation	0.645
Pull Motivation	0.793
Customer Attitude	0.765
Purchase Intention	0.729

Source: Self-processed data (2025)

Reliability Test

The measurement model's reliability was assessed to guarantee internal consistency after the validity assessment. Two important metrics used in this investigation were Composite Reliability (rho_a) and Cronbach's Alpha. For constructions to be deemed dependable, both metrics' values must surpass the suggested cutoff point of 0.70.

Table 4: Reliability Test

Variables	Cronbach's alpha	Composite reliability
Product	0.849	0.866
Place	0.921	0.925
Price	0.879	0.879
Promotion	0.95	0.95
People	0.842	0.848
Process	0.888	0.893
Physical Evidence	0.941	0.941
Push Motivation	0.864	0.88
Pull Motivation	0.869	0.873
Customer Attitude	0.939	0.939
Purchase Intention	0.814	0.82

Source: Self-processed data (2025)

Every construct has great levels of internal consistency, as the table illustrates. The Cronbach's Alpha values are all significantly higher than the 0.70 threshold. In a similar vein, the composite dependability (rho_a) values, which are likewise regarded as a reliable indicator, vary from 0.821 (Purchase Intention) to 0.951 (Promotion). The reliability of all measurement constructs in this investigation is validated because all values easily exceed the set standards.

Research Analysis

This section illustrates the hypotheses testing result from Structural Equation Modeling calculation. According to accepted academic conventions, if a path's P-value is less than 0.05, it is deemed statistically significant, and the associated hypothesis is accepted.

Table 5: Path Coefficient

Variables	Original sample (O)	Sample Mean	q values
Product → Customer Attitude	0.089	0.088	0.078
Place → Customer Attitude	0.054	0.054	0.250
Price → Customer Attitude	0.098	0.099	0.046
Promotion → Customer Attitude	0.075	0.084	0.169
People → Customer Attitude	0.09	0.09	0.100
Process → Customer Attitude	0.098	0.093	0.099
Physical Evidence → Customer Attitude	0.151	0.148	0.047
Push Motivation → Customer Attitude	0.173	0.176	0.010
Pull Motivation → Customer Attitude	0.256	0.255	0.000
Customer Attitude → Purchase Intention	0.711	0.716	0.000

Source: Self-processed data (2025)

The outcome of the structural model test presents a nuanced and critical insight into customer decision-making for niche rural gastronomy tourism. A key result from this inquiry is the rejection of five hypotheses related to the 7Ps marketing mix. The paths from Product ($q = 0.078$), Place ($q = 0.250$), Promotion ($q = 0.169$), People ($q = 0.100$), and Process ($q = 0.099$) were all found to be statistically non-significant in predicting Customer Attitude.

The analysis confirms that Customer Attitude significantly mediates the relationship for three variables. The strongest indirect effect was from Pull Motivation ($O = 0.182$, $q = 0.000$), followed by Push Motivation ($O = 0.123$, $q = 0.015$) and Price ($O = 0.070$, $q = 0.048$). These output determine that Customer Attitude is a successful mediator for these three factors; they influence Purchase Intention through the mechanism of first shaping a positive attitude.

All were found to be statistically non-significant. This demonstrates that Customer Attitude does not function as a significant mediator for these relationships. This finding is consistent with the direct effects (Path α), where these same variables (except for Physical Evidence) also failed to significantly impact Customer Attitude. This confirms that for most of the 7Ps, the chain of influence is broken at the first step, and therefore, no indirect effect on Purchase Intention can be established.

DISCUSSION

H₁: Product has a positive correlation with Customer Attitude is rejected.

The rejection of H_1 ($q = 0.078$) against the prior research conducted by (Shi & Huang, 2024) that the core evaluative criteria of product is directly influence consumer trust and initial judgement. Meanwhile, the current finding suggests that in the experiential tourism sector, a high-quality product is a baseline expectation or 'hygiene factor' rather than a differentiator. Nonetheless, the current judgement aligns with Kang and Niu (2024), who found that 'Commercial Attractiveness', which encompasses product variety and scale, had no significant impact on travel attitude for consumers seeking experiential services, as opposed to goods.

H₂: Place has a positive correlation with Customer Attitude is rejected.

The non-significant path for H_2 ($q = 0.250$) indicates that ease of access and distribution channels (Place) are not primary drivers of customer attitude in this context. While contrary to former research by (Madlberger, 2017), this finding is strongly supported by recent research on experiential

consumption. (Kang & Niu, 2024) explicitly found that for consumers pursuing "experiential services," traditional accessibility factors have no significant influence on travel attitude or behavior. This result cannot be solely translated to mean that consumers are prioritizing unique experience over booking channel ease and place accessibility, but these Place aspects are becoming a bare minimum rather than a differentiator to construct a customer's positive attitude.

H3: Price has a positive correlation with Customer Attitude is accepted.

The price variable has become a single intangible aspect of the marketing mix that shows a positive correlation towards customer attitude ($\rho = 0.046$). This finding is relevant to (Al-Mamun et al., 2014) that consumers' expectancy and evaluation are derived from the amount of their expenditure towards the service or product they buy, thus making monetary cues always become a significant predictor for customers to assess the value of a product or service. Same as (Topcuoglu, 2024) who found that in hospitality offers, monetary benefits are the most powerful promotional substance that leads to positive behavioral outcomes rather than non-monetary deals.

H4: Promotion has a positive correlation with Customer Attitude is rejected

The hypothesis rejection of promotion ($\rho = 0.169$) suggested that the intensity of promotional content does not significantly result in customer's positive attitude. Unlike the findings by (Duong et al., 2022; Jaya & Prianthara, 2020) who found that reliable information from trusted media or influencers is a critical factor in a stages of decision-making, directly contributing to the formation of a positive attitude, the current result implies that the presence of promotion is less significant than its ability to resonate with internal motivations. This finding is supported by (Topcuoglu, 2024) who reported that neither the specific type of promotion nor its fit with the product had a considerable direct effect on brand or hotel attitudes, suggesting that standard promotional tactics often fail to influence experiential travellers.

H5: People have a positive correlation with Customer Attitude is rejected.

The rejection of H5 ($\rho = 0.100$) contrary with the former study by (Lin et al., 2019), who found guest-host contact to be a profound driver of positive experience in the Airbnb context, this study found the 'People' variable to be insignificant ($\rho = 0.100$). This disparity shows that in the particular setting of rural gourmet tourism, standard service interactions may be viewed by consumers as a baseline prerequisite ('hygiene factor') rather than a primary driver of positive attitude formation, which is instead dominated by the experiential pull of the destination itself.

H6: Process has a positive correlation with Customer Attitude is rejected.

The rejection of the Process hypothesis ($\rho = 0.099$) is contrary to standard service models that prioritize the efficiency and effectiveness of customers' booking journey. Nonetheless, the process standardization remains important as the 'hygiene factor' where it becomes the antecedent to prevent dissatisfaction although its existence does not excite the customer's positive attitude.

Specifically, the research conducted by Kang and Niu (2024) stated that a niche segment like experiential-seekers shows a low sensitivity towards the functional aspect due to prioritizing the intrinsic value of a product or service.

H7: Physical Evidence has a positive correlation with Customer Attitude is accepted.

Resonates with the previous findings by (Chi et al., 2020b), tangible variable like physical evidence remains an ultimate predictor in assessing the intangible service like tourism. Related to (Li et al., 2024; S. Wang et al., 2023) Those who define rural tourism offer intangible anchors like natural and cultural landscape, local food options, and ritualistic attractions for an authentic experience. Thus, it has been demonstrated that environmental cues continue to elicit emotional resonance, creating deeper memories and laying the groundwork for young people's intentions to return or make purchases.

H₈: Push Motivation has a positive correlation with Customer Attitude is accepted.

The results indicate that Push Motivation exerts a significant positive effect on Customer Attitude, confirming H₈. This finding suggests that internal psychological drivers—such as the desire to escape daily routines, relieve urban stress, and seek novel personal experiences—play a decisive role in shaping tourists' evaluative attitudes toward rural gastronomy tourism offerings.

This result is consistent with the seminal work of [Lee \(2009\)](#), who established that tourist motivation functions as a direct antecedent of evaluative responses that subsequently influence satisfaction and behavioral intention. In the context of experiential tourism, customers often form attitudes toward a destination prior to evaluating its functional attributes. Thus, when individuals are strongly motivated by internal needs, their attitudes are primarily shaped by how well a destination symbolically fulfills these psychological desires rather than by conventional marketing attributes.

The significant effect of Push Motivation also provides an explanatory basis for the rejection of several 7Ps marketing mix variables in this study. While product features, processes, or promotional efforts may be perceived as baseline expectations, they become less influential when customers are already driven by strong internal motivations. Questionnaire items related to escaping urban routines and seeking meaningful experiences demonstrate that intrinsic motives dominate attitude formation, overshadowing functional considerations. Consequently, Customer Attitude in rural gastronomy tourism is more strongly influenced by internal psychological readiness to travel than by tactical marketing instruments.

H₉: Pull Motivation has a positive correlation with Customer Attitude is accepted.

This research shows that the internal and external motivation demonstrate the most significant correlation towards customer attitude, with Push Motivation's score for $\rho = 0.010$ and Pull Motivation for $\rho = 0.000$. This finding is highly relevant to the study from [Lee, 2009](#) who established that tourist motivation is a direct predictor of tourist evaluation that leads to satisfaction.

These scores depict an understandable reasoning for several rejected variables from the 7Ps marketing mix that were rendered as non-significant due to being overshadowed by consumers' pre-existing motivation. The questionnaire items that demonstrate the willingness to escape from daily busy life (Push Motivation) and the availability of authentic experience (Pull Motivation) dominate the drivers of attitude.

H₁₀: Customer Attitude has a positive correlation with Purchase Intention is accepted

The hypothesis result is relevant to a former study by [Lee \(2009\)](#), who stated that motivation and attitude a primary factor customer's decision. Furthermore, the findings were validated through modern experimental research by [Kang & Niu \(2024\)](#) and [Topcuoglu \(2020\)](#) that internal psychological factors are now exceeding the traditional marketing mix variables. Therefore, positioning customer attitude as a mediator variable in analyzing the relationship among the marketing mix and customer motivation towards purchase intention is highly relevant.

CONCLUSION

This research challenges a marketing strategy formulation for a niche experiential-based service like rural tourism to optimize the highly potential market demands. The study found that the marketing activation cannot solely rely on the traditional 7Ps marketing mix aspect due to the market shifting preference from external features towards psychological elements and tangible cues.

The psychological factor was represented by customer's push and pull motivation while tangible aspect was represented by price and physical evidence as the highest driving factors.

Due to the cross-sectional methodology, which only recorded several stated intentions at a particular point in time without seeing a deeper intention that would not be shown by this quantitative research, this study's limitation need additional observation. Furthermore, the geographical scope of this research that revolves around urban resident in West Java and surrounding may resulted the in a broader population.

Nonetheless, the business implication resulted from this finding still relevant and clearly illustrate that a successful acquisition strategy for experiential service should alter its conventional marketing strategy towards a compelling narrative that capture the uniqueness and attractiveness of both tangible values and psychological determinants.

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