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## **EXTRINSIC AND INTRINSIC MOTIVATION OF URBAN TOURISTS TO TRAVEL WITH PUBLIC TRANSPORT FOR LEISURE: ANALYSIS OF TRIPADVISOR REVIEWS**

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### **Abstract**

Analysis of online reviews on tourism studies has been widely used among researchers. Transportation plays an important role and acts as a medium to connect tourists towards tourist destinations. There is still a lack of studies concerning their reasons for using public transport. Hence, this study addresses to investigate the extrinsic and intrinsic motivation of tourists to use public transport in Kuala Lumpur through TripAdvisor. This research analyses 3,345 reviews of Go KL City Bus, Light Rail Transit (LRT) Kelana Jaya Line, Mass Rapid Transit (MRT), Monorail and RapidKL Bus in Kuala Lumpur, manually using NVivo 12.0 to determine their reasons for using the bus service through content analysis. The findings indicate that the majority of the tourists' motivation to ride public transport is for sightseeing and exploring the city for free. Understanding tourists' motivation to use public transport could assist tourism agencies in providing proper facilities for them to reach tourism destinations easily.

**Keywords:** TripAdvisor Reviews, Public Transport, Urban Tourists, Motivation

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## **INTRODUCTION**

The internet become one of the needs that everyone relies on. These days, internet searching has become one of the main sources for tourists to obtain information on tourism destinations and activities. Tourists rely on sources including the internet to do some information searching regarding their trip and destination (Heitmann, 2010). This means applications, like TikTok and Instagram, are considered reliable sources for people to obtain information especially if it is related to their interests. TikTok has played an increasing role in influencing destination image, altering tourist behaviour, and mediating tourist experiences (Du et al., 2022). This sharing behaviour led others to rely on their experiences. For instance, TikTok users from China mentioned that watching such videos can motivate them to consider potential travel places in the future (Lu X. and Lu Z., 2019). This shows that online platforms are one of the important methods that people refer to. However, the online reviews from tourists on public transport services failed to be captured.

Little research has been done on determining the motivation to use public transport among urban tourists. The success of measures designed to minimise private car use through behavioural change is highly dependent on the psychological elements that impact individuals' transport mode decisions (Donald et al., 2014). Motivation has been identified as a key predictor of behaviour in a variety of contexts, including mode of transportation use (Fu and Juan, 2017). Taking account of the argument, the motivation to use public transport among tourists should be discovered.

This research aims to identify the motivation of tourists the use public transport to travel for leisure in Kuala Lumpur through TripAdvisor. TripAdvisor provides reviews from travellers for travel and hospitality businesses in the form of comments and ratings (Barreda and Bilgihan, 2013). The specific objective of this study is to explore the extrinsic and intrinsic motivation attributes that tourists consider in travelling by public transport through TripAdvisor site reviews. In this work, the research interest is particularly on the motivations of tourists who utilize public transport in Kuala Lumpur.

## **LITERATURE REVIEW**

### **Self-Determination Theory (SDT)**

This research adopted the intrinsic and extrinsic motivation from the perspective of Self-Determination Theory (SDT) by Ryan and Deci (1985). This research looks specifically at the extrinsic and intrinsic motivation with the SDT. According to SDT, the provision of support for needs improves intrinsic motivation and internalisation, leading to greater achievement. Conversely, the direct use of extrinsic rewards and evaluations to control achievement outcomes tends to have the opposite effect, resulting in lower-quality motivation and performance (Ryan and Deci, 2020). Even so, this research speculates that both

extrinsic and intrinsic motivation could positively drive tourists to use public transport. Motivation is closely related to the process of decision-making, and this variable has been widely discussed in tourism studies (e.g. Slabbert and Laurens, 2012; Vuuren and Slabbert, 2012). Motivation is regarded as one of the fundamental factors in the decision-making process of tourist consumers (Amorim, Jiménez-Caballero & Almeida, 2020).

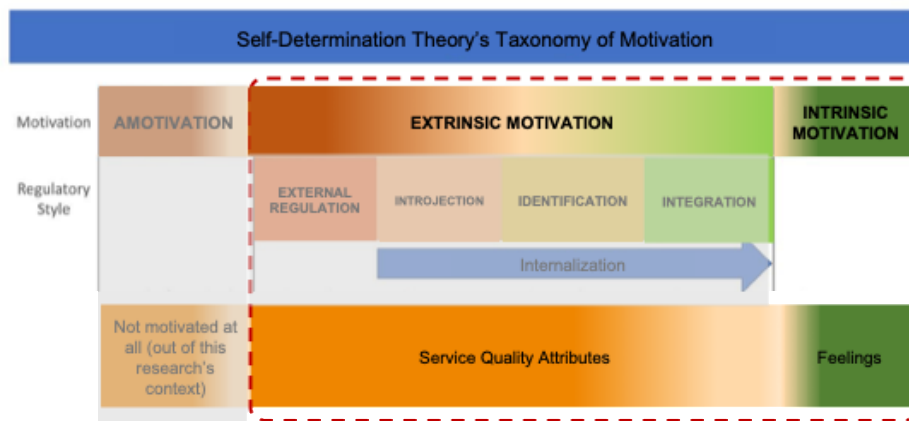
### **Extrinsic Motivation**

Extrinsic motivation refers to behaviours that are performed for reasons other than their intrinsic pleasures (Ryan and Deci, 2020). The benefits developed the interest of people to perform the behaviour. In tourism studies, the destination's attractions are perceived to dwell in the place of interest, for instance, culture, history, geography, and sites (Le-Klähn et al., 2015). The service offered attracts tourists to visit the destination. In this research, public transport is the external sources of motivation that encourage tourists to utilise the service. The selection of transportation mode is influenced by factors; time limitations, financial limitations, ease of access, and availability (Hall, Le-Klähn and Ram, 2017). The punctuality of public transport plays a crucial role in influencing a user's decision which leads to a substantial level of users' satisfaction (Lumsdon and Page, 2004). Regular commuters responded favourably to these services by expressing their positive impressions of punctuality (Sheikh Muhamad Hizam et al., 2021). The good services give users satisfaction; thus, they continuously use public transport. This shows that the service quality of public transport is the extrinsic motivation for tourists to travel by public transport.

### **Intrinsic Motivation**

Intrinsic motivation pertains to participating in an activity due to its inherent appeal or enjoyment (Ryan and Deci, 2000). To be precise, intrinsic motivation represents the feelings that people gain after they experience extrinsic motivation. This research would like to adapt the motivational aspects to the use of public transport for leisure among urban tourists. For instance, tourists who visited the Camel Xiangzi Museum (CXM) in Qingdao, China were "Literary Motivated" due to their emotional connection with the legacy, author, intellectual aspects, and residence associated with the authors of the Camel Xiangzi novel (Bu et al., 2021). The tourists' sentiments towards the authors exemplify the inherent incentive that compels them to visit the museum. The study conducted by Sie et al. (2021) showed that self-determined motives and tour preferences have a significant impact on the creation of memorable experiences and emotions during holiday trips. Consequently, the tourists' feelings were unearthed after their journey. 'Exploring' (Oh, Uysal and Weaver, 1995; Katsikari et al., 2020) and 'mingle' (Oh, Uysal and Weaver, 1995; Paris and Teye, 2014; Richards, 2015) are some of the themes of tourists' motivation while travelling in their

destination, which this research assumes to share the same motivations to travel with public transport.



**Figure 1:** Theoretical Framework

## RESEARCH METHODOLOGY

To answer all the research questions, this research obtained the reviews of users from the TripAdvisor platform. This method is known as Netnography. Archival data, elicited data and field note data are three types of netnography and this research uses archival data through the TripAdvisor website. This research was not involved in any creation of data and solely captured the reviews from the site.

TripAdvisor, Inc., runs user-generated content mobile apps, comparison shopping websites, and online travel agencies (TripAdvisor Inc. 2022 Form 10-K Annual Report, 2023). TripAdvisor is a platform for sharing travel experiences and a reflection of the growing use of modern technology by travellers to share their opinions of the sites and attractions they visit (Baleiro, 2023). This is also known as electronic word-of-mouth (eWOM). The discovery that the eWOM platform on which a review is posted can be a potential factor in influencing consumers' product evaluations contributes to our understanding of consumers' processing of eWOM (Lee and Youn, 2015). Participants who are less motivated to process information are more likely to make suboptimal decisions based on e-WOM-recommendations (Gupta and Harris, 2010). This indicated how powerful eWOM influences readers' decision-making by reading online reviews.

TripAdvisor is often regarded as a website that has fundamentally altered the way consumers make travel decisions, from information search to post-purchase (Amatulli et al., 2019). This indicates that one of the methods travellers use to learn about their destination is TripAdvisor. Since TripAdvisor requires each reviewer to register their personal information with them and

forbids the use of commercial email addresses, it appears that the site’s policies are primarily concerned with verifying the credibility of the reviews provided (Jeacle and Carter, 2011). Additionally, TripAdvisor makes an effort to lessen the issue by prominently posting notices warning that fake reviews won’t be tolerated and that hotels that try to game the system will suffer penalties in their rankings and have a notice posted on their listing disclosing that they have attempted to post fake reviews (O’Connor, 2010).

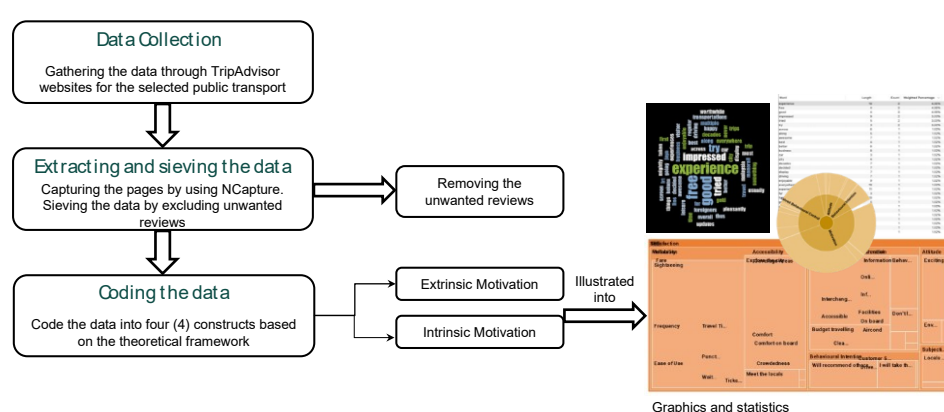


Figure 2: Steps of conducting this research

### Data Collection on TripAdvisor

This research managed to gather 3,345 TripAdvisor reviews of five (5) modes of public transport in Kuala Lumpur. Public transport services are mainly located in urban areas to fulfil the needs of the people to commute. Kuala Lumpur, the capital city of Malaysia, has various alternatives to public transport to travel. Compared to other states, Kuala Lumpur is a high-density city, which explains the provision of public transport as well. There are many public transport users in Kuala Lumpur every day, including tourists. Therefore, this study selected Kuala Lumpur as a case study to conduct this research. This research only selected two categories of public transport: rail and bus.

Despite the public transport in Kuala Lumpur was established in 1996 (Yahya et al., 2020), it was found that the first review was written based on the experience of the users in 2014. Therefore, this research obtained reviews from 2014 until 2022, with a total of eight years. This research elicits their thoughts, experiences, satisfaction and tips on travelling by using the PT services based on their written reviews in TripAdvisor. The first step in obtaining the data is to select the type of Kuala Lumpur’s public transport available in the TripAdvisor reviews.

### ***Extracting and Sieving the Data***

In this step, this research went through the selected public transport modes used by tourists to capture reviews on the page by using NCapture. Followed by going through the reviews at a glance and exploring the number of reviews and ratings given by each of the transport modes. This research investigated the users' profiles to identify the users' country of origin. It was discovered that there were many reviews from locals on the page as well. In this case, the reviews from those reviewers that declared Kuala Lumpur as their city from their profile were excluded because this study only focused on tourists' feedback.

### ***Coding the Data***

The last stage involved coding the reviews into two (2) constructs: extrinsic and intrinsic motivation. Extrinsic motivation, which is perceived as public transport services has seven (7) attributes, while intrinsic motivation as enjoyment has five (5) attributes. All the extracted reviews of public transport were analysed by using NVivo. Theoretical ideas taken from previously published literature serve as the codes in deductive coding (Linneberg and Korsgaard, 2019). This research coded all the reviews to determine their motivation by using a deductive approach. This method has been widely used by several previous studies including in tourism research and more (Garay, 2019 Chang et al., 2019). Each of the words and sentences was read line by line and coded according to the themes. Our analysis discarded any reviews that related to satisfaction because they focused on the motivation for using public transport services.

This research started with GoKL City Bus reviews on the page and captured each page from 1 to 5 stars. This research repeated these steps exactly for the other five (5) public transport services. This approach is being used to ensure all types of public transport services are being considered and to avoid bias. Figure 3 illustrates an example of how the excerpt has been reviewed and coded for this research. The reviewer found that the public transport system in Kuala Lumpur has been improved through accessibility when he revisits the city this year. The first sentence verified that this reviewer is a repeat visitor and used the same mode of transport with his recent visits.

The second sentence described how public transport has been improved and integrated into other parts of the city. This typically shows that both the first and second sentence is correlated with each other, and the reviewer repeated his behaviour during his recent visits. In this case, the action performed by the reviewer was influenced by his previous experience with the monorail. Therefore, this research classified both excerpts as extrinsic motivation: accessibility because the tourists mentioned the accessibility of the monorail.

In the last sentence, the reviewer declared that the monorail offers the city view since it is elevated. This sentence does not clearly picture the satisfaction on the sightseeing of the reviewer, but the reviewer only stated it as

‘superb sightseeing’. Since TripAdvisor is one of the trustworthy websites of its popularity (Jeacle and Carter, 2011), the use of words in each sentence may influence the decision of any readers whether it is positive or negative feedback, thus, in such a situation, this research coded the last sentence as ‘Sightseeing’ in Motivation because this sentence may influence readers to ride monorail for sightseeing purpose.



Figure 3: Illustration of TripAdvisor review

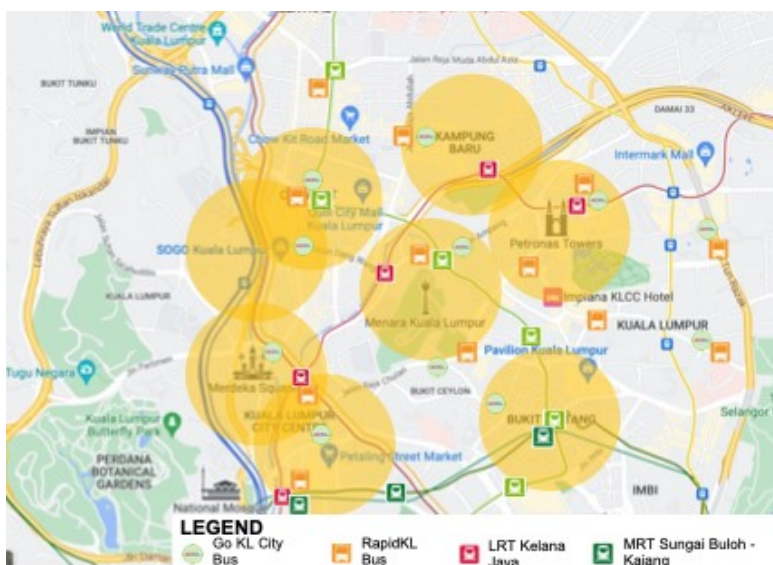


Figure 4: Map of public transport around the tourists’ attractions in Kuala Lumpur

By referring to **Figure 4**, there are many public transport options offered to reach tourism destinations. Majority of tourist attractions focused on urban tourism destinations, for instance, Petronas Twin Tower, Menara Kuala

Lumpur and Pasar Seni. However, rails seem to be the most reliable transport because they connect directly towards the destination. Although RapidKL Bus provide a much wider destination, they offer too many stops and do not necessarily focus on tourist destinations.

## **ANALYSIS AND DISCUSSION**

The demographic analysis showed that most of the reviewers came from Australia with 220 (6.56%), followed by the United Kingdom with 187 (5.06%). Meanwhile, TripAdvisor also received a single review from ten countries of origin (0.30%), which are Cambodia, Hong Kong, Iraq, and Kazakhstan. Kyrgyzstan, Maldives, Nepal, Hungary, Malta and Russia. This study also includes reviews from locals (2.4%) who do not stay or work in Kuala Lumpur because they are considered tourists as well.

### ***Extrinsic Motivation***

Figure 3 shows a Treemap result of the extrinsic motivation in NVivo 12.0. The reliability aspect was mentioned the most among the other attributes of public transport. Analysis of the 3,345 reviews on TripAdvisor revealed that the most prominent aspect of service quality was the reliability of public transport. Subsequently, comfort, accessibility, information, customer service, amenities, and safety followed. Even so, when it comes to evaluating the comments, these attributes are intertwined with each other. For instance, the fare is the most mentioned among all the sub-attributes, but it must be supported with good accessibility of public transport.

### **Frequency, travel time, punctuality, crowdedness**

Increased frequency of public transport decreases the amount of time spent travelling. There are both positive and negative responses to the frequency. Based on feedback, the Go KL City Bus operates with a frequency of 5 minutes. Nevertheless, there have been instances where the bus failed to adhere to the scheduled arrival time. As one of the tourists mentioned,

*It could be better for tourists if the bus is run on a more regular or timely basis. It happened that we didn't see a bus for over 30 minutes, and sometimes a few buses arrived at the same time.*

This suggests that the tourists anticipated a high frequency of service. In the second phase, the visitors disclosed that they experienced a prolonged wait for the bus. Other tourists raised the same concern and advocated an alternative method of transportation, which is to use taxis. This suggests that tourists prioritise a faster means of travel when they are travelling. The dissatisfaction expressed by tourists regarding those buses is comparable to the disappointment



with the bus service in Lagos (Nwachukwu, Gladys and Chikezie, 2019). Nevertheless, this is in contrast with the reviews on rail transport. Many reviews advised taking the MRT to avoid traffic congestion. In addition, the frequent use of rail transit enhances tourists' satisfaction, which was found similar to the case in Munich (Le-Klähn, Hall and Gerike, 2014). However, KTM Komuter was the only rail transport that received more negative reviews. The dissatisfaction has arisen for almost 10 years of past studies (e.g. Khalid et al., 2014). This shows that the commuter has no improvement in its service. The infrequent occurrence of public transport resulted in a longer period of travel. The difficulty of travelling may prompt tourists to seek an alternative that facilitates their journey to their desired destination. Providing an additional mode of transportation is a tremendous method to avoid a lengthy journey.

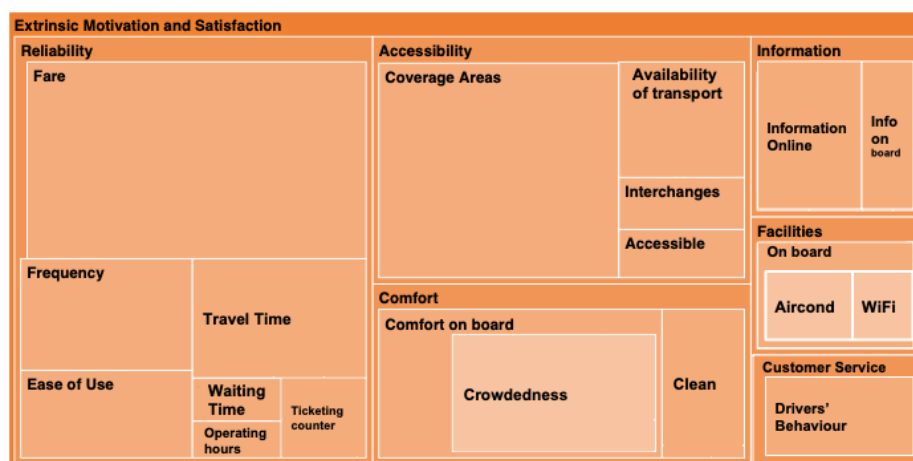


Figure 5: Result of the extrinsic motivation mentioned in TripAdvisor

Table 1: Distribution of reviews for each construct

Attributes	Sub-attributes	Frequency (%)	Sample Reviews
Reliability	Fare	562	"Free buses on four routes going around Kuala Lumpur"
	Frequency	161	"...the duration of each of the next bus is quite often"
	Ease of Use	127	"...easy to use..."
Accessibility	Coverage Areas	459	"It has a great network around the city so you can easily see all the important things that lie within its routes"
	Availability of public transport	130	"Regular bus service..."
	Interchange	58	"All these lines intersect at different stops which makes it possible to change lines and go many places in city center"

Attributes	Sub-attributes	Frequency (%)	Sample Reviews
Comfort	Crowdedness	220	“Gets packed during rush hour though”
	Cleanliness	106	“The bus was clean, comfortable”
	Comfort on board	98	“The ride was quite comfortable”
Information	Information on board	72	“Only the sound system what tells you the stops is poor”
	Online information	35	“KL transport system is good but then info is not easily available online”
	Information at the station	31	“Couldn't get a printed map from the tourist information offices and instead used a picture taken of the map at a bust stop”
Facilities	Air conditioner	109	“The buses are quite new and the air conditioning was good”
	WiFi	56	“... it also provides free Wifi”
Customer Service	Drivers' behaviour	77	“A more polite drivers, who always make sure the safety of the passengers”
	Driving skills	18	“Drivers very careful and helpful”
	Staff's behaviour	8	“very helpful and friendly staff”

### ***Intrinsic Motivation***

The findings suggested that there are three main items of motivation were determined to be significant, (a) sightseeing (34.6%), (b) exploring the city (22.3%) and (c) meeting the locals (3.13%). It was discovered that tourists commonly cited “sightseeing”, followed by “to explore the city” as their motivations for utilising the public transport bus service in Kuala Lumpur. Several previous studies also found that “sightseeing” was one of the motivations of tourists to travel (Fodness, 1994; Oh, Uysal and Weaver, 1995; Katsikari, 2020). This relatively shows that sightseeing is one of the activities that tourists do when riding public transport. At the same time, they also be able to experience exploring the city and meet people who share the same interests.

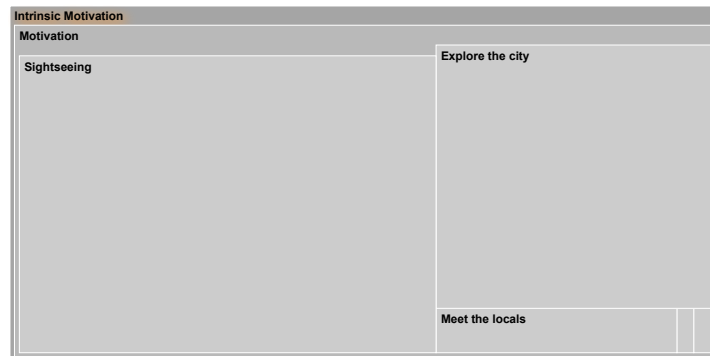
In the case of Go KL City Bus, it has achieved one of its goals by providing a bus service for tourists to tour around Kuala Lumpur, as evidenced by several tourists' feedback on TripAdvisor, such as “a wonderful way to do sightseeing and getting to see the beautiful city of Kuala Lumpur” and “Go KL City Bus is a good way to travel around the city taking in the sights of KL for free”. As described earlier, Monorail Kuala Lumpur received similar reviews from tourists. “A great way to see the city from on high and escape the throngs down below. Well worth making use of” is one of the reviews for the monorail. Many tourists find it interesting to ride a monorail because it is elevated and offers them a view of the city's skyscrapers. This indicates that tourists consider sightseeing as a part of their enjoyment while riding public transport. Some tourists find travelling by public transport as something fun to do, although they have to face massive traffic jams and crowdedness in the public transport itself.

The word ‘overjoyed’ as conveyed by the tourist indicated their exciting experience in riding public transport. This type of review convinces readers that riding public transport is something fun to do. This proves that motivation is related to attitude in performing a behaviour.

They also regard sightseeing in public transport as something worth doing. Interestingly, none of the reviews shares a bad side of sightseeing in the city although Kuala Lumpur faces traffic congestion every day. The city view that tourists were looking at were skyscrapers and buildings, such as Petronas Twin Towers, Menara Kuala Lumpur and Masjid Jamek. It is assumed that the view of the city is something that tourists find pleasing, no matter how the city looks like. The perspective of tourists on the city’s view is different with locals. Tourists seek experiences, while locals prioritise service quality of public transport (e.g. Khalid et al., 2014; Allen et al., 2019; Sukhov et al., 2021). Locals do not regard sightseeing as a part of their travel motivation to use public transport.

There are many ways to explore the city, such as by walking and riding public transport. A written review, “This is a good way to get around the city, there are currently three colour coded bus routes each going to different areas of KL taking in tourist attractions around the city” demonstrated the tourist’s experiences in exploring the city with Go KL City Bus. This explains the benefits tourists get to enjoy on the attractiveness and services offered by the bus operator. This is partially resembling Richard (2015); Oh, Uysal and Weaver (1995), however, this research is in the context of travelling with public transport. This means that exploration of a city necessitates a picture of the travelled routes and destinations where tourists are drawn to services that facilitate good access to their destination of choice.

‘Interacting with locals’ is seen to be the least attribute in motivation. This activity requires a high interaction between tourists and locals. Kelly (2016) found that interaction with others is crucial for backpackers, therefore, by judging the reviewer’s characteristics, it is assumed that the reviewer was among the backpackers. This is an interesting finding, as they share the same attitude in travelling by public transport with their reasons to visit the tourist destination. One review stated ‘The buses are heavily used by commuters for work so it’s a great way to mingle with locals’ indicating the tourists’ excitement to interact with locals although it was crowded. This finding is in contrast with the Hierarchy of Walking Needs by Alfonzo (2005), whereby comfort is one of the priorities in the hierarchy. In other words, tourists regard the circumstances on a positive side as they get the advantage of interacting with locals.



**Figure 6:** Result of the intrinsic motivation mentioned in TripAdvisor

**Table 2:** shows the distribution of each construct by public transport services.

Attributes	Frequency (%)	Sample Reviews
Would like to explore the city	93 (22.3)	“The GO KL City Bus has several routes that intersect so it really is a great way of getting around KL”
Engage with the locals	13 (3.13)	“If you have time to spare, and want to see some parts of KL that you wouldn’t go or have missed out, as well as to mingle with the locals and tourists”
Sightseeing	144 (34.6)	“a wonderful way to do sightseeing and getting to see the beautiful city of Kuala Lumpur”

## CONCLUSION

In conclusion, motivation to travel with public transport is primarily based on the seeking of experiences. It is also supported by the satisfaction of the public transit services, the beliefs of tourists, and the people around them. There is no correlation between an individual’s motivation to travel and circumstances that force them to use public transportation. This also revealed that motivation is the willingness to accomplish the behaviour. Our findings show that people may demotivated to use the GoKL City Bus because of the heavy traffic that leads to longer travel time.

The present research has some limitations for future research. Firstly, this research solely adopts the TripAdvisor website to retrieve the reviews. Future research may consider any other online websites or social media, such as Google Reviews, YouTube, Twitter and more. These days, people rely heavily on internet sources which are referred to as e-wom. There are many of information that people can get from the internet. In this case, social media, such as Facebook, Twitter, Instagram and TikTok act as personal sources because people tend to share their itinerary through those applications. The evolution of the internet has made people to refer everything on social media. Moreover, our study focuses on Kuala Lumpur, one of the urban cities in Southeast Asia. Therefore, future studies

may discover more countries and analyse the differences in motivations between tourists in Malaysia and other countries. The possibility of different motivations could happen as a result of the situation of the city itself.

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