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Exploring Items for Measuring Behavioural Intention among Bleisure in Malaysia: An Exploratory Factor Analysis

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Abstract
This study used exploratory factor analysis (EFA) to investigate the reliability of a tool for assessing the behavioural intentions of international bleisure tourists to visit leisure attractions in Malaysia during their business trips. The instrument consists of four constructs. 110 responses were collected to conduct the EFA after distributing the questionnaire. The EFA was performed separately for each construct. The analysis obtained that the first and second constructs have three and four components, respectively, while the third and fourth constructs have one component each. Each item in each construct factor is > 0.5, while all construct is significant as they yielded the P value < 0.05 for Bartlett's Test of Sphericity. All constructs reach higher than 0.6 for the Kaiser-Meyer-Olkin measure of sampling adequacy, indicating that the sample size was adequate. All items in the constructs also reach greater than 0.7 for Cronbach's alpha. It showed that all the instrument to measure the behavioural intentions of international bleisure tourists to visit leisure attractions during their business trip is valid and reliable. The outcome of this study is useful for future research in the field of behavioural intentions.
Keywords*:* Exploratory Factor Analysis, Bleisure, Motivation, Destination Trust, Behavioural Intention.

Introduction

In recent decades, the emergence and remarkable growth of business tourism (Pinho & Marques, 2019) in most developed and developing countries have led to substantial development of economies, destinations, and employability (Anas et al., 2020; Konar & Hussain, 2018). It is an alternative and complementary type of tourism that attracts international tourists by combining commercial, governmental, and educational purposes with leisure activities (Pinho & Marques, 2019). However, as the industry has become increasingly globalised, little attention has been paid to its secondary motivation (Caicedo-Barreth et al., 2020; Lichy & McLeay, 2018; Swarbrooke & Horner, 2007) and the impact of implementing destination trust on visit intention.

Visit intention is an essential topic in the tourism discipline (Ng et al., 2007), as the analysis conducted by The Travel and Tourism Economic Research (2006) and World's Leading Outbound Markets (2005) showed that it is important for competing for the number of tourists and rising income. According to Chen et al (2014), visit intention is a tourist's willingness or likelihood to visit a destination. Several researchers (Abubakar et al., 2017; Choi et al., 2016; Liang et al., 2018; Swan et al., 1999) reported that visit intention is derived from overall trust and contributes positively to future behavioural intention.

Apart from this, it also plays an important role in the marketing management of tourism organisations (Jailani et al., 2019; Mulec, 2010). Identifying the right factors that promote visitation intention will attract potential tourists, enable proper segmentation of tourist arrivals, and generate more revenue (Jailani et al., 2019). Therefore, it plays an important role in promoting international tourism. Although numerous research studies have found the various antecedents of visit intention, they are still insufficient and need to be continuously researched to ensure the suitability of the sector (Zheng et al., 2021).

Destination trust is an important construct (Marinao et al., 2012; Yao et al., 2013) for developing and sustaining the destination (Liu et al., 2019). Destination trust determines the success of destination marketing. It thus contributes to the marketability and popularity of destinations (Choi et al., 2016). In this context, destination trust can be defined as the ability of the tour operator to deliver what was promised and to meet or exceed the tourist's expectations based on knowledge (Osman, 2013). Abubakar and Ilkan (2016) describe trust in a destination as "a visitor's willingness to rely on a destination's ability to deliver the advertised features acquired through the integrity and transparency of a destination's service offerings."

However, the desire to travel to a destination stems from people's needs of a specific tourism activity, which is known as motivation (Pizam et al., 1979). Motivation is regarded as the critical factor underlying all tourist behaviour (Bozic et al., 2017) because the rapid expansion of international tourism and the increased competition among attractions has influenced the change of travel motivation and the tourism development of leisure attractions in a specific area (Lee & Crompton, 1992; Phosikham, 2010). As s result, more empirical research is needed to understand how travel motivations differ across travel segments (Yousaf et al., 2018).

Push and pull motivation is a widely accepted travel motivation theory (Crompton, 1979; John & Larke, 2016; Michael et al., 2017; Prayag & Hosany, 2014; Zhang & Peng, 2014). Push motivation influences tourists who travel to a specific destination influenced by their intangible, internal or intrinsic desires (Chon, 1986; Lam & Hsu, 2006; Uysal & Jurowski, 1994). Pull motivation, according to Lam and Hsu (2006) and Uysal and Hagan (1993), is related to the characteristics of the specific leisure attraction that lead people to perceive the need for certain travel experiences. Numerous studies have looked at push and pull motivation, but few looked at the secondary purpose of bleisure tourists' behavioural intentions towards leisure attractions while on business trips (Pearce, 2016).

Only few researchers (Caicedo-Barreth et al., 2020; Fredriksson & Hakansson, 2018; Lichy & McLeay, 2018) have investigated bleisure tourists' push-pull motivation towards leisure attractions during their business trips, but with different methodological approaches and push-pull motivations have been identified separately. Bleisure tourists' push-pull motivation for leisure attractions is essential because, according to NB (2015), some business travellers have the professional resources and flexibility to incorporate leisure days into a business trip. Several scholars (Fredriksson & Hakansson, 2018; Kerr et al., 2012; Smith & Carmichael, 2007)

support the proposition that business travellers tend to extend their trips and engage in more tourism activities while travelling for business reasons.
Therefore, this paper explores how destination trust mediates the relationship between push motivation, pull motivation, and behavioural intention.

Materials and Methods

An online questionnaire was adapted from several previous researchers to collect the data (Abubakar & Ilkan, 2016; Boger, 2020; Cengizci et al., 2020; Nthebe, 2016; Pujiastuti et al., 2017; Salsabila & Alversia, 2020). Questionnaire adaptation was based on the topic of this research, which targets international bleisure tourists in Malaysia.
The questionnaire consisted of three sections: Section One concerned information on participants' travel behaviour, Section Two related to push and pull motivation (independent variables), destination trust (mediator variable), and visit intention (dependent variable), while Section Three focused on participants' demographic profiles.
A 10-point Likert scale was used to measure the constructs. Researchers (Alias et al., 2019; Awang et al., 2018; Mohamad et al., 2018) stated that 1 represents "Strongly Disagree," and 10 represents "Strongly Agree." The instruments were developed based on the previous study and adapted accordingly. Pretest and pilot tests were conducted for these adapted instruments to improve them before they were incorporated into the final questionnaire.
During the pretest, a few experts reviewed the questionnaire to ensure that all items were appropriate and amendments were implemented before proceeding with the study (Zikmund et al., 2013). Three experts validated the content validity of this research, and their comments were considered. English language experts performed face validation and a statistics expert checked criterion validity. After completing the pretest validation, the instrument was distributed to 15 respondents to ensure no further errors before proceeding with a pilot study of 110 respondents.
A pilot study is a small-scale study used to uncover deficiencies of a proposed survey before conducting the final full-scale study (Viechthaner et al., 2015). Few researchers (Bahkia et al., 2019; Rahlin et al., 2019; Shkeer & Awang, 2019; Yahaya et al., 2018) stated that EFA had to be conducted for individual variables to identify whether the dimensionality of items had changed from previous researchers due to previous population differences in characteristics.

Results and Discussion

To test the dimensionality of items altered by previous researchers, the EFA was applied to all constructs in this study. Previous research instruments were modified and adapted to meet the needs of current research. It includes the mean and standard deviation of each item, as well as the Kaiser-Meiyer-Olkin (KMO) measure of sampling adequacy, which shows the total variance explained for each construct, the factor loading of all items, the dimensionality of the items in their own parts, and Cronbach's alpha, which measures the internal consistency of the construct (Baistamam et al., 2020; Ehido et al., 2020; Rahlin et al., 2019).

The EFA Procedures for the First Construct: Push Motivation

17 items (KN1-EC17) from Table 1 were used to measure this construct. A 10-point Likert scale was used to measure each item, with 1 representing "Strongly Disagree" and 10 representing "Strongly Agree." Table 1 displays the mean, standard deviation, and item statement.

Table 1
The mean and standard deviation for every item measuring push motivation

	Summary of item statement	Mean	SD
PS1	Beautiful scenery	8.45	1.18
PS2	Experience local cultures	7.97	1.02
PS3	Experiences different environment	5.88	2.82
PS4	See something new	7.92	1.00
PS5	Excitement	7.95	0.76
PS6	See something unique	7.83	0.96
PS7	Experience unique way of life	8.11	0.72
PS8	Fulfil dream	5.75	2.75
PS9	Fulfil self-curiosity	8.13	0.71
PS10	Do exciting things	7.97	1.44
PS11	Entertainment and fun	7.59	0.88
PS12	Emotionally and physically resting	7.69	0.93
PS13	For enjoyment and happiness	7.75	0.90
PS14	Escapism (from work/routine life)	7.95	1.40
PS15	Free from work pressure	7.75	0.79
PS16	Away from demands at work	7.85	0.80
PS17	Release stress and tension	7.80	0.91

The study used the principal component analysis to extract 17 items measuring the push motivation construct. Table 2 displays the outcome of Bartlett's Test of Sphericity, which is significant at $P < 0.05$. The KMO for the first construct is greater than 0.6, at 0.680, indicating that the sample size is adequate (Bahkia et al., 2019; Hoque et al., 2017, 2018; Noor et al., 2015; Shkeer & Awang, 2019). As a result, the current data are satisfactory.

Table 2
The value for KMO and Bartlett's Test

KMO and BTOS Test		
Kaiser-Mayer-Olkin Measure of Sampling Adequacy		0.680
Bartlett's Test of Sphericity	Approx. Chi-Square	820.465
	Df	105
	Sig.	0.000

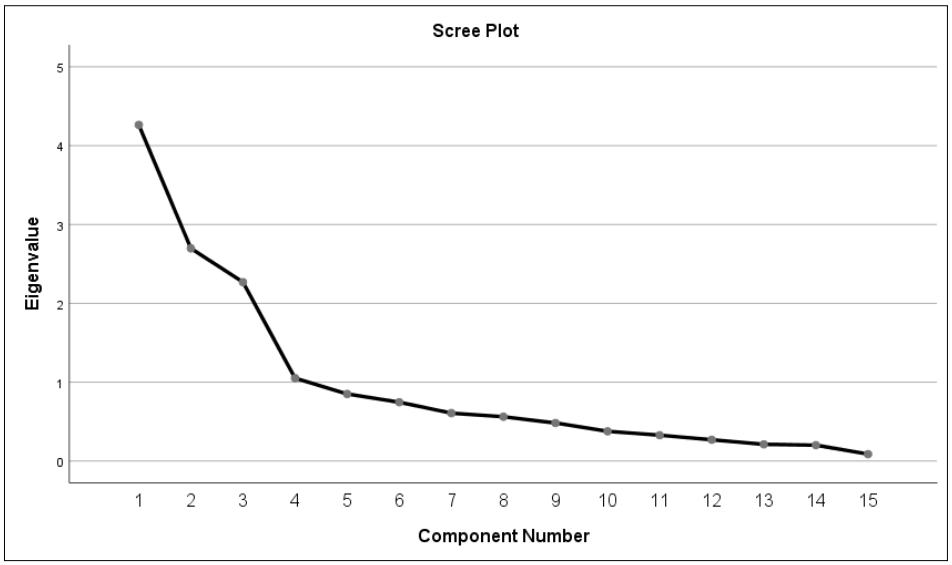

Figure 1: The scree plot clearly shows the emergence of three components

Figure 1 depicts the Scree plot of three components resulting from the EFA. Later, the EFA procedure was determined for each item within each component (Alias et al., 2019; Rahlin et al., 2019; Yahaya et al., 2018). Table 3 shows that the construct explains 61.53% of the total variance (Component 1 contributes 28.15%, Component 2 contributes 17.92%, and Component 3 contributes 15.47%). It is acceptable because it is higher than 60% (Awang, 2010, 2012; 2014; 2015; Bahkia et al., 2019; Baistaman et al., 2020; Hoque et al., 2017; 2018; Noor et al., 2015; Yahaya et al., 2018).

Table 3
The total variance explained contributed by each component of push motivation

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.264	28.424	28.424	4.264	28.424	28.424	4.222	28.146	28.146
2	2.697	17.982	46.406	2.697	17.982	46.406	2.688	17.919	46.064
3	2.269	15.125	61.531	2.269	15.125	61.531	2.320	15.466	61.531

Table 4 shows the results of components or dimensions for all items representing three components. All item factor loading greater than 0.5 were retained (Al-Khamaiseh et al., 2019; Baistaman et al., 2020; Chan & Idris, 2017; Ehido et al., 2020; Hair et al., 2014; Rahlin et al., 2020; Zulkepli et al., 2017). Thus, of the 17 items, 15 items were retained, while two were deleted because of low factor loading.

Table 4
The factor loading for all items and their components

Rotated Component Matrix			
	Component		
	1	2	3
PS1	0.92		
PS2	0.80		
PS3	Deleted		
PS4	0.77		
PS5	0.68		
PS6	0.68		
PS7	0.74		
PS8	Deleted		
PS9	0.76		
PS10		0.88	
PS11		0.73	
PS12		0.76	
PS13		0.84	
PS14			0.86
PS15			0.81
PS16			0.54
PS17			0.74

The Instrument Measuring Push Motivation's Internal Reliability

Finally, all constructs' internal reliability was calculated. Because the construct is measured by three components, calculating Cronbach' Alpha for each component is required to examine the internal reliability of a specific component. Table 5 confirms the component reliability, as Cronbach's alpha test 0.74 is greater than 0.7.

Table 5
The internal reliability value for each component

Reliability Statistics		
Components	Number of Items	Cronbach's Alpha
1	7	0.88
2	4	0.81
3	4	0.73
All items	15	0.74

The EFA Procedures for Second Construct: Pull Motivation

18 items (ES1-ES18) from Table 6 were used to measure this construct. A 10-point Likert scale was used to measure the items, with 1 representing "Strongly Disagree" and 10 representing "Strongly Agree." Table 6 shows each construct's mean, standard deviation, and item statement.

Table 6
The mean and standard deviation for every item measuring pull motivation

	Summary of item statement	Mean	SD
PL1	Safety and security	7.50	1.69
PL2	Hygiene and cleanliness	7.11	1.29
PL3	Reliable weather	7.18	1.26
PL4	Hospitality of the local people	7.33	1.30
PL5	Variety of local culture	9.43	0.72
PL6	Cultural and historical places/sites	9.74	0.48
PL7	The natural scenery and landscape	8.17	0.62
PL8	Food	9.55	0.64
PL9	Sightseeing opportunities	8.15	0.65
PL10	Shopping	7.66	0.49
PL11	Entertainment and nightlife	7.55	0.52
PL12	Quality of attractions	7.54	0.52
PL13	Price	7.58	0.55
PL14	Ease of communication	8.07	0.87
PL15	Ease of local transportation	7.16	1.02
PL16	Ease of travel information	7.40	1.02
PL17	Ease of tour arrangement (personal package)	7.31	1.11
PL18	Shorter travel distance	7.32	0.98

The principal component analysis was used in the study to extract 18 items measuring the pull motivation construct. Table 2 displays the outcome of the Bartlett's Test of Sphericity, which is significant at $P < 0.05$. The KMO for the second construct, 0.710, is greater than 0.6, indicating that the sample size is adequate (Bahkia et al., 2019; Hoque et al., 2017, 2018; Noor et al., 2015; Shkeer & Awang, 2019). As a result, the current data are satisfactory.

Table 7
The value for KMO and Bartlett's Test

KMO and BTOS Test		
Kaiser-Mayer-Olkin Measure of Sampling Adequacy		0.710
Bartlett's Test of Sphericity	Approx. Chi-Square	922.953
	Df	136
	Sig.	0.000

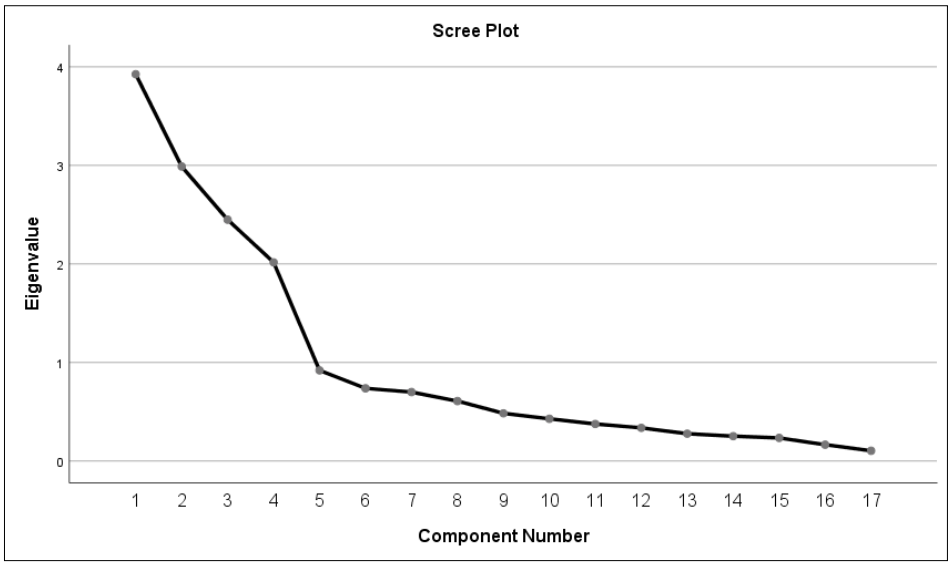

Figure 2: The scree plot clearly shows the emergence of four components

Figure 2 depicts the Scree plot of four components resulting from the EFA. Later, the EFA procedure was determined for each item within each component (Alias et al., 2019; Rahlin et al., 2019; Yahaya et al., 2018). Table 8 shows that the construct's total variance explained is 66.93% (Component 1 contributes 18.32%, Component 2 contributes 20.61%, Component 3 contributes 12.32% and component 4 contributes 15.69%). It is acceptable because it is higher than 60% (Awang, 2010, 2012; 2014; 2015; Bahkia et al., 2019; Baistaman et al., 2020; Hoque et al., 2017; 2018; Noor et al., 2015; Yahaya et al., 2018).

Table 8
The total variance explained contributed by each component of pull motivation

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.925	23.088	23.088	3.925	23.088	23.088	3.504	20.610	20.610
2	2.988	17.578	40.666	2.988	17.578	40.666	3.114	18.315	38.925
3	2.449	14.406	55.071	2.449	14.406	55.071	2.667	15.687	54.612
4	2.016	11.858	66.930	2.016	11.858	66.930	2.094	12.318	66.930

Table 9 displays the component or dimension results for all items representing four components. Every item factor loading greater than 0.5 was kept (Al-Khamaiseh et al., 2019; Baistaman et al., 2020; Chan & Idris, 2017; Ehido et al., 2020; Hair et al., 2014; Rahlin et al., 2020; Zulkepli et al., 2017). As a result, 17 of the 18 items were retained, while one was deleted due to low factor loading.

Table 9
The factor loading for all items and their components

Rotated Component Matrix				
	Component			
	1	2	3	4
PL1	0.94			
PL2	0.82			
PL3	0.83			
PL4	0.88			
PL5		0.86		
PL6		0.78		
PL7		0.75		
PL8		0.89		
PL9		0.85		
PL10			0.90	
PL11			0.76	
PL12			Deleted	
PL13			0.77	
PL14				0.91
PL15				0.65
PL16				0.64
PL17				0.73
PL18				0.65

The Instrument Measuring Pull Motivation's Internal Reliability

Finally, all constructs' internal reliability was calculated. In order to examine the internal reliability of a specific component, it is necessary to calculate Cronbach's alpha for each of the construct's four components.Table 10 confirms component reliability because Cronbach's alpha test 0.70 is equivalent to 0.7.

Table 10
The internal reliability value for each component

Reliability Statistics		
Components	Number of Items	Cronbach's Alpha
1	4	0.89
2	5	0.89
3	3	0.75
4	5	0.76
All items	17	0.70

The EFA Procedures for Third Construct: Destination Trust

Five items (DT1-DT5) from Table 11 were used to measure this construct. A 10-point Likert scale was used to measure the items, with 1 representing "Strongly Disagree" and 10 representing "Strongly Agree." Table 11 shows each construct's mean, standard deviation, and item statement.

Table 11
The mean and standard deviation for every item measuring destination trust

	Summary of item statement	Mean	SD
DT1	Meets my expectations	7.45	0.50
DT2	Meets my confidence as an interesting destination	7.61	0.77
DT3	Fulfil its promises as a destination	8.45	0.60
DT4	Offers quality facilities and services	8.57	0.61
DT5	Are attractive	8.95	0.73

The principal component analysis was used in the study to extract five items measuring the DT construct. Table 12 displays the outcome of the Bartlett's Test of Sphericity, which is significant at P<0.05. The KMO for the third construct is greater than 0.6, at 0.675, indicating that the sample size is adequate (Bahkia et al., 2019; Hoque et al., 2017, 2018; Noor et al., 2015; Shkeer & Awang, 2019). As a result, the current data are satisfactory.

Table 12
The value for KMO and Bartlett's Test

KMO and BTOS Test		
Kaiser-Mayer-Olkin Measure of Sampling Adequacy		0.675
Bartlett's Test of Sphericity	Approx. Chi-Square	186.641
	Df	3
	Sig.	0.000

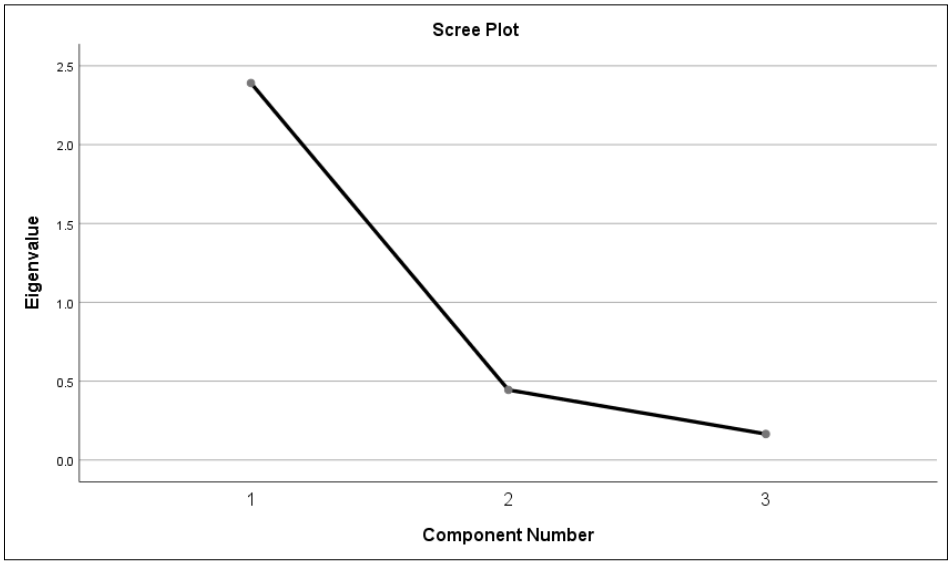

Figure 3: The scree plot clearly shows the emergence of one component

Figure 3 depicts the Scree plot of one of the EFA components. The EFA procedure was later determined for each component item (Alias et al., 2019; Rahlin et al., 2019; Yahaya et al., 2018). Table 13 shows that the construct explains 79.69% of the total variance. It is acceptable because it is higher than 60%. (Awang, 2010, 2012; 2014; 2015; Bahkia et al., 2019; Baistaman et al., 2020; Hoque et al., 2017; 2018; Noor et al., 2015; Yahaya et al., 2018; Hoque et al., 2017; 2018; Noor et al., 2015; Yahaya et al., 2018).

Table 13
The total variance explained contributed by the component of destination trust

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.391	79.688	79.688	2.391	79.688	79.688	2.391	79.688	79.688

Table 14 shows the results of components or dimensions for all items representing one component. All item factor loading greater than 0.5 were retained (Al-Khamaiseh et al., 2019; Baistaman et al., 2020; Chan & Idris, 2017; Ehido et al., 2020; Hair et al., 2014; Rahlin et al., 2020; Zulkepli et al., 2017). Thus, of the five items, three items were retained, while two were deleted because of low factor loading.

Table 14
The factor loading for all items and their components

Rotated Component Matrix	
	Component
	1
DT1	0.83
DT2	0.90
DT3	0.94
DT4	Deleted
DT5	Deleted

The Instrument Measuring Destination Trust's Internal Reliability
Finally, the construct's internal reliability was calculated. Because only one component measures the construct, calculating Cronbach's alpha for each component is required to examine the internal reliability of a specific component. Table 15 displays Cronbach's alpha test 0.86 is greater than 0.7, confirming the component's reliability.

Table 15
The internal reliability value for each component

Reliability Statistics		
Components	Number of Items	Cronbach's Alpha
1	5	0.86

The EFA Procedures for Fourth Construct: Visit Intention
Six items (VI1-VI6) from Table 16 were used to measure this construct. A 10-point Likert scale was used to measure the items, with 1 representing "Strongly Disagree" and 10 representing "Strongly Agree." Table 16 shows each construct's mean, standard deviation, and item statement.

Table 16
The mean and standard deviation for every item measuring Visit Intention

	Summary of item statement	Mean	SD
VI1	Visit leisure attraction	8.45	0.84
VI2	Invite others to join me visiting leisure attraction	7.38	0.49
VI3	Recommend others to visit leisure attraction during their business trip in KL	7.78	0.53
VI4	Spend money to visit leisure attraction	7.96	0.73
VI5	Spend time to visit leisure attraction	8.29	0.34
VI6	Spend more time to visit leisure attraction	8.48	0.91

Six items measuring visit intention construct were extracted using principal component analysis in the study. Table 17 displays the result of the Bartlett's Test of Sphericity, which is significant at P 0.05. The KMO for the fourth construct, 0.728, is greater than 0.6, indicating that the sample size is adequate (Bahkia et al., 2019; Hoque et al., 2017, 2018; Noor et al., 2015; Shkeer & Awang, 2019). As a result, the current data are satisfactory.

Table 17
The value for KMO and Bartlett's Test

KMO and BTOS Test		
Kaiser-Mayer-Olkin Measure of Sampling Adequacy		0.728
Bartlett's Test of Sphericity	Approx. Chi-Square	149.178
	Df	3
	Sig.	0.000

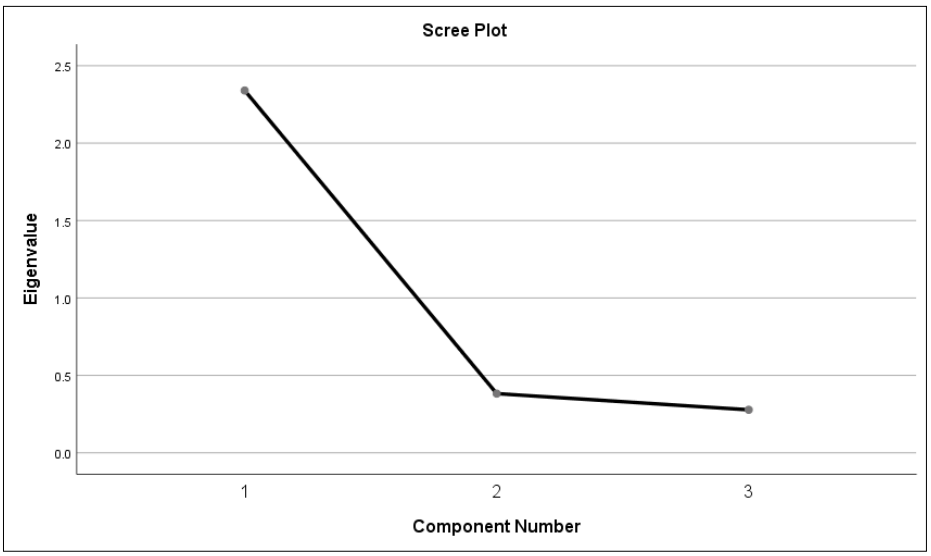

Figure 4: The scree plot clearly shows the emergence of one component

Figure 4 depicts the Scree plot of one of the EFA components. The EFA procedure was later determined for each component item (Alias et al., 2019; Rahlin et al., 2019; Yahaya et al., 2018). Table 18 shows that the construct explains 77.99% of the total variance. It is acceptable because it is higher than 60%. (Awang, 2010, 2012; 2014; 2015; Bahkia et al., 2019; Baistaman et al., 2020; Hoque et al., 2017; 2018; Noor et al., 2015; Yahaya et al., 2018; Hoque et al., 2017; 2018; Noor et al., 2015; Yahaya et al., 2018).

Table 18
The total variance explained contributed by each component of Visit Intention

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.340	77.994	77.994	2.340	77.994	77.994	2.340	77.994	77.994

Table 19 shows the results of components or dimensions for all items representing one component. All item factor loading greater than 0.5 were retained (Al-Khamaiseh et al., 2019; Baistaman et al., 2020; Chan & Idris, 2017; Ehido et al., 2020; Hair et al., 2014; Rahlin et al., 2020; Zulkepli et al., 2017). Thus, three items were retained of the six items, while three were deleted because of low factor loading.

Table 19
The factor loading for all items and their components

Rotated Component Matrix	
	Component
	1
VI1	0.90
VI2	Deleted
VI3	Deleted
VI4	0.86
VI5	0.89
VI6	Deleted

The Instrument Measuring Visit Intention's Internal Reliability

Finally, the construct's internal reliability was calculated. Because only one component measures the construct, calculating Cronbach's alpha for each component is required to examine a specific component's internal reliability. Table 20 displays Cronbach's alpha test 0.86 is greater than 0.7, confirming the component's reliability.

Table 20
The internal reliability value for each component

Reliability Statistics		
Components	Number of Items	Cronbach's Alpha
1	3	0.86

Contribution of the Study

The contemporary look affords a few insights that provide implications closer to academicians and practitioners. From an educational perspective, this study contributes solutions to a few critical questions that researchers should consider when considering bleisure tourism. It led the researcher to realize and acknowledge the rising developments in bleisure tourism by examining the bleisure tourists' motivation and further illuminating how trust in a leisure attraction influences their intention to visit. Consequently, this research would widen the

understanding of the bleisure tourists' trust and provide further insight and valuable knowledge of tourist behaviour in bleisure tourism contexts for upcoming researchers.
In terms of the practical contribution of this study, it is expected to bring many outstanding benefits to the Malaysian government in terms of understanding the motivations of bleisure tourists to visit leisure attractions during business trips. Other relevant institutions that will benefit from the current research are tourism-related institutions (such as business tourism organizers and tourism marketers) and tourism-related companies (such as travel agencies). This study provides valuable information and appropriate marketing strategies for relevant agencies. It finds appropriate approaches to attract and motivate bleisure tourists to enhance their intention to visit leisure attractions and indirectly reduce the cost of marketing and advertising.

Conclusion

This study showed valid results. The EFA provided considerable support for the meaningful use of push motivation, pull motivation, and destination trust for the behavioural intentions of international bleisure tourists to visit leisure attractions during their business trips. As a result, the dimensions of push motivation, pull motivation, destination trust, and visit intention were used in this study to assess their reliability.
The result had a high Cronbach's alpha, met the requirements of the Bartlet's test (significant), a high KMO (>0.6), and factor loadings that exceeded 0.50. All of this points to the data's sufficiency. As a result, in this study, this instrument can assess the efficacy of the push motivation, pull motivation, and destination trust components on the behavioural intentions of international bleisure tourists to visit leisure attractions during their business trip. Finally, this method is suggested for future research.

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