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## **Push and Pull Motivation on the Revisit Intention of Young Domestic Travelers in Sri Lanka**

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### **A B S T R A C T**

The purpose of this study was to provide an in-depth understanding of the impact of push and pull motivating factors on the revisit intention of young domestic travelers of Sri Lanka. The study adopted a questionnaire survey and engaged with 240 young respondents between the ages of 18-30. The survey was used to examine the plausibility of pre-established hypotheses through SPSS and analyzed using descriptive statistics. The study aims to understand whether motivating factors and satisfaction to revisit a location has changed with the impact caused to the normal day-to-day life of Sri Lankan young travelers. The questionnaire included 33 questions regarding the dimensions of knowledge, kingship, novelty, entertainment, sports, and escape to examine the push motivation and pull motivation derived from the dimensions of key tourist resources, information, the convenience of facilities, and accessibility and transportation. The research has drawn the conclusion that the independent variables both directly and indirectly influence the revisit intention, and therefore, a partial mediation was found between the independent variables and the dependent variable, and push and pull factors were accepted to have an influence on satisfaction, and thereby also on revisit intention.

**Keywords:** push motivation, pull motivation, satisfaction, revisit intention, domestic travellers

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