

Modeling of Tourist Satisfaction in Bali

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ABSTRACT

This research provided the new results on the determinants of tourist satisfaction. The data were obtained using questionnaire as the instrument. The variables used were destination and hotel service quality, destination and hotel image, tourist perceived value, tourist satisfaction, revisit intention, and word of mouth. Sampling technique was convenience sampling. The respondents were foreign and domestic tourists who traveled to Bali and stayed at three and four-star hotels. The sample size was 265. Then, the Structural Equation Modeling (SEM) was utilized in explaining the relationship between latent variables and hypotheses. The result shows that from eleven hypotheses, there are two rejected hypotheses regarding the influence of destination service quality and hotel service quality on the image. Destination and hotel image has a significant effect on revisit intention and word of mouth through tourist perceived value and satisfaction. Theoretically, tourist satisfaction determines the factors that affect it directly and indirectly. Practically, tourism business should manage the destination and hotel service quality because it increases the tourist perceived value.

Keywords: tourist modelling, tourist satisfaction, perceived value, quality, image, Bali hotels

INTRODUCTION

The development of regional tourism is expected to contribute to the economic growth in a region. Pantouvakis (2013) stated that tourism was an industry that was growing and developing around the world. Moreover, it had a significant impact on the world economy. Indonesia is one of the major tourist destinations. It offers a variety of tourist attractions such as arts, unique culture, natural environment and landscape, food, and hotels that have good quality and international reputation. Foreign tourists who visit Bali, prefer the destinations with the natural environment, and cultural and historical places (Antara & Prameswari, 2018).

The main indicator used in measuring the development of tourism activities is the number of tourists. Based on the information on Badan Pusat Statistik Provinsi Bali (Central Bureau of Statistics of Bali Province) (2018), the number of foreign tourists who come to Bali continues to increase. It is caused by several internal and external factors and global

developments in the international world. The increase in room occupancy rate accompanies the increasing number of foreign tourist visits. At the star hotel, the room occupancy rate increased from 61,75% to 64,24% in 2017.

Meanwhile, in the non-star hotels, the number declined from 37,51% in 2016 to 35,97% in 2017. This can be because of the increasing construction of new hotels in Bali. In 2017, the number of star and non-star hotels increased by 4%. The numbers of starred hotels have almost doubled in just ten years. In 2006, there were 147 starred hotels in Bali. Then, in 2016 the numbers reached 281 starred hotels. In 2017, the starred hotels in Bali reached 551 hotels. It was doubling compared to the previous year. Overall (starred and non-starred hotels), the numbers of hotels have reached 4.874 hotels now, even though in 2006 there were only 1.635 hotels.

The development of hotels in Bali currently tends to lead to the establishment of budget hotels. This is in accordance with the Adiati (2011). The researcher stated that the latest trend for the travelers was only

a clean and comfort accommodation with affordable price but covered all the basic things needed for the travelers. Typical smart hotels were hotels with two or three stars. Even though it is two or three stars hotel, the service was as good as the higher ratings.

Della Corte, Sciarelli, Cascella, and Del Gaudio (2015) stated mentioned that the positive experience of tourists with the services, products, and other resources provided by the tourism destination could produce customer retention as well as positive information by word of mouth. Tourist satisfaction with the travel experience also contributed to destination loyalty. The level of loyalty of tourists to a destination was reflected in their intent to return and recommend the destination to others. Thus, information on tourist loyalty is important for marketers and managers to maintain the attractiveness of the destination.

Dmitrović *et al.* (2009) suggested that the increase in tourist satisfaction led to increased revenue and profit for service providers. Similarly, Amirreza, Mohammad, and Gilani (2013) proved that customer satisfaction was the main factor that encouraged tourism businesses to get success and advantage in the competition. Therefore, recognizing and understanding the cognitive and behavioral consequences of satisfaction have important implications for management purposes. The role of customer satisfaction is very significant and a major factor in determining the loyalty of the tourist. The tourism managers need to know the factors that contribute to tourist satisfaction.

The perceived value for the customer is a key factor for the company. The customers determine value. Generally, the customer value arises when the customers consider that the total benefits of the product or service are greater than the total cost incurred to obtain a product or service (Alireza, Ali, & Aram, 2011). The perceived value by customers is a strong predictor in explaining customer satisfaction and purchase intentions such as loyalty and word of mouth.

The perceived value of customers has become an important part in the managing and understanding the importance of delivering value to customers in the development process of the service. Customer perceived value has been found to be a significant predictor of customer satisfaction and intention to repurchase (Anwar & Gulzar, 2011). Other research in tourism research also confirms the positive relationship between perceived value and tourist satisfaction (Khuong & Phuong, 2017).

Customer satisfaction has become a key concept in the business enterprise. Then, tourist satisfaction is a key factor for success in the tourism industry (Sadeh, Asgari, Mousavi, & Sadeh, 2012). Customer satisfaction is a psychological concept involving the sense of excitement from an expectation in the products and services (Chen, 2008). Customer satisfaction can be achieved if the expected service quality is in accordance with the wishes of customers (Mohajerani & Miremadi, 2012; Li & Jarinto, 2012; Liao, 2012).

Customer satisfaction has the important implications for management purposes as the main consequence of satisfaction is loyalty (Chi & Qu, 2008; Kim, 2010). Through customer satisfaction, it is expected to create loyalty measured by revisit intention, willingness to pay more, and willingness to recommend the destination to others (Kim, 2010; Jani & Han, 2013; Canny, 2013; Dmitrović *et al.*, 2009; Saha & Theingi, 2009). The best customer is a loyal customer. Thus, the companies must identify and maintain customer satisfaction, and strengthen the company image in the form of customer loyalty. It can be in the form of word of mouth and return to the company on future trips.

Several researches have been conducted for the antecedents of tourist satisfaction and the consequences of tourist satisfaction after visiting a tourism destination. However, the factors that lead to the realization of customer satisfaction are still debated by the researchers (Wang, Zhang, Gu, & Zhen, 2009). Meanwhile, the importance of realizing customer satisfaction has been recognized by researchers to improve the profitability and competitiveness (Wang *et al.*, 2009; Amirreza, Mohammad, & Gilani, 2013; Jani & Han, 2013). Ruizz-Molina and Gil-Saura (2014) found that image and service quality directly affected the perceived value. Then, the perceived value directly affected the satisfaction and tourist behavior. Service quality was a strong factor to perceived value. Then, Wang, Yang, Han, and Shi (2016) agreed that image affected satisfaction through the perceived value during the trip. It also had direct and indirect effects on the loyalty of tourists. Similar research was also conducted by Channoi, Clemes, and Dean (2013) and Jing (2014) using the antecedent variables of satisfaction in Thailand. They used the variables of service quality, image, and perceived value. They agreed that service quality was an important determinant of customer satisfaction.

Moreover, several researchers show the various factors that influence the tourist satisfaction. Herstanti, Suhud, and Wibowo (2014) found that the quality of the tour, perceived value, and image destination had a direct impact on tourist satisfaction. Then, Aliman, Hashim, Wahid, and Harudin (2014) and Wang *et al.* (2009) used four variables as antecedents of satisfaction consisting of tourist expectations, perceived quality, destination image, and perceived value. The results found that tourist expectations, perceived quality, the destination image, and perceived value affected the tourist satisfaction. Meanwhile, Chen and Chen (2010) suggested that the variable of service quality and perceived value had a direct impact on tourist satisfaction in Taiwan. Furthermore, Sadeh *et al.* (2012) mentioned that destination image, tourist expectation, and perceived value were the influential factors on tourist satisfaction.

The objective of this research is to integrate the concept of tourist satisfaction. It is not only from the point of a tourist attraction but also from the hotel. The linkage between service quality, image, perceived value on tourist satisfaction, and the consequences of

tourist satisfaction consisting of intention to revisit and word of mouth has been widely studied in the tourism literature. However, the depiction of the relationship between variables is still widely debated, especially variable antecedents of tourist satisfaction.

This research is expected to provide excellent feedback for private and government tourism managers. They can maintain and manage the destinations, and improve the quality of destinations and services to foreign and domestic tourists.

In this research, 11 hypotheses will be used as seen in Figure 1. Those are:

- H₁ : Destination service quality (DQ) has positive and significant effect on destination image (DI).
- H₂ : Destination service quality (DQ) has positive and significant effect on tourist perceived value (PV).
- H₃ : Hotel service quality (HQ) has positive and significant effect on tourist perceived value (PV).
- H₄ : Hotel service quality (HQ) has positive and significant effect on hotel image (HI).
- H₅ : Destination image (DI) has positive and significant effect on tourist perceived value (PV).
- H₆ : Destination image (DI) has positive and significant effect on tourist satisfaction (ST).
- H₇ : Hotel image (HI) has positive and significant effect on tourist perceived value (PV).
- H₈ : Hotel image (HI) has positive and significant effect on tourist satisfaction (ST).
- H₉ : Tourist perceived value (PV) has positive and significant effect on tourist satisfaction (ST).
- H₁₀ : Tourist satisfaction (ST) has positive and significant effect on tourist revisits intention (RI).
- H₁₁ : Tourist satisfaction (ST) has positive and significant effect on word of mouth (WOM).

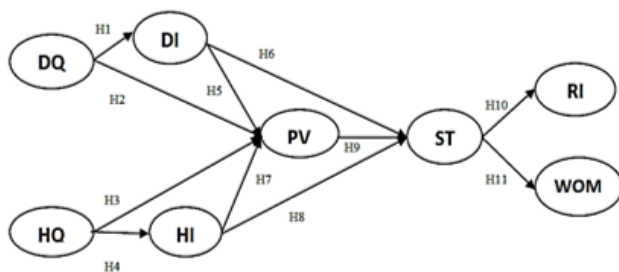


Figure 1 Hypotheses of the Research

METHODS

This research is conducted in Bali. The respondents of this research are foreign and domestic tourists who travel to Bali and stay at three and four-

star hotels. This research uses the quantitative method and questionnaire (see Appendix) as the survey instruments to determine the perception of tourists. The questionnaire is distributed to hotels and tourist objects that have been determined. It is distributed through the help of hotel employees and students, who have received guidance on how to distribute and fill out questionnaires without disturbing the tourists. Applying the convenience sampling method, the sample size is 265 (5 × 53 indicators), and the amount is adequate in SEM analysis.

To ensure the validity and reliability, the used indicators are taken from the results of previous research. The selection of measurement indicators is based on the quantity and relevance to the object of this research. This research uses eight latent variables consisting of two exogenous variables (destination service quality and hotel service quality) and six endogenous variables (destination image, hotel image, perceived value, tourist satisfaction, revisit intention, and word of mouth). The indicators can be seen in Table 1.

Table 1 The Research Indicators

Variable	Indicators	Source
Service Quality	<ul style="list-style-type: none"> • Good natural beauty • Tourist information at airport • Tourist information at tourist spot • Personal guidance at tourist spots • Cleanliness and hygiene of restaurants • Cleanliness and hygiene at tourist spots • Hygiene level of food • Disturbance by hawkers • Disturbance by traffic congestion • Money exchange facilities • Taste of local food served at restaurants • Security at the tourist spots 	Narayan, Rajendran, and Sai (2008)
Hotel Service Quality	<ul style="list-style-type: none"> • Tangible • Responsiveness • Reliability • Assurance • Empathy 	Mola and Jusoh (2011) and Amissah (2013)
Destination Image	<ul style="list-style-type: none"> • Entertainment & events • Wide historical & cultural object • Natural attractions • Good place for relaxation 	Chi and Qu (2008)
Destination Image	<ul style="list-style-type: none"> • Entertainment & events • Wide historical & cultural object • Natural attractions • Good place for relaxation 	Chi and Qu (2008)
Hotel Image	<ul style="list-style-type: none"> • The reputation of the hotels • Good hotel impression • Good hotel reputation • This hotel suits my needs 	Clemes, Wu, Hu, and Gan (2009), Milfelner, Snoj, and Korda (2011), Kaveh, Mosavi, and Ghaedi (2012)

Table 1 The Research Indicators
(Continued)

Variable	Indicators	Source
Tourist Perceived Value	<ul style="list-style-type: none"> • Right decision to visit Bali • Good results while visiting Bali • Bali is a place where I always wanted to travel • Experiences are better than I expect 	Kim (2010) and Gallarza, Gil Saura, and Arteaga Moreno (2013)
Tourist Satisfaction	<ul style="list-style-type: none"> • My choice to purchase this trip to Bali is a wise one • I do the right thing when I purchase this trip to Bali • This experience is exactly what I need • I am satisfied with my decision to visit the Bali 	Canny (2013) and Gallarza, Gil Saura, and Arteaga Moreno (2013)
Revisit Intention	<ul style="list-style-type: none"> • I will revisit Bali within 3 years for a vacation • I consider Bali as my first choice • I have plans to revisit Bali in the near future 	Jani and Han (2013) and Canny (2013)
Word of Mouth	<ul style="list-style-type: none"> • Highly recommend Bali to others • Say positive things about Bali to others • Encourage others who want advice for travel destination about Bali 	Kim (2010)

Then, the 7-point Likert scale is used. It is to improve the measurement reliability and sensitivity in screening more variance. The scale of measurement shows 1 (strongly disagree) to 7 (strongly agree).

The analysis is conducted with SPSS 20.0 and AMOS 21.0. The Structural Equation Modeling (SEM) is utilized in explaining the relationship between latent variables and hypotheses in the structural model of this research. Respondents' demographic information is also measured using the categorical scale. Those include age, gender, marital status, country of origin, education, visit frequency to Bali, purpose of visiting Bali, and hotel selection.

RESULTS AND DISCUSSIONS

Table 2 describes the profile of respondents. From the gender, it shows that the number of male respondents is 52,8% and the female respondents are 47,2%. In the marital status of respondents, the researcher finds that the respondents who visit Bali are married about 54,3% and unmarried about 45,7%. The foreign tourists are dominated by tourists from Australia (25,3%). It is followed by tourists from Europe and Asia. Related to the age, the majority of young respondents is between 25 and 35 years (28,3%). This suggests that this group is the potential targeted market in addition to the age group between 36 to 45 years (22,6%).

Majority of respondents has a bachelor degree (55,5%). They are followed by respondents with post-graduate education (14,4%). In the visit frequency to Bali, most of the respondents choose more than three times and the first time (30,2%). Then, many respondents visit Bali for a holiday (62,2%). Meanwhile, the seminar is the second highest reason to visit Bali about 19,2%. Based on the hotel selection, most of the respondents choose their destination hotel (38,1%). The suggestion of a friend follows it.

Table 2 Profile of Respondents

No	Description	Classification	%
1	Gender	Male	52,8
		Female	47,2
2	Marital Status	Single	45,7
		Marriage	54,3
3	Country of Origin	Indonesia	29,8
		Asia (other than Indonesia)	12,5
		America	4,2
		Europe	21,1
		Africa	1,5
		Australia	25,3
		Others	1,5
4	Age	16-25	22,3
		26-35	28,3
		36-45	22,6
		46-55	17,7
		More than 55	9,1
5	Education	Senior high school	17,0
		Diploma	13,6
		Bachelor	55,5
		Post-graduate	14,0
6	Visit frequency to Bali	First time	30,2
		Second time	23,8
		Third time	15,8
		More than three times	30,2
7	Purpose of visiting Bali	Business	12,1
		Holiday	62,6
		Seminar	19,2
		Visiting friends	1,5
		Visiting family	2,3
		Other	2,3
8	Hotel selection	Personal preference	38,1
		Company	16,2
		conference committee	7,9
		Friend	17,4
		Relative	15,1
		Travel agent	5,3

The researcher uses Confirmatory factor analysis (CFA) in each variable to check the unidimensionality of variables. Unidimensionality aims to determine the validity and reliability of indicators. The result of validity test shows that all variables have greater Kaiser Meyer Olkin (KMO) values than 0,5. From reliability test shows that Cronbach alpha value of each construct is above 0,7. It means that the construct used in this research has good validity and reliability values.

Destination service quality consists of 12 indicators. After CFA, there are seven indicators with a value which is less than 0,5. Thus, the remaining five indicators are qualified unidimensionality. Meanwhile, hotel image consists of four indicators. After CFA there is one indicator that has a value below 0,50, so the remaining three indicators have eligible unidimensionality.

Others variables such as hotel service quality, destination image, tourist perceived value, tourist satisfaction, revisit intention, and word of mouth are concluded to be qualified CFA (Table 3). It is based on the good results of the feasibility assessment models and loading factor obtained. In the analysis, 30 samples are the multivariate outlier because it has a value of $p1 < 0,05$. Therefore, the sample size that is further processed is 235. Furthermore, based on the multivariate normal distribution test, the result is the value of $CR = 1,56$ (-2,58 to 2,58), so the data are assumed to have multinormal distribution.

The factor loading of the research constructs ranges from 0,58 to 0,99 (higher than 0,5). High loading value indicates that the convergence of measures is on a common point, namely the latent construct. AVE values are above 0,5 indicating adequate convergence. Moreover, CR values are above 0,7. It means that all measures consistently represent the same latent construct (good consistency).

In the first model, the construct of hotel service quality is designed as the first order so that the number of observed variables becomes larger and has a high degree of freedom. Although it has the advantage of explaining the three parts in one model, the results of the chi-square test are not much compared to all latent variables with the same order.

The results of the structural model testing in Figure 2 do not produce a fit model that meet the criteria of goodness of fit. The criteria do not meet the fit model criteria are chi-square ($\chi^2 > 998,943$), probability $< 0,05$, GFI (Goodness of Fit Index) = 0,734, RMSEA (Root Mean Square Error of Approximation) = 0,070, CMIN (The Minimum Sample Discrepancy Function) = 2,158, AGFI (Adjusted Goodness of Fit Index) = 0,714, CFI (Comparative Fit Index) = 0,843, and TLI Tucker Fit Index) = 0,833. Because the first model has not produced a fit model, it is necessary to make modifications to the structural model. The modification of this model aims to increase the value of goodness of fit.

Subsequently, Reddy (1992) suggested that results of modifying the index calculation had great value for the relationship between the error indicators. It should not be ignored. In theory, the relationship

between indicators is difficult to find. However, if there is an empirical approach, this parameter can be done.

Table 3 Construct Validity

Variable	Item	Factor Loading	p	C.R	AVE
Destination service quality (X_1)	$X_{1,3}$	0,71	***	0,850	0,533
	$X_{1,4}$	0,66	***		
	$X_{1,5}$	0,78	***		
	$X_{1,6}$	0,80	***		
	$X_{1,7}$	0,69	Fixed		
Hotel service quality (X_2)	$X_{2,1}$	0,98	***	0,938	0,754
	$X_{2,2}$	0,85	***		
	$X_{2,3}$	0,81	***		
	$X_{2,4}$	0,89	Fixed		
	$X_{2,5}$	0,80	***		
Destination image (Y_1)	$Y_{1,1}$	0,83	***	0,915	0,732
	$Y_{1,2}$	0,91	***		
	$Y_{1,3}$	0,96	***		
	$Y_{1,4}$	0,70	Fixed		
Hotel image (Y_2)	$Y_{2,2}$	0,90	Fixed	0,898	0,746
	$Y_{2,3}$	0,87	***		
	$Y_{2,4}$	0,82	***		
Tourist Perceived value (Y_3)	$Y_{3,1}$	0,85	Fixed	0,876	0,639
	$Y_{3,2}$	0,84	***		
	$Y_{3,3}$	0,74	***		
	$Y_{3,4}$	0,76	***		
Tourist Satisfaction (Y_4)	$Y_{4,1}$	0,89	Fixed	0,882	0,655
	$Y_{4,2}$	0,87	***		
	$Y_{4,3}$	0,82	***		
	$Y_{4,4}$	0,63	***		
Revisit Intention (Y_5)	$Y_{5,1}$	0,73	Fixed	0,821	0,616
	$Y_{5,2}$	0,58	***		
	$Y_{5,3}$	0,99	***		
Word of Mouth (Y_6)	$Y_{6,1}$	0,61	***	0,748	0,499
	$Y_{6,2}$	0,74	***		
	$Y_{6,3}$	0,76	Fixed		

The improvements in the model are based on the value of Modification Indices (MI) by adding the correlation between constructs. Figure 3 shows the results of the second full evaluation model by adding the constructs in accordance with correlation values in MI. Moreover, the correlation between error indicators is done to increase the probability value and decrease the value of chi-square. Thus, the absolute criteria fit in the structural model is acceptable.

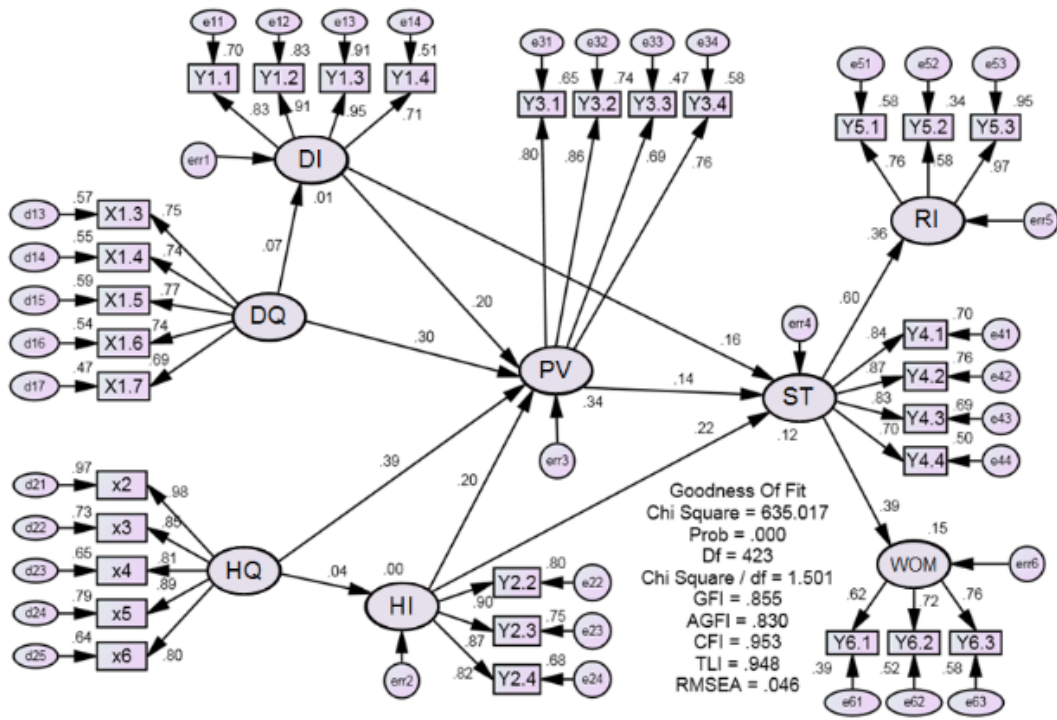


Figure 2 The First Structural Model

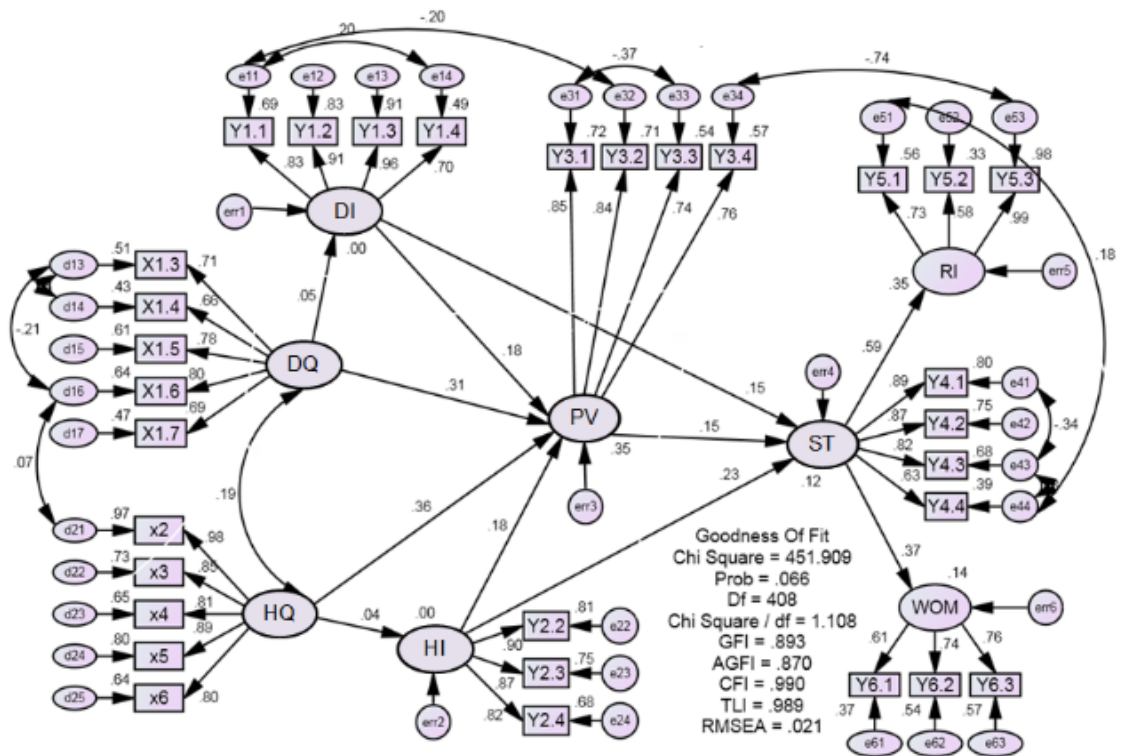


Figure 3 Revised Structural Model

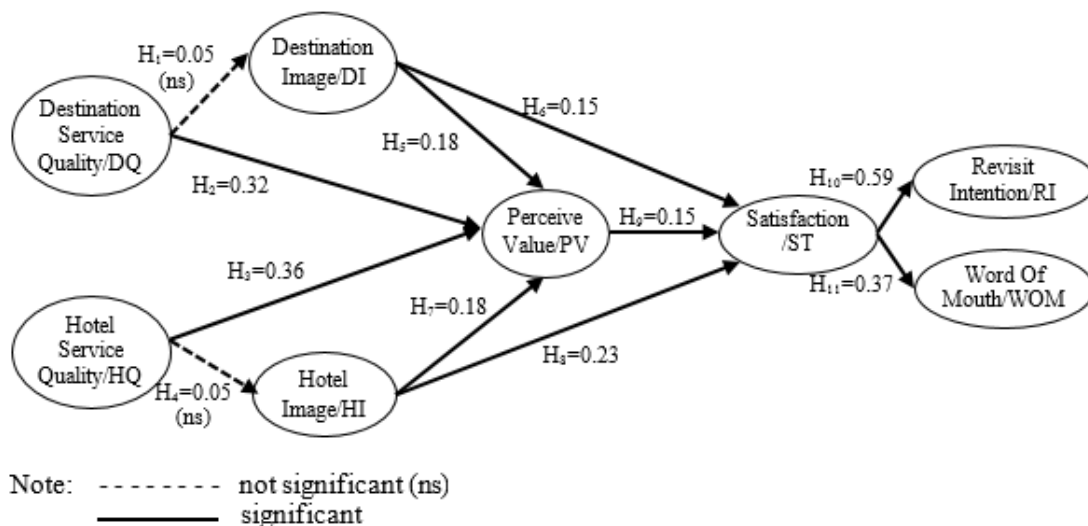


Figure 4 SEM Result

The test results of the fit model generates a probability value of 0,066 ($p > 0,05$), GFI=0,893, RMSEA= 0,021, AGFI= 0,870, CFI= 0,990, and TLI= 0,989. This result explains that the variance-covariance matrix from the empirical data does not differ with the proposed model. Thus, the second evaluation model in this research is acceptable. Then, the researcher performs the interpretation and hypothesis testing.

Table 4 Hypotheses Testing Results

Hypothesis	Relationship	Estimate (β)	p	Result
H_1	DSQ → DI	0,053	0,445	Rejected
H_2	DSQ → PV	0,315	***	Supported
H_3	HQ → PV	0,360	***	Supported
H_4	HQ → HI	0,045	0,522	Rejected
H_5	DI → PV	0,177	***	Supported
H_6	DI → S	0,154	***	Supported
H_7	HI → PV	0,180	***	Supported
H_8	HI → S	0,226	***	Supported
H_9	PV → S	0,149	***	Supported
H_{10}	S → RI	0,590	***	Supported
H_{11}	S → WOM	0,374	***	Supported

Based on the results of the structural model analysis, the results of hypothesis testing are shown in Table 4. It can be explained that there are nine accepted hypotheses ($p > 0,05$). Meanwhile, there are two rejected hypotheses because the probability is $< 0,05$ (H_1 and H_4). Figure 4 shows the final model of the SEM analysis and influence between variables.

The analysis shows that the destination service quality has no significant effect on destination image. Thus, H_1 is rejected. However, the destination service quality has a significant influence on the tourist perceived value. It means H_2 is accepted. This is because tourists in Bali are more likely to prioritize service quality rather than destination image. The tourists want to get good service, and this affects their perceptions of the destination. Tourists, who come to a tourist attraction and follow the arrangement by the travel agency, do not have much choice in vacation arrangements. This is shown by the value of destination service quality that is larger than the destination image in affecting customer value. Therefore, the management of tourist destinations should further improve the service quality provided to tourists.

The same results are also shown in the construct of the hotel service quality. It does not have a significant effect on hotel image. Thus, it shows that H_4 is rejected. However, it has a significant effect on tourist perceived value. It implies that H_3 is accepted. This may be because the tourists tend to emphasize more on service quality rather than the hotel image. In the tourists' perception, the hotels already have its standards in the facilities offered such as the service quality that the tourists feel when staying at the hotel. The results of this research indicate that the facilities provided by the hotel are not a priority for the guests. It is important for the hotel manager to improve satisfaction by providing good service. This is supported by the results of the descriptive analysis which shows more than 30% of tourists come more than three times to Bali and their purpose is the vacation (63%).

The destination service quality, hotel service quality, destination image, and hotel image have a positive and significant effect on tourist perceived value. This confirms that H_2 , H_3 , H_5 , H_7 are accepted.

This result is in line with Chi and Qu (2008), Wang *et al.* (2009), Chen and Chen (2010).

Moreover, destination image, hotel image, and tourist perceived value have a positive and significant effect on tourist satisfaction. It means that H_6 , H_8 , and H_9 are accepted. Then, tourist satisfaction can increase revisit intention and word of mouth. Based on the results, it is known that revisit intention has greater value than word of mouth. This confirms that H_{10} , H_{11} are accepted. It is in line with Milfelner, Snoj, and Korda (2011), Sadeh *et al.* (2012), and Channoi, Clemes, and Dean (2013).

H_1 is not in accordance with the previous research by Kuo and Tang (2013) and Moon, Ko, Connaughton, and Lee (2013). The researchers implied that tourists felt the positive destination image due to the good destination service quality. The results of this research are not in accordance with some previous studies because the object under study is different.

Moreover, in H_4 , the result is not suitable with Ryu, Lee, and Gon (2012), Clemes *et al.* (2009), Raza, Siddiquei, Awan, and Bukhari (2012), and Saleem and Raja (2014). They stated that there was a positive and significant relationship between hotel service quality with hotel image. This insignificant result can occur because the population of this research is three and four-star hotels. The respondents consider that the service quality and facilities provided in each hotel are the same. Hotels in certain qualifications must meet the criteria required by the government so that the facilities and services have the same standards.

Tourism businesses should manage destination and hotel service quality because it increases customer value and tourist satisfaction. Moreover, destination image and hotel is strong variables in increasing tourist satisfaction. Manager of tourist attraction is expected to focus on indicators that can increase the value perceived by tourists such as providing a center for personal information and guidance to tourists. Furthermore, the hotel manager is expected to improve the reputation of the hotel to attract tourists to stay overnight and fast service, and provide services at the promised time. Local governments and other stakeholders are expected to participate in maintaining the uniqueness of Balinese attractions and culture. Based on the results of the research, it indicates that tourists come to Bali because of historical and cultural objects, and natural attractions.

CONCLUSIONS

The purpose of this research is to examine the role of destination and hotel service quality, destination and hotel image, revisit intention, and word of mouth on tourist satisfaction in Bali. The result shows that from eleven hypotheses, nine hypotheses are accepted, and two hypotheses are rejected. The destination and hotel service quality does not have a significant effect on destination and hotel image. It means that the high destination and hotel image is not explained by the good destination and hotel service quality. It

also means that the indicators used in the destination and hotel service quality cannot fully explain the destination and hotel image. Others hypotheses (H_2 , H_3 , H_5 , H_6 , H_7 , H_8 , H_9 , H_{10} , and H_{11}) are accepted. It means the direction and the relationship are positive and significant.

The results indicate that tourist satisfaction is not only influenced by destination service quality and image but is also influenced by hotel service quality and image. The results also prove that tourist perceived value can be the mediating variable to satisfaction. Therefore, measuring the level of tourist satisfaction will be better if it measures the travel agency, airlines, hotels, tourist attractions to get the overall satisfaction of the tourist perceived value more comprehensively.

This study has several limitations. First, the research is only conducted on three and four-star hotels in Bali. It is because it is quite difficult to reach the respondents. Second, there is an outlier in data. Third, the measurement model testing has eliminated several indicators that cause the loss of information in the measurement variable.

To complement this research, the future researchers are expected to modify the destination service quality indicators to get simpler indicators. Thus, the results of the criteria for goodness of fit are better. Second, the future researchers can consider including the airline or travel agency service quality variable to obtain a more comprehensive measure of tourist satisfaction.

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APPENDIX

Survey of Antecedent of Customer Satisfaction with Bali as a Tourism Destination

This questionnaire will be used for research purposes only. I hope you want to participate in completing this questionnaire completely. This questionnaire consists of two sections (A and B). Please respond to all of the statements in the relevant sections. The listed statements below are related to your overall satisfaction with tourism object and your accommodation. Thank you for your kindness to complete this questionnaire.

A. Personal Information (please put a tick (✓) in the appropriate box below)

1. Gender: Male Female
2. Marital Status: Single Marriage
3. Nationality: Asian United Kingdom North American
 American European African
 Australian South American Russian
 Others (please specify.....)
4. Age: 16 – 25 26 – 35 36 – 45 46 – 55 56+
5. Level of Education: High School College but not Graduate
 College Graduates Post Graduate
6. Frequency comes to Bali? For the first time 2 times 3 times
 more than 3 times
7. Purpose of visit Business Vacation Seminar/Meeting
 Visiting Friends Visiting Family
 Other (please specify.....)
8. Who chose this hotel for this trip?
 By myself Company Conference
 Friends? Family Travel agent
 Other (please specify.....)

Please turn the page and continue to complete section B

B. Customers Perception

Based on your experiences as a customer, please put a tick (√) in a box, which mostly explains your attitudes. The score level are described as 1 = Strongly Disagree, 2 = Disagree, 3 = Slightly Disagree, 4 = Neutral, 5 = Slightly Agree, 6 = Agree, 7 = Strongly Agree.

Question	SD						SA
	1	2	3	4	5	6	7
Destination Service Quality							
Bali has a good natural beauty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of tourist information center at airports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of tourist information center at tourist spots	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal guidance at tourist spots	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness and hygiene of restaurants outside your place of stay	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness and hygiene at tourist spots/places of visit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hygiene level of food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disturbance by hawkers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disturbance by traffic congestion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Money exchange facilities at your place of stay	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taste of local food served at restaurants outside your place of stay	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Security at the tourist spots/places of visit.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Destination Image							
Entertainment and events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bali has wide historical & cultural object	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bali has a natural attractions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bali good place for relaxation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hotel's Service Quality							
Tangible							
Physical facilities are visually appealing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hotel has modern equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff appear neat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Materials associated with service are visually appealing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Responsiveness							
Staff telling customers exactly when services will be performed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff gives prompt services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff are always willing to help guests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff is never too busy to respond to guests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reliability							
Performing the services right the first time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provides service at the promised time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing services as promised	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Assurance							
Staff behavior instills confidence in guests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Guests feel safe in their transactions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff has knowledge to answer guests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff is consistently courteous with guests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Empathy							

Staff gives individualized attention	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff gives personalized attention	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hotel has guests' best interest at heart	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff understands specific needs of guests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hotel Image							
The reputation of this hotels is important to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This hotel makes a good impression on its guests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This hotel has a good reputation amongst customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel this hotel suits my needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer Perceived Value							
The choice to visit Bali was the right decision	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I obtained good results while visiting Bali	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bali is a place where I always wanted to travel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bali experiences were better than I expected	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer Satisfaction							
My choice to purchase this trip to Bali was a wise one	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I did the right thing when I purchased this trip to Bali	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This experience is exactly what I needed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am satisfied with my decision to visit the Bali	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Revisit Intention							
I will revisit Bali within 3 years for a vacation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I consider Bali as my first choice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have plans to revisit Bali in the near future	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Word of Mouth							
I will highly recommend Bali to others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I will say positive things about Bali to others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I will encourage others who want advice for travel destination about Bali	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Thanks for your kind attention and corporation to fill this questionnaire.

Best regards, Joko Adinegara

Kuesioner Anteseden Kepuasan Wisatawan dan Konsekuensinya Saat Berkunjung ke Bali

Kuesioner ini akan digunakan untuk kepentingan penelitian saja. Saya berharap Bapak/Ibu mau berpartisipasi dalam mengisi kuesioner ini dengan lengkap. Kuesioner ini terdiri dari 2 bagian (A dan B) dan isilah sesuai dengan petunjuk yang ada. Pertanyaan kuesioner ini berhubungan dengan kepuasan wisatawan terhadap objek wisata dan hotel saat Bapak/Ibu berkunjung ke Bali. Terimakasih banyak atas kesediaannya dalam mengisi kuesioner ini.

I. Informasi Pribadi

1. Jenis Kelamin: Laki-Laki Perempuan
2. Status: Belum Menikah Menikah
3. Asal: Sumatera Jawa Sulawesi
 Bali Ambon Papua
 NTB NTT Kalimantan
 Lainnya (.....)
4. Umur: 16 – 25 26 – 35 36 – 45 46 – 55 Diatas 55
5. Pendidikan Terakhir: SMA Diploma
 Sarjana Pasca Sarjana
6. Berapa kalikah sudah mengunjungi Bali? Pertama kali Dua kali
 Tiga kali Lebih dari 3 kali
7. Tujuan anda ke Bali Bisnis Liburan Pertemuan/Seminar
 Mengunjungi teman Mengunjungi Keluarga
 Lainnya (.....)
10. Siapa yang memilih hotel ini pada perjalanan anda sekarang ?
 Saya sendiri Perusahaan Pihak Konferensi
 Teman Saudara/keluarga Travel agent
 Lainnya (.....)

Bagian B dibalik

II. Tanggapan Wisatawan

Berdasarkan pengalaman anda, berilah tanda centang (\surd) dalam tabel, jawaban yang menurut anda paling menjelaskan/mewakili sikap anda. Skor penilaian digambarkan sebagai berikut: 1= Sangat Tidak Setuju, 2 = Tidak Setuju, 3 = Agak Tidak Setuju, 4 = Netral, 5 = Agak Setuju, 6 = Setuju, 7 = Sangat Setuju.

Pertanyaan	STS						SS
	1	2	3	4	5	6	7
Kualitas Layanan Destinasi							
Bali memiliki keindahan alam yang bagus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ketersediaan pusat informasi di bandara	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ketersediaan pusat informasi di tempat wisata	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adanya panduan pribadi di tempat wisata	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kebersihan dan kesehatan restoran di luar tempat menginap Anda	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kebersihan dan kesehatan di wisata /tempat yang dikunjungi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tingkat kesehatan/hyginitas makanan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adanya gangguan dari pedagang acung	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adanya gangguan terhadap kemacetan lalu lintas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fasilitas penukaran uang diluar tempat menginap	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rasa makanan lokal di restoran diluar tempat menginap	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Keamanan ditempat wisata atau tempat yang dikunjungi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Citra Destinasi							
Bali menawarkan hiburan dan kegiatan wisata	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bali menawarkan obyek historis dan budaya yang luas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bali memiliki atraksi masih alami untuk dinikmati	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bali memberikan kesempatan untuk relaksasi/bersantai	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kualitas Layanan Hotel							
Tangible/Bukti Fisik							
Fasilitas fisik hotel secara visual menarik	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hotel memiliki peralatan modern	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staf tampil rapi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bahan yang terkait dengan layanan menarik secara visual	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Responsiveness/Daya Tanggap							
Staf memberitahu tamu kapan tepatnya layanan akan dilakukan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staf memberikan pelayanan yang cepat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staf selalu bersedia untuk membantu tamu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staf tidak pernah terlalu sibuk untuk menanggapi tamu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reliability/Keandalan							
Melakukan layanan yang tepat pertama kalinya	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Menyediakan layanan pada waktu yang dijanjikan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Memberikan layanan seperti yang dijanjikan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Assurance/ Jaminan							
Perilaku staf menanamkan kepercayaan pada tamu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Para tamu merasa aman dalam transaksinya	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staf memiliki pengetahuan untuk menjawab tamu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staf sopan dengan tamu secara konsisten	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Empathy/ Empati							
Staf memberikan perhatian secara individual	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Staf memberikan perhatian secara pribadi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hotel melayani kepentingan tamu dari hati	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staf memahami kebutuhan tamu secara spesifik	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Citra Hotel							
Reputasi hotel ini penting bagi saya	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hotel memberikan kesan yang baik pada tamu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hotel memiliki reputasi yang baik bagi saya	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saya merasa hotel ini sesuai dengan kebutuhan saya	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nilai yang Dirasakan Pelanggan							
Pilihan mengunjungi Bali adalah keputusan yang tepat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saya mendapatkan hasil yang baik saat mengunjungi Bali	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bali adalah tempat di mana saya selalu ingin melakukan perjalanan wisata	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pengalaman di Bali lebih baik daripada yang saya harapkan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kepuasan Konsumen							
Pilihan saya untuk melakukan perjalanan ini merupakan hal yang bijaksana	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saya melakukan keputusan yang benar ketika saya melakukan perjalanan ini	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pengalaman ini adalah yang saya butuhkan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saya puas dengan keputusan saya untuk mengunjungi Bali	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Niat Berkunjung Kembali							
Saya akan berkunjung kembali dalam waktu 3 tahun	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saya mempertimbangkan Bali sebagai pilihan pertama	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saya memiliki rencana untuk mengunjungi kembali Bali dalam waktu dekat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Informasi dari Mulut ke Mulut							
Saya merekomendasikan Bali kepada orang lain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saya memberikan informasi positif kepada orang lain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saya akan mendorong orang lain untuk datang ke Bali yang meminta nasehat mengenai destinasi wisata	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Terima kasih atas perhatian dan kerjasama anda dalam mengisi kuesioner ini.

Salam, Joko Adinegara