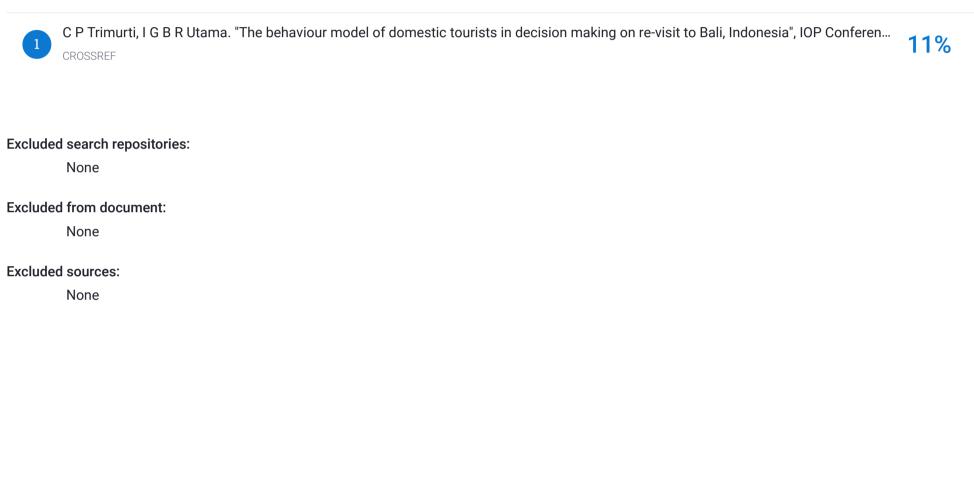turnitin

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The behaviour model of domestic tourists in decision making on re-visit to Bali, Indonesia

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Abstract. This study uses a quantitative approach using descriptive statistical analysis tools and linear regression to be able to simulate the results of the study by surveying respondents who traveled to several tourist attractions in Bali. The number of respondents in this study was 400 people who were determined by accidental sampling because the identity and population size were unknown. Correlation analysis and linear regression analysis tools are used to produce a description of the results and analyze the relationship between the developments of Bali tourism destinations on tourist revisit intention. This research has been able to show that domestic tourists are also very important, even as important as foreign tourists. The limitation is research gap refers to the application rather than theory therefore this research can be used as educational material for tourism destination managers and including local governments to position and treat all types of tourists, both domestic and foreign tourists.

1. Introduction

Tourism development policy is required to focus its attention on efforts to increase social, economic, cultural, and psychological benefits for the community and tourists. These demands indicate that the evaluation of tourism development through planned actions, including in this case tourism planning and development policies, need to be carried out periodically [1,2,3].

Long before tourism developed in Indonesia, especially in the Province of Bali, the tourism industry has become a leading sector for several countries that have tourist destinations that are in demand by tourists so that each country tries to provide better services and the provision of facilities and infrastructure needed by tourists. Maybe food and beverage facilities, as well as tourist facilities that create a sense of comfort. On the other hand, the tourism industry has an important role in efforts to increase income, and provide employment opportunities as well as in efforts to increase macroeconomic variables. International tourists try to find unique tourist destinations such as beaches, mountains, cultural heritage, dance, and arts. Most of the developed countries, such as France, Switzerland, and Austria, have received an increase in tourism income by 5% of their Gross Domestic Product. These countries create job opportunities from service industries related to tourism. This service industry includes transportation services, such as airlines, cruises, and taxis; hospitality services, such as accommodation, including hotels and resorts; and entertainment venues, such as amusement parks, casinos, shopping centers, music venues, and theatres [4].

In tourism, the terminology of product totality (4A), is an offering in the form of tourist destinations to tourists, which includes attractions, accessibility, amenities, and ancillary which can provide a competitive advantage in the market competition for tourist destinations globally. Middleton and Strick (1994) argue that in tourism marketing five elements must be involved together. The five elements are elements of market demand, elements of travel agencies (travel organizers), elements of tourism

institutions in destinations (destination organizers), elements of supply (product supply), and physical elements of accessibility. The development of the tourism sector can also encourage local governments to provide better infrastructure, provision of clean water, electricity, telecommunications, public transportation, and other supporting facilities as a logical consequence and all of which can improve the quality of life for both tourists and local communities themselves as hosts. Building tourism means agreeing to build, namely tourist attractions, especially man-made tourist attractions, while natural and cultural attractions only need arrangement and packaging. Because the distance and travel time to the destination will eventually encourage the government to build roads that are suitable for tourist transportation, while tourism supporting facilities such as hotels, inns, and restaurants must also be prepared [5,6]. The development of tourism infrastructure can be carried out independently or by inviting national private parties and even foreign investors, especially for large-scale developments such as the construction of international airports, and so on. The improvement and development of tourism infrastructure will also be enjoyed by residents in carrying out their business activities; in this context, the local community will get positive influence from tourism development in their area.

Bali Province, which is one of the tourist destinations in Indonesia, has many tourist attractions and cultural uniqueness. Culture in Bali has been integrated with the lifestyle of the people in Bali and has been able to sustain activities to preserve the environment and nature. The name Bali has also been recognized by the world, because of its history during the Dutch colonial period to the current development [7]. Bali tourism milestones in the context of cultural tourism development began in the 1920s and legally began in 1974 then on the way it was revised in 1991 and 2012. An alternative to avoiding mass tourism began to be known since the 1980s with community-based tourism [8,9]. The implementation of tourism development involves the host community [10]. The opinion of some academics is that tourists are increasingly looking for experiences that bring them closer to residents [10-13].

In the context of development and development of tourism as a product totality, namely tourist attraction, accessibility, amenities, and ancillary, the involvement of the community, industry, and the government is needed in the formulation and implementation of strategic tourism policies as a result of the development and development of tourism, especially about the innovation of facilities and infrastructure that have been carried out by the Regional Government of Bali Province as a sustainable development effort [1,2]. So that the main problems in the research are as follows:

What are the perceptions of domestic tourists about the natural beauty of Bali (X1), tourist perceptions of the uniqueness of Balinese culture (X2), tourist perceptions of the hospitality of the Balinese people as a tourist destination (X3), tourist perceptions of development hotels and restaurants in Bali (X4), Perceptions of tourists about access to tourist attractions from where they live (X5), Perceptions of tourists about the currently developing modes of transportation (X6)? Is there anything to do with the re-visit intention if we see from tourist perceptions (Y)?.

2. Literature review

In the marketing mix, there is a set of marketing tools known as the 4P mix, namely product, price, place (distribution channel), and promotion, while in tourism marketing it has several additional marketing tools which broken down or developed from product elements, such as attraction, accessibility, amenity, and ancillary so it is known as the 4A + 3P mix. So the tourism marketing mix includes 3P, namely: price, place, promotion, and added 4A, namely attraction, accessibility, amenities, and ancillary [14,15]. The seven elements of the tourism marketing mix are interrelated and influence each other so that efforts are made to produce a marketing policy that leads to effective services to achieve tourist satisfaction. So in the tourism marketing mix, there are variables that support one another, which are then combined by the destination manager to obtain the desired responses in the target market.

The approach used to classify tourism as a commodity whose aspects can be explained is deliberately created to respond to community needs. Tourism is a product of the totality of four basic aspects, namely; according to Medlik [16], there are four aspects (4A) that must be considered in the offering of tourism products as a product totality, namely:

1) Attractions (attractiveness); the availability of attractiveness in tourist destinations or

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destinations to attract tourists, which may be in the form of natural attractions as well as society and culture.

2) Accessibility (transportation); the availability of means of transportation so that domestic and foreign tourists can easily reach their destination to tourist attractions.

3) Amenities (facilities); the availability of main and supporting facilities at a destination in the form of; accommodation, restaurants, foreign exchange facilities, gift centers, and other supporting facilities related to tourist activities at a destination.

4) Ancillary (institutional); The existence of a tourist travel organizer so that tourism activities can take place, this aspect can be in the form of tour guides, travel agents, ticket bookings, and availability of information about destinations.

The four elements above are used to explain elements of tourism products that are produced and or produced as commodities consumed by tourists in one unified whole of the totality of a tourism product. Various methods can be used in seeking scientific truth in tourism, such as (1) exploratory methods of exploratory research and theory-building research (2) quantitative (3) qualitative (4) comparative studies (5) explorative (6) descriptive, and other methods following the problems and objectives of the research, this will be further explained in the next chapter [1,15].

Travel and movement of tourists are one of the basic human activities to fulfill their various needs, either in the form of experience, enlightenment, physical and psychological refreshment, or in the form of self-actualization. In line with the above, according to IUOTO (International Union of Official Travel Organization) cited by Spillane [17], tourism should be developed by every country for eight main reasons as follows: (1) Tourism as a triggering factor for national economic development and international. (2) Triggering prosperity through the development of communication, transportation, accommodation, and other services. (3) Special attention to the preservation of cultural and social values so that they have economic values. (4) Equitable welfare resulting from the consumption of tourists at a destination. (5) Foreign exchange earner. (6) Triggers of international trade. (7) Triggers for the growth and development of professional tourism educational institutions as well as specialized institutions that form a reliable and polite hospitality spirit, and (8) Market share for local products so that various products continue to develop, in line with the socio-economic dynamics in a destination area [1,15].

According to the Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism, tourism is an integral part of national development which is carried out in a systematic, planned, integrated, sustainable, and responsible manner while still protecting religious and cultural values that live in society, sustainability and environmental quality, as well as national interests. Tourism development is needed to encourage equal opportunity to do business and get benefits and be able to face the challenges of changing local, national, and global life. Tourism is all activities related to tourism and is multidimensional and multidisciplinary that appears as a manifestation of the needs of every person and country as well as interactions between tourists and local communities, fellow tourists, Government, Local Government, and entrepreneurs [1,14,15].

The central government and regional governments are obliged to (1) provide tourism information, legal protection, and security and safety to tourists; (2) creating a climate that is conducive to the development of tourism businesses, which includes opening up equal opportunities in doing business, facilitating and providing legal certainty; (3) maintaining, developing, and preserving national assets that become tourist attractions and untapped potential assets; and (4) supervise and control tourism activities to prevent and overcome various negative impacts on the wider community [1,14,15]. The above statement is relevant to the results of research conducted by Trimurti and Utama which states that the development of tourism facilities and infrastructure should be fixed to the needs of tourists [27]. In line with some of the statements above, the results of research conducted by Utama and Trimurti also emphasized that tourism destination development should be mutually beneficial between tourists, local communities, small industry players, and local governments [28].

3. Research methods

This research uses a quantitative approach using descriptive statistical analysis tools and linear regression to be able to simulate the results of the study by surveying respondents who traveled to several tourist attractions in Bali. The numbers of respondents in this study were 400 people who were determined by accidental sampling because the identity and population size were unknown. The use of accidental sampling and determination of this amount has been considered quite feasible as a survey simulation research because it has met the maximum limit of the sample size of Slovin, about 400 respondents [15]. Respondents' attitudes are measured by a Likert scale of 5 choices that directly ask their attitude towards Bali's current nature (X1), tourist perceptions of Balinese culture (X2), tourist perceptions of the hospitality of Balinese people as a tourist destination (X3), tourist perceptions of hotel development and restaurants in Bali (X4), Perceptions of tourists on access to tourist attractions from where they live (X5), Perceptions of tourists about the currently developing modes of transportation (X6). The intention to revisit (Y) is the dependent variable. The independent variables (X1,2,3,4,5) will simultaneously be correlated and regressed against the dependent variable (Y) which is considered a measurement of the intention to return to tourists [1,14,15].

4. Results and discussion

4.1. Bali tourism destination

Balinese cultural Tourism is Balinese tourism which is based on Balinese culture which is based on the *Tri Hita Karana* philosophy as the main potential by using tourism as a vehicle for its actualization, to create a dynamic reciprocal relationship between tourism and culture which makes them develop synergistically, harmoniously and sustainably to be able to provide welfare, to the community, cultural and environmental preservation [14].

The development of Bali into a major national and world tourism destination has indeed made a positive contribution to Bali itself and nationally, but on the other hand it has also caused serious negative impacts. Balinese fundamentals which include Bali Nature, Balinese Man, and Balinese Culture tend to have changed massively and systemically. Overall there has been a decrease or degradation, both in quality and quantity, in Bali's natural environment, Balinese people, and Balinese culture. [26,27]. In 2010, the growth of visits increased by 9, 01% of visits in 2009. The highest growth in visits occurred in 2016 amounting to 23.14% of visits in 2015, however, in 2017 and 2018, the growth of tourist arrivals experienced a slowdown but still increased in 2016 and 2017. Positive growth in the number of tourists going to Bali is closely related to the dynamics of Balinese culture as a world tourism destination that is constantly making improvements and innovations to Bali as a destination that covers four aspects (4A) as a single integrated totality.

4.2. Profile of respondents

The study involved 400 respondents with a predominance of respondents who were students or college students at 80.5%, then private employees by 9.3%, government employees at 7%, and the rest were entrepreneurs by 3.3% (see table 1).

Table 1. Profile of respondents according to their jobs

Jobs	Number	Frequency%
Student / Student	322	80.5
Private Employees	37	9.3
Servant / Army / Police	28	7.0
Entrepreneur / Entrepreneur	13	3.3
Total	400	100

The study also found local tourist's respondent's domination amounting to 85.6%, then domestic tourists at 14.2%, and the rest foreign tourists amounting to 0.2% (see Table 2).

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Table 2. Profile of respondents by type of domicile

Domicile	Frequency	%
Around Bali	333	83.3
Outside Bali	67	16.8
Total	400	100

This research involving 400 respondents recorded the dominance of respondents under 20 years of age was 63.2%, then 21-30 years of 22, 3%, 31-40 years at 8%, 41-50 years at 4%, and the remaining over 50 years at 2.5% (see Table 3).

Table 3. Profile of respondents by age

Age	Frequency	%
Less than 20 years	253	63.2
21-30 Years	89	22.3
31-40 Years	32	8.0
41-50 Years	16	4.0
More than 50 Years	10	2.5
Total	400	100

4.3. Tourist perceptions of bali tourism destinations

The survey results of 400 respondents illustrated that the tourist perceptions of the independent variable (4A) of Bali Tourism Destinations are as follows:

Table 4. Tourist perceptions of bali tourism destinations

Variable	Mean	Std.Dev	Specification
Natural(X1)	4.18	0.809	Agree
Culture (X2)	4.19	0.742	Agree
Society (X3)	4.19	0.721	Agree
Hotel-Restaurant (X4)	4.10	0.738	Agree
Journey (X5)	4.03	0.780	Agree
Transportation (X6)	4.04	0.791	Agree
Revisit (Y)	4.14	0.746	Agree

Valid N (list wise) = 400

Note: The mean value is the value that indicates the average respondent's perception of the respondent's answer category. Information: Range 1.00 - 1.80 means Strongly Disagree, 1.81 - 2.60 means Disagree, 2.61 - 3.40 means Average, 3.41 - 4.20 means Agree, and 4, 21 - 5.00 means Strongly Agree.

The average tourist agrees with the variables Nature (X1), Society (X3), Hotel-Restaurant (X4), Travel (X5), Transportation (X6) has developed according to tourists' expectations, and even Culture (X2) is perceived to strongly agree as to the power of Bali tourism attraction.

4.4. Simultaneous relationship between independent variables (4a) to revisit

The effect of Bali's natural beauty (X1) on (Y) with a significance value of (0.001) <0.05 can prove that the natural beauty of Bali as a tourist attraction has been able to arouse the intention of returning to Bali. The conclusion is that tourist revisit intention to Bali has been based on the influence of Bali's natural beauty. The influence of the uniqueness of Balinese culture (X2) on revisits (Y) with a significance value of (0.020) <0.05 can prove that the preservation of Balinese culture as a tourist attraction has been able to arouse the intention of returning to Bali. The influence of Balinese hospitality (X3) on the return visit (Y) of the Bali Regional Government: A significance value of (0.000) <0.05 can prove that Balinese hospitality as a tourist attraction has been able to arouse the intention of returning to Bali. The influence of Hotel-Restaurant development (X4) on Revisits (Y).

Table 5. Results of Multiple Linear Regression Analysis between variables X and Y.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.314	0.155		2.024	0.044
Natural Perception (X1)	0.146	0.044	0.158	3.335	0.001
Culture Perception (X2)	0.122	0.052	0.121	2.342	0.020
Society Perception (X3)	0.224	0.047	0.217	4.806	0.000
Hotel-Restaurant Perception (X4)	0.269	0.053	0.266	5.061	0.000
Journey Experience Perception (X5)	0.009	0.046	0.009	0.188	0.851
Transport Experience Perception (X6)	0.156	0.047	0.165	3311	0.001

Dependent Variable: Revisit (Y)
R / R Square: 0.788 / 0.629

$$Y = 0.314 + 0.146X1 + 0.122X2 + 0.224X3 + 0.269X4 + 0.009X5 + 0.156X6$$

The significance value of (0.000) <0.05 can prove that the development of Bali Hotels and Restaurants as a Bali Tourism Facility has been able to arouse the intention of returning to Bali. The Effect of Travel Services (X5) on Revisits (Y). The significance value of (0.851)> 0.05 cannot prove that travel services in Bali as an ancillary have been able to arouse the intention of returning to Bali. The effect of transportation mode (X6) on return visits (Y) The significance value of (0.001) <0.05 can prove that tourist revisits intention to Bali has been able to arouse the intention of returning to Bali.

If we look at the R Square value of 0.788, it can show that the degree of positive tourist perceptions of the aspects of tourism destination supply is strong in determining tourists to revisit Bali for their vacation. Concerning the maintenance, development, supervision, and control of tourism activities to prevent and overcome various negative impacts on the wider community [1, 14, 15], the statement of the results of this research is relevant to the results of research conducted by Trimurti and Utama which states that the construction of facilities and tourism infrastructure must still pay attention to the needs of tourists [27]. The results of this study are also relevant to the results of Utama and Trimurti's research which also emphasize that tourism destination development must be mutually beneficial between tourists, local communities, small industry players, and local governments [28].

5. Conclusions and recommendations

5.1. Conclusion

The final results of this study conclude that the revisit intention of tourists to Bali is influenced by natural perception, culture perception, society perception, hotel-restaurant perception, transport experience perception. Surprisingly, the journey experience perception does not affect the revisit to Bali, it can be understood that the Bali destination still leaves things that need to be repaired, such as garbage, traffic jams, narrowing of agricultural lands which are parts of natural perception, and cultural perception.

The average tourist agrees that the natural beauty of Bali, the friendliness of the Balinese people, the development of hotels and restaurants in Bali, the development of tourism travel services in Bali, the development of transportation modes in Bali have matched the expectations of tourists, and even cultural uniqueness is perceived as very unique as a tourist attraction in Bali [21].

The intention of returning tourists is based on the influence of Bali's natural beauty, this is done to maintain and preserve the potential for the natural beauty of Bali as an effort to develop sustainable

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tourism. The intention of returning tourists is based on the influence of the uniqueness of Balinese culture, this is done to maintain and preserve the cultural potential of Bali Tourism Destinations as a sustainable tourism development effort. The intention of returning tourists is based on the influence of the hospitality of the Balinese people, this is done to maintain and preserve the potential for the hospitality of the Balinese people owned by Bali Tourism Destinations as a sustainable tourism development effort that favors the quality of life of the local community. The intention of returning tourists is based on the influence of the development of hotel and restaurant developments in Bali; this is done because hotels and restaurants contribute directly to local revenue so that the development of tourism facilities and infrastructure in Bali is the responsibility of the government. The intention of returning tourists is based on the influence of the development of tourist travel services in Bali because the travel service business in Bali Tourism Destinations has a range of services internationally. The intention of returning tourists is based on the influence of developing modes of transportation in Bali; this is done because the modes of transportation in Bali directly contribute to local revenue so that the development of tourism facilities and infrastructure in Bali is the responsibility of the government [22, 23, 24, 25].

5.2. Suggestions

The development of tourist destinations in Bali is related to various efforts to provide services and hospitality so that the smooth running of travel can be played by the community so that local people become business actors providing services, such as accommodation facilities, attractions, access, and amenities, as well as other services [18].

This research has been able to show that domestic tourists are also very important, even as important as foreign tourists. The limitation is research gap refers to an application rather than a theory therefore this research can be used as educational material for tourism destination managers and including local governments to position and treat all types of tourists, both domestic and foreign tourists. The conclusion from the research results, the following suggestions are given: The management of tourism should be based on the expectations of tourists, local communities, and the business world based on the principles of sustainable cultural tourism development. To attract tourists to re-visit, it is better if it is based on the consideration of preserving the natural beauty of Bali, the uniqueness of Balinese culture, the potential for the hospitality of the Balinese people owned by Bali Tourism Destinations, hotels, and restaurants because they contribute directly to local revenue, the development of transportation modes in Bali. , and also consider input from travel service business actors in Bali Tourism Destinations even though they have international service coverage [19].

In addition to the role of local communities, the role of investors is also needed for regulating tourist travel traffic and providing media or travel packages that enable tourists to be able to obtain tourism satisfaction scores [20].

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