

Hotel Attributes, Satisfaction, and Travellers's Intention to Revisit Bali Cultured Hotels

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Keywords: Tourism, Hotel, Cognitive Attribute, Affective Attribute, Sensory Attribute, Satisfaction, Intention to Revisit.

Abstract: This study aims to analyze the intention of travelers to revisit Bali cultured hotels. Several previous studies have shown that the intention of traveler behavior to stay at hotels is influenced by room rate, service quality, friend/family influence, and promotion. This research applied a survey method. The research sample consisted of 161 travelers who had stayed at Bali cultured hotels. Structural Equation Modeling (SEM), with Smart Partial Least Square (PLS) software was selected as the technique of analysis. This study confirmed that three proposed hypotheses were supported. The affective attribute and sensory attribute variables significantly influence travelers satisfaction, and the satisfaction variable significantly influences the intention of the travelers to revisit Bali cultured hotels. Meanwhile, the cognitive attribute variable doesn't affect travelers' satisfaction.

1 INTRODUCTION

Tourism is an activity served by some industries such as hospitality and transportation. The hospitality industry is that in which all the companies are involved in providing services to guests such as hotels, inns, restaurants, and other recreational activities (Horner and Swarbrooke, 1996). Among all the tourist destinations in Indonesia, the region with the highest number of visits based on data in 2014 is the island of Bali, which had 40% of all visits, followed by DKI Jakarta by 30%, and Batam by 25% (Tempo, 22 November 2014). For the sustainable development of Bali tourism, one component is the amenities component of lodging accommodation, one of which is hotels. Kim and Perdue (2013) revealed that the hotel has attributes that are categorized into three areas, namely 1) Cognitive ie price, service & quality of food, national, brand recognition, & sports facilities; 2) Affective (ie. comfort and entertainment); and 3) Sensory, namely the quality of room and overall atmosphere. Meanwhile, Ro et al. (2013) argue that an interesting place is an effective combination of pleasure and arousal that travelers experience when visiting the place. As for Wu and Liang (2009), they suggest that related to

the sensory experiences of travelers, luxury hotels have a high aesthetic.

By using culture as a tourist attraction, some hotels in Bali implement the Bali cultured hotel attributes. According to Wijaya (2002), the application of traditional Balinese architectural styles to the hotel is divided into two: 1) Village-style Hotels; and 2) Palace-style Hotels. Meanwhile, Albayrak et al. (2016) reveal that in order to be successful in serving tourists, hotel managers must understand which hotel attributes are important to their market segment and the influences of those attributes on customer satisfaction.

Kotler and Keller (2016) define satisfaction as the feeling of satisfaction or dissatisfaction when consumers compare the performance of a given product with previous experience. Product/services attributes affect the satisfaction/dissatisfaction of consumers depending on their performance level. According to Jung et al. (2015), that satisfaction has a strong influence on the intention to revisit. Whereas Um et al. (2006) argue that the intention to revisit has been regarded as an extension of satisfaction rather than the initiator who reviewed the decision-making process. This study focuses on knowing the influence of the attributes of Bali

cultured hotels on the intention to revisit through the satisfaction of travelers.

2 LITERATURE REVIEW

2.1 Cultural Tourism

Picard (2003) reveals that cultural tourism is a form of tourism developed by using culture to attract tourists and care for culture through income generated by tourism. Responding to the doctrine of Cultural Tourism, The New Order government and the tourism industry gave a similar concept of 'cultural art' (Acciaoli, 1985). Bali province as a tourist destination in Indonesia makes the culture of Bali an asset, thus contributing to the development of international tourism in the Republic of Indonesia and to the fostering of Indonesian national culture (Picard, 2003). Meanwhile, Zeren, Koç, and Konuk (2014) revealed that tourism in developing countries plays a fundamental role in economic growth and development.

2.2 Hotels

Hotels are a business of providing accommodation in the form of rooms within a building, which can be equipped with food and beverage service, entertainment activities and / or other facilities on a daily basis for the purpose of obtaining benefits (Regulation of Minister of Tourism and Creative Economy No. 53/2013). The hotel class is distinguished into non-starred and starred. Star hotels are classified as one star hotels, two star hotels, three star hotels, four star hotels, and five star hotels. The classification of the hotel used as objects in this study is a five star hotel.

2.3 Hotel Attributes

Basically, most of the products offered by the hospitality and tourism industry to the consumer are the experience (Tsaur et al., 2006; Williams, 2006 in Kim and Perdue, 2013). Therefore, according to Dube et al., 2003 in Kim and Perdue (2013), in creating hotel products and services it is necessary to differentiate them from competitors with experience-related attributes. Kim and Perdue (2013), categorize the attributes of the hotel into cognitive, affective, and sensory.

Hotel Cognitive Attribute. Kim and Perdue (2013) describe that cognitive attributes are physical

dimensions or non-physical qualities that can satisfy utilitarian demand and provide functional benefit or value. At a hotel, according to Kim and Perdue (2013), cognitive attributes are price, service and quality of food, national, recognized brand, and sports facilities.

Hotel Affective Attribute. According to Kim and Perdue (2013), affective attributes are the emotions and feelings generated by the features of the object, which are real, perceived, and imagined features. At the hotel, according to Kim and Perdue (2013), affective attributes are comfort and entertainment. Associated with affective attributes, according to Ro and Mattila (2013), an interesting place is an effective combination of feelings of pleasure and arousal that travelers feel when visiting the place.

The Hotel Sensory Attribute. is an attribute that travelers receive through their senses and is concerned with creating an atmosphere for the hotel. Kim and Perdue (2013) assert that sensory attributes are room quality and overall atmosphere.

2.4 Satisfaction

Kotler and Keller (2016) defined satisfaction as a person's feelings of pleasure or disappointment that result from comparing a product's perceived performance (or outcome) to expectations. Shing and Nathan (2012) explain that satisfaction is a psychological response, feelings of pleasure or disappointment of someone who emerged after comparing the perception or impression to the performance (result) of a product and their expectations before and after consuming the product/service. In the tourism sector, the satisfaction of tourists is the result of the interaction between the experience of tourists with the destination area and the expansiveness they have about the destination. When the total quality of the experience compared to the expectation produces a feeling of satisfaction, the traveler will be satisfied; when the actual experience of travelers as compared to their expectations produces a feeling of dissatisfaction, travelers will be dissatisfied (Pizam et al., 1978). Meanwhile, Pizam et al., (1978) revealed that in most tourism products, the satisfaction of tourists is more concerned with the dimensions of expressive performance than the instrumental, such as comfort, luxury, hospitality, and reputation of hotels that emphasize room and price functionality.

2.5 Intentions to Revisit

In tourism destinations, the intention to revisit is defined as the readiness and willingness of individuals to make return visits to the same destination (Stylos et al., 2016). The most accurate predictions of the decision to revisit, for example, are the purchase of a tour package to the same destination (Han and Kim, 2010). So, the intention to revisit is the intention of consumers to visit the same destination. For travelers, the intention to revisit is the intention of behaving travelers who are willing to revisit to stay at the same hotel.

2.6 Interrelationship between Research Variables

2.6.1 Cognitive Attribute on Satisfaction

Roman and Martin (2016) state that when consumers want to choose which hotels to experience when visiting a tourist destination, the hotel's cognitive attributes have a significant influence on the hotel selection decision. As Gursoy et al. (2006) explain, cognitive attributes affect consumer satisfaction and quality perceived by consumers. Cognitive attributes contribute to satisfying consumer demand that is utilitarian and provides functional benefit or value. Based on the above explanation, the following hypothesis is proposed:

Hypothesis 1: Hotel cognitive attributes have a significant positive influence on travelers' satisfaction.

2.6.2 Affective Attribute on Satisfaction

Albayrak et al., (2016) say that the performance or achievement of the attributes in hotels has an influence on the satisfaction of travelers in the form of a satisfied or dissatisfied judgement. According to Pham (1998), affective attributes have an influence especially on consumer ratings of products that are usually based on hedonism and feelings related to the criteria. Meanwhile, Mano and Oliver (1993) and (2004) concluded that affective attributes have a crucial influence on purchasing evaluation and satisfaction after consumers experience consuming. As for Barsky and Nash (2002), they argue that the emotional response created from the affective attributes of hotels is an essential component of satisfaction and loyalty. Based on the above explanation, the following hypothesis is made:

Hypothesis 2: Hotel affective attributes have a significant positive influence on travelers' satisfaction.

2.6.3 Sensory Attribute on Satisfaction

Albayrak et al. (2016) argue that the performance of the attributes of the hotel affect the feelings of satisfied or unsatisfied travelers against the stayed-at hotel after the travelers evaluated the hotel's services. As for Kim and Perdue (2013), they reveal that the combination of sensory attributes in the atmosphere or the atmosphere of the hotel has a major influence on the evaluation of hotel services made by travelers in determining their satisfaction or dissatisfaction that influences the choice of hotel and the intensity of the purchase. Based on the above explanation, the following hypothesis is proposed:

Hypothesis 3: The hotel's sensory attributes have a significant positive influence on travelers' satisfaction.

2.6.4 Satisfaction on Intention to Revisit

Cronin and Taylor (1992) state that consumer satisfaction influences the intention to repurchase significantly in the service sector. According to Su et al., (2016), in the context of tourism, there is a relationship between consumer satisfaction and intention to revisit. Meanwhile, Kim et al. (2009) reveal that in upscale hotels, travelers will want to revisit the same hotel when the traveler has felt the satisfaction of the hotel services, therefore the hotel manager should be able to give satisfaction to ensure the intention of travelers to make a revisit. Based on the above explanation, the hypothesis is proposed as follows:

Hypothesis 4: Satisfaction has a significant positive influence on travelers' intentions to revisit a Bali cultured hotel.

All hypothesis can be seen in the model as in Figure 1.

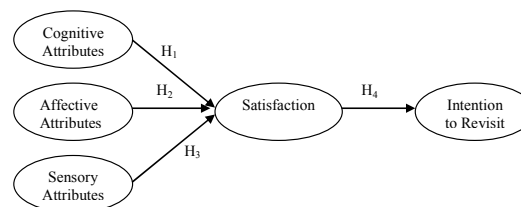


Figure 1: Analysis Model.

3 RESEARCH METHODOLOGY

3.1 Research Approach, Sampling Technique, and Analysis Techniques

This research uses a quantitative research approach with survey method. In this study there are three exogenous variables (ie cognitive attributes, affective attributes, and sensory attributes) and two endogenous variables (ie satisfaction and intention to revisit). The data were collected through questionnaires using 161 respondents who stay in a 5-star hostel with a Balinese culture concept. This research uses a purposive sampling technique. The analysis technique used in this study is Structural Equation Modeling (SEM), with Smart Partial Least Square (PLS) software.

3.2 Identification and Operational Definition of Variables

The **cognitive attribute variables** are defined as the attributes of a Bali cultured hotel that can satisfy the utilitarian demands of travelers. **Affective attribute variables** are the attributes of Bali cultured hotels that play a role in creating the emotions and feelings of the travelers. **Sensory attribute variables** are defined as the attributes of Bali cultured hotels that play a role in creating the traditional atmosphere of Balinese culture felt by travelers. **The satisfaction variable** is the feeling of pleasure or disappointment of travelers at a Bali cultured hotel after they compare between what they expect and the reality. **The intention to revisit** is defined as the desire and willingness of the travelers to the Bali cultured hotels to stay again at the hotel in the future. ach indicator in this research is measured using a five-level Likert scale, namely 1 = strongly disagree; 2 = disagree; 3 = undecided; 4 = agree; and 5 = strongly agree.

4 ANALYSIS AND DISCUSSION

Hypothesis 1 states that cognitive attributes have a positive and significant influence on travelers' satisfaction. The result of calculation by using SmartPLS 2.0 software shows the influence of cognitive attribute variable on travelers' satisfaction is a positive influence with beta coefficient value 0.0302 and t-statistics of 0.4149 (less than 1.65); this means **hypothesis 1 is not supported**. Next is the

affective 2 b hypothesis that influence attributes have a positive and significant influence on travelers' satisfaction. The result of data show that the affective attribute variable on travelers' satisfaction is a positive influence with beta coefficient value 0.4714 and t-statistic value 4,6874 (more than 1.65), thus **hypothesis 2 is supported**.

Meanwhile, hypothesis 3 states that sensory attributes have a positive and significant influence on travelers' satisfaction. The analysis shows the influence of the sensory attribute variable on travelers' satisfaction is a positive influence with beta coefficient value 0.3786 and t-statistics of 4.3704, this means that **hypothesis 3 is supported**. Hypothesis 4 states the satisfaction of travelers has a positive and significant influence on the intention to revisit. The calculation result using SmartPLS software shows the variable path of travelers' satisfaction with the intention to revisit has a positive influence with a beta value of 0.5436 and T-statistics of 5.7696, this means that **hypothesis 4 is supported**.

4.1 Discussion

The result of hypothesis testing as seen table 1 shows that the cognitive variable has no influence on the satisfaction of travelers. This is in contrast to a study by Gursoy et al. (2006), who found that cognitive attributes influence consumer satisfaction and the perceived quality of consumers. Cognitive attributes contribute to satisfying consumer demand that is utilitarian and provides functional benefit or value. There are several reasons that cause cognitive variables to have no influence on the satisfaction of travelers; for example that the sports facilities provided are only a swimming pool and yoga pavilion.

Table 1: The Results of Hypotheses Testing.

Relationship between Variables	Original Sample	t Statistics	Result	Explanation
Cognitive→Satisfaction	0.0302	0.4149	Not Significant	H1 Rejected
Affective → Satisfaction	0.4717	4.6874	Significant	H2 Accepted
Sensory →Satisfaction	0.3786	4.3704	Significant	H3 Accepted
Satisfaction →Revisit	0.5436	5.7696	Significant	H4 Accepted

The results of hypothesis 2 testing show that affective variables influence the satisfaction of travelers. According to Kim and Perdue (2013), hotel affective attributes are the attributes associated with creating emotions and feelings when

consuming hotel services. Affective attributes have an assessment influence that is usually based on hedonism feelings related to criteria. In this case, that is included in the affective attribute of the hotel of comfort and entertainment. The results of this study support research conducted by Pham (1998), Mano and Oliver (1993), and Wong (2004), that affective attributes have a crucial influence on purchasing evaluation and satisfaction after consumers experience consuming.

Next is the third hypothesis testing, indicating that the sensory variables influence the satisfaction of travelers. Gobe (2011) reveals that sensory attributes play a role in creating an ambience in a hotel that influences guest ratings. According to Gobe (2001), the combination of sensory attributes can have a strong influence on changes in consumer behavior. The hotel's sensory attributes are room quality and overall atmosphere. The results of this study are in line with the results of research conducted by Albayrak et al. (2016) and Kim and Perdue (2013) that the combination of sensory attributes in the hotel's atmosphere creates a significant influence on the evaluation of hotel services performed by guests in determining guest satisfaction or dissatisfaction that influences the choice of hotel and purchase intensity.

Finally, the findings of the analysis show that the variable of satisfaction of travelers influences the intention to revisit. In the tourism sector, the satisfaction of tourists is the result of the interaction between the experience of tourists with the destination area and the expectations they have about the destination. When the total quality of the experience compared to the expectations produces a feeling of satisfaction, the traveler will be satisfied, when the actual experience of the tourist as compared to his or her expectations produces dissatisfaction, the traveler will be dissatisfied (Pizam et al., 1978). According to Pizam et al. (1978), in most tourism products, travelers' satisfaction is more concerned with the expressive performance dimensions than the instrumental ones, such as comfort, luxury, hospitality, and reputation of hotels that emphasize room functionality and price. Satisfaction in this research is satisfaction at hotel performance. The findings of this study support research conducted by Han et al. (2009), Cole and Chancellor (2009), and Cronin and Taylor (1992) that consumer satisfaction influences the intention to repurchase significantly in the service sector.

5 CONCLUSION & IMPLICATION

Based on the findings of the data and the findings of the analysis in this study, the findings are that the hotel cognitive attributes have no influence on the satisfaction of travelers, while affective attributes and attributes of sensory hotels have a significant positive influence on traveler satisfaction, and sensory attributes have a positive influence on traveler satisfaction. Meanwhile, the satisfaction of travelers has a significant positive influence on the intention to revisit the Bali cultured hotels.

It is recommended for future researchers to conduct a study on attributes at the various Indonesian traditional nuanced (cultured) hotels in various classifications of hotel class (1 star, 2 stars, 3 stars, 4 stars, 5 stars and non starred) and hotel type category (commercial, airport, economy, suite, residential, casino, and resort). This is because of the view that the tourism industry is one of the foreign exchange contributors to the country with a wealth of culture is one of the things that make Indonesia an attractive tourist destination. Indonesia has a diversity and uniqueness of culture in each province with its diversity of ethnic and religious communities, so that research on this subject is very interesting and not much studied in research.

Balinese hotel management can improve the quality of hotel services, for example by providing traditional Balinese entertainment that allows the audience to actively engage in such activities, such as the *Joged Bumbung* dance, where audiences can dance with dancers amusingly, in the Balinese language or in English. Hotel managers are also expected to provide travelers with access to traditional and religious ceremonies in the hotel environment, such as *piodalan* (holy day anniversary based on the *Saka* calendar) at the hotel's *pelelinggih* (Hindu prayer center) as a cultural attraction, but in a manner so that the Hindu religious rules are not violated in Bali.

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