Foreign tourists' disloyalty due to geographic distance of hotels: The intention of not revisiting the Subak Cultural Landscape of Bali, Indonesia

Gallang Perdhana Dalimunthe[1]
Widyatama University
Gallang.dalimunthe@widyatama.ac.id

Obsatar Sinaga[2]
Padjadjaran University

Djoko Roespinoedji[3]
Widyatama University

Abstract

This paper aims to analyze the behavior intention of foreign tourists who visited the Subak Cultural Landscape of Bali. Analysis of behavior intention can assist related parties in achieving the target of tourist visits and increase the contribution of the agricultural sector to tourism in Gross Domestic Product. Behavior intention represents a conative level of loyalty, where loyalty is a major goal in marketing because it is a very important key for the survival and long-term sustainability. The study also included the geographic distance as a factor that can also influence the revisit intentions. Descriptive statistics is used to gather the information of foreign tourists' loyalty in visiting this particular destination. Results showed that the geographic distance results in less intentions. It can be seen from the result that foreign tourists aren't passionate enough in revisiting the destination, even though still willing to recommend and do the word-of-mouth marketing.

Introduction

To increase the number of tourist visits, especially foreign tourists, the relevant parties must know what exactly is the background of foreign tourists in visiting certain tourist places, especially in the territory of Indonesia. Previously, Gray (1970) in Arismayanti and Rahyuda (2020) generally explained about 2 types of tourists who have different characteristics. Sunlust tourists are tourists who visit a destination with the main purpose of rest and relaxation. This type of traveler is very price sensitive, has expectations of weather conditions and accommodations that are tailored to certain standards. On the other hand, wanderlust tourists are tourists who are motivated to get new experiences, learn new cultures, or to admire natural beauty that has never been seen before. This type of tourist prefers destinations that offer cultural uniqueness and natural beauty that contains learning values. In short, sunlust tourists can be categorized as general interest tourists, and wanderlust tourists can be categorized as special interest tourists.

Bali is an area in Indonesia known as the main gateway for foreign tourists. According to the Ministry of Tourism, the number of foreign tourists entering through Ngurah Rai airport has the highest percentage compared to other gateways in Indonesia. In addition, the number of foreign tourists entering Indonesia through Bali also experienced growth. According to the Bali Provincial Tourism Office (2018), it was recorded that in 2016 there were 4,885,062 foreign tourists who came to Bali, where this number experienced a growth of 23.60% when compared to 2015 which only amounted to 3,952,354 foreign tourists. Likewise for 2017 foreign tourist visits to Bali grew by 16.32% with a total of 5,682,248 visits. Meanwhile, at the end of semester 1 of 2018 (January 2018 - June 2018) when compared to semester 1 of the previous year (January 2017 - June 2017) the growth was recorded at 2.01%.

One of the tourist attractions of Bali which is recognized as a World Heritage Site by UNESCO is the Subak Cultural Landscape. Subak is a community organization that specifically regulates the rice field irrigation system which is closely related to culture and religion in Balinese society. There are 5 Subak locations recognized by UNESCO as World Cultural Heritage sites in Bali, namely Ulun Danu Batur Temple, Lake Batur, Subak Landscape in the Pakerisan River Basin, Subak Landscape from Catur Angga Batukaru in Jatiluwih, and Taman Ayun Temple. The tourism industry can help diversify the economy in rural areas, especially those closely related to agriculture, which is very vulnerable to weather and market fluctuations which can certainly affect the economic aspects of the area. With the tourism industry, the opportunity to develop will be wider (Phillips, Wolfe, Hodur, & Leistritz, 2013).

Analysis of behavioral intentions, such as attracting visitors back in the future and at the same time recommending tourist attractions to others in their environment (Lee, Petrick, & Crompton, 2007) can assist related parties in achieving the target of tourist visits and increase the contribution of the agricultural sector to tourism in Gross Domestic Product (GDP). A better understanding of behavioral intentions can help industry players including the government to adapt, meet customer needs so as to further increase visits to tourist attractions. Tourists may not be willing to see it gain due to the geographic distance, that's the reason why the present study has included it as a factor that can determine the interests to revisit.

Behavioral intentions represent a conative level of loyalty, where loyalty is a major goal in marketing because it is a very important key for the survival and long-term sustainability of a company (Chen & Chen, 2010), or in this case survival and sustainability of Subak irrigation system from the agricultural sector as a tourist attraction. Intrapersonal communication has long been recognized as one of the most important things affecting the tourism industry. Word-of-mouth marketing and repurchase/revisit intentions are part of behavior intentions Chen and Tsai (2007), in which this concept has been studied for its influence on tourism products in various countries both negatively and positively (Litvin, Goldsmith, & Pan, 2008).

So the focus of this research are the behavioral intentions (recommending to others, revisit intention, word-of-mouth communication) which represents the conative level of the loyalty of foreign tourists in Subak Cultural Landscape in Bali Province.

Behavior intention

Loyalty can be seen in measures of attitude and behavior. The attitude measure refers to a certain desire to continue a relationship with the producer, while the behavioral perspective refers more to a repeat patronage (Chen & Chen, 2010). Loyalty is defined as a high commitment to repurchase a certain product or service consistently in the future even though there are many

marketing influences from other parties that can lead to the possibility of switching brands (Oliver, 1999). So from this definition it can be seen that loyal customers are customers who will remain firm on one brand of product or service and are not tempted to replace it with another brand.

Behavioral intention is explained as an attitude to re-consume a product or service based on previous experience, and this attitude is closely related to the customer's intention to re-consume or recommend a product or service to others (Oliver, 1999). Still according to (Oliver, 1999), loyalty is divided into 4 stages, namely cognitive loyalty, affective loyalty, conative loyalty, and action loyalty, and a good behavioral intention usually represents consumer loyalty in a conative level.

In the context of tourism, the future behavioral intention of a visitor to a tourist site is measured by the desire to make a return visit in the future and the willingness to recommend it to others (Chen & Tsai, 2007). Behavioral intentions are also described as intentions to repurchase and do word-of-mouth marketing (Petrick, 2004). This word of mouth marketing process is a marketing concept that is carried out to recommend products or services to others.Zeithaml, Berry, and Parasuraman (1996) asserted that behavioral intention is the tendency of consumers to switch, recommend, and continue further relationships with producers.

Methodology

The method used in collecting data and information is a descriptive survey and an explanatory survey using a questionnaire to obtain more specific information from the research population. By considering the geographical distance the study has selected only one place. The unit of analysis in this study is 5 Subak-based tourist sites in the province of Bali, while the unit of observation is foreign tourists from 5 Subak locations, divided into several proportional samples for each location. The number of samples taken was 250 people based on Hair's recommendation in 2013 which stated that the determination of the number of samples for SEM was between 200-400 samples. The distribution of sample members is calculated based on the proportional distribution of the average number of tourist visits from each location.

Result and analysis

Behavioral intention consists of three indicators, namely recommending to others, revisit intention, and word-of-mouth communication. Following are the responses of foreign tourists regarding behavior intention:

Table 1
Foreign tourists' responses to behavior intention

No	Statement	Alternative of answers					Sum	Average
		5	4	2	2	1		
1	BI1	100	145	5	0	0	250	4,38
2	BI2	13	45	153	37	2	250	3,12
3	BI3	112	134	4	0	0	250	4,43
Behavior intention						3,98		

In general, this variable is in good condition, but in the second dimension (revisit intention) there are quite a lot of foreign tourists who stated that they do not agree or even disagree to revisit the destination, although they will still recommend to others or communicate to others that contains positive things. This situation is explained by Larsen and Wolff (2019) in their research in Norway regarding the comparison of the intention to revisit between domestic and foreign tourists.

It is stated that the foreign tourists' intention to revisit is influenced by the geographical distance between the domicile of foreign tourists and tourist destinations. The farther the geographical distance, the less likely it is that foreign tourists will revisit a tourist destination. The support for this theory is clearly illustrated in research involving foreign tourists for all foreign tourists, with foreign tourists from Europe as the majority of visitors. This makes it a new finding for tourist destinations, especially cultural tourism in developing countries.

Several previous studies conducted in historical and cultural tourist destinations showed good results on testing the behavioral intentions of tourists, especially for the dimensions of revisit

603

intentions (Chen & Chen, 2010; Li, Shen, & Wen, 2016; Mansour & Ariffin, 2017; Wu & Li, 2017). However, according to (Wu & Li, 2017), foreign tourists' perceptions of behavioral intentions in particular can have different results for research conducted in historical and cultural tourist destinations in different regions or countries. The results of this test prove that generalization cannot be done because the different characteristics of destinations located in different regions give different results.

Conclusion

Foreign tourists' disloyalty can be seen from the intention of not revisiting the destination that is caused by the geographical aspect. For instance, they gain a hotel room at a greater distance due to which they lost their interest. To increase foreign tourist visitor to this destination the government can create promotional strategies to south east asian countries which are geographically closer to Indonesia. Hence, the geographic distance is a vital factor in determining the interest to revisit the Bali.

However, to increase the revisit of foreign tourists which are geographically farther, further research can be conducted to gather the data which contains the informations of what can probably make them want to revisit. The gathered data can be analyzed and implemented to create value in each destinations that is well perceived by the geographically-far foreign tourists to revisit the destinations.

References

Arismayanti, N. K., & Rahyuda, I. (2020). Comparison Study of Foreign Tourist Preferences in Choose The Attributes of Tourism Destination Pre and Post Natural Disaster. 229-249. doi:https://doi.org/10.24922/eot.v7i2.64592

Chen, C.-F., & Chen, F.-S. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism management, 31*(1), 29-35. doi:https://doi.org/10.1016/j.tourman.2009.02.008

Chen, C.-F., & Tsai, D. (2007). How destination image and evaluative factors affect behavioral intentions? *Tourism management, 28*(4), 1115-1122. doi:https://doi.org/10.1016/j.tourman.2006.07.007

Larsen, S., & Wolff, K. (2019). In defence of the domestic tourist-a comparison of domestic and international tourists' revisit-intentions, word-of-mouth propensity, satisfaction and expenditures. *Scandinavian Journal of Hospitality and Tourism, 19*(4-5), 422-428. doi:https://doi.org/10.1080/15022250.2019.1695659

Lee, S. Y., Petrick, J. F., & Crompton, J. (2007). The roles of quality and intermediary constructs in determining festival attendees' behavioral intention. *Journal of Travel Research, 45*(4), 402-412. doi:https://doi.org/10.1177/0047287507299566

Li, X., Shen, H., & Wen, H. (2016). A study on tourists perceived authenticity towards experience quality and behavior intention of cultural heritage in Macao. *International Journal of Marketing Studies, 8*(4), 117-123. doi:10.5539/ijms.v8n4p117

Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism management, 29*(3), 458-468. doi:https://doi.org/10.1016/j.tourman.2007.05.011

Mansour, J. S., & Ariffin, A. A. M. (2017). The effects of local hospitality, commercial hospitality and experience quality on behavioral intention in cultural heritage tourism. *Journal of Quality Assurance in Hospitality & Tourism, 18*(2), 149-172. doi:https://doi.org/10.1080/1528008X.2016.1169474

Oliver, R. L. (1999). Whence consumer loyalty? *Journal of marketing, 63*(4_suppl1), 33-44. doi:https://doi.org/10.1177/00222429990634s105

Petrick, J. F. (2004). The roles of quality, value, and satisfaction in predicting cruise passengers' behavioral intentions. *Journal of Travel Research, 42*(4), 397-407. doi:https://doi.org/10.1177/0047287504263037

Phillips, W. J., Wolfe, K., Hodur, N., & Leistritz, F. L. (2013). Tourist word of mouth and revisit intentions to rural tourism destinations: A case of North Dakota, USA. *International Journal of Tourism Research, 15*(1), 93-104. doi: https://doi.org/10.1002/jtr.879

Wu, H.-C., & Li, T. (2017). A study of experiential quality, perceived value, heritage image, experiential satisfaction, and behavioral intentions for heritage tourists. *Journal of*

Hospitality & Tourism Research, 41(8), 904-944. doi:https://doi.org/10.1177/1096348014525638

Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of marketing, 60*(2), 31-46. doi:https://doi.org/10.1177/002224299606000203