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Perception of Tourism Satisfaction: A Study at Blimbingsari Tourism Village in Bali

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Abstract: Blimbingsari tourism village has decreased in the number of tourist visits, even though the potential of tourist attractions offered is increasingly diverse. This situation is a major concern for managers in an effort to increase visiting tourists. The purpose of this study was to analyze the service quality attributes considered important by tourists as well as the perceived performance they felt when visiting. The sample size is 99, which consist of both domestic and foreign tourists. Importance Performance Analysis (IPA) is used in order to identify service quality attributes. The results show that there is a gap between the level of importance and performance of service quality attributes. Based on cartesian diagram, it is found that there is one attribute in concentrate here quadrant which is the main priority to be improved. These attribute is the experience of trekking, hiking, bird watching, and local activities. Based on the results obtained of customer satisfaction index, service qualities that have been given are on criteria quite satisfactory. The results of this analysis can help the village and tourism management staff in improving the service quality of tourists in terms of service, accommodation and cuisine. Research recommendations are also discussed to obtain more comprehensive results in measuring the satisfaction of tourists when visiting tourism village destination.

Keywords: importance, performance, service quality, tourist satisfaction, tourism village.

Introduction

Tourism is one of the industries that experience rapid development in the world; so many entrepreneurs invest in tourism. The impact of tourism activities is very diverse, including being able to increase employment opportunities, increase a region's original income and changes in the socio-economic community. Based on the report of regional economic study from Bank Indonesia, it is stated that in 2018, the Bali economy grew by 6.09%, including from an increase in foreign tourist arrivals and export growth to foreign countries and also Bali is the largest foreign tourist contributor in Indonesia (Bank Indonesia, August, 2018). This shows that, tourism activities have a significant impact on the

economic development of a region. Tourist destinations must be managed well through planning, management and coordination among stakeholders so that they can provide benefits among these stakeholders. Understanding tourist preferences in choosing tourist destination is an important input for tourism managers in the tourism planning and marketing process.

Tourists' motives for traveling are always changing from time to time. Tourists in determining their vacation destination are influenced by many factors including the free time they have, the resources, and purpose of traveling. An area can be a tourist destination if it has a component of tourist destinations. Cooper et al. (1993) identified four important components in the tourism industry namely attraction, accessibility, amenity, and ancillary service. Jembrana Regency, which is in West Bali, is one of the regencies in Bali that seeks to increase the number of tourist visits to the region. Jembrana Regency already has better road access, has supporting facilities, tourist attractions and is managed professionally. Tourist attraction activities offered are cultural and natural tourist attractions. One of the villages that offer cultural and natural tourism is Blimbingsari Village.

Blimbingsari Village offers a tourist village concept to tourists, and has been designated as a tourism village (Community Based Tourism Association) on December 16, 2011 by the Governor of Bali and inaugurated on December 25, 2011 by the Regent of Jembrana. The location of Blimbingsari Village at the foot of the mountain provides a cool and comfortable atmosphere. The potential attractions are offered to tourists is spiritual, cultural and natural tourism. Spiritual tourism activities are carried out because the majority of the population is Balinese and embrace Christianity.

The church in this village has Balinese architecture and ornaments, as well as local people, giving their family names with a blend of Balinese names and names from Bible Scriptures. Balinese name such as Putu, Made, Komang or Ketut combined with names taken from Bible become Made Matthew, Nyoman Johannes, Ketut Luke and other. Moreover, people also use Balinese and traditional Balinese gamelan to accompany the worship in Church. This is one of the attractions of tourists to know more about the existing cultural mix. Natural tourism activities offered by Blimbingsari Village are Grojogan water tours, camping, hiking, trekking, bird watching and participating in local community activities such as making palm juice. For tourists who want to stay overnight, Blimbingsari Village provides homestays which are provided by the local community.

The community rents out some of its rooms for tourists with facilities and standard hotel rooms in general. Tourists will stay with the community whose rooms are used as homestays and can interact directly during their stay. Tourists who come not only from domestic tourists but also from foreign tourists and most of them from the Netherlands, Australia, Germany, Japan and other countries. The promotion carried out by both the village government and the Jembrana regional government greatly helped the efforts of tourists to visit Blimbingsari Village. The number of tourist visits from 2012 to 2016 continued to increase. But in 2017, the level of tourist visits decreased by 69%. This situation will have an impact on the income that will be received by the community (Bali Government Tourism Office, 2018).

The management of tourism activities for tourists is handled by the Tourism Committee. The committee is responsible for tourist's activities from the schedule of all activities and

arranging accommodation for tourists who stay. In an effort to maintain and increase tourist visits, an effort is needed by the Tourism Committee in serving tourists to provide satisfaction including promoting through travel agents, brochures, websites and other media.

Tourist satisfaction depends on supply performance in relation to expectations, whether tourists interpret the existence of irregularities between the two. Providing services in accordance with tourist expectations is the goal of every tourist destination manager. If it is not in line with expectations, then tourists will feel disappointed, if in line with expectations, tourists will feel satisfied, and if it exceeds the expectations of tourists, then tourists feel very satisfied (Kotler & Keller, 2009). Giving satisfaction to tourists is very important because it has an effect on the hopes and subsequent intentions of the decision to come back (Fuchs & Weiermair, 2004).

In general, satisfaction is a feeling of pleasure or disappointment that arises because of comparing perceived performance of the product (or outcome) to their expectations (Kotler & Keller, 2009: 139). Assessing the perception of tourists, is a matter that needs to be done because by identifying the attributes of interests and the performance of service quality perceived by tourists, can help in an effort to improve the quality of service to tourists. Dimensions of quality of accessibility, accommodation, tourism activities have a significant, direct and positive relationship with tourist satisfaction and their intention to return (Haghkhah, et al. 2011).

This study uses Importance Performance Analysis (IPA) in assessing the perception of tourists when visiting Blimbingsari Village, because the results will make it easier for managers to identify expectation and performance from tourists. The survey was designed to get information from tourist. Measurement of service quality is carried out in an effort to increase the number of tourist visits. The results of this study will help the tourism committee in developing and improving strategies to attract tourists, while at the same time improving services and satisfaction. Understanding tourist preferences and perceptions can provide input to managers in planning and tourism marketing programs.

Literature Review

Tourism

Tourism is one of the drivers in the economy of a region and has become a global industry. Tourism plays a very important role in the economic and social development of most countries in the world, creating jobs and other services such as travel, accommodation, catering, maintenance of culture and traditions, especially the handicraft industry and preservation of ecosystems (Zaei & Zaei, 2013). According to The Regulation No. 10 of 2009, about Tourism, it is stated that tourists are people who do tourism. Then tourism is a variety of tourism activities and supported by various facilities and services provided by the community, businessmen, and the Regional Government. While tourism is a whole activity that is related to tourism and is multidimensional and multidisciplinary which is appears as a manifestation of the needs of each person and the state, as well as the interaction between tourists and the local community, fellow tourists, local governments and entrepreneurs. Based on this regulation, it is clear that cooperation between the

community, employers, the central government and local governments is needed so that tourism activities can run well and can benefit all stakeholders.

Tourism development has benefited the community at a tourist destination, not only by people who are directly involved in tourism, but also as a driver for the development of other sectors. Community involvement in supporting tourism growth is very high. The community is involved in preserving and maintaining the authenticity of the tourist assets offered to tourists. The development of tourism today leads to local community-based tourism (CBT) as stated by Baskoro & Cecep (2008) which states that CBT is a concept that emphasizes empowering communities to better understand the values and assets they have, such as culture, customs, culinary cuisine, and lifestyle. In the context of tourism development, the community is the main attraction for travel experiences.

Furthermore Suansri (2003) defines CBT as tourism which takes into account aspects of environmental, social and cultural sustainability. CBT is a tool for community development and environmental conservation, or in other words CBT is a tool to realize sustainable tourism development. Increasing the number of tourists is an effort for destination managers to keep tourism going and provide quality services to tourists. Satisfied tourists will tend to be loyal and visit again on holidays that will come and recommend the destination to friends and relatives to vacation to the same destination (Som & Badarneh, 2011). Therefore, tourism managers must be able to provide good services including the availability of supporting facilities that can provide tourist satisfaction.

Quality of Tourism Service

One effort that can be done by a company in an effort to differentiate its company from competitors is by providing good quality services consistently, and the key is to provide services that exceed customer expectations (Kotler et al., 2003). Today, many companies, especially service companies, have invested in efforts to develop leaner and more efficient service systems to provide satisfaction to customers. In the context of tourism, service quality refers to performance services from the attributes of service quality perceived by tourists during tourism activities. Therefore, providing attributes of service quality in accordance with customer expectations is essential for managers of tourist destinations.

For the service industry, maintaining customer loyalty is more difficult and challenging because the determinants of behavior from customers are more complex and are related to four service characteristics, namely (1) Intangibility; cannot be felt before consumption, (2) heterogeneity; inability to standardize the output of services compared to goods, (3) Inseparability; cannot be separated between service providers and consumers, (4) Perishability; services cannot be stored (Zeithmal et al., 1985). Factors that influence the quality of services in tourism (Haghkhah et al, 2011) are destination, accommodation, quality of accommodation, interaction, environment, and value. Furthermore, Al-Ababneh (2013) shows that there are five main components in the destination product as a whole, consisting of attractions in the destination and environment, destination facilities and services, accessibility of destinations, destination image, and prices for customers. Research from Al-Ababneh (2013) confirms that service quality directly impacts tourist satisfaction on all destination facilities, destination accessibility and destination attractiveness. This study argues that there is a significant impact of service quality on tourist satisfaction, and

therefore service quality plays an important role in tourism by increasing the level of tourist satisfaction.

Tourist Satisfaction

In the era of globalization that continues to experience development, companies must realize that customers are factors that must receive primary attention, especially in managing a tourist destination. Therefore, measuring the level of customer satisfaction is very necessary and to find out whether the services provided are in accordance with the wishes of violation. Through customer satisfaction, it is expected that loyalty will be created where customers will come back to make repeat purchases (Jani & Han, 2013). Kotler et al. (2003) states satisfaction is a feeling of pleasure or disappointment that appears after comparing the perception of the performance of a product with consumer expectations. Performance that is below expectations has an impact on tourist dissatisfaction.

However, performance that meets consumer expectations has an impact on customer satisfaction. Achieving customer satisfaction is the key to consumer loyalty. Satisfaction is an important element in maintaining long-term relationships with customers. Dmitrovic et al. (2009) suggested that increasing tourist satisfaction can lead to an increase in income and profits for service providers. Likewise Forozia et al. (2013) stated that customer satisfaction is the main factor that drives tourism businesses to gain success and profit in competition. Therefore, recognizing and understanding the cognitive and behavioral consequences of satisfaction has important implications for management's objectives.

Consumer satisfaction can be achieved if the expected quality of service is in accordance with the wishes (Liao, 2012). If the service received by the consumer exceeds or equals his expectation, then the service provided by the service provider is satisfactory. In evaluating tourist satisfaction, most of the research applies disconfirmation expectation models, where consumers have expectations about the product before buying it and then consumers compare their expectations with actual performance (Oliver, 1980). If the performance is better than expected, the consumer has a positive confirmation which means that the consumer feels satisfied and willing to repeat the purchase. If the performance is worse than expected, then the consumer has a negative disconfirmation, which means that consumers are not satisfied and look for alternatives to the next purchase.

Chen & Chen, (2010) in their research stated that in order to improve the quality of experience of tourists who conduct cultural tourism activities, management ensures quality of experience that leads to perceived value and satisfaction because it is an important issue for managers in planning their destination sustainability strategies. Tourist experience has become a major concept in cultural tourism marketing, because tourist satisfaction is often determined by the global experience they experience. Total tourist experience in the context of cultural tourism is formed from recreation, culture, education, and social interaction. Corte et al. (2015) states that a positive tourist experience of services, products, and other resources provided by tourism destinations can result in customer retention and positive word of mouth information.

Satisfaction with travel experience contributes to destination loyalty. The level of destination tourist loyalty is reflected in their intention to return and recommend the

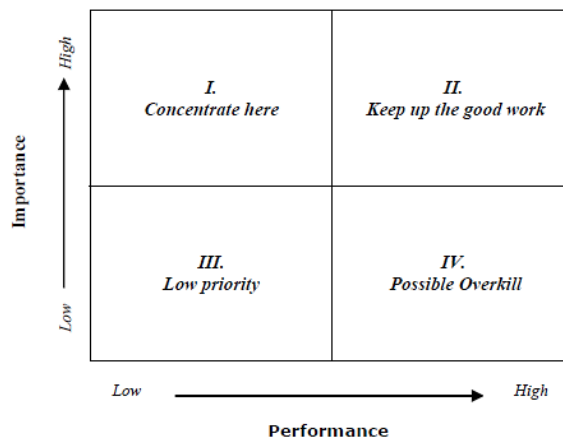
destination to others. So, information about tourist loyalty is important for marketers and managers in order to maintain the attractiveness of the destination. Therefore, managers of tourist destinations must be able to meet the expectations of tourists and serve tourists well so as to provide satisfaction so that a positive evaluation is created and will result in higher tourist commitment to tourist destinations.

Importance Performance Analysis

Service quality has become the main concern of company managers, because service quality can provide competitive advantages with other companies. Parasuraman et al. (1985) developed a service quality (Servqual) measurement instrument. However, servqual instruments have limitations in assessing expectations and performance separately (Brown et al., 1993). Then Cronin and Taylor (1992) developed the SERVPERF technique to evaluate service quality based on performance alone. Furthermore, Martilla and James (1997) introduced the Importance Performance Analysis (IPA) technique which measures service quality assessment from two points of view of consumers, namely between the importance level and the quality of performance perceived by consumers.

Importance Performance Analysis is a technique that can help management in making decisions easier. In the IPA model, customer perceptions and importance level are plotted on the grid which is divided into 4 quadrants, formed based on the average value of the ratings of importance and customer perceptions. The value is then assessed according to its position in the quadrant on the grid. Each quadrant shows a different response from the point of view of the marketing strategy. Quadrant I (keep up the good work) is a quadrant of attributes that have a standard level of interest and performance; Quadrant II (concentrate here) shows attributes which, although considered very important, have below average performance; Quadrant III (low priority) shows product attributes that are considered unimportant and have low performance; Quadrant IV (possible overkill) shows product attributes that have high performance but are considered not important.

Figure 1 IPA Model (Wade & Eagles, 2003)



IPA has been used to assess the attributes of service quality from the tourism sector (Frauman 2012; Wade & Eagles, 2003; Barbieri, 2010; Bindu & Kanagaraj, 2013) and the restaurant sector (Lin et al., 2015; Adinegara & Turker, 2016; Nindiani et al, 2017). Of all these studies, IPA provides useful information to improve the quality of service to

consumers, develop marketing strategies, and assist in managerial decision making (Barbieri, 2010). Wade & Eagles (2003) state that the IPA provides managers with valuable information in measuring customer satisfaction and allocating resources efficient, can identify the strengths and weaknesses of brands, products and services by comparing two criteria, namely the level of importance and performance evaluation of the attributes of service providers.

Methods

This research was conducted in Blimbingsari Tourism Village at Jembrana Regency and the type of research used was quantitative research. The variables used in this study are variable of importance and variable of performance in the form of service quality attributes. Attributes in the variable are based on the results of the analysis of the results from previous studies that are adjusted to the actual situation in the object of the study, so that the attributes that will be assessed by tourists. The attributes used are attributes that related to accessibility (easy to access tourist attraction, quality of roads, easy to access guest house), service (information center, friendliness of staffs, and friendliness of local residents), accommodation (cleanliness, local food, and comfortable), attractions (natural attraction, cultures heritage and local activities) and environment (village atmosphere, cleanliness of village, and cleanliness of tourism object). The indicators used in this study are the results of the identification of research indicators from Bindu and Kanagaraj (2013); Saleh, et al. (2013); Bagri & Kala (2015).

The population in this study were tourists both foreign tourists and domestic tourists who visited the Blimbingsari Tourism Village. The sampling technique used is accidental sampling technique. The instruments used are divided into two parts, namely (1) information on tourist demographics and (2) tourist perceptions of attributes of interests / expectations and performance / perceptions and their satisfaction with these attributes. The distribution of questionnaires was carried out when tourists had finished visiting and filled before they left Blimbingsari Village. All evaluations were measured using a five-point Likert Summated Scale (LSR) which refers to the variables of interest and performance. The number of tourists visiting Blimbingsari Village in 2017 was 3,790 tourists (Bali Government Tourist Office, 2018). Determination of sample size used the criteria of Slovin (Ghozali, 2011), so that the sample size in this study were 99 respondents.

Findings

Before analyzing the results of the questionnaires collected from the research respondents, the instruments were used to test the validity and reliability. Based on the results of the pilot test with a sample size of 30 respondents, in order to the value and results of measurement will be closed to the normal distribution, and the results obtained that all statement items are declared valid (> 0.3) and reliable (> 0.6). As a guideline for tourists to assess the importance and performance of the service quality, Likert scale with a value of 1-5 scale is used to measure the perception of tourist satisfaction.

Majority respondents who fill the questionnaire are female (52%). They are married (62%) and most of them from Indonesia (69%, Asia (11%), America (14%), and Europe 6%. They are 16-25 years old (28%) because Blimbingsari Village is widely used for camps, and followed by ages 46 - 55 by 25%, probably because Blimbingsari Village is a spiritual

tourism destination. They have Bachelor Degree (38%). Most of the respondents work as private employees (50%). They visited Blimbingsari Village for the first time (89%) and for vacation (46%). These results indicate that tourists, who visit the Blimbingsari Village for holidays, are the first time, working as private employees and from Indonesia.

Suitability level analysis is to compare the importance score with the performance level score. This level of suitability will determine the priority order of increasing factors that can affect the quality of service in Blimbingsari Village. This study uses two variables, namely the level of importance symbolized by the letter (Y) and the level of performance symbolized by the letter (X).

Table 1 Assessment of Suitability Level of Expectation and Performance

No	Service Quality Indicator	Importance (\bar{Y})	Performance (\bar{X})	Level of Suitability
	Accessibility			
1	Easy access to tourist attractions	4.67	3.97	85.01
2	Road quality in tourist attractions	4.34	3.66	84.33
3	Ease of access to lodging	4.29	3.49	81.35
	Service			
4	Tourist information and service facilities	4.56	3.64	79.82
5	Hospitality of the serving staff	4.46	3.66	82.06
6	Hospitality from local residents	4.28	3.35	78.27
	Accommodation			
7	Cleanliness guest house	4.19	3.29	78.52
8	Quality of local cuisine	4.12	3.59	87.14
9	Comfort of guest house	4.52	3.77	83.41
	Attraction			
10	Beautiful village views	4.44	3.72	83.78
11	Diverse cultures and traditions	4.34	3.91	90.09
12	Experience trekking, hiking, bird watching, and local activities	4.61	3.48	75.49
	Environment			
13	Comfortable and peaceful village atmosphere	4.68	3.71	79.27
14	Cleanliness of the village area	4.47	3.87	86.58
15	Cleanliness of tourist attractions	4.67	3.88	83.08

Source: data processed (2017)

Based on the respondents' assessment in Table 1, it can be explained that the average importance is 4.44 then the average performance is 3.67. From these results it can be explained that the average level of performance assessment is below the average rating of importance (performance < importance). Then the performance value based on the suitability level of 60.82% is below 100%, which means that tourists visiting the Blimbingsari Village have not satisfactorily meant that tourists fully get services in

accordance with the expectations of tourists. The analysis used to identify the attributes of the level of importance and performance in meeting expectations to create tourist satisfaction is gap. Gap analysis is done to find out whether there is a gap between the level of importance and the level of performance in the variables analysed. The test is done by distinguishing the level of importance and performance and then quadrant analysis is done by making a Cartesian diagram.

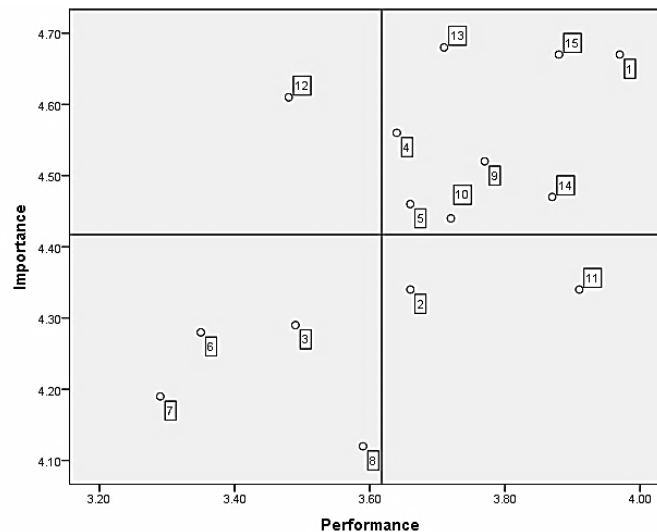
Table 2 Gap Analysis

No	Service Quality Indicator	Importance (\bar{Y})	Performance (\bar{X})	Gap
	Accessibility			
1	Easy access to tourist attractions	4.67	3.97	-0.7
2	Road quality in tourist attractions	4.34	3.66	-0.68
3	Ease of access to lodging	4.29	3.49	-0.8
	Service			
4	Tourist information and service facilities	4.56	3.64	-0.92
5	Hospitality of the serving staff	4.46	3.66	-0.8
6	Hospitality from local residents	4.28	3.35	-0.93
	Accommodation			
7	Cleanliness guest house	4.19	3.29	-0.9
8	Quality of local cuisine	4.12	3.59	-0.53
9	Comfort of guest house	4.52	3.77	-0.75
	Attraction			
10	Beautiful village views	4.44	3.72	-0.72
11	Diverse cultures and traditions	4.34	3.91	-0.43
12	Experience trekking, hiking, bird watching, and local activities	4.61	3.48	-1.13
	Environment			
13	Comfortable and peaceful village atmosphere	4.68	3.71	-0.97
14	Cleanliness of the village area	4.47	3.87	-0.6
15	Cleanliness of tourist attractions	4.67	3.88	-0.79

Source: data processed (2017)

Based on Table 2, it can be explained that there is a gap between importance and performance based on a value that has a negative (-) sign. This means that almost every dimension represented by indicators is still below the level of tourist interest. The greater the value of the gap, the indicators will be prioritized to improve their services. For this reason, the management of the Blimbingsari Tourism Village must strive to improve its performance in service to tourists who visit, especially on the indicator of the experience of enjoying trekking, hiking and local activities (gap of -1.13), because according to the respondents' assessment, these dimensions have a level of suitability between performance and lowest expectations. The next step is to make a Cartesian diagram. Based on the results of the calculation, the average interest rating was 4.4 and the average performance rating was 3.6. These data are then entered into the Importance Performance Analysis quadrant analysis Diagram Cartesian as shown in Figure 2.

Figure 2 Cartesian Diagram of Tourism Expectation



Based on the Cartesian Importance Performance diagram in Figure 2, the factors related to the service quality of tourists' satisfaction visiting Blimbingsari Tourism Village can be grouped in each quadrant. There is one attribute include in the concentrate here quadrant (experience trekking, hiking, bird watching, and local activities). The attribute that lie in this quadrant is considered as very important factor but the current condition is not satisfactory for tourists visiting Blimbingsari Village, so the village management must strive for adequate resources to improve performance on this factor. Attribute located in this quadrant is a priority to be improved so that the expectations of tourists can continue to be maintained because the level of interest of tourists in this attribute is high while the perceived performance of tourists is still low.

There are eight attributes in keep up the good work quadrant (easy access to tourist attractions, tourist information and service facilities, hospitality of the serving staff, comfort of guest house, beautiful village views, comfortable and peaceful village atmosphere, cleanliness of the village area, and cleanliness of tourist attractions). Factors that lie in this quadrant are considered as supporting factors for the satisfaction of tourists visiting, where the level of interest of tourists in this quadrant is high, as well as the level of performance perceived by tourists when visiting Blimbingsari Village is also high. The tourism village management as the manager is obliged to maintain the attributes that are included in this quadrant. In low priority quadrant, includes four attributes consisting of ease of access to lodging, hospitality from local residents, cleanliness of accommodation, and quality of local cuisine. Attributes located in this quadrant have a low level of performance perceived by tourists while at the same time are considered not too important for tourists when visiting Blimbingsari Village, so the priority on this priority scale is low. Attributes in this quadrant must be maintained and adapted to current conditions.

There are two attributes that is included in possible overkill quadrant (road quality in tourist attractions and diverse cultures and traditions). Attributes located in this quadrant

are considered to be satisfactory or in accordance with the expectations of tourists, but by tourists the attributes in this quadrant are considered not too important. The tourism management village does not need to allocate too much resources related to these attributes, so that it is maintained and adapted to current conditions.

Customer satisfaction index (CSI) is needed to find out the level of satisfaction of both domestic and foreign tourists who come to visit the services that have been given during obtaining service and traveling in Blimbingsari Tourism Village. This CSI value can be used as a measure that shows how much hope can be met by village tourism management on the quality of services it receives. The calculation uses the average score of the level of expectations and level of perception of each attribute. Based on the results of the calculations that have been done, the CSI value is 72.62%. The CSI value is in the criteria of "quite satisfied" with the service quality performance of the Blimbingsari Tourism Village. CSI value can be increased by making improvements to performance that has a high gap value on tourist expectations. Improvements to the performance of these attributes are expected to increase the value of the customer satisfaction index.

Conclusion

Based on the results of the gap analysis between the level of importance and performance of the Blimbingsari Tourism Village, everything is negative (-) with varying values. This means that the performance of the Tourism Management in serving tourists while visiting and enjoying attractions in Blimbingsari Village, represented by 15 attributes, is still below the expectations of tourists. The attributes of experience enjoying trekking, bird watching is the attributes that have the biggest gap. Therefore, the village tourism manager must pay more attention to this problem and invite community members to jointly find the solution.

Based on the results of the analysis of interests and performance in the Cartesian diagram it is found that there is one attribute included in quadrant I, eight attributes that are included in quadrant II, four attributes that are in quadrant III and two attribute that is entered in quadrant IV. The main priority scale in improving the quality of service to tourists is in quadrant I, namely the experience of enjoying trekking, hiking, bird watching and the activities of local residents. The result of customer satisfaction index value is 72.62%. This CSI value is in the criteria of being quite satisfied with the quality of Blimbingsari Village tourism management performance; these indicate that the quality of services provided to tourists is not in accordance with the expectations. Therefore, collaboration between the village government, tourism management, and the village community is further enhanced in an effort to improve services to all tourists visiting the Blimbingsari Tourism Village.

Some tourist input is the number of flies in Blimbingsari Village, where there are several villagers who raise broilers, and result in the number of flies flying so that it disturbs the comfort of the village and tourists when visiting. This study has limitations that are carried out in a short period with a small number of samples and only measure the level of satisfaction. Future research can use a larger sample size and can include culture variable, because the satisfaction of domestic tourists and foreign tourists has different cultural characteristics. Then it can use regression analysis to determine the effect of service quality variables on satisfaction, so that a more comprehensive insight is obtained in measuring tourist satisfaction.

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