



The Destination Attributes of Travelers' Satisfaction and Experience at Uluwatu Tourism Area Based on Online Reviews

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Abstract. Tourism has been identified as a priority area for Indonesia's economic growth. Bali, one of the most popular tourist destinations in Indonesia and even the globe, was placed eighth as a tourism destination among hundreds of thousands of islands. Furthermore, tourism in Bali is unique owing to the cultural landscape's blend of culture, nature, and civilization. The Uluwatu region is one of the top tourism areas in Bali, with several awards for accommodation, food & drinks, and attractions from Tripadvisor. The study looked at 5340 Google reviews for one tourist site, four motels, one spa facility, and six food and drinks. Then, UCINET 6.0 is used to perform CONCOR analysis and assess network centrality. CONCOR analysis divides the review data into five and six groups. Exploratory factor analysis was done alongside quantitative analysis and was divided into six variables: attractions, lodging, sea, food and beverages, beach, and cost. As a result, attractions, lodging, the sea, food and beverages, and the beach all have a favorable influence on passenger pleasure. Meanwhile, the cost variable had a negative influence on passenger happiness. Furthermore, the findings of this study may help to the enhancement of the quality of services offered by tourist business people in Bali, who, although charging high prices, should improve the quality of their services so that passengers do not feel overcharged. Furthermore, it may ease the tourist business because passengers are often satisfied when they visit the Uluwatu region, implying that Uluwatu is a popular location for travelers.

Keywords: tourism destination · travelers satisfaction · Bali · Uluwatu · online review

1 Introduction

Tourism has been designated as a strategic sector for Indonesia's economic growth. This fact is emphasized by Mr. Joko Widodo, President of the Republic of Indonesia, who stated in 2015 that he increased tourism as a source of foreign exchange by improving foreign policy and allowing certain countries, including the Soviet Union, the People's Republic of China (PRC), and Japan, to travel without a visa (Antara & Sumarniasih,

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2017). According to Indonesia Investment (2016), prior to the COVID-19 outbreak, 174 nations were given visa-free entrance to Indonesia until the beginning of February 2016. As Indonesia enters a new normal, Bali has progressively opened its doors to international visitors. The government implemented a quarantine-free and Visa On Arrival (VOA) program for 43 approved nations in April 2022. (Wonderful-Indonesia, 2022).

The tourism business is beginning to recover from the epidemic, which has been running for almost two years. While the number of international visitors visiting Bali was historically modest, it is now beginning to rise. Bali's hotel occupancy rates are expected to rise further as a result of increasing MICE events, including the G20 meeting, until 2022. In February 2022, the hotel occupancy rate in Bali grew by 8.2%. In December 2021, hotel occupancy in Bali was only 40.4% higher than the previous year. (Petriella, 2022).

Bali, one of South-East Asia's most popular tourist destinations, is located in the Indonesian archipelago east of Java (Chin et al., 2017). Bali is a little island of 5,636.66 km in size, accounting for 0.29% of Indonesia's total area (Hariyadi, 2018). It is one of Indonesia's 34 provinces and one of the most popular tourist destinations in the country, if not the world. According to the results of a poll done by the American magazine "Tourist and Leisure" in the year 2021, Bali ranked ninth out of hundreds of thousands of islands as a tourism and relaxation destination (Ascher-Walsh, 2021). To help Bali become a more popular tourist destination, the Indonesian government is devoting relatively considerable expenditures to promote tourism in Indonesia to the rest of the globe, with the goal of increasing visitor arrivals (Antara & Sumarniasih, 2017).

Furthermore, tourism in Bali is unique owing to the cultural landscape's blend of culture, nature, and civilization (Maulidi & Wulandari, 2017). The Uluwatu tourism region provides a natural setting as well as a spectacular view of the Indian Ocean. Every day, the Balinese Hindu community gathers in the Uluwatu temple for devotional activities (this religious activity is not for tourists). The Uluwatu temple, as well as six cafes-restaurants, one spa, and five hotels in the Uluwatu neighborhood, got the Travelers' Choice award from Tripadvisor in 2021. It implies that Tripadvisor awards a Visitors' Choice designation to lodgings, attractions, and restaurants that consistently receive positive feedback from travelers and are listed in the top 10% of Tripadvisor properties. Meanwhile, in the afternoon, tourists are amused with the Kecak dance, a traditional Indonesian dance based on the Indian legend of Rama Sita. Tourists will enjoy a stunning sunset for around 40 min while witnessing Kecak dance performances (Anom et al., 2020).

In general, a tourist destination is a location with a mix of features that meet visitors' goals and aspirations, eventually affecting their degree of pleasure (Chahal & Devi, 2015). A tourist destination is seen as fundamental to tourism since destination qualities such as lodging, transportation, attractions, amenities, and other facilities indicate travelers' overall pleasure (Jani et al., 2009). Thus, guaranteeing the quality and performance of these destination qualities is crucial to assuring tourist pleasure (Handani, Williard & Kim, 2022). Furthermore, the consistent performance of destination qualities aids to recruiting more tourists and assuring their contentment (Biswas et al., 2020; Sangpikul, 2018). Furthermore, Biswas et al. (2020) estimated visitor satisfaction by evaluating a

variety of destination qualities such as lodging, attraction, food & drinks, safety, and transportation.

It is the goal of this study to examine destination attributes at Uluwatu area of travelers experience and satisfaction. As Uluwatu area is one of the best tourism area in Bali as much accommodation, food and beverages and attraction got award from Tripadvisor. However, positive experiences of tourists may motivate them to write a good review and give high ratings. This will draw more tourists to this tourism destination as well as attracting previous tourists to return. If tourists are satisfied and happy while visiting this cultural destination in Bali, they will also return, thereby increasing the number of tourists.

2 Method

SCTM 3.0 (Smart Crawling and Text Mining), created by Kyungsung University's Wellness & Tourism Big Data Institute, was used to acquire the data. This information was gathered between 2018 and 2022. This analysis was based on the Travelers Choice Award 2021 from Tripadvisor, which specifically addressed the area of Uluwatu, as a lot of accommodation, food and beverages, attraction in Uluwatu Area got Travelers Choice Award 2021 from Tripadvisor. First is tourism attraction, "Uluwatu Kecak & Fire Dance". Hotel and accommodation include "The edge Pecatu", "Wyndham dreamland resort Bali", "Anantara Uluwatu Bali Resort", and "PinkCoco Uluwatu". A spa facility called "The elementum spa" is included. For the following food and beverages: "Gooseberry restaurant", "El Kabron Bali", "Black Rose Resto", "Ours Uluwatu", "Suka Espresso Uluwatu", and "Sugar Rock Uluwatu". As the results of online reviews, it generated 5340 reviews from Google travel.

In order to analyze the data, the refined data must first be extracted and then the frequent words selected. Text mining techniques are then used for data pre-processing. Semantic network analysis is the second step, which analyzes the top frequency words based on their relationship to the research subject (Ban et al., 2019). In UCINET 6.0, the network centrality is analyzed and CONCOR analysis is performed by calculating the frequency of words (Borgatti et al., 2002; Handani, Riswanto & Kim, 2022). As a result, the top frequency words are visualized by Netdraw. A factor analysis and a linear regression analysis are used in this study to conduct quantitative analysis. Based on the review, factors reflecting tourist satisfaction and experience are rated 1–5, with 1 representing least satisfaction and 5 representing most satisfaction (Ban et al., 2019; Handani et al. 2022).

3 Result and Discussion

Figure 1 shows how the top 100 words were gathered and classified into six clusters using CONCOR Analysis. CONCOR analysis was employed in this study to find several clusters of top frequency phrases suggesting visitors' impressions and interest in destination attributes in the Uluwatu area. The review data in the CONCOR result are organized into six clusters: attractions, lodging, location, value, safety, food and drinks. Prior research on destination attributes indicates that the four clusters featured in the CONCOR finding

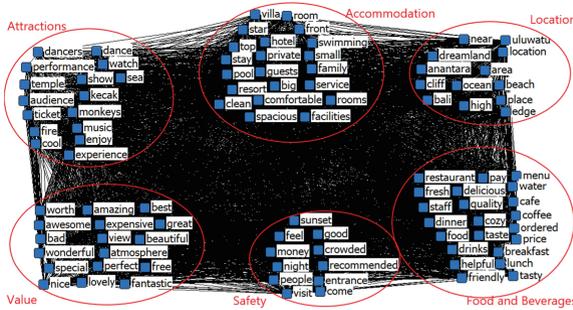


Fig. 1. Visualization of CONCOR Analysis

are part of the destination attributes: attractions, accommodation, safety, food and drinks (Biswas et al., 2020).

While text mining was done and the final result visualized using CONCOR analysis, factor analysis was used to reveal variables that explain the relationship and association between the multiple independent indicators discovered in this study. The purpose of component analysis is to reduce multiple variables into fewer ones by using an oblique rotation approach. Table 1 shows the factor analysis result, which has a KMO (Kaiser Meyer Olkin) value greater than 0.6. As a result of this finding, factor analysis is still appropriate for this investigation. The overall significance of the correlation matrix was determined by the Bartlett’s test result (X²) (p 0.001). This result showed that the data did not form an identity matrix and that the distribution of the data was multivariate normal. The following six elements were discovered based on the factor analysis: “Attractions (Factor 1)”, “Accommodation (Factor 2)”, “Sea (Factor 3)”, “Food and Beverages (Factor 4)”, “Beach (Factor 5)”, and “Cost (Factor 6).” As a result, the CONCOR analysis used 100 terms, which were subsequently reduced to 25 using factor analysis (see Table 1).

$$\text{Travelers Satisfaction} = 4.524 + 0.048 (\text{Attractions}) + 0.122 (\text{Accommodation}) + 0.024 (\text{Sea}) + 0.012 (\text{FnB}) + 0.002 (\text{Beach}) - 0.204 (\text{Cost}) + \epsilon(1).$$

Following the factor analysis, linear regression was employed to examine visitor experiences and satisfaction, as illustrated in the equation above. Six independent variables are used in the linear regression analysis. The sum of the variation explained by the six factors was 24.7% (R² = 0.247). At 0.001, all factors were significant. The variable “cost” has a negative influence on passenger satisfaction. Traveler evaluations indicate that people are dissatisfied with “expense” concerns, with opinions such as “A wonderful resort but the price of meals is excessive”; “Great View but costly.” When you pay to get there and then pay to get in, you anticipate something exceptional, and all you get is average at best, with a 90-min wait to conclude the experience.” It can conclude that a lot of travelers are not satisfied by the price they have to paid, some of them may feel overpriced. But a lot of travelers are satisfied with the others factor with reviews such as “Beautiful sunset view and amazing kecak and fire dance never forget this experience.”; “The room is spacious and clean the staffs are very friendly and helpful the beach near the sunset at the hotel’s beach was very pretty. Truly worth experience”; “A beautiful scenery spacious room & nice jacuzzi”. These reviews suggest that although some travelers feel overpriced, a lot of travelers still satisfied and provide positive reviews because

Table 1. Factor Analysis Result

Factor	Words	Factor Loading	Eigen Value	Cumulative Variance
Attractions	watch	0.594	3.002	12.008
	sunset	0.471		
	show	0.443		
	dance	0.796		
	performance	0.548		
	audience	0.433		
	dancers	0.471		
	ticket	0.541		
	kecak	0.665		
Accommodation	rooms	0.957	2.557	22.237
	room	0.957		
Sea	cliff	0.543	1.511	28.28
	view	0.528		
	ocean	0.518		
	pool	0.554		
	swimming	0.499		
	edge	0.514		
Food and Beverages	breakfast	0.565	1.443	34.053
	dinner	0.751		
	lunch	0.738		
Beach	beach	0.720	1.377	39.562
	near	0.654		
	dreamland	0.676		
Cost	price	0.705	1.175	44.262
	pay	0.687		
KMO (Kaiser Meyer Olkin) = 0.655				
Bartlett's chi square (p) = 70.324 (p < 0.001)				

they enjoy their stay at Uluwatu by the average of satisfaction is 4.5 from 5341 review ratings.

4 Conclusion

In this study, results provide a general overview of tourism destinations in Bali, particularly in Uluwatu. Due to the fact that Bali is one of the top destinations in Indonesia.

Consequently, it can be concluded that many tourists are satisfied and feel amused when they visit Uluwatu. In Bali, Uluwatu is one of the most popular tourist destinations. A number of hotels, restaurants, cafes, coffee shops, spas, and attractions have received awards from TripAdvisor. Moreover, it can be seen from the regression results that 5 independent variables have a positive impact on travelers' satisfaction. "Cost" is only one variable that did not satisfy travelers, which leads to conclude that some travelers believe they have been overcharged. Furthermore, the results of this study may contribute to the improvement of the quality of the services provided by tourism business people in Bali, even though they charge expensive rates, they should improve the quality of the services so that travelers do not feel overcharged. Further, it might relieve the tourism industry as travelers are generally satisfied when they visit Uluwatu area, therefore it can be concluded that Uluwatu is a preferred destination for travelers.

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