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REVISIT INTENTION TO HOTELS IN BALI: A STUDY ON THE IMPLEMENTATION OF NEW NORMAL

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ABSTRACT

Bali tourism is one of the industries that has been severely affected by the Covid-19 pandemic. Accommodation facilities such as hotels and inns are experiencing paralysis. Many hotels lay off their employees, but not a few hotels remain open to attract guests from local tourists. In order to overcome this, a policy from the central government issued several policies to help tourism in Bali, not only that the accommodation service provider manager also needs to set a strategy according to current conditions. The purpose of this study was to determine the accommodation marketing strategy in Bali Province during the implementation of the New Normal policy. This research uses a combination of qualitative and quantitative methods. Data were collected using questionnaires and focus group discussion. The population in this study are foreign and domestic tourists who stay at star hotels in Bali. The sample of this study amounted to 150 respondents who were adjusted to the number of research indicators. The data analysis technique used is inferential analysis using Warp PLS 3.0 software to test the research hypothesis. The results of this study are destination image, hotel service quality has a positive and significant effect on revisit intention, destination image has an effect on hotel service quality. Hotel service quality acts as a partial mediator for the relationship between destination image and revisit intention.

KEY WORDS

Destination image, service quality, intention to revisit, marketing, tourism.

The Covid-19 pandemic has an impact on all industries in Indonesia and even the world, including the tourism industry. The impact of Covid-19 on tourism is very much because the tourism industry in Indonesia has links with other industries, namely hospitality, transportation, micro, small and medium enterprises (MSMEs), especially those that produce souvenirs, culinary, restaurants, travel agents, and tour guides. The value of losses due to Covid-19, of course, when assessed in rupiah nationally is very large. Not only limited to calculating and assessing the impact, but concrete steps are needed to save the industry that is the backbone of this many people. In saving the tourism industry in Indonesia after Covid-19, the right strategy is needed according to the circumstances.

Accommodation facilities such as hotels and inns are experiencing paralysis. This obstacle is experienced in almost all regions in Indonesia, it is more severe in Bali. Bali is one of the provinces worst affected by Covid-19, because Bali is known for its tourism, and Bali tourism has become quiet due to this pandemic. Many hotels lay off their employees, but not a few hotels remain open to attract guests from local tourists.

According to data from the Bali Province BPS (2020) based on the classification of star hotels, the ROR for 2-star hotels was recorded at 6.49 percent, which is the highest ROR in September 2020 among other star hotel classes. The lowest ROR was recorded at 1-star hotels, namely 0.00 percent. When compared with the achievement in August 2020 (m-o-m), the ROR for 1-star hotels decreased by -0.10 points, while the ROR for 2-star hotels increased by 2.04 points, which was the highest increase among hotels. starred. When compared to the ROR for September 2019 (y-o-y), the ROR for September 2020 had decreased by -57.94 points. The decline in ROR (y-o-y) was recorded in all star hotel classes, with the deepest decline recorded for 5-star hotels as deep as -63.82 points and the lowest recorded for 2-star hotels as deep as -47.32 points.

According to data from the Bali Province BPS (2020) based on the average length of

stay of foreign and domestic guests in star-rated hotels in September 2020, it was recorded for 1.87 days, an increase of 0.21 points compared to the average length of stay in August 2020 (m-o-m) which recorded 1.66 days. When viewed from the group of guests who stayed, the average length of stay of domestic guests at star hotels in September 2020 was recorded for 1.82 days, lower than the average length of stay of foreign guests which was recorded for 2.49 days. Compared to the previous year (y-o-y), the average length of stay of total guests (foreign and domestic) decreased by -1.10 points, from 2.97 days in September 2019 to 1.87 days in September 2020.

In order to restore Bali to its former state, the Central Government has issued a very important policy in helping to restore tourism and the economy. First, the Government has provided an additional budget of Rp. 298.5 billion for incentives for airlines and travel agents in order to bring foreign tourists into the country. Second, domestic tourists are given Rp. 443.39 billion incentives in the form of discounts of 30 percent discount for 25 percent of seats per plane to ten tourist destinations. Third, ten tourism destinations spread across 33 regencies / cities are not subject to hotel and restaurant tax (10%) for 6 (six) months. The ten tourism destinations are: Lake Toba, Yogyakarta, Malang, Manado, Bali, Mandalika, Labuan Bajo, Bangka Belitung, Batam and Bintan. In exchange, the Central Government will provide a grant of Rp. 3.3 trillion to ten tourism destinations. Fourth, the APBN also provides a Special Allocation Fund (DAK) for Physical Tourism of IDR 147 billion which will be converted into grants to regions to spur tourism (https://radarbali.jawapos.com/)

As a result of this pandemic, accommodation service providers must of course be able to adjust to the situation. This can be seen from the many promos or discounts offered by various accommodation service providers, many of whom promote the quality provided by the hotel as they have implemented health protocols such as those recommended by the government. The Indonesian government has stipulated health protocol requirements for accommodation service providers, this is done to maintain the image of tourism destinations well so as to encourage the intention of tourists to visit again. The intention of tourists in visiting the destination can also be influenced by the image of destination (Hidayah, 2019). Lopes (2011) defines destination image as an expression of all objective knowledge, prejudice, imagination and thoughts that are formed rationally and emotionally by potential tourists regarding tourist destinations. Ariyanto in Utama (2017: 144) explains that there are five factors that influence tourists in visiting destinations, including location, facilities, image, price or tariff, and service. Prasiasa (2013: 24) explains that an image or image is something that can stimulate a person's mind so that it can move tourists to visit. The concept of image defined by Lopes (2011), destination image is an expression of all objective knowledge, prejudice, imagination and thoughts that are formed rationally and emotionally by potential tourists regarding tourist destinations. Lin et al., (2007) which explains that a favorable destination image can strengthen tourists' preferences regarding their destination and intention to travel. In addition, according to Phau et al., (2010) destination image is the main reason for choosing tourist attractions. Destination image is formed with 3 things, namely cognitive, affective and conative images (Agapito et al., 2013).

The image of Bali as a tourism destination is well known. This is evidenced by Bali being the world's best tourist destination of the 25 best destinations in the world in 2020 according to the Tripadvisor travel site. Not only is the image of a tourism destination being maintained, but the quality of service is also improved by the existence of a health protocol that must be implemented by every accommodation service provider, especially in Bali which has always been a tourist destination.

Service quality or service quality is an effort to fulfill customer desires by controlling the level of excellence expected (Tjiptono, 2004). The quality of good service to tourists needs to be considered by all tourism object managers, so that tourists get a positive experience of the tourist objects they visit, to achieve this it needs to be supported by good tourism management management (Dewa, 2019) with a maintained tourism image and existence. It is hoped that improvement in the quality of services provided by accommodation provider services will increase return visits of tourists, even though tourism currently tends to rely on domestic tourists. The image of Bali tourism which is well known throughout the world will

encourage accommodation service providers to improve their accommodation services, especially during a pandemic, so that this will encourage tourists to revisit existing accommodations in Bali.

This research is important to do because considering the condition of Bali which has worsened due to the Covid-19 pandemic and the income of the Balinese people, most of whom come from the tourism sector, it is important to immediately implement it in order to provide strategies that can be used for accommodation service providers so that they do not die. surrender. The novelty of this research is that this research is new because it was carried out during the Covid-19 pandemic which made the challenges in formulating strategies in developing the tourism sector more complex. This research was also conducted in Bali, which is the most affected tourism area due to Covid-19. The data used are primary data distributed during the Covid-19 pandemic.

LITERATURE REVIEW

The attitudes and actions of customers towards a company will be determined by the company's image which displays its best condition. In determining the company's image in the eyes of the public, indicators of measurement (formation) of corporate image are used. Measurement of corporate image is carried out so that companies can evaluate themselves against the programs that are carried out and the services offered. One of the indicators of measuring the image that is done is by looking at the impressions, beliefs and attitudes of customers towards the company. Pendit (2002: 171) argues that image is knowledge about us and attitudes towards us who have different groups. Soemirat and Ardianto (2007: 114) define image as a description of reality and not necessarily in accordance with reality, an image is the world according to perception. Therefore, image is the most important asset for its owner, which should be continuously built and maintained. A good image can help improve the perceptions and attitudes of the target market towards an object, as well as images formed through perceptions of city destinations that influence the behavior of stakeholders including consumers, investors and tourists. Suwantoro (2002: 1116) states that the destination image is a picture of thoughts, beliefs, feelings and perceptions of a destination. Mowen (2002) states that consumer behavior is a decision-making process and individual activities physically involved in evaluating, obtaining, using or being able to use goods and services. According to Salah Wahab in Sudiarta (2011: 3) tourism marketing is a management process carried out by national tourism organizations or companies included in the tourism industry group to identify tourists who already have the desire to travel and tourists who have the potential to make excursion trips by communicating with them, influencing their wants, needs, and motivations, what they like and don't like, at the local, regional, national and international levels by providing tourist objects and attractions so that tourists get optimal satisfaction . Furthermore, the understanding according to Fandy Tjiptono (2014: 118) states that service quality is an effort to fulfill the needs and desires as well as the accuracy of its delivery to balance customer expectations.

Revisit intention, which is an adoption of repurchase intention, is included in a post-purchase behavior (Som et al, 2012). Revisit intention is considered very important in increasing the number of tourist visits to a destination and controlling future tourist visits, because satisfied tourists tend to make return visits and provide positive word of mouth (Som et al, 2012). Destination image can be defined as the general impression tourists have of a destination (Fakeye & Crompton, 1991), namely, the number of beliefs, aspirations and impressions that visitors have towards a certain place (Assaker & Hallak, 2013; Baloglu & McCleary, 1999; Kotler , Bowen, & Makens, 1996; Kozak & Andreu, 2006). Destination image evaluation and analysis has been the subject of much attention in the related academic literature, and has contributed significantly to a greater understanding of tourist behavior (Beerli & Martín, 2004). The better the quality of service provided to tourists, the greater the intention of tourists to return to the same destination in the future (Noviana et al, 2016). Several previous studies explained the significant relationship and influence of the service quality variable on the revisit intention variable, including research conducted by I

Gede Noviana et al (2016), from the results of this study it was concluded that partially service quality variables had a positive and significant effect on intention. revisit tourists to the Alas Pala Sangeh Tourist Attraction. Service quality, as a general concept of marketing and consumer behavior studies, has been variously defined and described by various scholars to achieve their research objectives (Tosun, Dedeoğlu, & Fyall, 2015). For example service quality can be defined as comparing customer expectations related to service and service performance after use (Parasuraman, Zeithaml, & Berry, 1985). One of the most popular frameworks for service quality is SERVQUAL. SERVQUAL is based on the evaluation of five service dimensions, namely reliability, assurance, empathy, responsiveness, and tangibility (Parasuraman, Zeithaml, & Berry, 1988). Therefore, several studies (Armstrong, Mok, Go, & Chan, 1997; Atilgan, Akinci, & Aksoy, 2003; Chen & Tsai, 2007; Choi & Chu, 1998) have used SERVQUAL as an effective framework for measuring tourism. quality of service. Quality has been shown to be effective on behavioral intention (Petrick, 2004). Overall, quality-enhanced services significantly affect tourists' return visit intentions (Allameh et al., 2015; Petrick, Morais, & Norman, 2001). If tourists' expectations are met and they see high quality services, then they are tent to make repeat visits (Atilgan et al., 2003; T. H. Kim, Ko, & Park, 2013; Quintal & Polczynski, 2010). . Destination image is the main driver that refers to the general perception of tourists, and can influence behavior in the future. The higher the effect of positive perceptions given, the more likely tourists are to make the intention to re-visit. The above opinion is confirmed by research conducted by Moon et al., (2013), Pujiastuti et al., (2017), Tang (2013), Hsieh (2012), proving that destination image has a positive influence on behavior intention. Destination image has a positive influence on service quality, because it is consistent with expectations that individuals form before the visit, and these variables depend on the comparison of expectations with experience (Berry, 2000; Bigné, Sánchez, & Sánchez, 2001; Font, 1997; Loureiro & González, 2008; Phelps, 1986; Selnes, 1993; Seto, 2003). Destination image has an influence on the quality perceived by tourists (Allameh et al., 2015). The shape of the destination image of individual expectations before the visit and will affect how customers perceive quality (Bigné et al., 2001; Font, 1997; Phelps, 1986). Following a marketing perspective, having a preferred destination image will affect the quality of an individual's journey (Chen & Tsai, 2007; Lee, Lee, & Lee, 2005). Based on the theoretical basis and previous research, the hypothesis in this study:

H1: Destination image has a positive and significant effect on service quality;
H2: Service quality has a positive and significant effect on revisit intention;
H3: Destination image has a positive and significant effect on revisit intention;
H4: Service quality mediates the effect of destination image on revisit intention.

METHODS OF RESEARCH

Based on the research hypothesis, the variables used in this study are destination image, service quality, and revisit intention. This research uses explanatory research, which explains a relationship between variables through hypothesis testing. The model used in this study is a causality model, which is a study that aims to determine the causal relationship between two or more variables (Sugiono, 2013: 5). The location of this research was conducted at the Star Hotels in Bali Province. This research was conducted to explain the accommodation marketing strategy in Bali Province, a study on the implementation of the New Normal Policy.

The population in this study are foreign tourists and domestic tourists who visit Bali Province and stay at star hotels in Bali. According to Sekaran (2011), a good sample size for filling out a questionnaire is based on 5-10 times the number of indicators. The number of indicators in this study were 15 indicators, so the sample size used in this study was 150 respondents. Data collection was carried out through interviews and surveys using a questionnaire. This study uses a structural equation model based on partial least square (PLS). PLS Warp software is used to help analyze the relationship between variables.

Table 1 – Indicator of Research Variables

No	Variable	Indicator	Sources
1	Destination Image	1. *Beauty of scenery* 2. *Environment* 3. *Entertainment* and *events* 4. *Quality Room* 5. *Room price* 6. *Taste and Quality of food* 7. *Food Price*	(Akroush, Jraisat, Kurdieh, AL-Faouri,& Qatu, 2016; Hankinson, 2005; Bang, et al., 2020)
2	Hotel Service Quality	1. *Reliability* 2. *Assurance* 3. *Empathy* 4. *Responsiveness* 5. *Tangibles*	(Parasuraman et al., 1988)
3	Revisit Intention	1. Will be visiting Bali Hotels again in the future. 2. Wish to visit Bali Hotels again in the next two years 3. Hotels in Bali will be the next vacation destination	Abubakar et al., (2017); Su et al., (2017)

RESULTS AND DISCUSSION

The development of accommodation in Bali has greatly decreased. There's no doubt that COVID-19 severely impacted the hospitality industry. As lockdown restrictions are easing up and business owners start opening their restaurants and bars, many find their old business model doesn't fit the "new normal". Not only are we struggling to adjust to social distancing inside buildings, but hospitality entrepreneurs need to regain consumer confidence in these changing times. Fortunately, restaurateurs from across the world joined together to supply guidance for reopening and planning a better future. Learn what to expect with your business and consumer behaviour by exploring industry developments and expectations going forward.

Restaurants, bars and hotel look different these days. Owners must reduce capacity, which leaves empty spaces or taped off tables. But, exact specifications and enforcement depend on your location. A variety of challenges come into play when opening business during the pandemic. Although it's a new normal to wear a mask, some consumer behaviour is hard to change. For example, guests may not feel comfortable with temperature checks or always wearing mask. Depending on local guidelines in Bali, tourist or people who visiting hotel need to enforce rules for mask-wearing with employees and customers, gather contact information for guests upon arrival.

Deputy Governor of Bali Tjokorda Oka Artha Ardhana Sukawati, familiarly called Cok Ace in a webinar session entitled "Planet Tourism Indonesia 2020", Wednesday (29/7/2020) said "... *The Provincial Government of Bali has reopened its tourism specifically for local people and tourists. Nusantara on 9 and 31 July 2020, there are around 6,500 foreigners still living in Bali. It used to be hidden (when Bali tourism was still closed), now it's starting to come out. There is a family from Europe living in the Ubud area. Staying to escape because they believe they will stay healthier in Bali than in their country….* " said Cok Ace.

Based on the questionnaires that have been distributed, the data obtained from the respondents in this study were 90 percent came from Indonesia and 10 percent came from abroad. This is because access to foreign tourists visiting Indonesia has been closed since April 2020 and continues until the end of the year in line with the lockdown policy of a number of countries and the prohibition of entry of foreign tourists to Indonesia. Based on gender, 49 percent of men and 51 percent of women. Based on their age, 55 percent of respondents aged 18 to 30 years, 31 to 59 years 37 percent and the rest aged 60 years and over. This is because tourists in early adulthood tend to have the desire to continue traveling to Bali, for foreign tourists they tend to have settled in Bali before the start of the prohibition policy for foreign tourists from entering Indonesia. Based on the choice of accommodation that you live in while in Bali, the most villas are 42 percent, 40 percent of hotels, 10 percent

of guest houses and the rest occupy boutique hotels and bungalows. This is due to the many promotions given by hotels and villas in Bali which encourage many tourists to use this opportunity to have a vacation in Bali.
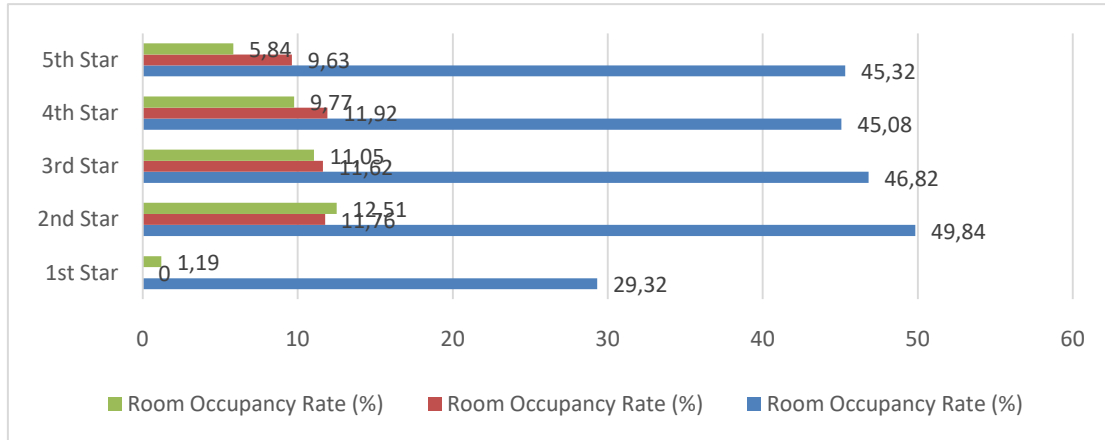

Figure 1 – Room Occupancy Rate based on Star classification in Bali in Feb 2020,
Jan 2021 and Feb 2021
Data obtained during social distancing.
(Source: BPS Bali, 2021)

Based on Figure 1, it can be seen that there has been a very drastic decline due to the effects of this pandemic. The decline in room occupancy rates in Bali occurs in all classifications of star hotels. This pandemic has caused many hotels to stop operating and even villas that have started to be sold by their owners. Many hotel employees have lost their jobs. Welcoming the new normal, the hotel tends to give discounts on accommodation. Like one of the 5-star hotels in the Nusa Dua area, Bali provides discounts of up to 70 percent. The number of hotels that have welcomed the new normal policy by providing fantastic discounts is expected to increase Bali's tourism income through domestic tourists. Based on the results of hypothesis testing using Warp Pls, the results are shown in Figure 1.
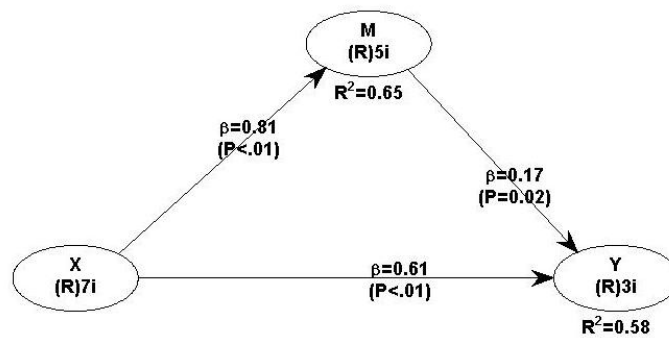

Figure 2 – Warp PLS Output Results

Source: Processed data, 2021.
Information: X = Destination Image, M = Hotel Service Quality, Y = Revisit Intention.

Table 3 – Warp PLS output results

	Path Coef.	Std. Error	Effect Size	P Values
Destination Image → Hotel Service Quality	0.805	0.068	0.648	<0.001
Destination Image → Revisit Intention	0.608	0.071	0.461	<0.001
Hotel Service Quality → Revisit Intention	0.168	0.079	0.120	0.0017
Destination Image → Hotel Service Quality → Revisit Intention	0.135	0.056	0.103	0.009

Source: Processed data, 2021.

Table 4 – Results of the coefficient of determination

Variable	R-squared	Adj. R-Squared
Hotel Service Quality	0.648	0.646
Revisit Intention	0.581	0.575

Source: Processed data, 2021.

Based on table 4, the R-square value of the Hotel Service Quality variable is 0.648, which means that 64.8% of hotel service quality in Bali is influenced by the destination image, the rest is explained by other variables outside the study, and the R-square variable of revisit intention is 0.581 which means 58.1 % revisit intention to hotels in Bali is influenced by the image of the destination and the quality of hotel services, while the rest is influenced by other variables outside the research.

The effect of destination image on service quality

Based on Table 3 and Figure 2, the results of the destination image on the hotel service quality have a positive and significant effect. This means that the quality of Bali destinations which are well known for their culture and tourism encourages accommodation service providers to adjust their service quality by providing optimal services in accordance with the image of Bali tourism destinations that are known throughout the world. This is because they want to maintain the good image of Bali tourism and to get a positive impact from the maintenance of Bali tourism. This is in accordance with the results of an interview conducted by researchers with one of the managers of a 4-star hotel in the Kuta area, Bali, Mr. Made in March 2021, he said "… *Bali tourism has been famous for its tourism since a long time ago, Bali tourism is famous for its tourism. culture and hospitality of its citizens, so now I as an accommodation service provider must maintain this by providing good service and in accordance with Balinese culture so as not to eliminate Balinese values in the eyes of tourists, plus the existence of this new normal policy we must pay more attention to cleanliness and sterility this place (hotel) in order to provide a sense of security and comfort for tourists who visit here (hotel) ...* ".

The results of this study are also in accordance with the results of research by Fakeye & Crompton, (1991) which states that the image of a destination can be defined as a general impression of tourists towards a destination, so that the number of beliefs, aspirations and impressions that visitors have towards a certain place is related to service quality at these destinations (Assaker & Hallak, 2013; Baloglu & McCleary, 1999; Kotler, Bowen, & Makens, 1996; Kozak & Andreu, 2006). Destination image evaluation and analysis has been the subject of much attention in the related academic literature, and has contributed significantly to a greater understanding of tourist behavior (Beerli & Martín, 2004).

The effect of the image of the destination on the intention to return to visit

Based on Table 3 and Figure 2, the results of the destination image on the intention to visit again have a positive and significant effect. This means that the better the destination image of a tourism area in the eyes of tourists, the higher the intention to revisit these tourists. This is in accordance with the results of interviews with local tourists who are visiting Bali, Mrs. Angelica in March 2021, she said "... *yes Bali is already famous for its tourism, I am here again with my family for a vacation, while local tourism is already open, rather than being tired in Jakarta, I decided to come here but my family and I still follow the health protocols that apply…. ".* The results of this study are in accordance with the results of research from Moon et al., (2013), Pujiastuti et al., (2017), Tang (2013), Hsieh (2012), proving that destination image has a positive influence on behavior intention.

Effect of service quality on intention to return to visit

Based on Table 3 and Figure 2, it is found that the results of service quality on intention to visit again have a positive and significant effect. This means that the better the quality of hotel services perceived by tourists, the higher the intention to revisit these tourists. This is in accordance with the results of an interview conducted with one of the hotel visitors in the

Kuta area, Mr. Dewa in March 2021, he said ".... *yes, before the pandemic I had stayed at this hotel (hotel name was changed), the service was good, the view was good. , it's also comfortable because after the opening of the local tour I visited here again, I think at first the quality of service decreased due to the pandemic, but it turned out to be even better because this hotel implements a very strict health protocol, so the more satisfied I am here, I feel comfortable and safe*".

The results of this study are in accordance with Armstrong, Mok, Go, & Chan, (1997); Atilgan, Akinci, & Aksoy, (2003); Chen & Tsai, (2007); Choi & Chu, (1998) who have used SERVQUAL as an effective framework to measure the quality of tourism services towards behavior. Quality has been shown to be effective on behavioral intention (Petrick, 2004). Overall, quality-enhanced services significantly affect tourists' return visit intentions (Allameh et al., 2015; Petrick, Morais, & Norman, 2001). If tourists' expectations are met and they see high quality services, then they are tent to make repeat visits (Atilgan et al., 2003; T. H. Kim, Ko, & Park, 2013; Quintal & Polczynski, 2010).

The role of service quality in mediating the effect of the image of the destination on the intention to visit again

Based on table 3, it is found that the indirect effect of destination image on intention to return visit through service quality shows positive and significant results, this means that service quality acts as a partial mediator of the relationship between destination image and intention to return visit. This means that the destination image can not only have a direct effect on the intention to visit again but also through the quality of service. The level of intention of tourists to visit again can be influenced by the destination image and the quality of hotel services so that this can further increase the desire of tourists to come back to Bali for a tour. This is consistent with the expectations that individuals form before the visit, and these variables depend on the comparison of expectations with experience (Berry, 2000; Bigné, Sánchez, & Sánchez, 2001; Font, 1997; Loureiro & González, 2008; Phelps, 1986; Selnes, 1993; Seto, 2003). Destination image has an influence on the quality perceived by tourists (Allameh et al., 2015). The shape of the destination image of individual expectations before the visit and will affect how customers perceive quality (Bigné et al., 2001; Font, 1997; Phelps, 1986). Following a marketing perspective, having a preferred destination image will affect the quality of an individual's journey (Chen & Tsai, 2007; Lee, Lee, & Lee, 2005).

Limitation

This research certainly has limitations, namely this research was conducted in one area in Bali, namely in Badung, so that this result cannot represent the condition of Bali as a whole. This study also experienced many obstacles because of the pandemic.

CONCLUSION AND SUGGESTIONS

Based on the results of the research and discussion that has been done, it can be concluded that destination image, hotel service quality has a positive and significant effect on revisit intention, destination image has an effect on hotel service quality. Hotel service quality acts as a partial mediator for the relationship between destination image and revisit intention. Suggestions that can be given are, based on the results of the R-square variable for hotel service quality of 0.648 and the R-square variable for revisit intention is 0.581 based on this value, suggestions for accommodation service providers pay more attention to local culture and apply to services in hotels manage it, because the image of Bali as a tourism area which is known for its culture and hospitality greatly influences the perception of tourists on the quality of hotel services they will visit. If tourists feel that hotel services reflect Balinese culture, it will encourage returning to hotels in Bali. For further researchers, they can add other variables that are deemed appropriate to this pandemic, because there are still opportunities to add theories and other variables in researching hotel service quality and revisit intention, such as perceived value, WOM and others.

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