UDC 332

TOURISM-BASED EVENT PERFORMANCE: A CASE STUDY IN UBUD-BALI FROM TOURIST'S PERSPECTIVE

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ABSTRACT

This study aims to evaluate the performance of events in Ubud Bali by using aspects of satisfaction with the quality of event attributes as measurement criteria. Qualitative methods supported by quantitative data were used in this study through an online survey of 165 tourists who had attended five events in Ubud which were sampled. Sampling was carried out randomly from those who had been participants in events in Ubud during the last five years (2014-2019). The data obtained from the questionnaire were analyzed quantitatively using Importance Performance Analysis (IPA). The IPA analysis is a clear and robust analysis that is useful in identifying the strategic focus. Science uses a Cartesian diagram which is divided into 4 areas/categories which are illustrated as alternative strategies: 1) top priority, 2) maintain achievement, 3) low priority, and 4) excessive. The results of the study show that 5 even attribute indicators (access and amenities) in quadrant I are the main priority of improvement strategies. The findings of this study contribute to event organizers to focus on improving the quality of events by making improvements to locations, information, brochures, toilets and resting places which are very important to tourists but their performance achievement is low. These results theoretically add to the repertoire of studies that complement the event theory through different findings from previous similar studies that show entertainment as a variable that has a strong influence on participant satisfaction.

KEY WORDS

Tourism-based event, event performance, Ubud-Bali.

Events and festivals have emerged as a global phenomenon that is capable of attracting large numbers of tourists since the 1960s (Frisby & Getz, 1989; Weber et al., 2012). For example, at that time, America managed to hold 10,000 festivals with more than 31 million participants every year (Weaver & Lawton, 2002). In Finnmark, the Northern Norway region is able to host 60 festivals annually in 19 municipalities (Jaeger & Mykletun, 2013).

Tourism events can improve the image of a destination and even become an attraction that adds to the popularity of the destination so that it attracts more foreign and domestic tourists to visit (Damster & Tassiopoulos, 2005). A clear example is that Barcelona is increasingly recognized worldwide and has received a positive economic impact after hosting the 1992 Olympics (Proni, 2008; Casellas, Jutgla & Pallares-Barbera, 2010), as well as Sydney which after hosting the 2000 Olympics also experiencing tremendous and increasingly recognized socio-economic impacts (Waitt, 2003).

Prior to the emergence of the Covid-19 pandemic, the implementation of events was increasingly being promoted in order to promote a tourist destination in several cities in the world, so that various forms of activities involving local communities were staged with the aim of showing the cultural richness of each country. In Indonesia, the importance of events in

increasing attraction to increase visits is increasingly being realized through the real action of the Ministry of Tourism in 2018 by releasing 100 tourist attractions in 34 provinces in the archipelago in the 2019 Calendar of Events (CNN, 2018). This has implications for the creation of various events in all regions in Indonesia, including in Bali.

Events that are increasingly popping up in various regions in Bali have given rise to a new phenomenon, namely the non-evaluation of the event even though it sucks up a fairly large government budget in its implementation. As a result, many events that are seasonal in nature or are held only a few times, then disappear. For example, the Lake Batur Festival which was held in Kintamani Bangli Bali was only held from 2011 to 2015, the Nusa Penida Festival which was the implementation (NusaBali, 2018). The fifth Nusa Penida – Bali Festival which is scheduled for the end of 2018 certainly cannot be carried out because the proposed Nusa Penida Festival funds from the Badung Hotel and Restaurant Tax (PHR) were diverted for other purposes, namely the provision of grants to the community (NusaBali, 2018).

Events held in Bali that are included in the list of 100 archipelago attractions in the 2019 Calendar of Events are the Bali Spirit Festival (Ubud), Bali Art Festival (Denpasar), Tanah Lot Festival (Tabanan), Sanur Village Festival (Denpasar), Ubud Writers and Readers Festival (Ubud) and the Enchantment of Nusa Dua Fiesta (CNN, 2018). Reflecting on the success of the five events, various regions in Bali took the initiative to create various events. Financial support from the government has also accelerated the creation and implementation of these events, including in the Gianyar district where Ubud is one of the attractions that is used as the venue for the event.

Ubud has been known by foreign tourists since the 1920s as an international tourist destination with artistic and cultural attractions. Many tourists vacation in Ubud while enjoying the nature and culture of Ubud. In fact, foreign tourists also come to Ubud because they are interested in the large number of annual events. It can be said that events and tourism in Ubud are two things that cannot be separated, so they are interdependent. According to previous studies, the benefits of Ubud tourism for local communities are very high, because it has a positive impact on their lives (Ernawati, et al, 2018; Macrae, 2014).

Since the declaration of Covid-19 as a pandemic by WHO on March 11, 2020, various efforts have been made to prevent the spread of the virus, resulting in the cancellation of various festivals, concerts and sporting events. The implementation of lockdowns in various Asian, European and American countries has caused a decline in the number of foreign tourists with the main destination of Bali. This condition has implications for Ubud, which has experienced delays in all its annual events.

Some of the international events in Ubud that will be cancelled in 2020 are as follows: Bali Spirit Festival, an annual event that started in 2007 with a visit rate of 8000 people; Ubud Food Festival, a festival that has been around since 2015 with up to 10,000 visitors; Ubud Village Jazz Festival, an event that has been held since 2013 and managed to bring in 100 local and international jazz musicians; and the Ubud Writers and Readers Festival, an event that has been in existence since 2004 and was able to bring in 700 national and international writers.

The condition of Ubud without events and tourism has an impact on the community and all important entities in Ubud. This causes a decline in destination performance which is feared to significantly bring Ubud to a declining position (Butler, 1980) in its tourism life cycle. In order to revitalize Ubud's position as a leading tourism destination in Bali, one of which is an evaluation study of Ubud's performance through events as one of its potential attractions. For this reason, this research was conducted with the aim of analyzing the performance of events in Ubud from the perspective of tourist satisfaction as participants.

LITERATURE REVIEW

Several studies show that performance can be viewed from various perspectives, one of which is user satisfaction. Kozak (2002) and Rasovska (2020) measure destination performance using satisfaction as a key aspect. Destination performance is measured using

the quality of the destination attribute as a measurement criterion. Luo (2018) evaluates destination performance/performance through the 4E dimensions: 1) Economic Rubric; 2) Efficiency, 3) Effectiveness; 4) Environmental Quality that reflects a more holistic and effective destination performance. Cheuk, et al (2015) explored destination performance/performance by analyzing the relationship between local government support and participation, community leadership in tourism, community attitudes towards tourism, and community support for tourism from economic, socio-cultural and environmental aspects based on local community assessments.

For destinations that develop events as the main attraction, their performance is also greatly influenced by the performance of events held at that destination. Studies related to the performance of the event seen from the satisfaction of the participants have been carried out by several researchers and become a reference for this study. Crompton (2003) focuses on exploring the factors that influence the level of satisfaction and dissatisfaction of visitors at an event. The results showed that Job Satisfaction is a function of two types of conditions called hygiene or dissatisfaction and motivators or satisfying attributes. Hygiene attribute is a general infrastructure element that forms the foundation of a meaningful event to be developed. Satisfaction only results from the interaction of visitors with the motivator attribute which is a distinctive feature of events that attract people to come.

Cole & Chancellor (2009) and (Yang et al., 2013) evaluate events by examining the effect of various dimensions/attributes and criteria on the quality of an event. Cole & Chancellor (2009) used 3 dimensions of event quality (Program, Amenities, and Entertainment) which were reduced to 15 indicators as the basic criteria for measurement. The results of the path analysis show that entertainment has the strongest impact and affects the overall experience of visitors and their intention to visit again at the next event (Cole & Chancellor, 2009). While other research conducted by Yang et.al, 2013 explored the effect of event attributes on tourist satisfaction by using 4 event quality attributes (Entertainment, Transportation, Information, Environment) which were reduced to 21 indicators as measurement criteria. Through DEMATEL analysis, obtained the same result that entertainment is the main key that influences other event attributes (information, transportation, and environment). The three studies both explore user satisfaction through quality assessments of various event attributes as key indicators. The decline in the event attribute quality indicators used in these three studies became a reference for research in Ubud which was used as the basis for measuring participant satisfaction (key performance indicators).

Jin, et al (2013) and (Visitors et al., 2014) analyzed the model of the relationship between event attributes and behavioral intentions that emerged through visitor perceptions. Jin, et al (2013) analyzed the relationship between perceived value and destination image on behavioral intention in the context of the mega-sport event, The IAAF World Championship, Daegu. The results show that event quality and perceived value have a significant effect on behavioral intention. Meanwhile (Visitors et al., 2014) analyzed the relationship between event quality, visitor satisfaction, and behavioral intention. The results show that event quality affects satisfaction; diversity and satisfaction affect behavioral intention. This shows evidence that satisfaction is important in measuring performance/event performance because it affects the behavioral intention of visitors. Satisfaction with the event is influenced by the quality of the organization of an event. Both of these studies are used as a reference in research in Ubud where both use satisfaction as a basis for measuring performance, and the attributes/components of event quality become indicators of satisfaction assessment.

Importance Performance Analysis (IPA) used in this study refers to a previous study conducted by Wong et al (2011) who used IPA in evaluating E-Government Service in Japan. IPA is a clear and powerful analytical tool in evaluating performance as it not only measures satisfaction levels but also highlights important areas for improvement. Using a two-dimensional grid divided into four categories allows the government to know the attributes that are working well, and the attributes that need to be improved or require immediate action so that the results are useful in determining a more focused strategy in the future (Wong, et al, 2011).

METHODS OF RESEARCH

Data collection

This research is located in the Ubud Bali Tourism Area using qualitative methods supported by quantitative data. An online survey was conducted on 165 tourists who had participated in five events in Ubud over the last five years (2014-2019). Samples were taken at random where each unit of observation from the existing observation units was with the same opportunity (Lindgren, 1976). The amount is determined based on the formula proposed by Heir, et.al. (2010) that is:

$$\text{Total sample} = \text{minimum number of samples} \times n \quad ....(1)$$

Where: Minimum number of samples = 5-10 samples; n = the number of indicators used in the research instrument.

The number of indicators used as the basis for measuring satisfaction is 33 indicators (Table 1) so that the total number of respondents as samples in this study is 5 x 33 = 165 respondents. The online questionnaire was made in the form of a google form containing closed statements with a rating scale of 5 (Likert Scale). The collected data were analyzed using Importance Performance Analysis (IPA).

The five events that were determined as samples were: 1). Ubud Writer and Reader Festival, 2) Bali Spirit Festival, 3) Ubud Village and Jazz Festival, 4) Ubud Royal Weekend, and 5) Ubud Food Festival. These five events were sampled with the consideration that: (1) the event had been held at least five times, (2) the event was included in the annual event calendar of Gianyar Bali Regency, and (3) the event was attended by domestic and foreign tourists.

Identification of variable and Indicators

Determination of the indicators used to measure tourist satisfaction in this research is to use the quality attribute of an event which is elaborated from several relevant previous research studies. The indicators derived in the research of Crompton (2003), Cole and Chancellor (2009), and (Yang et al., 2013) are elaborated with the indicators used in the research of Jin, et al (2013) and (Visitors et al., 2014) formulated as part of the tourist rating in the questionnaire.

The decrease in variables and indicators in this study can be seen in Table 1 below:

Table 1 – Operational Variables and Satisfaction Indicators on Even Quality

NO	Variable	Indicator	Operational definition
1	Program (including entertainment)	The uniqueness of the event / theme	Program of events (including entertainment) offered by the organizer
		Event Variations	
		Content / schedule	
		Waiting time (queue)	
		Art Exhibition	
		Organization and Business Stand Stand	
		Signs	
		Live Entertainment (special performances)	
		Ubud visuals	
		Interactive activities	
		Availability of souvenirs (free)	
		Friendly staff	
		Helpful staff	
		Staff quality/competence	
		Quality of food and drink	
2	*Transportation (Accessibilities)*	Availability of public transportation	All the facilities that can be provided during the event
		Easy location to reach by public transportation	
		Parking Availability	
		Ease of getting to the venue from the parking lot	
		The location of the venue is close to the city center	

Table 1 Continue			
3	*Information*	Clarity of information before the event takes place	Information shown about the event
		Interesting brochures/ pamphlets	
		Information center at the venue	
		Availability of guides on site	
		Variety of information media	
		Performance of staff/employees in providing information	
		Number of employees providing information on site	
4	*Environment*	Cleanliness of the festival location (venue)	Aspects of the physical environment served by the event
		Toilet condition	
		Conditions of entry and exit on site	
		Availability of resting place on site	
		Road conditions to the location are good	
		Noise	

Sources: (Crompton, 2003) ; Cole dan Chancellor (2009); (Jin et al., 2013); (Yang, Liu, Liu, & Lanasari, 2013); (Pengunjung et al., 2014)

Importance Performance Analysis

The survey was conducted by asking respondents to rate the level of importance (expectations) and performance (satisfaction) of the quality dimensions of events in Ubud through a questionnaire made in the form of a google form. Assessment of expectations and satisfaction using a Likert scale with a score of 1 very bad, 2 bad, 3 neutral, 4 good, 5 very good. The Likert scale is used with the consideration of 1) making it easier for respondents to answer questionnaires (Malhotra et al, 2012); 2) easy to understand by respondents (McDaniel & Gates, 2013); 3) visually using a Likert scale is more interesting and easy to fill out by respondents (Sugiyono, 2009). The questionnaire that has been designed is tested for validity and reliability first to show its validity to continue the survey (Hair, et al, 2010). In this study, all questions on the questionnaire were declared valid if the correlation coefficient value was > 0.361 and reliable if the Cronbach's Alpha value was > 0.600 (Churchill, 1979; Nunnaly, 1975).

Obtaining the average expectation and satisfaction from the total score total, a score range table is made as follows:

Table 2 – Expectation and Satisfaction Score Range by Category

SCALE		CATEGORY
1.00	1.80	Very Dissatisfied / Very Unimportant
1.81	2.60	Dissatisfied / Not Important
2.61	3.40	Quite Satisfied / Quite Important
3.41	4.20	Satisfied / Important
4.21	5.00	Very Satisfied / Very Important

Source: Primary data processed, 2020.

To analyze each indicator in the statement, the frequency of answers for each category (answer choices) is calculated and added together. After each indicator has a number, the researcher then makes a continuum line.

$$\text{(interval level value)} = \frac{\text{highest score} - \text{lowest score}}{\text{Number of question criteria}} = \frac{5-1}{5} = 0,8 \quad \dots\dots\dots\dots\dots\dots(2)$$

The average value of importance (expectations) and performance (satisfaction) was analyzed using the Importance Performance Analysis (IPA) method, a descriptive analysis technique introduced by Martilla and James (1977). The use of this technique is to measure the performance of events held at Ubud Tourism Destinations. In the Importance Performance Matrix, the level of performance on the x-axis represents satisfaction while the level of importance on the y-axis represents expectations. Data processing is carried out

using SPSS software in the form of a Cartesian diagram which is divided into four parts in Figure 1:
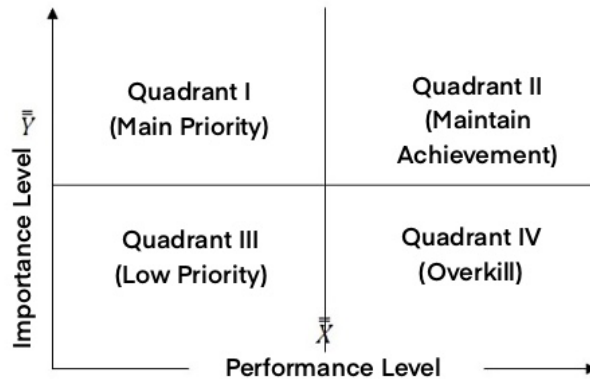

Figure 1 – Cartesian Quadrant Importance Performance Analysis *(IPA)*
(Sources: *Martilla & James (1977)*

Information:
1. Quadrant I Main Priority (Concentrate Here)
    In quadrant I, the even attribute quality indicators are considered important and/or expected by consumers, but the performance/performance is considered unsatisfactory so it requires improvement attention.
2. Quadrant II Maintain Achievement (Keep Up the Good Work)
    In this quadrant the quality indicators of the event attributes are considered important and their performance is considered satisfactory so that they need to be maintained.
3. Quadrant III Low Priority
    In this quadrant, the quality indicators of the event attributes are considered not too important and or not too expected by consumers and their performance / performance is felt to have little effect.
4. Quadrant IV Overkill (Possibly Overkill)
    In this quadrant, the even attribute quality indicators are considered not too important and not too expected by customers so that they are considered too excessive.

RESULTS AND DISCUSSION

The research findings are presented in four parts, namely: respondent characteristics, validity and reliability tests, IPA analysis, and IPA Cartesian Diagram Matrix.

Respondent Characteristics
Characteristics of respondents based on the respondent's country of residence are dominated by foreign respondents (57%) with three major compositions based on origin/place of residence namely Asia (19.78%), Europe (15.79%) and Australia (15.76%). Female respondents dominated as much as 69.9% belonging to the productive age, namely 36-45 years with a percentage of 32.73%, professional occupations (54.55%), with undergraduate and postgraduate education levels (77.58%). Most of the respondents are repeaters (58.78%).

Validity and Reliability Test
The validity and reliability tests in this study were carried out using the SPSS 25.0 for windows program. The results of the validity test show that all components / indicators of satisfaction / performance (x) produce a correlation coefficient > 0.361, so all questions

contained in each indicator can be said to be valid. For items/indicators of expectation/importance (y), the results of the validity test show that all questions in each indicator on the research instrument have resulted in a correlation coefficient > 0.361, so all questions contained in each indicator can be said to be valid. The results of the reliability test can be seen in Table 3 below:

Table 3 – Tourist Satisfaction and Expectation Reliability Test Results

Realibility Statistics of performance		Realibility Statistics of importance	
Cronbach's Alpha	*N of Items*	*Cronbach's Alpha*	*N of Items*
.956	33	.938	33

Source: Research Results (2020), primary data processed.

The results of the Satisfaction Reality test can be seen from the Cronbach's Alpha value, which is 0.956 > 0.600 so that all questions that are used as parameters in the study are declared reliable as a means of measuring the satisfaction variable (performance). While the results of the expectation reliability test (importance) can be seen from the Cronbach's Alpha value, which is 0.938 > 0.600 so that all questions that are used as parameters in the study are also reliable as a means of measuring the expectation variable..

IPA Analysis

To find out the level of suitability of the IP (Importance-Performance) variable as shown in Table 4 below:

Table 4 – The Level of Conformity of the Overall Variable Satisfaction with the Quality of Events in Ubud Bali

No	Variable	Average Importance	Average Performance	Conformity Level (%)
1	Programs & Entertainment	3,95	3,82	97%
2	Access & Transportation	3,88	3,55	92%
3	Information	4,11	3,86	94%
4	Environment	4,07	3,82	94%
	Average	4,00	3,77	94%

Source: Research Results (2020), primary data processed.

Based on Table 4, it can be seen that all variables have a suitability level of 94%. It can be concluded that the performance of the event in Ubud still needs improvement (100%) in order to meet the level of interest / expectation of the event participants. The gap between Performance and Importance (Gap P-I) can be seen in Table 5 below:

Table 5 – Average Gap Performance Importance Quality Even in Ubud Bali

No	Variables	Average Importance	Average Performance	Gap P-I
1	Programs & Entertainment	3,95	3,82	-0,13
2	Access & Transportation	3,88	3,55	-0,33
3	Information	4,11	3,86	-0,25
4	Environment	4,07	3,82	-0,25
	Average	4,00	3,77	-0,24

Source: Research Results (2020), primary data processed.

Table 5 shows that on average the overall quality of the event variable has a negative value, with the highest gap on the access and transportation variables (-0.33) and the lowest gap on the program and entertainment variable (-0.13). This shows that the event organizers still have to improve and even improve the performance of the event so that it can meet tourist expectations / satisfaction.

After knowing the assessment of the level of suitability and the gap of the satisfaction

variable on the quality of the event in Ubud, then the assessment of the level of expectation (importace) and the level of satisfaction (performance) on each indicator can be seen in Table 6 below:

Table 6 – Average Expectation and Satisfaction Rating on Organizing Events in Ubud Bali

No.	Question Items	Importance $\overline{Y}$	Performance $\overline{X}$	Gap
1	The uniqueness of the event / theme	4,08	4,02	-0,06
2	Event Variations	3,80	3,99	0,19
3	Content / Schedule	3,96	3,84	-0,12
4	Waiting time (queue)	3,91	3,73	-0,18
5	Art Exhibition	3,88	3,76	-0,12
6	Organization and Business Stand Stand	3,84	3,71	-0,13
7	Signs	3,94	3,79	-0,15
8	Live Entertainment (special performances)	3,96	3,81	-0,15
9	Ubud visuals	3,96	3,91	-0,05
10	Interactive activities	3,88	3,67	-0,21
11	Availability of souvenirs (free)	3,68	3,61	-0,07
12	Friendly staff	4,06	3,92	-0,14
13	Helpful staff	4,19	3,89	-0,30
14	Staff quality/competence	4,08	3,81	-0,27
15	Quality of food and drink	4,08	3,87	-0,21
16	Availability of public transportation	3,90	3,42	-0,48
17	Easy location to reach by public transportation	3,73	3,55	-0,18
18	Parking Availability	3,89	3,47	-0,42
19	Ease of getting to the venue from the parking lot	3,88	3,62	-0,26
20	The location of the venue is close to the city center	4,01	3,70	-0,31
21	Clarity of information before the event is held (pre-information)	4,18	3,72	-0,46
22	Interesting brochures/ pamphlets	4,01	3,75	-0,26
23	Information center at the venue	4,17	4,02	-0,15
24	Availability of guides on site	4,01	3,85	-0,16
25	Variety of information media	4,19	3,91	-0,28
26	Performance of staff/employees in providing information	4,10	3,88	-0,22
27	Number of employees providing information on site	4,10	3,92	-0,18
28	Cleanliness of the festival location (venue)	4,18	4,05	-0,13
29	Toilet condition	4,21	3,76	-0,45
30	Conditions of entry and exit on site	4,05	3,98	-0,07
31	Availability of resting place on site	4,02	3,67	-0,35
32	Road conditions to the location are good	3,98	3,83	-0,15
33	Noise	3,98	3,65	-0,33
	TOTAL	131,89	125,08	-6,81
	AVERAGE	4,00	3,79	-0,21

Source: Research Results (2020), primary data processed.

Based on Table 6, it can be seen that there is still a gap between tourist expectations and satisfaction related to the quality of various attributes / indicators of events in Ubud. The average value of tourists' expectations of the quality of events in Ubud (y) is 4.00 and their satisfaction with the quality of events in Ubud (x) is 3.79. This indicates that tourists have higher expectations than the quality performance shown by the event in Ubud. Therefore, some of the even attributes must be improved in quality.

IPA Cartesian Diagram Matrix

Based on Table 6, it can be seen that the intersection point on the horizontal Y axis is

4.00 while the intersection point on the standing X axis is 3.79. The following are the results of the quadrants of each indicator from the four dimensions depicted on the Cartesian diagram, as illustrated in Figure 2 below:
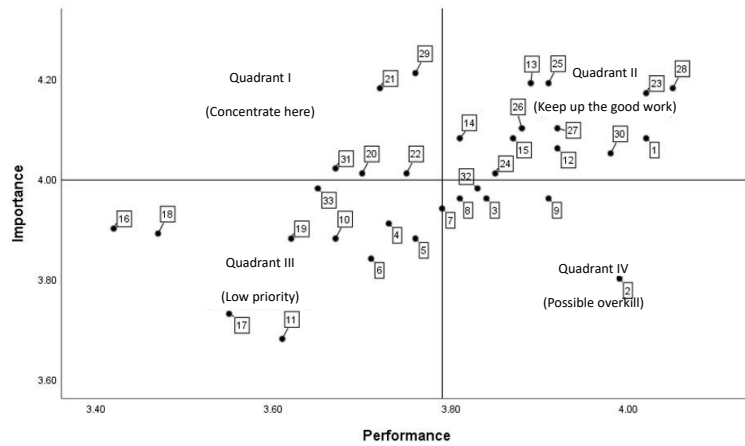

Figure 2 – Cartesian Diagram Matrix Performance Events in Ubud Bali

Based on Figure 2, it can be seen that the location of the indicators that affect satisfaction with the quality of organizing events in Ubud is divided into four parts. The parts can be interpreted as follows:

1. Quadrant I (Priority/Concentrate Here)

There are five indicators that occupy positions in Quadrant I whose handling and implementation need to be prioritized by the event organizers. This is because the existence of these indicators is considered very important and expected by the participants but the actual performance still does not meet their expectations and satisfaction. The indicators that are in quadrant I are as follows:

1. The location of the venue is close to the city center (X20)
2. Clarity of information prior to the event (pre-information) (X21)
3. Attractive brochures / pamphlets (X22)
4. Toilet condition (X29)
5. Availability of resting place on site (X30)

2. Quadrant II (*Keep Up The Good Work*)

There are twelve indicators that occupy a position in quadrant II which are considered important and have met the expectations of the visitors. Indicators that are in this quadrant show the quality attributes of even performances that need to be maintained. These indicators are:

1. The uniqueness of the event / theme (X1)
2. Friendly staff (X12)
3. Helpful staff (X13)
4. Quality / competence of staff (X14)
5. Food and beverage quality (X15)
6. Information center at the venue (X23)
7. Availability of guides on site (X24)
8. Variety of information media (X25)
9. Performance of staff/employees in providing information (X26)
10. Number of employees providing information on site (X27)
11. Cleanliness of the festival location (venue) (X28)
12. Condition of entry and exit on site (X30)

It can also be concluded that these indicators make the implementation of the Ubud event interesting to visit because it performs well.

3.   Quadrant III (*Low Priority*)

There are ten indicators that are located in quadrant III position which shows that these indicators have a low level of performance and those indicators are considered not very important by the event participants. The indicators located in quadrant III are as follows:

1. Waiting time (queue) (X4)
2. Art Exhibition (X5)
3. Organization and Business Stand (X6)
4. Interactive activities (X10)
5. Availability of free souvenirs (X11)
6. Availability of public transportation (X16)
7. Easy access to public transportation (X17)
8. Parking Availability (X18)
9. Ease of getting to the venue from the parking lot (X19)
10. Noise (X33)

This shows that the event organizers should not focus too much on the indicators contained in quadrant III.

4.   Quadrant IV (Excessive/Possible Overkill)

There are six indicators that occupy the position of quadrant IV which shows that the indicators in this quadrant have a high level of performance, but the level of expectation is low. The indicators located in quadrant IV are as follows:

1. Event Variation (X2)
2. Schedule (X3)
3. Signs (X7)
4. Live entertainment (special performances) (X8)
5. Visual appearance of Ubud (X9)
6. Road conditions to the location are good (X32)

These indicators show that the implementation of the excellent performance by the event organizers exceeds the expectations of the visitors. For this reason, event organizers must focus on improving other indicators.

CONCLUSION AND SUGGESTIONS

Based on the results of the analysis, it can be concluded that events in Ubud in general have performed well, as evidenced by the level of user satisfaction with each indicator, which is still above 3 (good). However, this performance needs to be improved especially on some indicators that have actually satisfied users, but are still worth lower than their expectations. The results of the IPA analysis show that there are 5 indicators that are considered important by event participants but their performance has not been met, namely: 1) the location of the venue is close to the city center (X20), 2) clarity of information before the event is held (pre-information) (X21), 3) attractiveness of brochures/ pamphlets (X22), 4) toilet conditions (X29), 5) availability of resting places on site (X30).

The performance of the event in Ubud in satisfying new participants was fulfilled by 36%. This condition is indicated by the achievement of 12 even quality indicators in Quadrant II in the Cartesian diagram. The twelve attributes of the event are very important for tourists and their performance has been satisfactory. Therefore, the quality of this attribute must be maintained and even improved.

Practically, the results of this study contribute to event organizers in determining strategies that focus more on improving the quality of events in order to satisfy their consumers. The results of the study also provide an overview of various attributes that need to be maintained by the organizers because their achievements meet customer satisfaction. The findings in this study show slightly different results from previous studies. The event attributes that are very important to tourists and have a big influence on satisfaction include access and amenity attributes (indicators in quadrant I). This contradicts the results of previous studies which showed that entertainment was the most influential attribute on event participant satisfaction (Cole & Chancellor (2009) and (Yang et al., 2013).

ACKNOWLEDGEMENTS

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