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THE PREFERENCE OF CHINESE TOURISTS IN CHOOSING ACCOMMODATION IN BADUNG REGENCY

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ABSTRACT

This study determines the characteristics and preferences of Chinese tourists in choosing accommodations in Badung district. Based on the Bali Central Bureau of Statistics 2016-2018, there is an increase of Chinese tourists' visits to Badung Regency, mainly Nusa Dua, Kuta and Jimbaran famous for its tourist destination accommodations thus makes it highly competitive. This study consists of 50 Chinese tourists as respondents using questionnaires from May-July 2019 selected by incidental sampling, then analyzed by conjoint technique which revealed that most prefer the Nusa Dua area. Characteristically most of them come from Liaoning Province dominated by women aged 15-24 years. Eighty six per cent of these are private employees with a bachelor's degree. It is their first visit to Badung Regency with an average length of stay of 4-6 days accompanied by friends for leisure activities. They obtain information from the internet and 92% of them chose a star rated accommodation. Tourist preferences in accommodation selection are analyzed and summarised as important values. The resulting highest to lowest values are as follows: facilities, Promotion, comfort, location, service, price and cleanliness.

Keywords: Chinese Tourists Preference; Choice of Accommodation; Conjoint Analysis

INTRODUCTION

Tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, business people, government and local governments (Act No. 10 of 2009 Concerning Tourism) Bali is a famous island for its tourism and is often a favourite tourist attraction for foreign and domestic tourists. Therefore, Bali has been named the best destination in the world given by the official website of TripAdvisor through Traveller's Choice Awards 2017 Trough the award presented by Sarah Matthews, Head of Trip Advisor Destination Marketing for Asia Pacific region (Indonesia Travel, 2017).

Bali has its own charm that is able to amaze tourists by the diversity of cultures, customs, arts, culinary, and the naturalness and beauty of each tourist attraction. This is one of the factors that Bali has become a favourite tourist destination in Indonesia even in the world. Foreign tourists who come to Bali are dominated by Chinese tourists. It was noted that from 2016 to 2018 there was an increase in the number of Chinese tourists visiting Bali.

Table 1. Number of foreign tourist visits to Bali based on the Rank in 2016-2018

| No | Country | Year | | |
|----|------------|-----------|-----------|-----------|
| | | 2016 | 2017 | 2018 |
| 1 | Chinese | 990,771 | 1,385,850 | 1,361,512 |
| 2 | Australian | 1,143,157 | 1,094,974 | 1,169,215 |
| 3 | Indian | 187,351 | 272,761 | 353,894 |
| 4 | Japanese | 235,009 | 252,998 | 261,666 |
| 5 | American | 170,457 | 191,106 | 236,578 |

Source: Central Bureau of Statistics in Bali, 2019

Based on table 1, Chinese tourists are ranked first compared to several other countries such as Australia, India, Japan, America. According to Suryawardani and Wiranatha (2013), in Sugianto et al. (2018), the motivation / reason for Chinese tourists to travel to Bali is due to culture, starting from historical places, types of local food, various kinds of dances and other cultural attractions.

At the Boao Asia Forum held in Hainan Province towards the end of last month, China's Deputy Prime Minister Zhang Gaoli mentioned that 700 million of its citizens would be traveling overseas for the next five years, indicating that it is opening the door as wide as possible for citizens who want to travel abroad, including to Indonesia, along with the increasing standard of living of the Chinese people (Pribadi, 2019).

Since most of the well known attractions are located in Nusa dua, Kuta and Jimbaran, Badung Regency with the fact that these areas harbor the most facilities and accommodations well designed and established for tourists then its no wonder that these three major areas are visited the most including by Chinese tourists (Mardiastuti, 2019)

three tourist areas can be accessed easily by various types of transportation. Tourism activities are activities in which there are attractions and *stakeholder* or stakeholders. Those are tourists, investors, the government, and the community, where tourists are very much needed as consumers and will spend their money on travel and fulfil their satisfaction. Tourism activities certainly require a lot of accommodation that supports tourism activities to run well.

Accommodation is something that must be owned by a place that is a tourist destination. Tourists tend to need accommodation that has various variants of prices and types. The primary form of accommodation needed by tourists is a place to stay when they are on a tour. Munaviz (2009) stated that "Accommodation is something that is provided to meet needs. For example, it can be seen as a place to stay or temporary accommodation for people who are travelling." Munaviz (2009) further

stated that tourist accommodation is available in the form of a place where tourists can rest, stay overnight, bathe, eat, drink and enjoy the services provided.

Badung is a tourist destination that has quite a lot of accommodation, the data on the number of accommodations in Badung Regency can be seen in table 2.

Table 2. Data on the number of accommodations in Badung Regency, 2018

| District | Star Hotel (Unit) | Non Star Hotels (Unit) | Total (Unit) |
|------------|----------------------|---------------------------|-----------------|
| South Kuta | 58 | 132 | 190 |
| Kuta | 93 | 205 | 298 |
| North Kuta | 5 | 61 | 67 |
| Mengwi | - | 7 | 7 |
| Abiansemal | - | - | - |
| Petang | - | - | - |
| Total | 156 | 406 | 562 |

Source: Central Bureau of Statistics in Bali, 2019

It can be seen from Table 2 that the total number of accommodation in Badung Regency is 562 accommodation units. The district with the highest number of accommodations is in Kuta District with a total of 298 hotel units consisting of 93 star hotels and 205 non-star hotels. This number is the highest in Badung Regency when compared to other districts such as South Kuta, North Kuta, Mengwi, Abiansemal and Petang.

The decision of tourists to choose accommodation generally requires careful consideration. Chinese tourists have different tastes, resulting in different types of accommodation that tourists are interested in. A liking for something is a choice. Preference is an attitude of consumers or the desire to choose a product choice that is formed by evaluating various reasons in the various options available (Kotler & Keller, 2009).

If the industry can analyze the possibilities of tourists' decisions in choosing accommodation, this will provide a significant advantage for the tourism industry. It is because every tourist has different preferences in choosing accommodation.

The factors that influence guests in choosing an accommodation/hotel can be seen as follows:

According to Medlik & Ingram (2000:14-15) location, facilities, services, image, price (price).

- a. Location as a place for locating service companies that consider easy access by public transportation; a place that can be seen clearly from a normal viewing distance; traffic; a large, comfortable and safe parking area for both two-wheeled and four-wheeled vehicles; a sufficiently wide space available for future business expansion; the surrounding area which is wide enough for future business expansion; the surrounding area that supports the services offered; and competition, which is the location of competitors. Location is both a component of the hotel product and a key determinant of the availability of a hotel's operations (Akyeampong, 2007)
- b. Facilities are everything that is physical equipment and provided by the service seller to support consumer convenience. Facility is the provision of

physical equipment to make it easy for guests to carry out their activities or activities. Therefore, the guests' needs can be fulfilled while staying at the hotel.

- c. Service is a process that consists of a series of *intangible* activities that usually (but not always) occur in interactions between customers and employees, services and resources, physical or goods, and service provider systems, which are provided as solutions to customer problems.
- d. Price is the most easily adjusted marketing mix element, product features, distribution channels and even promotion require more time. Prices can communicate the company's intended value position to the market regarding its products and brands. Price has two main benefits: obtaining the highest benefit or utility based on purchasing power, and price can educate consumers about product factors, such as quality. Bojanic (1996) defined that it is essential for hotels to use price, room rate, as a way to maximize genuine income relative to potential revenue. He also added that some studies within the hospitality literature observe price as a strategic variable and its use in positioning hotels (Lewis 1990; Shaw, 1992 in Bojanic, 1996). Shaw (1992) in Bojanic (1996) concludes that consumers' price perceptions are essential in developing a price range for positioning, and tactical price decisions can then be made within this range so as not to affect brand image negatively.

According to Pendit (2002:21-22) Mentioned that the comfort and cleanliness service are the factors influenced

- a. Comfort / feeling of comfort is a condition where basic human needs are fulfilled, namely the need for peace (a satisfaction that improves daily appearance), relief (needs have been met), and transcendence (a condition about something that exceeds problems and pain).
- b. The hotel's cleanliness is paramount because if cleanliness is always maintained, it will make tourists feel at home and feel comfortable. Cleanliness is one of the concerns that are very much considered by tourists, because if the environment around the hotel area is dirty, it indirectly makes tourists not interested in choosing accommodation and becomes a minus value for the accommodation.

According to Barsky & Labagh (1992) in The Global Market Metrix Hospitality (MMHI) The promotion factor is one of influence tourist in choosing hotels.

- a. Promotion is one of the variables in the marketing mix that is very important for companies to implement in marketing service products. Promotional activities not only function as a means of communication between companies and consumers, but also as a tool to influence consumers in purchasing activities or using services according to their wishes and needs

Based on this background, the formulation of the problem in this study is: "What are the characteristics and preferences of Chinese tourists in choosing accommodation in Badung Regency?" the important of these preferences expected to be the recommendation for potential Chinese tourists who will visit Bali, and also become the guidance for the tourism stakeholders in Badung Regency toward the improvement the service and facilities. Moreover, one previous study on factors affecting hotel selection: Greek Customer's perception by Solidou et al. 2018 also

emphasized that the preference is significant will help the tourists making a decision for choosing the type of accommodation that meets their need.

The objectives of this study are, the guidance for potential Chinese tourist who will visit Bali, to determine the characteristics of Chinese tourists who stays at accommodation in the Badung district of Bali, and to find out the preferences of Chinese tourists in choosing accommodation in the Badung district of Bali, and also the references of Badung`s tourism stakeholders in delivering the policy and provision .

METHODOLOGY

This research will be conducted on Chinese tourists who stay in Badung Regency, Bali. This is because there are many accommodation choices, both local and international, available in this area. The research location is located in Badung Regency which takes three tourism areas, namely Nusa Dua, Kuta and Jimbaran Bali. The study used 50 Chinese tourist respondents. The sampling technique uses incidental sampling, where the sampling technique is based on chance. That is, anyone who accidentally met the researcher can be used as a sample, if the person met is considered suitable as a data source (Sugiyono, 2015). Data collection was carried out by distributing questionnaires and directly by visiting Chinese tourists for doing the interview , in Badung district.

The data analysis technique used in this research is descriptive qualitative analysis which aims to analyze the respondents' characteristics and interpret the data regarding the preferences of Chinese tourists in choosing accommodation in Badung Regency. Conjoint analysis is a multivariate technique used to determine the respondent's perception of an object that consists of one or many parts (Ghozali, 2013). The conjoint analysis process is carried out in the following steps:

1. Determine the factors (specific attributes) and the level (parts of the factors) of an object. The attributes and levels used to assess the preferences of Chinese tourists in accommodation selection can be seen in table 3

Table 3. Attributes and Sub-Attributes in Choosing Accommodations

| No | Attribute | Level-Attribute |
|----|-------------|------------------------------------------------------------------------------------------------------------|
| 1 | Location | Close to the airport |
| | | Close to the beach |
| 2 | Facility | Fans, Wifi, Hot and Cold Water, swimming pool and restaurant |
| | | <i>Air Conditioner, Television, Swimming Pool, Wifi, Hot and Cold Water, swimming pool, and restaurant</i> |
| 3 | Service | Friendly service |
| | | Not very friendly service |
| 4 | Price | < Rp. 1000.000 |
| | | > Rp. 1000.000 |
| 5 | Comfort | Quiet atmosphere |
| | | Crowded atmosphere |
| 6 | Cleanliness | Rooms are cleaned every day |
| | | Rooms are cleaned on request |

| | | Room Price Promotion |
|---|-----------|------------------------------------------------------------------------------------|
| 7 | Promotion | Promotion package price (<i>room include airline, meal, attraction pass etc</i>) |

Source: a Result of Modifications, 2019.

2. Arranging the stimuli

Stimuli are factors that are considered when the respondent makes a *judgment* about something (such as a product). A combination of attributes is needed to provide options for Chinese tourists in choosing accommodation.

Table 4. Number of Stimuli Design

| Card ID | location | facility | Service | Price | comfort | cleanliness | promotion |
|---------|--------------------|-------------|--------------|-------------|---------|--------------|---------------|
| 1 | close to airport | fan, wifi, | Friendly | > 1.000.000 | Crowded | as requested | Package price |
| 2 | close to airport | ac, tv wifi | not friendly | <1.000.000 | Crowded | as requested | room price |
| 3 | close to the beach | ac, tv wifi | Friendly | > 1.000.000 | Quiet | as requested | room price |
| 4 | close to airport | fan, wifi, | Friendly | <1.000.000 | Quiet | every day | room price |
| 5 | close to the beach | fan, wifi, | not friendly | > 1.000.000 | Crowded | every day | room price |
| 6 | close to airport | ac, tv wifi | not friendly | > 1.000.000 | Quiet | every day | Package price |
| 7 | close to the beach | ac, tv wifi | Friendly | <1.000.000 | Crowded | every day | Package price |
| 8 | close to the beach | fan, wifi, | not friendly | <1.000.000 | Quiet | as requested | Package price |

Source: Analysis Results SPSS *Orthogonal Array*, 2019.

3. Decide the form of input data

The data input used in this study is nonmetric data. In this case, the respondent is asked to provide choices by giving their respective perceptual values of accommodation choices with ratings of 1 to 5 with

4. Collect Respondents' Opinions

Chinese tourists' preferences in choosing accommodation in Badung Regency are measured using a questionnaire where tourists give ranks 1 to 5, where each rank at the attribute level is not allowed to have the same ranking value. The attribute level utility analysis shows the value of each attribute level used at each end, which then this value will produce the preferences of Chinese tourists in choosing accommodation as a whole

5. Conjoin Analysis Process and Determining Predictive Accuracy

The utility analysis of each attribute is used to show the value of each attribute, which then this value will produce the preferences of Chinese

tourists in choosing accommodation in Badung district. The utility level analysis for each attribute shows the preferences of Chinese tourists for each attribute level. Each attribute used in this study has two levels of attributes. Utility is the difference between factors and constant value. If the value is negative, the respondent does not like the stimuli being given. Conversely, if it is positive, the respondent likes the stimuli (Setiawati, 2014). Or in other words, if the value of utility at the attribute level is positive or the value is getting positive, the level is favored or more considered by tourists. Conversely, if the level has a negative sign, tourists will not like it.

RESULT AND DISCUSSION

Based on the results of research conducted on one hundred (50) Chinese tourists regarding preferences in accommodation selection, it can be seen that the characteristics of tourists based on accommodation location, gender, age, occupation, intensity of visit, length of visit, purpose of stay, tourist origin, level of education, sources of information about accommodation and accommodation types. The following will explain each tourist characteristic, namely:

The characteristics of Chinese tourists in choosing accommodation in Badung district can be seen in table 5

Table 5. Characteristics of Chinese Tourists in Choosing Accommodations in Badung Regency

| No | Characteristics | % | |
|----|-----------------|----------|----|
| 1 | Location | Nusa Dua | 44 |
| | | Kuta | 36 |
| | | Jimbaran | 20 |
| 2 | Origin | Liaoning | 36 |
| | | Guandong | 24 |
| | | Jiangxi | 16 |
| | | Sichuan | 14 |
| | | Jiangsu | 10 |
| 3 | Sex | female | 52 |
| | | Male | 48 |
| 4 | How to Travel | Friend | 50 |
| | | Group | 30 |
| | | Family | 20 |
| 5 | Age | 15-24 | 56 |
| | | 25-44 | 38 |
| | | 45-64 | 6 |

| | | | |
|----|---------------------------------|--------------------|----|
| 6 | Occupation | Private | 52 |
| | | government | 16 |
| | | professional | 14 |
| | | entrepreneur | 2 |
| | | Student | 16 |
| 7 | education | Master Degree | 6 |
| | | Bachelor Degree | 42 |
| | | Diploma | 36 |
| | | Senior High School | 16 |
| 8 | Visit Intensity | First time | 86 |
| | | Twice | 14 |
| 9 | Length of stay | 4-6 days | 86 |
| | | 7-9 days | 14 |
| 10 | Purpose of stay | Leisure | 90 |
| | | Business | 10 |
| 11 | information about accommodation | Internet | 39 |
| | | social media | 33 |
| | | Friend | 28 |
| 12 | Type of accommodation | Star | 92 |
| | | Non star | 8 |

Source: research result 2019

Based on the location of accommodation selection in Badung district, most Chinese tourists stay in the Nusa Dua area, accounting for 44%, followed by Kuta at 36% and the remaining is accounting for 20% that choose locations in Jimbaran. The reason they prefer Nusa Dua is because they think Nusa Dua is more comfortable than Kuta, and it is dominated by Chinese tourists who come from Liaoning Province accounting for 36%, Guangdong Province at 24%, Jiangxi Province at 16%, Sichuan Province at 14% and Jiangsu at 10%. Characteristics in travelling, Chinese tourists do more with friends, accounting for 50%, with a group of 30% and family at 20%. Based on the age of Chinese tourists who dominate, that is between the ages of 15-24 years as many as 28 respondents, ages 25-44 years as many as 19 respondents, ages 45-64 years as many as three respondents. The ages of 15-24 years are adolescents and early adulthood, therefore at that age most of them already have a sense of independence and a sense of responsibility towards themselves. In the age of 25-44 years, including adults, most of these ages are parents who invite their families to travel. Based on the occupation of Chinese tourists who become respondents, it is found that private employees account for 52%, students or students account for 16%, government at 14%, professionals at

14% and entrepreneurs account for 2% that is one person each. Based on the Chinese tourists' education level who become the respondents, mostly 42% have a bachelor's degree (S1), 36% have a Diploma level, 16% have a high school education level, and 6% have a Masters Degree education. Based on the intensity of the visit, those who stay for the first time staying in Badung Regency is at 86% and the remaining accounting for 14% stated that this was their 2nd stay. Based on length of stay, those who stayed 4-6 days is at 86%, and 14% stayed 7-9 days. Based on the destination of staying tourists, 85% have leisure destinations and 15% business destinations. Chinese tourists know information about accommodation through the internet accounting for 39%, through social media accounting for 33%, through friends at 28% and Chinese tourists who choose star accommodation account for 92%.

Table 5. Value of Utility Level for Each Attribute Facility

| Attribute | Level Attribute | Utility Value | Std. Error | International Tourist Preference Score | Level of Importance |
|-------------|------------------------|---------------|------------|----------------------------------------|---------------------|
| Location | close airport | -.005 | ,097 | 14,021 | IV |
| | close to beach | .005 | ,097 | | |
| Facility | fan, wifi, ac, tv wifi | -.190 | ,152 | 20,532 | I |
| | | .190 | ,152 | | |
| Cleanliness | Every day | .275 | ,097 | 10,222 | VII |
| | As requested | -.275 | ,097 | | |
| Promotion | Room price | -.020 | ,097 | 15,858 | II |
| | Price of package | .020 | ,097 | | |
| Service | friendly | .400 | ,097 | 13,847 | V |
| | Not friendly | -.400 | ,152 | | |
| Price | <1.000.000 | -.165 | ,097 | 10,601 | VI |
| | > 1.000.000 | .165 | ,097 | | |
| Comfort | quiet | -.235 | ,130 | 14,919 | III |
| | crowded | .235 | ,152 | | |
| (Constant) | | 4.500 | ,115 | | |

The results of the level of importance of the attributes that are most favoured by Chinese tourists in choosing accommodation in Badung Regency can be seen in table 5. On the first attribute of the location, Chinese tourists prefer accommodation that is close to the beach with a positive value of 0.005 and does not really like accommodation that is close to the airport. This is supported by their reason why they prefer accommodation close to the beach rather than the airport because their goal is for relaxation.

The second attribute is facilities. Chinese tourists prefer accommodation with facilities (AC, TV, wifi, hot and cold water, swimming pool and restaurant) with a positive value accounting for 0.19. Because some tourists give the reason that air

conditioner (AC) is needed due to hot weather and it will make them comfortable to take a rest in the room.

The third attribute is service. Chinese tourists prefer accommodation with friendly service with a positive value accounting for 0.275. Friendly service will make tourists feel more comfortable, understood and appreciated.

The fourth attribute is the price. Chinese tourists prefer accommodation with a price of > Rp. 1,000,000 with a positive value of 0.02 and do not really like accommodation with a price of <Rp. 1,000,000. This is in accordance with the profile of Chinese tourists who prefer accommodation in Nusa Dua area compared to Kuta.

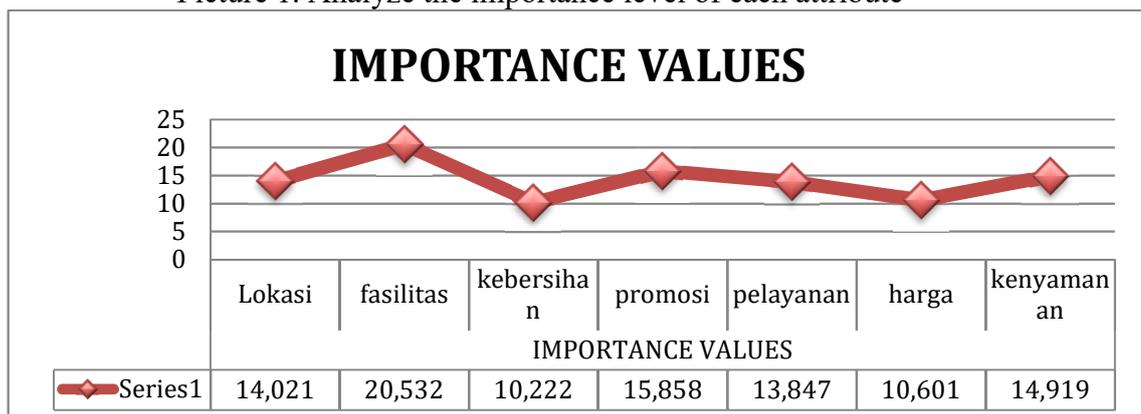
The fifth attribute, comfort of Chinese tourists, prefers accommodation with a busy atmosphere with a positive value of 0.4 and does not really like accommodation with a calm atmosphere. This is in accordance with the characteristics of Chinese tourists where they prefer crowds.

The sixth attribute is cleanliness. Chinese tourists prefer rooms that are cleaned every day with a positive value of 0.165 than rooms that are cleaned on request. The rooms are cleaned every day will be more pleasing to the eye and they can enjoy their holidays comfortably.

The last attribute is Promotion. Chinese tourists prefer promotion of package prices (room include airline, meal, attraction pass) with a positive value of 0.235. Promotion of package prices is preferred because Chinese tourists usually have language problems when visiting a destination. Therefore, they prefer promotional packages that already include everything, therefore they feel comfortable while on vacation.

The level of importance of the attributes results in the attributes that Chinese tourists consider the most in choosing accommodation in Badung Regency. The results of the conjoint analysis of the level of importance of the attributes can be seen in Figure 1

Picture 1. Analyze the importance level of each attribute



Source : Research results 2019

Figure 1 shows the conjoint analysis results for the importance of the attributes (*importance values*). There are seven attributes used, namely location, facilities, cleanliness, promotion, service, price and comfort, with the result of the highest value being the facility attribute accounting for 20.532 percent, which means that Chinese tourists, in choosing accommodation, pay great attention to

facilities. The promotion attribute is in the second position with a value of 15.858 per cent, which means that the promotion attribute is a consideration for Chinese tourists in choosing accommodation. The next attribute is comfort with a value of 14.919 per cent, location attribute with a value at 14.021 per cent, service attribute accounting for 13.847 per cent, price attribute with a value of 10.601 per cent and cleanliness attribute with a value of 10.222 per cent.

Significance Testing and Determining the accuracy of Predictions (*Predictive Accuracy*).

Testing of significance and *predictive accuracy* in this study was carried out on 50 Chinese tourists who stayed in Badung Regency. Significance testing in research using conjunction analysis can be done by looking at Pearson's R and Kendall's Tau correlation based on questionnaire data processing. The significance value of *Pearson's R and Kendall's Tau* if it is below 0.05 then it has a very strong significance relationship. The results of the conjoint analysis will be validated by looking at the value of the *Pearson's R and Kendall's Tau* correlation, if the correlation value shows a number above 0.5, it means that the correlation has a strong *predictive accuracy* or is declared valid.

Table 6. Correlation Value Between Attributes

| Correlations ^a | | |
|---------------------------|-------|------|
| | Value | Sig. |
| Pearson's R | 1,000 | ,000 |
| Kendall's Tau | 1,000 | ,000 |

a. *Correlations between observed and estimated preferences*

Source : Research Results, 2019

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CONCLUSION

The characteristics of Chinese tourists who stay in Badung Regency mostly prefer the Nusa Dua area. Most of them come from Liaoning Province, dominated by women aged 15-24 years, working as private employees with bachelor degree education accounting for 86%. They stated that it was their first time they visited Badung regency. The average length of stay is 4-6 days and travelling with friends. Their purpose of visits are for leisure activities and their source of information regarding accommodations is from the internet. Chinese tourists prefer accommodations near the beach with facilities (AC, TV, wifi, hot and cold water,

swimming pool and restaurant) offering friendly services with a price range of more than Rp. 1,000,000. They also tend to choose accommodations with busy atmosphere and preferred their room to be cleaned each day. Promotional attributes of their choices include package deals (*room plus airline, meal and attraction pass*). The conjoint analysis results are as follows: facility accounting for 20.53 % meaning facilities offered by hotels/accommodation are the most important. Promotion follows by 15.89%, then comfort, location, service, price and cleanliness are at 14.92%, 14.02%, 13.85%, 10.60% and 10.22%, respectively.

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