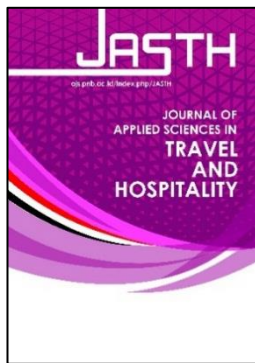


Factors Affecting Tourist's Decision to Stay at The Sakala Resort Bali

Nanda Pebri Prasetia^{1*}, I Gusti Agung Mas Krisna Komala Sari², I Nyoman Rajin Aryana³

Tourism Department, Politeknik Negeri Bali, Indonesia^{1,2,3}
nandaprasetya77@gmail.com^{1*}



Abstract

This research aims to determine the right strategy based on factors analysis to attract tourists to stay at The Sakala Resort Bali. The problem of this research is to find out the factors attracting tourist to stay at The Sakala Resort Bali and the strategy to improve number of tourists. Sample selection of 91 respondents with probability sampling technique using simple random. Data processing was done by SPSS software version 23.0 for Windows. Analysis techniques used are factor analysis. The results showed that there are five factors affecting the decision of tourists to stay at The Sakala Resort Bali. These factors are branding, guarantee, environment, service quality, and expectation factor. The cumulative of the 5 factors is 64.616% and the accuracy of the model obtained by 43.0% with the residual 57%. The most dominant factor affects the level of customer satisfaction is the branding factor that has the highest total variant consisting of 5 variables such as the hotel name is well known, various room types, hotel has swimming pool & supporting facilities, affordable room rates, competitive room rates, and Information from the website is quite comprehensive. The strategy that can be implemented was based on the variables and each factor.

Keywords: *factor analysis, tourist decision, hotel*

INTRODUCTION

Bali has various types of hotels. Hotel is public housing facilities for tourists by providing room service, food and beverage providers, and accommodation with payment conditions that divided into several types, including 1-star hotel, 2-stars hotel, 3-stars hotel, 4-stars hotel, and 5-stars hotel (Lawson, Davis, Crouter, & O'Neill, 2013). Whereas for 5-star hotels in generally located in Kuta Main Street, Ubud and Nusa Dua area.

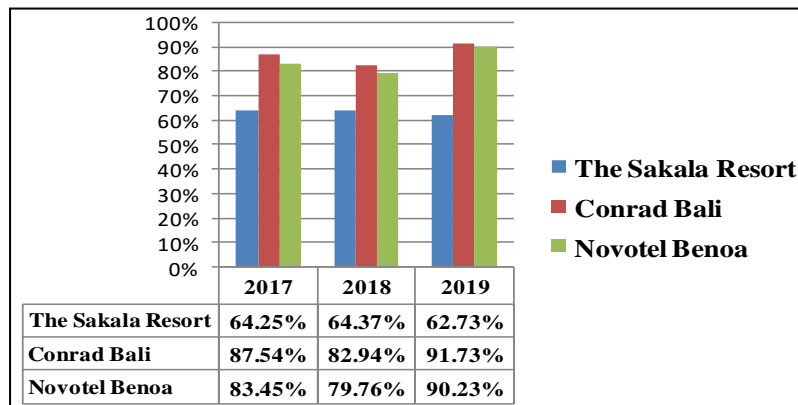
The Sakala Resort Bali Nusa Dua is a 5-stars hotel located in Nusa Dua area on Pratama Street no 95, Benoa, Kuta Selatan, Badung Regency. The Sakala Resort Bali has 247 rooms, 14 villas, and facilities that can support guests' comfort for stays at the hotel like bars, restaurants, pools, SPA, meeting rooms, ballrooms, room service, garden, Fitness Center, and Club Lounge. Each department has duties and functions in supporting the smooth running hotel operations such as the accounting department, sales and marketing

department, front office department, food and beverage department, housekeeping department, SPA department, engineering, laundry, and human resource department.

Sales and Marketing Department has the most important position in room sales, both in terms of Offline Travel Agent and Online Travel Agent (Gremier, Hoffman, Keaveney, & Wright, 2000). Marketing strategy is the marketing logic implemented with the hope that business units can achieve marketing goals (Kotler, 2017). This strategy is used to attract the attention of the company that hotels are very necessary to get income (Parwata & Wijaya, 2018).

There are several factors determine tourists stay at the main hotel at The Sakala Resort Bali. These factors include seven components based on the concept of the marketing mix, namely product, price, promotion, place, people, process, and physical evidence (Kanten & Darma, 2017). When viewed from the advantages possessed by The Sakala Resort Bali is the first in terms of its roomy design, classy modern with marble decorations on each wall, besides that the concept of a beach club owned by The Sakala Resort Bali named Sakala Beach Club is the main attraction because this beach club has an indoor and outdoor area. Modern and traditional themed indoor room to hold a wedding reception (chapel), while an outdoor space that directly faces the sea with a stretch of Nusa Dua Beach where tourists can do activities such as swimming, relaxing, and sunbathing. Compared with competitors from The Sakala Resort Bali, like Conrad Hotel and Novotel Nusa Dua that has location opposite the beach in the sense of indirectly dealing with the beach. When tourists want to go to the beach, have to cross first to get to The Sakala Beach Club. The area of The Sakala Beach Club is also limited, it makes the capacity to accommodate for tourists who want for just sunbathe is limited.

The marketing mix is one of marketing elements that should be considered to implement the marketing strategy and positioning to be run successfully (Syah, Lupiyoadi, & Tjiptadi, 2016). The marketing mix shows factors to consider when deciding on a marketing strategy of a company (Salman, Tawfik, Samy, & Artal-Tur, 2017). The application of the concept of marketing mix is certainly affecting the occupancy rate in The Sakala Resort Bali as shown in Figure 1 below, which shows the occupancy rate at The Sakala Resort Bali from 2017 until 2019 and its comparison with the occupancy rate of its competitors namely the Conrad Hotel and Novotel Bena.



(Source: Sales & Marketing Department of Sakala Resort Bali, Conrad Hotel, Novotel Benoa, 2020)

Figure 1. Room Occupancy Average at Hotel The Sakala Resort Bali and Competitor Hotels (Conrad Hotel and Novotel Benoa)

Data from the figure above was the occupancy rate of rooms at The Sakala Resort Bali Hotel in 2017-2019. Compared with competitor hotels of The Sakala Resort Bali, those are Conrad Hotels and Novotel Benoa Hotel Bali, which have the same type of room that consists of the Standard Room, Deluxe Room to Suite Room and Villa with a similar price that between IDR 900,000, --/night up to IDR 1,700,000, --/night (Source: Public Rate Room Rate Hotel, 2020) for a Standard Room. The average room occupancy rate per year from 2017 to 2019 which can be seen in Figure 1, the occupancy rate at The Sakala Resort was still below 65%, while its competitors were already above 75%.

Based on background above the writer interest to research about “Factors Affecting Tourist’s Decision to Stay at The Sakala Resort Bali.” Factor analysis is a technique for analyzing the interdependence of multiple variables simultaneously. The purpose of factoring analysis is to simplify the form of the relationship between several variables that are examined into fewer factors (Suliyanto, 2012). The purpose of this research is to analyze what factors affecting the tourist’s decision to stay at The Sakala Resort Bali and to determine strategies that can be implemented to increase the number of tourist stay at The Sakala Resort Bali.

RESEARCH METHOD

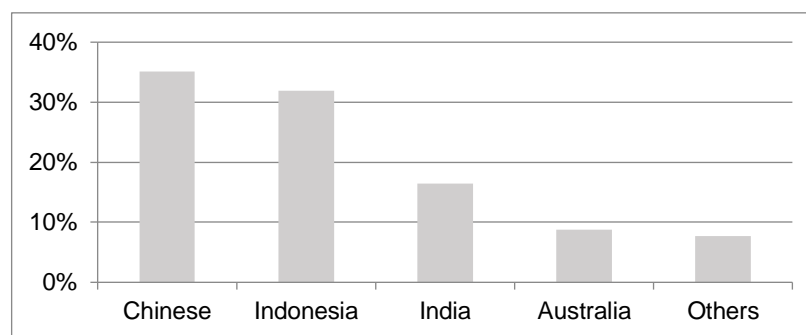
This research was conducted at The Sakala Resort Bali located in Pratama Street No. 95, Benoa, Kuta Selatan, Badung, Bali 80363, Indonesia. It takes 15 kilometers away or about 30 minutes from I Gusti Ngurah Rai International Airport. The object of this research was focused on the marketing mix factors that affecting the tourist’s decision to stay at The Sakala Resort Bali. Two types of data used in this research was quantitative and qualitative approach (Sugiyono, 2016). While the source of the data in the form of primary data source

by questionnaire that was given to the guest at The Sakala Resort Bali (Sugiyono, 2016). The questionnaire in this study was given to the guest that stayed at The Sakala Resort Bali. Form of secondary data such as history of the hotel, excursions, and other data that is associated with this research (Sugiyono, 2016).

The population in this study was 1,000 guests and was counted by Slovin's technique (Sujarweni & Utami, 2012) to get the sample of 91 respondents. The sampling technique in this study was the probability sampling technique using simple random sampling (Sugiyono, 2016). The trial was to test the validity and reliability of the questionnaire that was used. The validity test is done by comparing the correlation (r-count) of each score on the question item and the total score with an r-table value of free degree $n-2$, where n is the number of respondents used, in this case of 91. The r-table value with a degree of freedom of $n-2$ or 89 is 0.173 that the question items on the questionnaire are declared validly if they have a value of more than 0.173 r-counts. The reliability test was used for measuring whether the questionnaire has been reliable and trustworthy as a data collection tool. The questionnaire is reliable when the value of Cronbach's Alpha is greater than 0.7. Cronbach's Alpha value closer to 1 indicates that the questionnaire is increasingly reliable (Sugiyono, 2014).

RESULTS AND DISCUSSION

The characteristic of respondents in this research used 91 respondents that were classified based on their age from 23-50 years. Based on their gender was male of 43 and female of 48. According to their purpose of the stay, 59 respondents were business and 32 respondents were holiday. Based on the country was divided into several countries that can be seen in Figure 2 below.



(Source: Processed Data, 2020)

Figure 2. Characteristic of Respondents Based on Country

Figure 2 showed that most of the respondents of this research were the guests coming from Chinese (35.16%) and Indonesian (31.87%), because The Sakala Resort Bali was

dominated by the guests who came from China and Indonesia. Followed respondents are Indian (16.48%), Australian (8.79%), and others (British, Malaysian, & France) (7.68%).

Data analysis in this research is factor analysis from Atahena and Utama (2016) with the result as follows;

Creating a Correlation Matrix

The things that need to be done that factor analysis can be carried out, the first is determining the amount of the Bartlett's Test of Sphericity which is used to determine whether there is a significant correlation between variables, and the second is the Kaiser Mayer Olkin (KMO) Measure of Sampling Adequacy used to measure the adequacy of the sample (Atahena and Utama, 2016).

The criteria of conformity in the use of factor analyze is if the value of KMO above than 0.5. The magnitude of the value of Bartlett's Test of Sphericity and the value of the Keiser Meyer Olkin (KMO) Measure of Sampling Adequacy can be seen in the following Table 1.

Table 1. KMO and Bartlett's Test of Sphericity

Kaiser-Meyer-Olkin Adequacy.	Measure of Sampling	0.854
Bartlett's Test of Sphericity	Approx. Chi-Square	830.823
	Df	190
	Sig.	0.000

(Source: Processed Data, 2020)

Based on Table 1, obtained a value of 830.823 Bartlett's Test of Sphericity with a significant of 0.000 to mean on this research, there is a significant correlation between the variable and the results of calculations of KMO 0.854 greater than 0.5 and level significantly less than 0.05 then KMO test have been eligible and worthy to be analyzed further so that the adequacy of the sample included in the intermediate category.

Determine the Number of Factors

The determination of the number of factors in which each factor is a combination of several factors that are interconnected (correlated) is based on the amount of Eigenvalue, the percentage of the variance of each factor that appears. The factors chosen are factors that have an Eigenvalue > 1. Based on the percentage of variance, a factor can be considered by consumers if it has a value greater than 5% (Atahena and Utama, 2016). It can be seen on Table 2.

Table 2. Total Variance Explained

Factors	<i>Eigen Values</i>	<i>% of Variance</i>	<i>Cumulative %</i>
1	7.459	37.297	37.297
2	1.549	7.745	45.041
3	1.524	7.620	52.662
4	1.321	6.606	59.268
5	1.070	5.348	64.616

(Source: Processed Data, 2020)

The result of determining the number of factors is becoming five factors. The determination of the number of these factors are based on the value of Eigenvalue above than 1 which is factor 1 with Eigenvalue 7.559, factor 2 with Eigenvalue 1.549, factor 3 with Eigenvalue 1.524, factor 4 with Eigenvalue 1.321, and factor 5 with the value of Eigenvalue 1.070. That can be interpreted there are five groups of factors that affect the decision of the tourists to stay at The Sakala Resort Bali by showing that the five groups of factors are able to explain the variant as much 64.616%.

Factors Rotation and Naming the Factors

Varimax rotation method was used for the data rotated from primary data to become simple factor data and make easier to interpret the data. Data from the component matrix have to rotate to become Rotation Component Matrix by seen from the loading factor each variable.

Table 3. Result of Naming Factors

No	Factor	Variables	Loading Factor	% of Variance
1	Branding	The hotel name is well known	0.703	16.457%
		Various room types	0.785	
		Hotel has swimming pool & supporting facilities	0.768	
		Affordable room rates	0.588	
		Competitive room rates	0.502	
2	Guarantee	Information from the website is quite comprehensive	0.652	14.940%
		Information about hotel can be obtained from brochures & internet	0.684	
		Information can be by obtained by oral information	0.750	
		Employee services can be trusted	0.580	
		Employee give information about the hotel's product correctly	0.670	
3	Environment	Fast hotel service stairs towards guest needs and complaints	0.646	13.977%
		The Sakala Resort Bali has strategic location	0.699	
		The employees are friendly and polite in service	0.577	
		Design of building in accordance with the pictures appropriate with the website or brochure	0.817	
4	Service Quality	Directions, lobby or waiting room facilities are adequate.	0.705	9.966%
		Reserving the room is easy and quickly	0.808	
		Hotel has spacious and secure parking	0.742	
5	Expectation	Clean and tidy employee's uniform	0.560	9.275%
		Room rates in accordance with the facilities	0.613	
		There are discounts when booking an order	0.764	

(Source: Processed Data, 2020)

The result of rotation conducted, 20 variables were formed into five factors, where it shows that all variables can be formed into the factors and this is interpreted as follows;

1. Branding Factor

Branding factor has a percentage of variance of 16.457%. This means that the variables that are included in the branding factor is able to explain the factors affecting the tourist's decision to stay at The Sakala Resort Bali of 16.457%. Variable that has the highest value in the branding factor is the various room types with the loading factor as much 0.785.

2. Guarantee Factor

Guarantee factor has a percentage of variance of 14.940%. This suggests that variables that belong to the guarantee factor are able to explain about the factors affecting the decision of tourists to stay at The Sakala Resort Bali by 14.940%. The variable that has the highest value in the factor of the guarantee is information can be obtained by oral information with loading factor as much 0.750.

3. Environment Factor

Environment factor has a percentage of variance of 13.977%. This suggests that variables that belong to environment factor are able to explain the factors that affecting the decision of the tourist to stay at the Sakala Resort Bali to be 13.977%. The variable that has the highest value in the environment factor is the design of buildings in accordance with the pictures appropriate with the website or brochure with the loading factor as much 0.817.

4. Service Quality Factor

Service quality factor has a percentage of variance of 9.966%. This shows that the variables belong to the quality of service can explain about the factor affecting the decision of tourists to stay at The Sakala Resort Bali by 9.966%. The variable in the service quality factor about reserving the room easily and quickly has the highest loading factor of 0.808.

5. Expectation Factor

Expectation factor has a percentage of variance of 9.275%. This suggests that variables belong to the expectation factor are able to explain the factors affecting the decision of tourists to stay at The Sakala Resort Bali by 9.275%. The variable that has the highest value in the expectation factor is there are discounts when booking an order with a loading factor as much 0.764.

Determine Model Accuracy

Knowing the ability of a model to explain well the phenomenon of existing data, need to be tested with the technique of Principal Component Analysis (PCA) is to examine the residual amount between the correlations observed with reproductive correlation. Based on the results of this study, the resulting residual percentage is 43.0% or as much as 83 residual, that the accuracy of the model can be known and acceptable with the accuracy of

the model by 57.0% at a tolerance level of 10%, this means there are other factors that affect the decision of tourists to stay at The Sakala Resort Bali such as social factor and personal financial ability factor.

The result of factor analysis, it was found that branding factor has the greatest influence and dominance in affecting the tourist's decision to stay at The Sakala Resort Bali states that the quality of branding gives the appreciation and form a positive image for the tourist's decision. Branding is must to be the most effective tools to affect tourist impression, by giving the best service it could make the hotel name is well known (Neupane, 2015), beside that by providing various room types, swimming pool & supporting facilities, about the affordable room rates and competitive room rates the tourist impression will be increased. Information from the website is quite comprehensive, it makes the tourist easy to reach information about The Sakala Resort Bali.

The guarantee factor also greatly affects the tourist's decision to stay at The Sakala Resort Bali. Guarantee if all of the information about the hotel can be obtained from brochures & the internet and oral information. It makes easier and more effective to reach the potential guest around the world. Giving service and information that can be trusted from the employee must be impacted also.

This environment factor includes the hotel has strategic location, employees are friendly and polite in service, design of building in accordance with the pictures appropriate with the website or brochure, directions, lobby or waiting room facilities are adequate will run smoothly and qualify to increase tourist's decision to stay at The Sakala Resort Bali. All of these because the environment, including internal and external environment make tourist feel comfort and satisfied.

Service quality factor is one of the factors that affecting tourist's decision. Giving serve of the room is easy and quickly, cleanly and tidy employee's uniform trustworthy will reflect the company's credibility as this capability is related to provide accurate service from the first time without making any mistakes and unsatisfied.

The expectation factor is the lowest factor that affects the tourist's decision to stay at The Sakala Resort Bali. It must be about the room rates in accordance with the facilities and there are discounts when booking an order because a lot of tourists want at the affordable price for the room rate and the facilities must be accordance with 5-stars hotel standard.

CONCLUSIONS

Based on the results of the analysis that has been done by using factor analysis on the tourist stayed at The Sakala Resort Bali from August to November 2019 period it can be concluded as follows; factors affecting tourist's decision to stay at The Sakala Resort Bali is

as much as five factors consists of factor 1 (Branding), this factor has a total variant of 16.457% and a factor that affects the decision of the most dominant tourist to stay at The Sakala Resort Bali. Factor 2 (Guarantee), the guarantee has a total variant of 14.940%. Factor 3 (Environment), environment factor has a total variant of 13.977%. Factor 4 (Service Quality), this factor has a total variant of 9.966%. Factor 5 (Expectation), the expectation factor has a total variant of 9.275%.

Based on the above conclusion, the writer would like to propose the suggestion as follows; increase promotion by internet and oral information for making good brand image and provide the logbook for data of any kind of guest needs and complaints. Taking into account the factors that affecting the tourist's decision to stay at The Sakala Resort Bali in the following ways: increase sales by improving the quality of service and hotel facilities. Increasing the service by educating and training the existing human resources like to provide maximum service and meet the standard operating procedure applicable at The Sakala Resort Bali. Intensify internal promotion that already exist in the hotel that is distributing brochures about information service and products owned by The Sakala Resort Bali to guests that staying at the hotel with the aim to attract guests to visit and provide all of the information about the hotel. In the end the number of tourists stay at The Sakala Resort Bali will be increasing.

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