

THE FACTORS AFFECTING THE LEVEL OF TOURIST SATISFACTION USING TRAVEL AGENTS AND DESTINATIONS OF CHOICE: CASE STUDY IN BALI

I Ketut Suwena¹, Ni Ketut Arismayanti^{1,2}

Email: suwenaketut@unud.ac.id¹, arismayanti_pariwisata@unud.ac.id²

¹Faculty of Tourism, Udayana University, Bali, Indonesia

²Tourism Centre of Excellence, Udayana University, Bali, Indonesia

Abstract: Nowadays, tourism is a common thing done by anyone. In the digital era, there is a shift of tourists in traveling in terms of the use of travel agents in planning their trips. There are tourists who plan their trips independently and there are also tourists who continue to use travel agents in traveling. The level of satisfaction of tourists in using the services of travel agents and destinations that tourists choose to travel is important to know the factors that influence the level of tourist satisfaction. This study aims to determine and analyze the factors that influence the level of satisfaction of tourists in using travel agents and choosing tourism destinations. This research was conducted in Bali by distributing questionnaires to tourists and interviewing informants. Data collected techniques with observation, interviews, questionnaires, literature study. The data analysis technique uses descriptive qualitative, factor analysis, and Likert Scale technique. The number of samples was 400 tourists, consisting of 200 domestic tourists and 200 overseas tourists. The results of this study are expected to be used as a basis for evaluation and policy making for the government in tourism as an effort to increase the level of satisfaction and loyalty of tourists who travel to Bali.

Abstrak: Pariwisata saat ini sudah menjadi hal yang lumrah dilakukan oleh siapa saja. Pada era digital, terjadi pergeseran wisatawan dalam melakukan perjalanan wisata, dalam hal penggunaan agen perjalanan dalam merencanakan perjalanannya. Ada wisatawan yang merencanakan perjalanannya secara mandiri dan ada juga wisatawan yang tetap menggunakan jasa agen perjalanan/travel agent dalam berwisata. Tingkat kepuasan wisatawan dalam menggunakan jasa agen perjalanan dan destinasi yang dipilih wisatawan untuk berwisata penting untuk diketahui faktor-faktor yang mempengaruhi tingkat kepuasan wisatawan. Penelitian ini bertujuan untuk mengetahui dan menganalisis faktor-faktor yang mempengaruhi tingkat kepuasan wisatawan dalam menggunakan jasa travel agent dan pemilihan destinasi wisata. Penelitian ini dilakukan di Bali dengan menyebarkan kuesioner kepada wisatawan dan mewawancarai informan. Teknik pengumpulan data dengan observasi, wawancara, angket, studi kepustakaan. Teknik analisis data menggunakan teknik deskriptif kualitatif, analisis faktor, dan teknik skala Likert. Jumlah sampel sebanyak 400 wisatawan yang terdiri dari 200 wisatawan domestik dan 200 wisatawan mancanegara. Hasil penelitian ini diharapkan dapat digunakan sebagai dasar evaluasi dan pengambilan kebijakan bagi pemerintah di bidang pariwisata sebagai upaya peningkatan tingkat kepuasan dan loyalitas wisatawan yang berwisata ke Bali.

Keywords: level of tourist satisfaction, travel agents, tourism destination, bali.

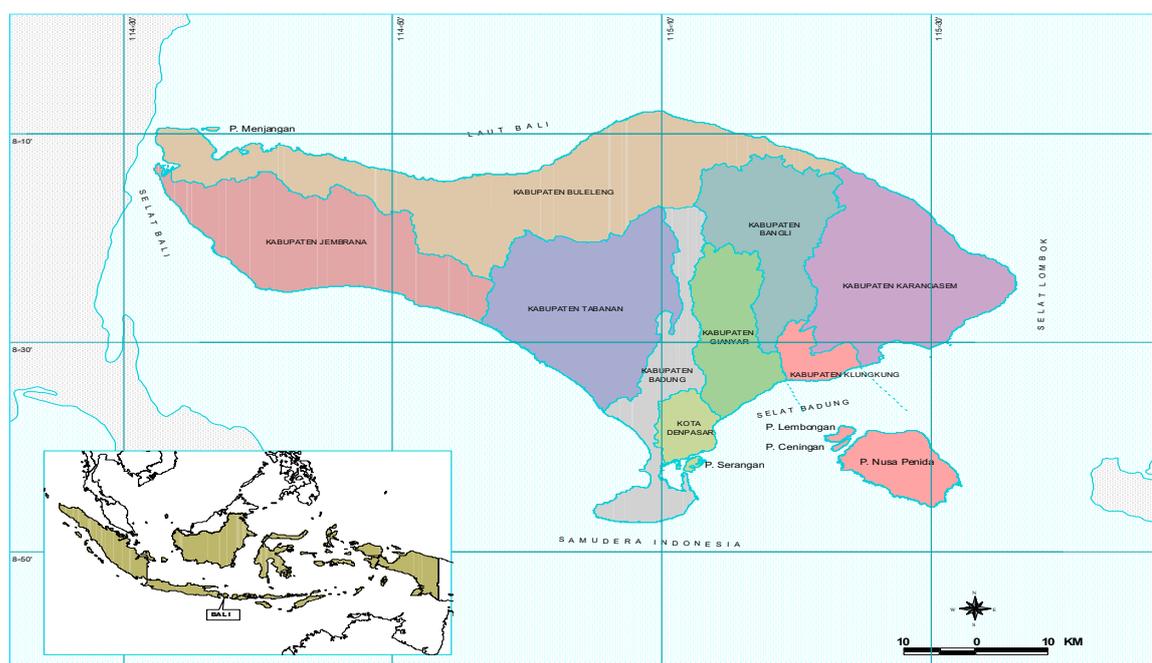
INTRODUCTION

The province of Bali consists of one main island, namely Bali Island and several other smaller islands, such as Nusa Penida Island, Nusa Ceningan Island, Nusa Lembongan Island, Serangan Island and Menjangan Island. Administratively, Bali Province is divided into 8 regencies, 1 city, 57 sub-districts, 715 villages/kelurahan, 1,480 pakraman villages (customary villages), and 1,604 rice fields and 1,107 abian subaks. Bali

Province is bordered by East Java Province to the west, Bali Sea to the north, West Nusa Tenggara Province to the east and the Indonesian Ocean to the south.

Bali Province is one of 33 provinces in Indonesia. This province has an area of only 0.29 percent of the total area of Indonesia. Geographically, Bali Province is located at the position of 08o-03' 40" - 08o 50' 48" South Latitude and 114o 25'23" - 115o 42' 40" East Longitude (Figure 1).

Figure 1. Geographical Layout Map of Bali Province



Source: Central Bureau of Statistics Bali Province, 2018.

Based on the reliefs and topography, in the middle of the island of Bali lies a mountain range that extends from west to east and between these mountains there are clusters of volcanoes, namely Mount Batur and Mount Agung as well as non-volcanic mountains, namely Mount Merbuk, Mount Patas, and Mount Seraya. The existence of these mountains causes the Bali Region to be geographically divided into 2 (two) unequal parts, namely North Bali with narrow and less sloping lowlands, and South Bali with broad and sloping lowlands. The slope of Bali Island consists of flat land (0-2 percent) covering an

area of 122,652 ha, undulating land (2-15 percent) covering an area of 118,339 ha, steep land (15-40 percent) covering an area of 190,486 ha, and very steep land (>40 percent) covering an area of 132,189 ha.

The total area of Bali Province is 5,636.66 km². Buleleng Regency has the largest area, which is 1,365.88 km², followed by Jembrana Regency 841.80 km², Karangasem 839.54 km², Tabanan 839.33 km², Bangli 520.81 km², Badung 418.52 km², Gianyar 368.00 km², Klungkung is 315.00 km² and the smallest is Denpasar City with an area of 127.78 km² (Table 1).

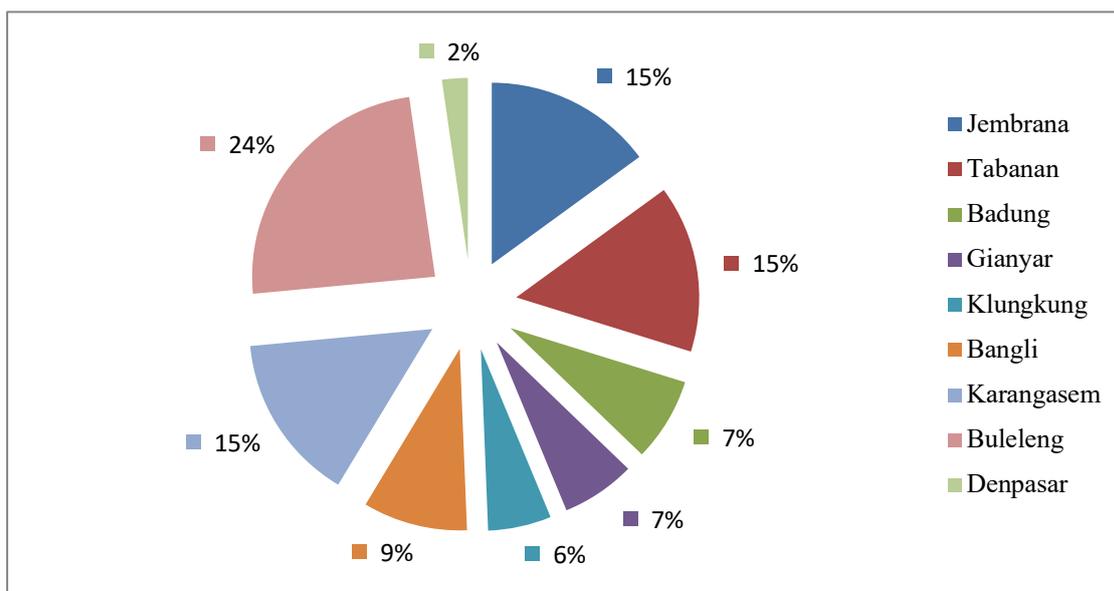
Table 1. Number of Regencies/City Area, Number of District, and Number of Villages dan Pakraman Villages in Bali Province in 2018

No.	Regencies/City	Number of Area (km ²)	Number of District	Number of Villages	Number of Pakraman Villages
1	Jembrana	841,80	5	51	64
2	Tabanan	839,33	10	133	346
3	Badung	418,52	6	62	122
4	Gianyar	368,00	7	70	272
5	Klungkung	315,00	4	59	113

6	Bangli	520,81	4	72	168
7	Karangasem	839,54	8	78	190
8	Buleleng	1.365,88	9	148	170
9	Denpasar	127,78	4	43	35
Total		5.636,66	57	716	1.480

Source: Central Bureau of Statistics Bali Province, 2018.

Figure 2. Percentage of Bali Province Area by Regency/City in 2018



Source: Central Bureau of Statistics Bali Province, 2018.

Bali is a tourist destination and a barometer of tourism development in Indonesia. Before Pandemic Corona Virus Disease 2019 (COVID-19), the tourist visited by more than 15 million tourists (15,828,464 people in 2018) which is dominated by domestic tourists (61.65 percent). Tourist visits in a period of 12 years increased by an average of 10 percent (2006-2018 an average increase of 10.74 percent) to Bali. Bali with an area of 0.29 percent of Indonesia's area, but is able to attract more than 40 percent of total tourist visits to Indonesia (Central Bureau of Statistics Bali Province, 2018).

The island consists of eight regencies and one city with different density of people and intensity of tourist visits. Tourism in southern Bali is growing massively, but on the contrary in northern Bali. The high tourism activity and the dense development of tourism facilities in southern Bali have led to an increase in the number of tourist visits to this area. Not only tourists, the population continues to increase, especially in Badung Regency and

Denpasar City with the highest density and growth rate in Bali. Denpasar City is the city with the largest total population, which is 914,300 people or 21.53 percent of the total population of Bali. The highest population growth rate occurred in Badung Regency at 8.49 percent and followed by Denpasar City at 7.38 percent. Bali's population density in 2017 reached 753.37 people/km² with the highest density found in Denpasar City which reached 7,155.27 people/km² (Population Census, 2017 in Bali Provincial Government, 2018; Central Bureau of Statistics Bali Province, 2018).

Tourism with its various accompaniments is able to increase production capacity, which can encourage the creation of job opportunities and increase the use of labor. The main business fields in Bali are absorbed by trade, restaurants, and accommodation as many as 728,757 people or 30.16 percent (Central Bureau of Statistics Bali Province, 2018). The high business field absorbs labor, can not be separated from the high demand in this sector. This has implications for increasing

demand for tourism products and their related products, the number of investors investing in Bali, the construction and development of tourism facilities (main, complementary, and supporting), the number of tourism industries, the number of tourism actors, and the number of workers from inside and outside Bali who work in Bali. Working in the tourism industry as well as workers in other related sectors which causes the need for resources to also increase, such as clean water and space (residence and recreation).

Bali has 16 tourist areas and 245 tourist attractions spread over existing regencies/cities (Bali Provincial Tourism Office, 2018). Most of the tourist attractions are in Gianyar Regency (61 tourist attractions), followed by Bangli Regency (42 tourist attractions), Badung Regency (36 tourist attractions), Buleleng Regency (25 tourist attractions) and Tabanan regency (24 tourist attractions). The number of tourist visits to tourist attractions in urban districts in Bali varies greatly. The number of travel agents in Bali is 371 agents plus 23 branch travel agents, 9 MICE (Meeting, Incentive, Conference and Exhibition) travel agents, 9 reteriment travel bureaus (Bali Provincial Tourism Office, 2017).

RESEARCH METHODS

This research takes a case study in Bali as a tourism destination. This type of research is a qualitative research with data collection techniques through observation, distributing questionnaires to foreign and domestic tourists. The study began with the distribution of 400 questionnaires (200 questionnaires for domestic tourists and 200 questionnaires for foreign tourists) regarding the factors that affect the level of tourist satisfaction in using travel agent services and destination selection. In addition, the characteristics of visiting tourists are also discussed.

RESULT AND DISSCUSSION

Respondent Characteristics

Based on 400 respondents in this study consisting of 200 foreign tourists and 200 domestic tourists, the characteristics of the respondents are described. The characteristics of the respondents were described based on the respondent's nationality, gender, age, education level, occupation, and marital status. The following describes each description of the characteristics of the respondents.

1. Tourist Characteristics based on Continent

In the respondents of foreign tourists, the nationalities of tourists are grouped by continent, namely Europe, Australia, Asia, America, and Africa. Nationality (nationality) of the respondents to know the area of origin of tourists and their tendency to travel and the selection of tourist attractions visited. Tourists visiting Bali are predominantly from Europe (119 people or 59.5%). European countries include Germany, England, the Netherlands, France, Poland, Switzerland, Italy, Sweden, and Russia. The second position came from Australia (41 people or 20.5%). This was also conveyed by several tourists from Australia on their oral and written perceptions that they were interested in coming to Bali because their country's location was close to Indonesia and Bali. On the other hand, some Australian tourists say that Bali is easier to reach or visit than some parts of Australia. Even the cost of accessibility to Bali is more affordable. The third position is from Asian countries, such as Singapore, Malaysia, India, Thailand, China, and Japan with 23 people (11.5%). The fourth position of tourists from America as many as 15 people or 7.5%. Lastly from Africa as many as 2 people or 1%. Meanwhile, domestic tourists used as many as 200 respondents.

2. Tourist Characteristics based on Gender

The characteristics of foreign tourists and domestic tourists by gender are not much different. The gender of foreign tourists between men and women shows a balanced number, namely 100 men (50%) and 100 women (50%). Meanwhile, domestic tourists showed that the number of male respondents was 104 people or 52% and female respondents were 96 people or 48%.

3. Tourist Characteristics Based on Age Level

The characteristics of tourists based on age with an age range of 10 years, starting at the age of 15 years to over 65 years show that the respondents of foreign tourists are dominated by the age range of 25-44 years as many as 106 people or 53%. Then the second position is at the younger age, namely 15-24 years (55 people or 27.5%), the third position is 45-64 years old (33 people or 16.5%), and the last is at the age of >65 years (6 people). or 3%. Meanwhile, domestic tourists are dominated by the age range of 15-24 years as many as 112 people or

56%. The second position of respondents ranged in age from 25-44 years (61 people or 30.5%), the third position was 45-64 years (19 people or 9.5%), and ages over 65 years were 8 people or 4%.

4. Tourist Characteristics Based on Education Level

Education is one of the most easily known factors to measure finances and mindsets in managing one's life. For example, traveling is an important activity to do in refreshing a tired mind from all the activities of daily life. Respondents of foreign tourists and domestic tourists have the same order of position at the first and second largest education levels, only the number and percentage are different. The respondents who visited foreign tourists were dominant with a Bachelor's degree as many as 114 people or 57%. While for domestic tourists as many as 96 people or 48%. The second position is for foreign tourist respondents at the level of senior high school education as many as 57 people or 28.5%, while for domestic tourists as many as 60 people or 30%. The third to sixth positions in a row for respondents from foreign tourists at the level of Master/Doctoral education (17 people or 8.5%); Junior High School (7 people or 3.5%); Primary School (3 people or 1.5 percent); not in school (2 people or 1%). Meanwhile, for domestic tourists, the third to sixth positions in a row are

at the level of Master/Doctoral education (8 people or 4%); Junior High School (24 people or 12%); Primary School (8 people or 4 percent); not in school (4 people or 2%).

5) Tourist Characteristics Based on Occupation

Work is identical to the activities a person does for a living to meet economic needs, both primary, secondary, and tertiary needs. Based on the type of work, the available free time can also be identified outside the work routine itself. The work in this study is divided into six categories, namely: student/college, entrepreneur, private employee, Civil Servant/military, professional, and unemployed. In the foreign tourist respondents the order of occupation dominance includes: private sector employees (66 people or 33%); entrepreneurship (36 people or 15.5%); students (38 people or 19%); professional (39 people or 19.5%); not working (13 people or 6.5%); and civil servants/military (8 people or 4%). While the respondents of domestic tourists in the order of occupation dominance include: students (70 people or 35%); professional (43 people or 21.5%); private employees (32 people or 16%); self-employed (30 people or 15%); not working (15 people or 7.5%); and civil servants/military (10 people or 5%).

The tabulation of data on the characteristics of respondents, both foreign tourists and domestic tourists can be seen in Table 2.

Table 2. Tabulation of Respondent Characteristics Data

No.	Variable	Tourist				Tourist Total (person)	Percentage (%)
		Overseas (person)	Percentage (%)	Domestic (person)	Percentage (%)		
1.	Continent	200	100	200	100	400	100
	Europe	119	59,5			119	59,5
	Australia	41	20,5			41	20,5
	Asia	23	11,5			23	11,5
	America	15	7,5			15	7,5
	Africa	2	1,0			2	1,0
2.	Gender						
	Male	100	50,0	104	52,0	204	51,0
	Female	100	50,0	96	48,0	196	49,0
3.	Age (years)						
	15-24	55	27,5	112	56,0	167	41,7
	25-44	106	53,0	61	30,5	167	41,7
	45-64	33	16,5	19	9,5	52	13,0
	>65	6	3,0	8	4,0	14	3,5
4.	Education level						
	None	2	1,0	4	2,0	6	1,5
	Primary School	3	1,5	8	4,0	11	2,8

	Junior High School	7	3,5	24	12,0	31	7,7
	Senior High School	57	28,5	60	30,0	117	29,3
	Bachelor	114	57,0	96	48,0	210	52,5
	Master/Doctoral	17	8,5	8	4,0	25	6,3
5.	Occupation						
	Student/Collage	38	19,0	70	35,0	108	27,0
	Public Servant	8	4,0	10	5,0	18	4,5
	Enterpreneurship	36	15,5	30	15,0	66	16,5
	Private Sector Employee	66	33,0	32	16,0	98	24,5
	Professional	39	19,5	43	21,5	82	20,5
	None	13	6,5	15	7,5	28	7,0

Based on Table 2, it can be seen that the respondents based on the dominant sex who visited were male (51%) but did not differ significantly. The age of respondents who visited Bali were predominantly 15 to 44 years of age, which were productive ages. They tend to be students or private employees who take advantage of their free time to travel.

Tourist Perceptions and Motivations towards the Use of Travel Agents

Based on 400 respondents, it is known that the respondents' sources of information regarding Bali tourism destinations are from several sources, namely: magazines, travel brochures, radio advertisements, television advertisements, travel agents, internet (websites and social media), and recommendations from friends, family or others. In the respondents of foreign tourists, it is known that only 6.5% obtain information from travel agents. However, the number of respondents from foreign tourists who use travel agent services is 25.5%. Meanwhile, for domestic tourists, it is known that only 10.5% received information from travel agents. However, the number of respondents from domestic tourists who use travel agent services is 11%. The use of travel agent services is dominated by new tourist visits to Bali for the first time, both foreign and domestic respondents, but there are also those who use travel agent services even though they have

been to Bali several times. The main reasons respondents use travel agent services are because it is easy, convenient, tour packages are available, and there are recommendations from travel agents regarding the destinations to be visited while in Bali. The level of satisfaction of tourist respondents using travel agent services is satisfied (3.8).

The respondents of foreign tourists who do not use travel agent services when traveling to Bali as much as 74.5%. Where the respondent obtained the source of information from the recommendations of friends/family/others (42.5%); internet (websites and social media) 21%; travel brochure (12.0%); magazines (10.0%); television advertising (6.5%); radio advertising (1.5%); and travel agent information only (6.5%). Meanwhile, respondents from domestic tourists who do not use travel agent services when traveling to Bali are 89%. Where the respondent obtained the source of information from the recommendations of friends/family/others (49.5%); internet (website and social media) 10.5%; television advertising (12.5%); travel brochure (9%); travel agent information (10.5%); magazines (6%); and radio advertising (2.0%).

The tabulation of respondents' perception and motivation data on the use of travel agents, both foreign tourists and domestic tourists can be seen in Table 3.

Table 3. Data Tabulation of Travel Agent Usage

No.	Variable	Tourist				Tourist Total (person)	Percentage (%)
		Overseas (person)	Percentage (%)	Domestic (person)	Percentage (%)		
1.	Information Source						
	Friend/Family Recommendation	85	42,5	99	49,5	184	46,0
	Internet	42	21,0	21	10,5	63	15,75

	Tourism Brochure	24	12,0	18	9,0	42	10,5
	Magazine	20	10,0	12	6,0	32	8,0
	Television Advertising	13	6,5	25	12,5	38	9,5
	Travel agent Information	13	6,5	21	10,5	34	8,5
	Radio Advertising	3	1,5	4	2,0	7	1,75
2.	Travel Agency Users						
	Yes	51	25,5	22	11,0	73	18,3
	No	149	74,5	178	89,0	327	81,7
3.	Perception of Satisfaction Using Travel Agent						
	Very satisfied	5	9,8	4	18,2	9	12,3
	Satisfied	31	60,8	10	45,5	41	56,2
	Quite satisfied	15	29,4	8	36,3	23	31,5
	Not satisfied	0	0,0	0	0,0	0	0,0
	Very dissatisfied	0	0,0	0	0,0	0	0,0

Most of the respondents (81.7%) chose to arrange their own travel based on their experience of coming to Bali several times and recommendations from their relatives. Furthermore, they said that information on the internet, both websites and social media, as well as GPS on tourist destinations really helped them when traveling. Although in some areas in Bali it is difficult/no internet signal. They are free and flexible in using their time at tourist attractions, without having to be arranged with a fixed tour package schedule. Regarding the vehicles used by respondents when not using travel agent services, they are renting a vehicle (car or motorbike) and using a taxi. They also regret that there is no public transportation in Bali that they can use when traveling in Bali. In addition, the use of four-wheeled vehicles, especially two-wheeled vehicles, makes them avoid traffic jams on the highway to tourist attractions in Bali. However, driving a motorized vehicle yourself carries the risk of an accident, considering that several roads to tourist attractions are damaged and traffic jams are severe in southern Bali.

Tourist Perceptions and Preferences on Preferred Destinations

Perceptions and preferences of tourists towards the destination of choice consist of: the main purpose of the respondent to travel to a tourism destination, the number of visits to a tourism destination, the length of stay of tourists in a tourism destination, the type of accommodation chosen by the respondent while staying in a tourism destination, loyalty to accommodation, reasons for choosing tourism destinations, tourist attractions visited while in tourism destinations, as well as respondents' perceptions of the components of

tourism destinations (tourist attraction, infrastructure, atmosphere, recreation areas, public infrastructure, accessibility, amenities, social environment, community hospitality, politics and economics, organization and management.

Based on 400 respondents, it is known that most of the respondents' main purpose for traveling to Bali tourism destinations is for fun or travel or relaxation (80.5%), where for respondents of foreign tourists by 89% or 178 people) and domestic tourists 72% . In addition to the main purpose of traveling, tourist arrivals are also caused by visiting relatives, both friends and family (12%) as well as business/work purposes (7.5%). The number of visits to Bali tourism destinations is known to be mostly repeat visits more than 4 times (28.5%), but this number is not much different from the number of first-time visits (27.75%). The respondents from foreign tourists found that most of them were visits for the first time (36.5%), while the respondents from domestic tourists were repeat visits more than 4 times (40.5%). The level of loyalty or repeater guest of domestic tourists is higher than foreign tourists.

Based on the length of stay of tourists, it was found that most of the length of stay of tourists was more than 4 days (51.75%) compared to the length of stay of tourists for 1 day (2.25%); 2 days (9.5%); 3 days (16.0%); and 4 days (20.5%). The respondents of foreign and domestic tourists showed the same results. This was conveyed by tourists, because Bali has many variations of tourist attractions, so it is very unfortunate if you visit Bali for only a short time. Tourists also stated that they would visit Bali again in the future. Some tourists were also found to have a short length of stay while

in Bali (1-3 days), this is due to the pattern of tourist travel where Bali is not the only destination visited while tourists are on vacation who then return to their country. However, it is known that the majority of foreign tourist respondents stated that they vacationed in Bali after visiting tourism destinations of other countries, both in Asia and other regions in Indonesia. Meanwhile, respondents from domestic tourists have different travel patterns, where the main purpose of traveling to Bali and some of these tourists plan to continue their journey to Lombok and other areas in Indonesia.

In the amenities component, accommodation is grouped into several types in this study, namely: hotels, villas, homestays, bungalows, cottages, and others. The respondents from foreign tourists found that most tourists chose to stay at hotels (44.5% or 89 people), they were also interested in staying in villas (25.5%) and homestays (16.5%). This is because they find many quality hotel accommodations in Bali at affordable prices. So

far they have expressed their satisfaction with hotel accommodation services in Bali. Some choose villas for reasons that are more private and can be shared with friends. Some choose to stay at homestays because they want to know about the life of the Balinese people, talk to people who they consider to be very friendly, helpful, and polite. In the respondents of domestic tourists there is a slight difference. Although it is known that some domestic tourists also choose hotels as a place to stay (38%), but the selection of other accommodations is also quite high (31.5%), this is because many domestic tourists stay in apartments, stay at relatives/friends' houses, and live in apartments. in elite boarding houses around tourist attractions, especially southern Bali at lower and affordable costs.

The tabulation of data on the purpose of the visit, the number of visits, length of stay, and the type of accommodation selected by the respondents, both foreign tourists and domestic tourists can be seen in Table 4.

Table 4. Data Tabulation of Destination, Length of Stay and Type of Accommodation Selected

No.	Variable	Tourist				Tourist Total (person)	Percentage (%)
		Overseas (person)	Percentage (%)	Domestic (person)	Percentage (%)		
1.	Tourist Purpose						
	Leisure	178	89,0	144	72,0	322	80,5
	Family visiting	12	6,0	36	18,0	48	12,0
	Bussiness	10	5,0	20	10,0	30	7,5
2.	Visit Times						
	1 time	73	36,5	38	19,0	111	27,75
	2 times	32	16,0	41	20,5	73	18,25
	3 times	25	12,5	24	12,0	49	12,25
	4 times	37	18,5	16	8,0	53	13,25
	>4 times	33	16,5	81	40,5	114	28,5
3.	Length of Stay						
	1 day	9	4,5	0	0,0	9	2,25
	2 days	22	11,0	16	8,0	38	9,5
	3 days	42	21,0	22	11,0	64	16,0
	4 days	38	19,0	44	22,0	82	20,5
	>4 days	89	44,5	118	59,0	207	51,75
4.	Types of Accommodation Choose						
	Hotel	89	44,5	76	38,0	165	41,3
	Villa	51	25,5	12	6,0	63	15,7
	Homestay	33	16,5	46	23,0	79	19,7
	Bungalow	14	7,0	3	1,5	17	4,3
	Cottage	7	3,5	0	0,0	7	1,7
	Others	6	3,0	63	31,5	69	17,3

Several factors (top 10) that describe and the main reasons tourist respondents choose Bali destinations are listed as follows:

1. Unique and interesting culture
2. Beautiful and natural nature
3. Balinese hospitality
4. The beach is beautiful with a beautiful sunset
5. Local cuisine is varied and delicious
6. Low price
7. Tourist attractions and activities
8. Variety of tourist attractions
9. Warm weather
10. Convenience

In addition to these ten factors, other factors were also conveyed but they were not significant in number, such as visa-free, traditional villages, temples, surfing, convenience, landscaping, dance, yoga, facilities, waterfalls, fun, such as at home, parties and nightclubs. Respondents also stated that vacationing in Bali was very pleasant because Bali has everything. They find new experiences that are different from other countries or regions, many new places to visit, natural beauty to travel with, unique culture, hospitality of local people, many accommodation options, meeting new people, and low prices.

Tourist attractions visited by tourists while in Bali sorted by the most choices are:

1. Ubud
2. Kuta
3. Nusa Penida
4. Canggu
5. Seminyak
6. Nusa Dua
7. Uluwatu
8. Jimbaran
9. Kintamani
10. Tanah Lot

Ubud is a tourist attraction for most tourists, because of its calm, comfortable, natural countryside, far from noise, and delicious culinary. They also expressed their concern that development in Bali would destroy the atmosphere they felt in Ubud. They do not like Bali too many buildings and high-rise hotels.

Respondents' perceptions of the components of tourism destinations (tourist attraction, infrastructure, atmosphere, recreation areas, public facilities, accessibility, amenities, social environment, community

hospitality, politics and economy, organization and management) are:

1. Most of the respondents gave a good rating on the components of tourist attraction destinations, atmosphere, recreation areas, social environment, and community friendliness.
2. Most of the respondents gave a fairly good rating on the components of infrastructure destinations, public facilities, amenities, and accessibility. This is because the availability and quality of infrastructure, public facilities, amenities, and accessibility need to be improved. Tourists complain of damaged road conditions in several places in Bali, small and narrow roads, less pedestrian friendly due to the lack of pedestrians, the absence of public transportation that can be used by tourists when they want to travel while in Bali, lack of signage, lack of lights, street lighting, lack of public facilities that can be accessed by tourists, lack of children's play areas, and lack of toilets. They further said that too many high-rise hotel buildings were built, and hoped that Bali would not build too many.
3. Most of the respondents did not provide answers on politics and economics, as well as organization and management. It's just that most tourists highlight that waste management in Bali is not good, because there is a lot of plastic waste everywhere. There are some people burning their trash and creating annoying smoke. In addition, traffic jams are also in the spotlight and get bad ratings. The heavy traffic in Bali, especially towards tourist attractions in southern Bali, causes their time to be wasted while traveling, and it is difficult to cross the road. The lack of information about tourist attractions is also a bad judgment from tourists. Not all tourist attractions in Bali are equipped with sufficient information, but it becomes very important for tourists.

CONCLUSION

The characteristics of tourists visiting Bali are dominant from Europe, male, age range 25-44 years, dominant with Bachelor's education level (Bachelor Degree), profession as a student/collage and private employee. Most tourists plan their own trips based on the recommendations of friends/family. The use of

travel agent services is dominated by new tourists visiting Bali for the first time, but there are also those who use travel agent services even though they have been to Bali several times. The main reasons respondents use travel agent services are because it is easy, convenient, tour packages are available, and there are recommendations from travel agents regarding the destinations to be visited while in Bali. The level of satisfaction of tourist respondents using travel agent services is satisfied (3.8). Some of the factors that describe and the main reasons tourist respondents choose Bali destinations are: unique and interesting culture; beautiful and natural nature; the hospitality of the Balinese people; beautiful beaches with beautiful sunsets; local cuisine is varied and delicious; low price; tourist attractions and activities; variety of tourist attractions; warm weather; and convenience. While the tourist attractions visited by tourists while in Bali sorted by the most choices are: Ubud; Kuta; Nusa Penida; Canggu; Seminyak; Nusa Dua; Uluwatu; Jimbaran; Kintamani; and Tanah Lot.

Suggestions that can be given in this research are:

1. Provide public transportation and improve road quality.
2. Improve infrastructure and public facilities that can be accessed by tourists, such as pedestrians for pedestrians, children's play areas, street lighting, signage, and public toilets.
3. The need for waste management traffic management management
4. Adding information about tourist attractions, both offline and online.

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