
Tourist Perceptions on Destination Attributes and Service Quality of Tourism Accommodation in the Ubud Tourism Area

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Abstract. This study will examine tourists' perceptions of tourist destination attributes and the quality of tourist accommodation services in the Ubud Tourism Area. This research used descriptive statistical analysis with a sample size of 140 respondents, namely tourists staying in accommodation in the Ubud Tourism Area, and samples were taken by accidental sampling. The results of the analysis show that destination attributes have an interrelated relationship with the quality of tourist accommodation services in the Ubud Tourism Area. An attractive and satisfying destination can help improve the image and perception of service in the area, and conversely, good service can improve the guest experience at the destination. This study is expected to be able to provide recommendations related to the stakeholders of the Ubud Tourism Area with the hope that it is necessary to provide easy access to Ubud tourist destinations such as the availability of roads, transportation and as much as possible provide a sense of comfort and pleasure so that tourists feel welcome and get good service at the Ubud tourist destination.

Keywords: destination attributes, service quality, Ubud

Introduction

Ubud is one of the sub-districts in Gianyar Regency, Bali Province which is known as a famous cultural tourism area and is a favourite for domestic and foreign tourists. During Ubud's tourism development which has been increasing since several decades ago, Ubud has experienced a decline to the point of recession in the tourism sector between 2020 and 2022. This decline was caused by the lack of tourism in Bali and tourism in Bali even stopped due to the Covid-19 pandemic; so local economic activities in Ubud experienced drastic changes during the Covid-19 pandemic (Santi & Utomo, 2021).

After the impact of the COVID-19 pandemic has subsided, currently Ubud is starting to be busy with tourists, and accommodation businesses are starting to revive, along with the start of social and cultural activities which have decreased over the last 2 years. At the beginning of 2022, foreign tourists such as European tourists will be seen flocking to the Ubud tourism area and slowly now we can see that tourism is starting to increase, this is because Ubud has various tourist attractions, natural panoramas and culinary delights, which are still in demand by tourists from various countries. This is proof that tourists who stay in Ubud can enjoy various kinds of cultural attractions. There are stages for Balinese dance performances, and *Kecak* dance is very easy to find. Other supporting facilities such as money changers, and local transportation are also available. The centralization of arts and culture centres can stimulate the growth of accommodation facilities in the Ubud tourism area.

Accommodation services in the Ubud Tourism Area play an important role in contributing to the Gross Regional Domestic Product in Gianyar Regency (GDP), so in this case, to accommodate the flow of incoming tourist visits, it is necessary to provide information

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on the occupancy levels of hotel rooms and other accommodation. That way, the gap between demand and supply of accommodation rooms can be avoided. To find out the extent of accommodation development, it is necessary to carry out hotel data collection on an ongoing basis.

The availability of tourist attributes is also of course a consideration for tourists when staying in the Ubud Tourism Area. Apart from staying overnight, tourists visiting tourist destinations certainly want to enjoy all the tourist attributes in the Ubud Tourism Area, starting from tourism potential, tourist attractions, access, and availability of amenities which of course play an important role in determining tourists' decisions to visit the Ubud Tourism Area.

Tourists who have a high perception of destination attributes tend to provide memorable experiences to tourists. Therefore, it is necessary to provide good attributes so that tourists have a pleasant tourist experience and that the place has a good destination image too.

Apart from tourist attributes, the importance of maintaining the quality of service in tourist accommodation, including service at several tourism service businesses, also plays a role in determining the choice of staying at a hotel. Referring to the above opinion on service quality, Kotler (1997) argues that service quality is the responsiveness and reality of the services provided by service providers to customers in a company, therefore service quality must start from customer needs and end on customer perception. This means that good quality is not based on the perception of providing tourism services, but rather on the perception of tourists as consumers in purchasing tourism service products, therefore, providing quality services and treating tourists fairly will provide positive results in satisfaction with tourist destinations and also trust in accommodation service providers in a tourist destination.

This study will examine tourists' perceptions of tourist destination attributes and the quality of tourist accommodation services in the Ubud Tourism Area, where data relating to these issues is mostly presented in this publication, so that it can be used as a scientific basis for the government and private sector to determine policies in the development of the business world, especially in the tourism sector and its supporting facilities.

Literature Review

Tourism Destination Attribute

According to Morrison (2013), tourist destination attributes consist of 10A, namely awareness, attractiveness, availability, access, appearance, activities, assurance, appreciation, action, and accountability; meanwhile, Spillane (1987) states that there are 5 very important destination elements/attributes, namely: Attraction, Facilities, Infrastructure, Transportation, Hospitality. Destination attributes are important things about a tourist destination that can influence tourists in determining tourist choices/destinations. Meanwhile, Cooper, et.al (2009) explained that tourist destination attributes consist of 4A, namely: attractions, accessibility, amenities and ancillaries. What is meant by component 4A is:

- a) Attraction is what makes a tourist destination interesting to visit, such as cultural attractions, historical attractions, and so on.
- b) Accessibilities are ease of access to a destination, or it could also be ease of searching for information related to the destination.
- c) Amenities are facilities that are one of the main requirements in a tourist destination to make tourists feel comfortable spending a long time at that destination. Common facilities are toilets, places to sit and gather, food stalls, and even places to stay.
- d) Ancillary is a tourism institution that takes part in a tourist destination, making tourists visit more often and feel safe and protected.

Quality Services

According to Parasuraman et al. (1988), service quality is a customer's perception after the purchase action. Zeithaml and Bitner (2000) identified service quality as a long-term cognitive evaluation of a business service offered by customers. Parasuramaan stated that "The five SERVQUAL dimensions are: (1) tangible: the appearance of physical facilities, equipment, and appearance of healthcare personnel, (2) reliability: the ability to perform the promised services dependably and accurately, (3) responsiveness: the willingness to help the customer and provide prompt service, (4) assurance: the knowledge and courtesy of employees and their ability to inspire trust and confidence, (5) empathy: the level of caring and attention given to the customer.

Research Methods

The purpose of this study was to analyze tourists' perception of tourism destination attributes and quality service of tourist accommodation in Ubud Tourism Area, Bali Island. This study was designed using a quantitative descriptive approach supported by a qualitative descriptive analysis. A quantitative descriptive approach is used to analyze data in the form of numbers which are then processed through statistical procedures to obtain the percentage of tourist perception of tourism destination attributes and quality service of tourist accommodation in the Ubud Tourism Area.

The number of samples taken was 100 people. Samples were taken by accidental sampling, namely a sampling technique based on coincidence, that is, anyone who coincidentally or incidentally meets the researcher can be used as a sample, if it is deemed that the person met by chance is suitable as a data source (Sugiyono, 2014). The research instrument was prepared using a questionnaire method. The form of a written questionnaire is given directly to the respondent. This study uses a Likert scale to measure attitudes, opinions or perceptions through the average score of respondents' answers which will be measured as an innovation variable. The Likert scale used consists of five gradations with the range of values in Table 1 below:

Table 1. Likert Scale

No.	Likert Scale Average Scores	Score	Category
1.	1,00 – 1,79	1	Strongly Disagree
2.	1,80 – 2,59	2	Disagree
3.	2,60 – 3,39	3	Simply Agree
4.	3,40 – 4,19	4	Agree
5.	4,20 – 5,00	5	Strongly Agree

Source: Sugiyono, 2014

The destination attribute variables in this study use indicators of awareness, attractiveness, availability, access, appearance, activities, assurance, appreciation, action, and accountability. Then, the service quality variable uses 5 indicators, namely: tangible, empathy, responsiveness, assurance, and reliability.

Result

Tourist Perception of Tourism Destination Attribute in Ubud Tourism Area

The following are the results of an analysis of tourist perceptions of tourism destination attributes in the Ubud Tourism Area which are explained in Table 2 below:

Table 2. Description of the Variable Tourism Destination Attribute

Variable	Indicators	Statement	Average Score	Category
Tourism Destination Attribute	Awareness	1. Tourists already know about Ubud's destination information	3,86	Agree
	Attractiveness	2. Ubud has a variety of diverse tourist attractions	3,90	Agree
	Availability	3. Information about Ubud tourist destinations is easy to get via online media	3,86	Agree
	Access	4. There is easy access to Ubud tourist destinations such as the availability of roads and transportation	3,83	Agree
	Appearance	5. The Ubud tourist destination makes a good first impression	3,88	Agree
	Appreciation	6. Tourists feel welcome and receive good service at the Ubud tourist destination	3,83	Agree
Total Average Score			3,86	Agree

Source: Research Result, 2023

Based on the results of the analysis regarding tourists' perceptions of destination attributes in the Ubud Tourism Area, it shows that the majority of tourists answered the statement "*Ubud has a variety of diverse tourist attractions*", namely the calculation results obtained an average score of 3.90, with the answer category being "agree" to this statement. This shows that a variety of attractive and quality destinations can increase tourists' perceptions of what they expect when visiting the Ubud Tourism Area. Destination attributes that meet tourists' expectations can create a positive tourism experience. These positive experiences can trigger a domino effect, where tourists leave positive reviews, recommend the destination to others, and perhaps even return in the future (Auliya & Prianti, 2022)

Meanwhile, tourists' perceptions of destination attributes in the Ubud Tourism Area showed that the majority of tourists received the lowest statements, namely "*Tourists feel welcome and receive good service at the Ubud Tourist Destination*" and "*There is easy access to Ubud tourist destinations such as the availability of roads and transportation*" with an average score of 3.83. This is based on traffic jams in Ubud and the difficulty of accessing four-wheeled transportation to pass through the Ubud Tourism Area, so this can become a serious problem that affects the tourist experience (Pramudya & Arida, 2023). Then, the Ubud Tourism Area needs to increase efforts so that tourists feel welcome and receive good service at the Ubud tourist destination, which is the key to strengthening the attractiveness of the destination and ensuring a positive experience for visitors.

Tourist Perception of Service Quality of Tourist Accommodations in Ubud Tourism Area

The following are the results of an analysis of tourist perceptions about the service quality of tourist accommodations in the Ubud Tourism Area which are explained in Table 3 below:

Table 3. Description of the Variable Service Quality

Variable	Indicators	Statement	Average Score	Category
Service Quality	Tangible	1. The appearance of accommodation in Ubud has local cultural nuances	4,19	Agree
	Empathy	2. The staff provides genuine attention to guests	3,52	Agree
	Reliability	3. Guests get satisfaction and security at the Ubud tourist destination by providing services that implement health protocols (hand washing facilities, hand sanitisers, temperature control, non-cash payments)	4,10	Agree
	Responsiveness	4. Hotel staff provide services accurately and reliably	3,59	Agree
	Assurance	5. Employees guarantee the trust of guests who stay	4,33	Strongly Agree
	Total Average Score		3,95	Agree

Source: Research Result, 2023

Based on the results of an analysis of tourists' perceptions of the quality of tourist accommodation services in the Ubud Tourism Area, it shows that the majority of tourists answered "*Strongly Agree*" to the statement "*Employees guarantee the trust of guests who stay*" with an average response score of 4.33. Good service quality is the main factor influencing tourists' interest in staying in the Ubud Tourism Area, where this service quality not only includes technical aspects, such as facilities and cleanliness but also involves interaction between staff and tourists. When tourists feel that they will get satisfactory service, they are more likely to choose and stay at that accommodation (Sukrayasa et al., 2022). Positive experiences also often encourage tourists to recommend accommodation to friends, and family, or through online reviews and these recommendations can be an important factor in attracting potential tourists to come to the Ubud Tourism Area.

Apart from that, the lowest result from the analysis of tourists' perceptions of the quality of tourist accommodation services in the Ubud Tourism Area shows that tourists do not respond to the statement "*The staff provides genuine attention to guests*", which can be proven by the average score of respondents' responses of 3.59. It is worth noting that a lack of genuine concern from tourist accommodation staff in Ubud can harm the guest experience and the overall image of the destination. Guests who do not feel genuinely cared for may feel dissatisfied with their experience, which in this case creates a feeling of being unappreciated which can reduce the level of guest satisfaction.

Conclusion and Recommendations

Conclusion

The results of the analysis show that destination attributes have an interrelated relationship with the quality of tourist accommodation services in the Ubud Tourism Area. An attractive and satisfying destination can help improve the image and perception of service in the area, and conversely, good service can improve the guest experience at the destination.

Quality service can also improve the image and reputation of accommodation. This can generate positive feedback from guests, increase popularity, and create customer loyalty. This indicates that the better the attributes of the tourist destination offered, the better the quality of service provided.

Recommendations

This study is expected to be able to provide recommendations related to the stakeholders of the Ubud Tourism Area with the hope that it is necessary to provide easy access to Ubud tourist destinations such as the availability of roads, transportation and as much as possible provide a sense of comfort and pleasure so that tourists feel welcome and get good service at the Ubud tourist destination. Then, it is hoped that the staff of each accommodation in Ubud can provide good service to every tourist who stays at that accommodation so that tourists will have an interest in visiting Ubud again and staying again at that accommodation.

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