



Using the Expectancy Disconfirmation Model in Analysis of the Effect of Service Quality on Tourist's Satisfaction and Revisiting Tourist's in Bali

Submitted Date:
12 March 2024

Accepted Date:
08 April 2024

Published Date:
31 May 2024

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How to cite:

Yuwono, D. Kaise, N.J., Sugiharto, T. 2024. Using the Expectancy Disconfirmation Model in Analysis of the Effect of Service Quality on Tourists' Satisfaction and Revisiting Tourists in Bali . *Jurnal Bisnis dan Manajemen*, Vol. 11 Iss 1 pp. 89-102.

Abstract:

The global tourism sector has exhibited gradual recovery and sustained growth, aligning with the increasing demand for tourism services across diverse destinations. Bali, as a preeminent tourist locale, currently confronts sustainability challenges amidst rapid tourism development. Various destinations are engaged in competitive strategies to enhance their appeal and attract a larger influx of visitors. This competitive edge not only serves to draw initial tourist interest but also aims to foster loyalty and encourage repeat visitation. This research endeavors to examine the interplay between tourist expectations, perceptions, and disconfirmations of beliefs, and their subsequent impact on visitor satisfaction and intention to revisit Bali. The study employs a quantitative methodology, utilizing a sample of 200 domestic tourist respondents. Data collection was conducted via questionnaire, with subsequent analysis performed using Structural Equation Modeling (SEM) through Smart PLS software. The findings reveal statistically significant discrepancies between expected and perceived service quality across all measured dimensions. Furthermore, the study demonstrates that perceptions exert a significant influence on tourist satisfaction and propensity to revisit Bali. Tourists' perceptions of tourism service performance are found to be highly influential in determining satisfaction levels and revisitation intentions.

Keywords: Disconfirmation of Belief; EDM; Perception ; Revisiting, Service Quality; Tourist's Satisfaction.

Introduction

The tourism industry has experienced substantial growth over recent decades, contributing significantly to global economic development (Carlos Castro et al., 2017; Abdulla et al., 2019). In Indonesia, tourism has emerged as a competitive advantage and a magnet for both domestic and international visitors, aligning with the President's Nawa Cita priorities for destination development. Bali, in particular, serves as a paradigm for sustainable tourism development (Hasibuan et al., 2023) and has been recognized as one of the world's most popular tourist destinations in 2023 by TripAdvisor, a leading global tourism platform. The early months of 2023 witnessed a notable surge in tourist arrivals to Bali following the relaxation of social distancing measures implemented during the COVID-19 pandemic. This influx presents both challenges and opportunities for local authorities to deliver services that meet visitor expectations (Muangmee, 2020). Concurrently, the era of globalization and digitalization has facilitated accelerated information dissemination through digital marketing and advertising, further stimulating domestic tourism growth (Hussain et al., 2023). These marketing efforts contribute significantly to shaping the tourism image and expectations associated with destinations (Murtini et al., 2023).

Bali currently faces the challenge of maintaining resource sustainability amidst rapid tourism expansion. The promotion and development of alternative destinations within Indonesia could potentially emerge as formidable competitors, particularly if they offer more appealing experiences or competitive pricing. Additionally, evolving preferences among domestic tourists regarding desired activities and experiences influence their destination choices (Mantik et al., 2021). Lee et al. (2020) posit that a destination's image plays a crucial role in tourist decision-making behavior and post-decision conditions, including experience, customer satisfaction, and future behavioral intentions such as revisitation. Revisitation represents a form of customer loyalty, stemming from behavioral intentions that translate into actual behavior as a consequence of satisfaction with received service quality (Castillo & Del Río, 2023; Mazhar et al., 2022). This behavioral intention serves as a measure of customer loyalty towards a product or service, encouraging repeat purchases (likelihood of revisiting) or recommendation behavior (Ge et al., 2021). Revisitation is also conceptualized as continuous-use intention, constituting a fundamental indicator of customer loyalty (Li & Shang, 2020).

Tourism represents a highly competitive sector, necessitating the development of competitive advantages for each destination (Stella et al., 2021). Bali's continued prominence as a preferred destination for both international and domestic tourists can be attributed to its capacity to retain visitors and encourage future revisitation. This success stems from Bali's ability to provide meaningful tourist experiences, engendering satisfaction that subsequently influences revisitation intentions (Seetanah et al., 2020). Tourist satisfaction is recognized as a critical determinant of a destination's success, significantly impacting behavioral intentions, including revisitation propensity (Oliver et al., 2019). This phenomenon is exemplified by Starbucks' success in leveraging psychological perspectives to influence consumer behavior (Ge et al., 2021). From a psychological standpoint, satisfaction is conceptualized as the customer's subjective perception and evaluation of the entire perceived service process, serving as a measure of the pleasure derived (Oliver et al., 2019). The concept of satisfaction is grounded in the expectancy disconfirmation model (EDM), a psychological framework elucidating the relationship between an entity's ability to meet customer expectations and its impact on customer awareness, emotions, and actions (Huang, 2015). The EDM posits that customers form judgments about products or services based on pre-existing expectations regarding their characteristics or benefits (Oliver, 1980, 1997). This theory further suggests that higher satisfaction levels predict increased loyalty, with the equilibrium between satisfaction and loyalty providing insights into service performance and quality.

In marketing management, the concept of satisfaction frequently intersects with service quality, typically conceptualized in terms of perceived service quality (Parasuraman et al., 1985). Consequently, satisfaction and service quality are often inextricably linked. The application of the expectancy disconfirmation model in service quality research is predicated on the understanding that service quality represents the discrepancy between expectations and perceptions of service performance, termed disconfirmation of belief. This psychological construct compares service performance against service expectations, with positive disconfirmation occurring when perceived performance exceeds expectations, and negative disconfirmation when it falls short (Mazhar et al., 2022). As perceived service quality is formed through tourists' experiences, it requires evaluation to identify destination attributes necessitating improvement to enhance tourist satisfaction (Pritama, 2020). Perceived service quality is widely employed in tourism research as a determinant of tourist satisfaction and revisitation intention (Adinegara et al., 2021). It encompasses the evaluation of product quality, atmosphere, and services experienced by customers (Castillo & Del Río, 2023) and serves as a crucial factor influencing future destination performance (Muangmee, 2020). Perceived service quality, shaped by customers' perceptions of received service performance, influences satisfaction relative to expected service levels (Camilleri & Filieri, 2023).

Perceived service quality has been found to positively correlate with positive disconfirmation of belief and satisfaction, while satisfaction has been demonstrated to significantly correlate with repurchase intention (Ashfaq et al., 2019). Weng et al. (2023) further elucidated that perceived service quality influences expectancy disconfirmation and satisfaction. Chan et al. (2022) corroborated these findings, asserting that service quality exerts a positive and significant effect on both satisfaction and revisitation intentions. Additional research has indicated that experiences significantly impact satisfaction and revisitation intention (Lee et al., 2020). Moreover, Tichaawa & Idahosa (2020) explicated that the level of satisfaction formed is correlated with return intentions as a manifestation of individual motivation. Consequently, there is a need to develop and refine satisfaction and revisitation research models to identify influential determinants, particularly within the context of Bali's tourist destinations.

Satisfaction has emerged as a crucial component across various industries, particularly within the tourism sector. It is therefore logical to posit that the success or failure of a tourism industry is largely contingent upon a destination's capacity to deliver quality services that engender tourist satisfaction (Ariya et al., 2020). Bali, as a

premier tourist destination in Indonesia, must maintain and enhance its service quality to elevate levels of tourist satisfaction, which in turn has implications for the likelihood of future revisitation. This represents a competitive advantage for Bali's tourism industry, enabling it to maintain its appeal among domestic and international tourists, especially given tourism's role as a primary contributor to the local economy. Consequently, research pertaining to service quality warrants further investigation, as it is theoretically intertwined with tourist satisfaction and revisitation, and has significant implications for local tourism development initiatives.

Given this contextual background, the present study aims to address the following research questions: Is there a relationship between expected service quality and perceived service quality? Does expected service quality influence disconfirmation of belief? Do perceived service quality and disconfirmation of beliefs positively affect overall satisfaction? Does overall satisfaction positively influence the likelihood of revisitation? The primary objectives of this research are to examine the interplay between expected service quality and perceived service quality in modeling disconfirmation of beliefs and their impact on overall satisfaction among domestic tourists in Bali. Additionally, this study seeks to investigate the level of overall satisfaction and its influence on revisitation likelihood among domestic tourists in Bali. The anticipated outcomes of this research include theoretical contributions to the development of satisfaction and revisitation studies in service management, as well as practical implications for the advancement of tourism in Bali and other Indonesian destinations.

Literature Review and Hypothesis

The Expectancy Disconfirmation Model

The research model in this study is predicated on the expectancy disconfirmation model, which posits that consumer satisfaction is the result of a comparative process between pre-purchase expectations and the actual performance of products and/or services. When engaging in the purchase of products and/or services, consumers form expectations regarding the anticipated performance of said offerings (Oliver et al., 2019). The disconfirmation paradigm elucidates that consumer satisfaction or dissatisfaction is the ultimate outcome of disconfirmation, arising from the juxtaposition of expected performance and actual received performance (Weng et al., 2023). A positive correlation with satisfaction is observed when actual performance surpasses expectations, whereas a negative correlation with satisfaction (or a positive correlation with dissatisfaction) occurs when actual performance falls short of expectations (Chen et al., 2022). Within the disconfirmation paradigm, these phenomena are termed positive disconfirmation of belief and negative disconfirmation of belief, respectively. Positive disconfirmation of belief is manifested when customers perceive service performance as superior to their service expectations, while negative disconfirmation of belief occurs when perceived service performance is inferior to service expectations (Mazhar et al., 2022).

Service Quality

Service quality is conceptualized as a construct that delineates a service provider's capacity to satisfy customers, serving as a performance metric in the evaluation of rendered services (Ramya et al., 2019). The concept was developed by Parasuraman et al. (1985) as a marketing management framework addressing customer perceptions of quality, influenced by five distinct gaps: 1) the discrepancy between expectations and management perceptions; 2) the disparity between management perceptions and service quality specifications; 3) the incongruence between service quality specifications and service delivery; 4) the inconsistency between service delivery and external communications; and 5) the divergence between expected quality and perceived quality. The service quality concept is fundamentally rooted in the comparison between perceived service and expected service. A service is deemed to be of high quality if the perceived service exceeds the expected service ($PS > ES$), leading to satisfaction. Conversely, a service is considered to be of inadequate quality if the perceived service falls below the expected service ($PS < ES$) (Parasuraman et al., 1985).

Hypothesis Development

The expectancy disconfirmation model explains that in the interaction between customers and a service or product, customers form expected expectations and perceived performance (Zhang et al., 2022). Expectations arise from the knowledge, attitudes and experiences of customers who are different from each other (Stella et al., 2021). Customer expectations are unique, so one customer and another customer have their own expectations (Mary et al., 2023). For domestic tourists in Bali, tourists form their own expectations regarding the quality of service they

expect while on holiday in Bali. These expectations are formed from knowledge and experience formed from exposure to information related to Bali from social media, other people's stories/recommendations, as well as past experiences that have been felt. Differences between expectations and perceptions can occur in line with how big the expectations and perceptions are formed (Ashfaq et al., 2019). The difference between expectations and perceptions is a disconfirmation of belief as a measure of satisfaction and dissatisfaction with the service performance received. The perception of being greater than expectations is a positive disconfirmation of belief which refers to the level of satisfaction at a certain level. This is in line with research Chan et al. (2022) which explains that differences in expectations and perceptions can be used as a measure of service quality used to evaluate satisfaction. Based on the literature review above, the researcher formulated the following hypothesis:

H1: Expected service quality influence on perceived service quality

H2: Perceived service quality influences disconfirmation of belief

The Influence of Perceived Service Quality and Disconfirmation of Belief on Overall Satisfaction

Satisfaction is a psychological construct as a result of a comparison between perceptions of perceived service performance and expected service expectations (Zhang et al., 2022). Customers form satisfaction when they have a perception of service performance that is greater than the expectations formed. Disconfirmation of belief is formed when there is a difference between perception and expectation. Positive disconfirmation of belief occurs when the difference is positive between the magnitude of perception and expectation. For domestic tourists in Bali, the perceived perception of tourism service performance on all service quality attributes will be in line with disconfirmation of beliefs. The results produced also have an impact on tourist's satisfaction with Bali tourist destinations. The magnitude of perception is positively correlated with positive disconfirmation of belief which is in the same direction as perceived satisfaction (Ashfaq et al., 2019). This explains that when perceptions of service performance increase, a tendency for positive disconfirmation of beliefs will be formed which refers to the formation of satisfaction at a certain level. This is in line with Bam & Kunwar (2020) which states that tourist's overall satisfaction is influenced by exogenous variables such as perceived service quality and disconfirmation of beliefs. Apart from that, the results of other research suggest that perceived perceptions of service quality attributes influence satisfaction (Kubickova & Campbell, 2022). Based on the literature review above, the following hypothesis can be formulated:

H3: Perceived service quality has a positive effect on overall satisfaction

H4: Disconfirmation of belief has a positive effect on overall satisfaction

The Effect of Overall Satisfaction on the Likelihood of Revisiting

Likelihood of revisiting is a form of customer loyalty which is formed from behavioral intentions which then become actual behavior as a result of satisfaction with the quality of service received (Castillo & Del Río, 2023; Mazhar et al., 2022). Revisiting is a form of actual behavior from revisiting intention as feedback on tourist's satisfaction. When tourists feel satisfaction at a certain level, then tourists have a tendency to form a likelihood of revisiting at a certain level as well. Revisiting included too continuous-use intention as a fundamental indicator of customer loyalty (Li & Shang, 2020). Revisiting is one of the competitive advantages that a tourist destination has as a measure of tourist loyalty in visiting that tourist destination. Likelihood of revisiting is formed on an ongoing basis by encouraging optimal overall satisfaction (Bam & Kunwar, 2020). This is in line with many previous studies that satisfaction influences the likelihood of revisiting (Abdulla et al., 2019). Other research suggests that overall satisfaction positive and significant effect on revisit intention (Seetanah et al., 2020). Based on the explanation above, the following hypothesis can be formulated:

H5: Overall satisfaction has a positive effect on the likelihood of revisiting

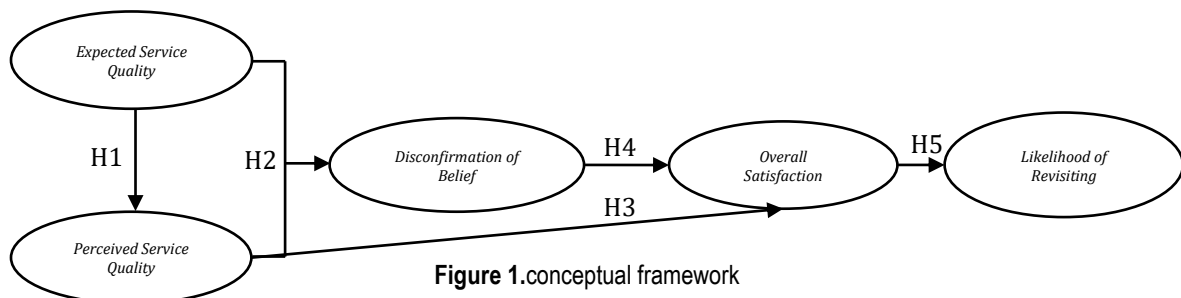


Figure 1. conceptual framework

Research methods

This research employs a quantitative methodology with a cross-sectional design, utilizing an associative (causal) approach. The associative quantitative method is intended to analyze the influence of one or more independent variables on the dependent variable, thereby elucidating the causal relationships within the phenomenon under investigation (Sugiyono, 2017). The study utilizes primary data sources obtained directly from the research sample. The population is defined as domestic tourists who have visited or are currently visiting Bali tourist destinations. Sample selection was conducted through simple random sampling, with a total of 200 respondents participating in the study. The research employs primary data collected through a series of systematic and scientific procedures, involving the distribution of questionnaires directly to respondents in the field. These questionnaires are designed to assess respondents' perceptions or attitudes towards the variables under examination (Sugiyono, 2017). The questionnaire, adopted from Hui et al. (2007), is structured into four sections. Section I encompasses sociodemographic data of respondents, including gender, marital status, age, education, employment, and income. Section II comprises 25 questions aimed at measuring tourism service expectations across eight attributes: 'People', 'Overall Convenience', 'Price', 'Accommodation and Food', 'Commodities', 'Attractions', 'Culture', and 'Climate and Image'. Section III contains a service quality questionnaire with 25 questions similar to Section I, designed to measure perceptions of Bali tourism service performance. Section IV is dedicated to measuring overall satisfaction and likelihood of revisitation.

Following data collection, the researchers scored and tabulated the data for subsequent statistical analysis. The study employs a 5-point Likert scale, where 1 indicates "Strongly Disagree", 2 "Disagree", 3 "Neutral", 4 "Agree", and 5 "Strongly Agree". The resultant scores are analyzed using SmartPLS version 3 software, a Partial Least Squares (PLS) based Structural Equation Modeling (SEM) tool employed for testing research models through path analysis. The scored and tabulated data are converted to Comma Separated Value (CSV) format and imported into the SmartPLS application. Subsequently, the research model is constructed by establishing latent variables according to the construct indicators and the correlations between these latent variables. SEM-PLS research encompasses two analytical models: the outer model (measurement model) and the inner model (structural model). The outer model aims to test the specification of relationships between latent constructs and indicator constructs, including assessments of convergent validity, discriminant validity, and construct reliability as parameters for measuring validity and reliability. The inner model, conversely, tests the specifications of relationships between latent variables. In this research, the inner model analysis aims to examine the variables of expected service quality, perceived service quality, disconfirmation of belief, overall satisfaction, and likelihood of revisiting using R-square testing and path analysis on direct and indirect effects models for hypothesis testing. Outer model analysis is conducted through PLS Algorithm testing, while inner model analysis is performed through Bootstrapping testing.

Results and Discussion

Respondent Characteristics

This research used 200 respondents with sociodemographic profiles including gender, marital status, age, education, occupation and income. The sociodemographic characteristics of research respondents are presented in table 1 as follows:

Table 1. Respondent Characteristics

| Variable | Total (n = 200) | Percentage (100%) |
|--------------------|-----------------|-------------------|
| Gender | | |
| Man | 54 | 27.0 |
| Woman | 146 | 73.0 |
| Marital status | | |
| Not married | 66 | 33.0 |
| Marry | 125 | 62.5 |
| Divorce/Separation | 9 | 4.5 |
| Age | | |
| <20 Years | 14 | 7.0 |
| 20-29 Years | 41 | 20.5 |

| Variable | Total (n = 200) | Percentage (100%) |
|--------------------------------|-----------------|-------------------|
| 30-39 Years | 34 | 17.0 |
| 40-49 Years | 38 | 19.0 |
| >50 Years | 73 | 36.5 |
| Education | | |
| SMA/SMK | 41 | 20.5 |
| D3 (Diploma) | 15 | 7.5 |
| S1 (Bachelor) | 93 | 46.5 |
| S2 (Master) | 48 | 24.0 |
| S3 (Doctor) | 3 | 1.5 |
| Work | | |
| Student/Students | 32 | 16.0 |
| Housewife | 24 | 12.0 |
| Businessman | 13 | 6.5 |
| Private | 65 | 32.5 |
| Manager/Executive/Professional | 32 | 16.0 |
| Government employees | 25 | 12.5 |
| Retired | 9 | 4.5 |
| Income per Month | | |
| <3 Million | 49 | 24.5 |
| 3-6 Million | 35 | 17.5 |
| 6-9 Million | 26 | 13.0 |
| 9-12 Million | 20 | 10.0 |
| >12 Million | 70 | 35.0 |

Source: Researcher database analyzed using SmartPLS (2024)

Based on gender, the respondents in this study were dominated by 146 female respondents (73%). Meanwhile, based on marital status, respondents in this study were dominated by respondents with marital status, 125 people (62.5%). Based on age group, this research was dominated by respondents in the age group >50 years, totaling 73 people (36.5%). Based on education, the majority of respondents had an undergraduate educational background, 93 people (46.5%). Based on occupation, the majority of respondents were private employees, 65 people (32.5%). Meanwhile, based on monthly income, the majority of respondents have income >12 million (35%). Thus, the majority of respondents in this study were women, marital status, >50 years old, Bachelor's degree, private employees, and income >12 million. This provides an understanding that domestic tourists who frequently visit Bali are dominated by people with middle to upper socio-economic status.

Outer Model

Outer model or the measurement model aims to measure the quality of the constructed data by looking at the construct validity and construct reliability values including convergent validity, discriminant validity and reliability with a rule of thumb >0.70 (Ghazali, 2017). The model is said to be fit if the construct validity and construct reliability values meet the rule of thumb >0.7 , while the model is said to be unfit if the construct validity and construct reliability values do not meet the rule of thumb <0.7 . The results of construct validity and construct reliability testing are presented in accordance with Figure 1.

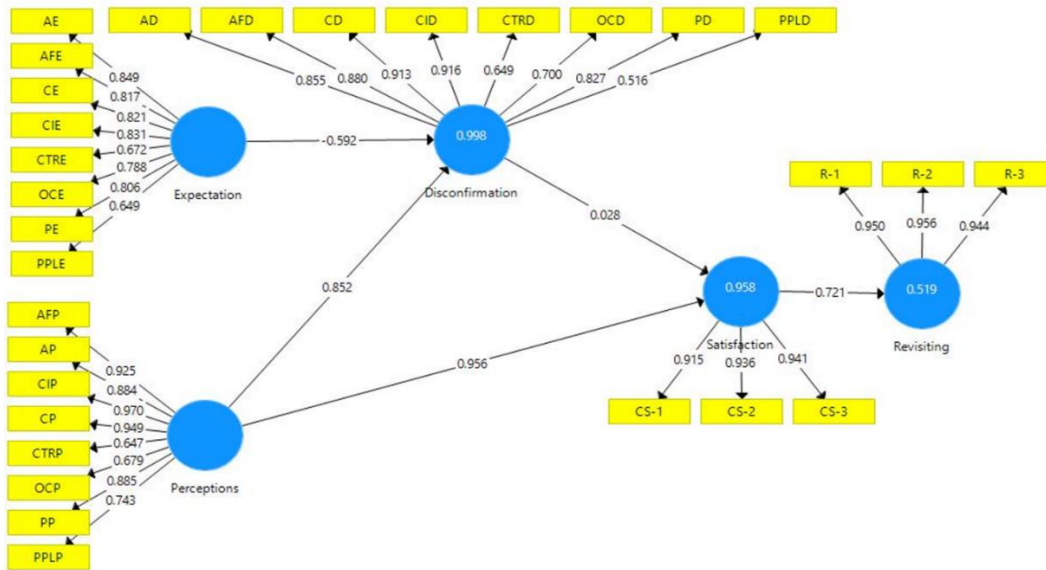


Figure 2. Outer Model

Convergent validity The aim is to measure the validity value of each variable construct identified using the loading factor value. A construct indicator is said to be valid if the loading factor value is >0.70 , while a construct indicator is said to be invalid if the loading factor value is <0.70 . Based on the loading factor values in Figure 2, it is known that all variable constructs have loading factor values >0.70 , so it can be concluded that all variable constructs meet the rule of thumb and are said to be valid as research variable constructs. Apart from that, validity testing can be carried out using discriminant validity using the Fornell-Lacker Criterion as follows:

Table 2. Discriminant Validity (Fornell-Lacker)

| | Expectations | Perceptions | Disconfirmation | Satisfaction | Revisiting |
|-----------------|--------------|-------------|-----------------|--------------|------------|
| Expectations | 0.752 | | | | |
| Perceptions | 0.078 | 0.844 | | | |
| Disconfirmation | -0.526 | 0.706 | 0.798 | | |
| Satisfaction | 0.061 | 0.779 | 0.793 | 0.931 | |
| Revisiting | 0.014 | 0.714 | 0.601 | 0.721 | 0.950 |

Source: Researcher database analyzed using SmartPLS (2024)

Discriminant validity aims to measure the validity of each constructed latent variable. A variable is said to be valid if the value of the latent variable is greater than the value of the other variables. Vice versa, a variable is said to be invalid if the value of the latent variable is smaller than the value of the other variables. Test results discriminant validity using parameters Fornell-Lacker Criterion shows that the value of the main latent variable is greater than that of the other latent variables, which indicates that all variables comply rule of thumb testing discriminant validity. The results of reliability testing are as follows:

Table 3. Construct Reliability

| | Cronbach's Alpha | rho-A | Composite Reliability |
|-----------------|------------------|-------|-----------------------|
| Expectations | 0.877 | 0.914 | 0.907 |
| Perceptions | 0.939 | 0.957 | 0.951 |
| Disconfirmation | 0.910 | 0.931 | 0.930 |
| Satisfaction | 0.923 | 0.923 | 0.951 |
| Revisiting | 0.946 | 0.950 | 0.965 |

Source: Researcher database analyzed using SmartPLS (2024)

Construct reliability testing aims to evaluate the constancy/consistency of each latent variable. A variable is said to be reliable if its value Cronbach's Alpha, rho-A, And Composite Reliability > 0.70, while a variable is said to be unreliable if the value Cronbach's Alpha, rho-A, And Composite Reliability < 0.70. The reliability test results show that all variables have a value of > 0.70 in all reliability tests Cronbach's Alpha, rho-A, And Composite Reliability which indicates that all latent variables in the research are declared reliable.

Inner Model

The inner model or structural model is a test carried out to evaluate the model formed and answer the proposed hypothesis. Structural model testing includes R-Square and hypothesis testing using path analysis covers direct effects and indirect effects. Test R-Square aims to evaluate the suitability of the model or model fit between latent variables, namely the contribution of exogenous variables to endogenous variables. Mark R-Square is in the range 0 (zero) to 1 (one). Mark R-Square is close to 0, then the model formed is considered not fit. Meanwhile value R-Square is close to 1, then the model is assessed fit. Ghazali, (2017) states that an R-Square value > 0.75 is included in the strong category, an R-Square value > 0.50 is included in the moderate category, and an R-Square value > 0.25 is included in the weak category.

Table 4. R-Square

| | R-Square | R-Square Adjusted |
|--------------|----------|-------------------|
| Satisfaction | 0.637 | 0.634 |
| Revisiting | 0.523 | 0.508 |

Source: Researcher database analyzed using SmartPLS (2024)

The R-Square test results in table 4 show the values R-Square for model overall satisfaction of 0.523 (0.523 > 0.50) and R-Square Adjusted of 0.508 which is significant expected service quality, perceived service quality, And disconfirmation of beliefs able to explain variation overall satisfaction moderately at 52.3% while the other 47.7% was influenced by other variables outside the research model. Meanwhile value R-Square for model likelihood of revisiting of 0.637 (0.637 > 0.50) and R-Square Adjusted of 0.634 which is significant expected service, perceived service, disconfirmation of belief, And overall satisfaction able to explain likelihood of revision moderately at 63.7% while the other 36.3% was influenced by other variables outside the research model. The results of hypothesis testing are as follows:

Table 5. Difference between Expected Service Quality and Perceived Service Quality

| Description | Mean | elementary school | t | Sig. (2-tailed) |
|------------------------------|--------|-------------------|---------|-----------------|
| Perceptions | 0.852 | | 18,823 | 0,000 |
| SAT (People) | -1,490 | 1,857 | -11,349 | 0,000 |
| SAT (Overall Convenience) | -1,155 | 2,389 | -6,836 | 0,000 |
| SAT (Price) | 2,180 | 2,727 | 11,307 | 0,000 |
| SAT (Accommodation and Food) | 2,405 | 2,800 | 12,147 | 0,000 |
| SAT (Commodities) | ,595 | 1,249 | 6,740 | 0,000 |
| SAT (Attractions) | ,850 | 3,282 | 3,663 | 0,000 |
| SAT (Culture) | ,150 | 2,510 | ,845 | 0.399 |
| SAT (Climate and Image) | ,330 | 2,415 | 1,933 | 0.055 |

Source: Researcher database analyzed using Excel (2024)

Difference test result expected service quality and perceived service quality presented in table 5. This research found that there are significant differences between expected service quality and perceived service quality on 6 of the 8 attributes, namely: 'People', 'Overall Convenience', 'Price', 'Accommodation and Food', 'Commodities', and 'Attractions'. Meanwhile, no differences were found expected service quality and perceived service quality on attributes 'Culture' and 'Climate and Image'. This indicates that service performance is based on attributes 'Culture' and 'Climate and Image' approaching the expectations expected by domestic tourists in Bali. Thus, H1 is partially accepted which states expected service quality influence on perceived service quality.

Expected service quality have differences mean which is significant to perceived service quality on domestic tourists in Bali.

Furthermore, the research results show that 6 of the 8 attributes inservice quality show positive disconfirmation of belief (perception > expectations) ie'Price', 'Accommodation and Food', 'Commodities', 'Attractions', 'Culture' and 'Climate and Image'. Meanwhile, the other 2 attributes show negative disconfirmation of belief (perception < expectation) ie'People' and 'Overall Convenience'. This indicates that the attribute 'People' and 'Overall Convenience' does not yet have good performance or quality of service for domestic tourists in Bali. Based on table 5, it can also be seen that the construct indicators have the most positive influence onservice qualitynamely indicators' Accommodation and Food' with value t statisticsof 12.147 and Sig. (2-tailed) of 0.000, while the indicator that has the most negative influence is the indicator'People'with valuet statisticsof -11.349 and Sig. (2-tailed) of 0.000. Sequentially, construct indicators that have a large positive influence on service quality that is' Accommodation and Food', 'Price', 'Commodities', and 'Attractions'. Meanwhile, construct indicators have a large negative influence onservice qualitythat is'People'And'Overall Convenience'. Meanwhile, construct indicators that have a small (not significant) influence are:'Climate and Image' And 'Culture'.

The results of this research found that the value sample mean for influence perceived service quality to disconfirmation of beliefs of 0.852 with value t-statistics amounting to 18.823 with a P-Value of 0.000 < 0.050. Thus, H2 is accepted which states that perceived service quality influence on disconfirmation of beliefs with valueperceived service quality bigger in comparison expected service quality on most attributes or positive disconfirmation of belief. The results of this research are in line with the conceptual framework presented in Figure 1 that expected service quality and perceived service quality have significant differences at certain levels. This is proven empirically in table 5 that 6 of the 8 attributes have significant differences between expected service quality and perceived service. In addition, Figure 1 presents a direct correlation model between perceived service quality and disconfirmation of beliefs with overall satisfaction (direct effects). Figure 1 also shows a direct correlation model between overall satisfaction and the likelihood of revisiting (direct effects) as well as an indirect correlation model between perceived service quality and disconfirmation of belief and the likelihood of revisiting through overall satisfaction (indirect effects). The results of structural model testing in the SEM-PLS model include path analysis, which consists of direct effects and indirect effects as follows:

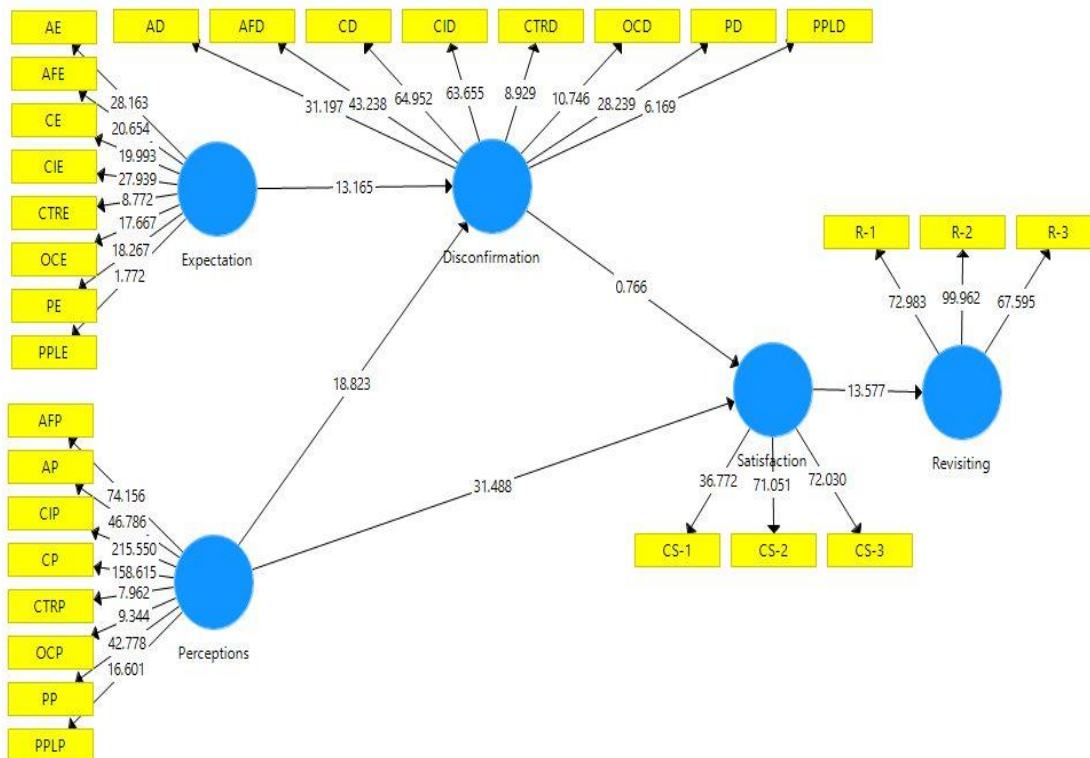


Figure 3. Inner Model

Table 6.Direct Effects (Perceptions →satisfaction)

| Description | Original Sample | t-statistics (O/STDEV) | P Values |
|------------------------------|-----------------|-------------------------|----------|
| Perceptions | 0.956 | 31,488 | 0,000 |
| SAT (People) | -0.003 | -0.194 | 0.846 |
| SAT (Overall Convenience) | 0.005 | 0.398 | 0.691 |
| SAT (Price) | 0.037 | 2,576 | 0.011 |
| SAT (Accommodation and Food) | 0.065 | 3,445 | 0.001 |
| SAT (Commodities) | 0.655 | 12,386 | 0,000 |
| SAT (Attractions) | 0.056 | 4,269 | 0,000 |
| SAT (Culture) | 0.027 | 2,117 | 0.036 |
| SAT (Climate and Image) | 0.586 | 17,334 | 0,000 |

Source: Researcher database analyzed using SmartPLS (2024)

Test result path analysis perception of overall satisfaction on direct effects shows the original sample value of 0.956 (positive) and the t-statistic value of 31.488 with P-Values of 0.000 < 0.050 which means perceived service quality has a positive effect on overall satisfaction. Thus, H3 is accepted which states that perceived service quality has a positive effect on overall satisfaction of domestic tourists in Bali. Meanwhile, for each attribute, it can be seen that 6 of the 8 attributes of perception of service quality, namely 'Price', 'Accommodation and Food', 'Commodities', 'Attractions', 'Culture' and 'Climate and Image' have a positive influence on overall satisfaction. Attribute 'People' negative but not significant effect on overall satisfaction. Meanwhile attributes 'Overall Convenience' positive but not significant effect on overall satisfaction. Based on table 6 and the explanation above, it can be seen that the internal attributes perceived service quality the most influential on overall satisfaction that is 'Commodities', 'Attractions' And 'Climate and Image'.

Table 7.Direct Effects (Disconfirmation →satisfaction)

| Description | Original Sample | t-statistics (O/STDEV) | P Values |
|------------------------------|-----------------|-------------------------|----------|
| Disconfirmation | 0.028 | 0.766 | 0.444 |
| SAT (People) | 0.226 | 4,673 | 0,000 |
| SAT (Overall Convenience) | 0.052 | 1,194 | 0.234 |
| SAT (Price) | 0.066 | 1,480 | 0.140 |
| SAT (Accommodation and Food) | -0.051 | -0.882 | 0.379 |
| SAT (Commodities) | 0.822 | 6,041 | 0,000 |
| SAT (Attractions) | 0.028 | 0.617 | 0.538 |
| SAT (Culture) | -0.003 | -0.079 | 0.937 |
| SAT (Climate and Image) | 0.191 | 2,556 | 0.011 |

Source: Researcher database analyzed using SmartPLS (2024)

Test result path analysis disconfirmation of belief to overall satisfaction on direct effects shows the original sample value of 0.028 (positive) and the t-statistic value of 0.766 with P-Values of 0.444 > 0.050 which means disconfirmation of beliefs has no effect on overall satisfaction. Thus, H4 is rejected which states that disconfirmation of beliefs has a positive effect on overall satisfaction of domestic tourists in Bali. Meanwhile, for each attribute, it can be seen that only 3 of the 8 attributes disconfirmation of beliefs on service quality, namely 'People', 'Commodities', and 'Climate and Image' has a positive and significant influence on overall satisfaction. Attribute 'Overall Convenience', 'Price', and 'Attractions' positive but not significant effect on overall satisfaction. Meanwhile, attributes 'Accommodation and Food' And 'Culture' negative but not significant effect on overall satisfaction. Based on table 7 and the explanation above, it can be seen that the attributes service quality in disconfirmation of beliefs the most influential is 'People' And 'Commodities'. The model testing result overall satisfaction to likelihood of revisiting on direct effects as follows:

Table 8.Direct Effects (Satisfaction→Revisiting)

| Description | Original Sample | t-statistics (O/STDEV) | P Values |
|----------------------|-----------------|-------------------------|----------|
| Overall Satisfaction | 0.721 | 13,577 | 0,000 |

Source: Researcher database analyzed using SmartPLS (2024)

Test result path analysis overall satisfaction to likelihood of revisiting on direct effects shows the original sample value of 0.721 (positive) and the t-statistic value of 13.577 with P-Values of 0.000 < 0.050 which means overall satisfaction has a positive effect on the likelihood of revisiting. Thus, H5 is accepted which states that overall satisfaction has a positive effect on the likelihood of revisiting among domestic tourists in Bali. Next, the results of path analysis testing on indirect effects are as follows:

Table 9.Indirect Effects

| Description | Original Sample | t-statistics (O/STDEV) | P Values |
|-------------------------------------|-----------------|-------------------------|----------|
| Confirmed→Satisfaction→Revisiting | 0.021 | 0.767 | 0.444 |
| Perceptions→Satisfaction→Revisiting | 0.689 | 12,651 | 0,000 |

Source: Researcher database analyzed using SmartPLS (2024)

Test result path analysis on indirect effects for models Confirmation of beliefs→Overall satisfaction→Likelihood of revisiting shows the original sample value of 0.021 (positive) and the t-statistic value of 0.767 with P-Values of 0.444 > 0.050. Thus, there is no intermediate influence disconfirmation of beliefs on the likelihood of revisiting through overall satisfaction as a mediator. Meanwhile, the results of path analysis testing on indirect effects for the Perceived service quality model→Overall Satisfaction→The likelihood of revisiting shows the original sample value of 0.689 (positive) and the t-statistic value of 12.651 with P-Values of 0.000 < 0.050. Thus, perceived service quality has a positive effect on the likelihood of revisiting through overall satisfaction as a mediator.

Managerial Implications

The research findings indicate that the attributes 'Price', 'Accommodation and Food', 'Commodities', 'Attractions', 'Culture', and 'Climate and Image' exhibit higher perceived service quality values compared to expected service quality (perception > expectations), suggesting that the service performance in these domains is satisfactory and exceeds tourists' expectations. This positive discrepancy is likely to engender tourist satisfaction with Bali as a destination, potentially influencing the likelihood of revisitation as a manifestation of behavioral intention. Conversely, the 'People' and 'Overall Convenience' attributes demonstrate lower perceived service quality values than expected service quality (perception < expectation), indicating suboptimal service performance in these areas, which may contribute to dissatisfaction and a propensity for tourists to consider alternative destinations. Furthermore, the results reveal that the construct indicators exerting the most positive influence on service quality are 'Accommodation and Food', 'Price', 'Commodities', and 'Attractions', while 'People' and 'Overall Convenience' exhibit the most negative influence. The study also identifies the internal attributes of perceived service quality that most significantly impact overall satisfaction, in descending order of influence: 'Climate and Image', 'Commodities', 'Attractions', 'Accommodation and Food', 'Price', and 'Culture'. Regarding the influence of service quality attributes on disconfirmation of beliefs, 'Commodities' and 'People' emerge as the most influential factors.

These findings carry managerial implications, suggesting that Bali as a tourist destination has not fully succeeded in providing a sense of security and comfort for domestic tourists, both in terms of interactions with local residents and the overall environment. Consequently, improvements in service quality are necessary, particularly concerning the 'People' and 'Overall Convenience' attributes. The suboptimal service performance in these areas may be attributed to local residents' tendencies to prioritize foreign tourists over domestic ones, possibly due to stereotypical beliefs about the financial capabilities of foreign tourists and the perceived decision-making complexities of local tourists (Dewi et al., 2020). The study also reveals significant disparities between expected service quality and perceived service quality across the attributes of 'People', 'Overall Convenience', 'Price', 'Accommodation and Food', 'Commodities', and 'Attractions'. However, no significant differences were observed for the 'Culture' and 'Climate and Image' attributes, indicating that perceived service quality approximates expected

service quality in these domains. Consequently, six of the eight attributes exhibit higher average disconfirmation of beliefs values compared to 'Culture' and 'Climate and Image'. Substantial positive disconfirmation of belief is associated with feelings of delight and positive word-of-mouth, whereas significant negative disconfirmation of belief has the potential to elicit complaint behavior and negative word-of-mouth (Ling & Pratomo, 2020).

This research further demonstrates that only perceived service quality exerts a positive influence on overall satisfaction, with no intermediary effect observed from disconfirmation of beliefs on overall satisfaction. This finding carries managerial implications, suggesting that overall satisfaction can be predicted through perceived service quality. High perceived service quality is indicative of high overall satisfaction, and conversely, low perceived service quality corresponds to low overall satisfaction. Consequently, tourist destinations in Bali can enhance overall tourist satisfaction by improving service performance as measured through perceived service quality. The study also reveals that overall satisfaction positively influences the likelihood of revisiting among domestic tourists in Bali. Revisitation becomes the actualized behavior of tourists when they possess revisit intention, which manifests as a fulfillment of the overall satisfaction experienced during their visit to Bali. A higher level of overall satisfaction correlates with a greater likelihood of revisiting and an increased tendency for future revisitation. Conversely, lower overall satisfaction is associated with a reduced likelihood of revisiting and potentially increased switching intention to alternative destinations. Additionally, this research indicates that satisfaction mediates the correlation between perception and likelihood of revisiting among domestic tourists in Bali.

These findings align with numerous previous studies that have established a positive correlation between perceived service quality and satisfaction, with satisfaction being significantly correlated with repurchase intention (Ashfaq et al., 2019). The current research also corroborates the findings of Weng et al. (2023), who determined that perception influences satisfaction. Similarly, Chan et al. (2022) posited that service quality has a positive and significant effect on both satisfaction and revisitation intentions. Further supporting evidence comes from research suggesting that experiences significantly impact satisfaction and revisitation intention (Lee et al., 2020). The consistency of these findings across multiple studies underscores the robustness of the relationships between perceived service quality, satisfaction, and revisitation likelihood in the context of tourist destinations.

Conclusions and recommendations

The findings of this research indicate that four out of five hypotheses are supported. The study demonstrates that expected service quality influences perceived service quality, and perceived service quality, in turn, influences disconfirmation of belief. Furthermore, perceived service quality is found to have a positive effect on overall satisfaction. However, disconfirmation of belief shows no significant influence on overall satisfaction. Additionally, overall satisfaction is observed to have a positive effect on the likelihood of revisiting, both through direct and indirect effects. Significant differences between expected service quality and perceived service quality are identified across most attributes, including 'People', 'Overall Convenience', 'Price', 'Accommodation and Food', 'Commodities', and 'Attractions'. Conversely, no significant differences are observed in the 'Culture' and 'Climate and Image' attributes, suggesting that perceived service quality closely aligns with expected service quality in these domains.

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