



The Effect of Expectations Disconfirmation and Employee Expertise on Revisit Intention and Recommendation through Tourists' Satisfaction: EDT Lens

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Abstract

This study aims to analyse the effect of customer expectations (disconfirmation) and employee expertise on revisit interest and the tendency to recommend through customer satisfaction as an intervening variable. This study uses a quantitative research design with an explanatory research approach. Data were collected through questionnaires distributed to tourists. Data analysis using Structural Equation Modeling (SEM) with WarpPLS. The results showed that: Customer expectation (disconfirmation) and employee expertise have a positive effect on customer satisfaction. As well as customer satisfaction has a positive effect on return visit interest and the tendency to recommend. This study make a significant contribution to the understanding of the relationship between customer expectations (disconfirmation), employee expertise, customer satisfaction, return visit interest, and propensity to recommend. The results of this study can also help the tourism industry to develop appropriate strategies and programmes to improve customer expectations (disconfirmation), employee expertise, and customer satisfaction.

Keywords: EDT; Employee Expertise; Revisit intention; Tendency to Recommend; Tourists' overall Satisfaction.

1. Introduction

Policies designed for developing the tourism industry must concentrate on ways to improve the social, cultural, economic, and psychological advantages for both visitors and locals. These requirements show that frequent evaluations of the growth of tourism through planned actions—in this example, tourist planning and development policies—are necessary. Bali is the fourth most sought-after tourism destination in the world, hence the Republic of Indonesia's Ministry of Tourism has created tactics to draw visitors. Travelers' own motivations have a significant role in their decision to travel. Travelers' motivation can influence their level of satisfaction as well as their desire to return and refer others, which is influenced by assessments based on their interactions and experiences during a visit. Decision making for revisit intention and tendency to recommend to a destination is actually the behavior of satisfied tourists (Aridayanti et al., 2020). As famous known place, Bali Province offers a wide range of tourism attractions and a distinctive culture. Bali's culture has adapted to the island's lifestyle, allowing it to support ongoing efforts to protect the natural world and the environment. The host community is involved in the execution of tourist development. Certain scholars believe that, visitors are seeking experiences that will allow them to become more intimately acquainted with locals (Trimurti & Utama, 2021) with the assistance of employees' expertise.

Bali's rating has made it possible for Indonesia to target the domestic market in accordance with the Ministry of Tourism's goals for drawing tourists to the region. Major changes in the travel sector are being driven by the millennial generation. Compared to previous generations, millennials travel more frequently because they

are often driven by a desire to experience new things and go on adventures. The tour process begins with the motivation that plays a role in making decisions about the destination to be visited. Motivation triggers every evaluation that tourists can do about a destination through their experiences and interaction with employees in the tourism field during their visit. The decision to make a repeat visit and recommend to a destination is a result of satisfied tourist behavior (Aridayanti et al., 2020).

However, a variety of retail establishments, including tax-free shops in local city centers, department stores, shopping malls, retail stores inside hotels, retail shops at tourist attractions, and shopping districts, have recently emerged as stiff competition in the tourism retail market within destination cities (Han et al., 2018). This describes situations in which employees go above and beyond the call of duty, including staying late to help a client, or when their extraordinary expertise and commitment much exceed a customer's expectations, leading to the customer's satisfaction (Al Mousa, 2023). Numerous studies have already examined the connection between employee behavior and customer satisfaction. These results offer experimental confirmation of the positive correlation between employees' characteristics and customer satisfaction (Abbasi & Alvi, 2013).

The success of tourism and shopping/retail businesses is largely dependent on growing repeat business and referral behaviors, outperforming such competition (Han et al., 2018). Understanding travelers' decision-making processes for product repurchase and recommendation, as well as identifying the factors that motivate repeat business and recommendation behaviors, can unquestionably be among the most important components of a successful tourism destination. In fact, some studies claimed that such repeat visit and tendency to recommend eventually lead to an increase in traveler spending and tourism-related profits (Heung & Cheng, 2000; Shahijan et al., 2018).

In fact, extant studies indicate that expectancies, as opposed to experience-based standards, might have a greater impact on satisfaction (Susarla et al., 2006). In this study, we seek to ascertain how tourists' expectations and employee's expertise affect their degree of satisfaction, desire to revisit, and tendency to recommend. Since satisfaction plays a significant role in many industries, including the tourism sector, it stands to reason that a destination's capacity to offer high-quality services that promote visitor satisfaction will determine whether the industry succeeds or fails (Ariya et al., 2020).

Based on the background of the problem above, the researcher formulates a problem, namely Does disconfirmation expectation have a positive and significant effect on overall satisfaction? Does employee expertise have a positive and significant effect on overall satisfaction? Does overall satisfaction have a positive and significant effect on revisit intention and tendency to recommend? This study aims to examine perceptions and expectations and their influence on overall satisfaction among domestic tourists in Bali. In addition, this study aims to examine the level of overall satisfaction and its effect on revisit intention and tendency to recommend to domestic tourists in Bali. Also, this research is expected to provide theoretical implications in the development of satisfaction and revisiting studies in service management as well as practical contributions to the development of Bali tourism and other tourist destinations in Indonesia.

2. Expectation disconfirmation theory

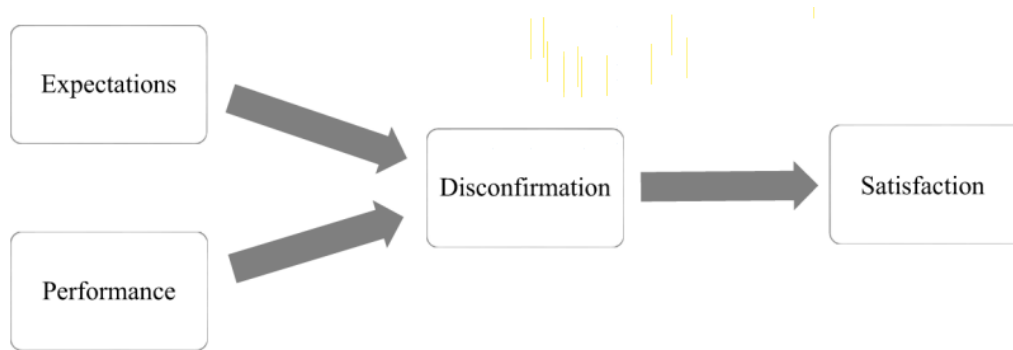
Expectation disconfirmation theory (EDT) represents one of the prominent theories on expectations. Based on expectancy theory, EDT has been studied extensively over the years in the marketing literature (Oliver, 1980; Santos & Boote, 2003), hospitality and tourism research (Serenko & Stach, 2009) and education studies (Schwarz & Zhu, 2015; Wolverton, Hirschheim, et al., 2020). We seek to extend the EDT research stream to examine its impact on Bali's tourism. Thus We propose that the use of EDT as a theoretical lens to understand Bali's tourism can provide valuable insight into tourists' level of satisfaction, intention to revisit and tendency to recommend.

EDT delineates a process model in which an individual compares their pre-usage expectations about a product or service to their post-usage perceptions of the product or service to ascertain the degree to which their expectations are confirmed, which is then used to determine their level of satisfaction/dissatisfaction (Bhattacharjee, 2001). The process is depicted in Figure 1. In this process, an individual evaluates their post-usage belief about the performance of a product (or service) against their pre-usage expectations of how the product or service should perform (Cadotte et al., 1987) in (Carragher-Wolverton, 2022).

The performance can be better, the same as, or worse than expected (Oliver, 1980). If the performance is the same as was expected, the outcome is termed "confirmation". However, if the performance is better or worse

than expected, then “disconfirmation” occurs. Extant research has established confirmation of expectations as a direct predictor of consumer satisfaction (Carraher-Wolverton, 2022; Hsu et al., 2006).

Figure 1. Expectation Disconfirmation Theory (EDT) model.



Source: Oliver, 1980

2.1. Behavioral intentions

According to Oliver (2010) behavioral intentions are people's strong propensity to engage in a certain purchase or post-purchase action (such as repeat patronage and recommendation) under a particular consuming scenario. The present study's behavioral intentions consistently pertain to the possibility of visitors returning to a certain site and recommending others to visit Bali's stunning locations. Behavioral intentions are regarded as the primary and closest predictors of actual purchase behaviors in a number of research on consumer behavior, retail, tourism, and social psychology (Ajzen, 1991; Oliver, 1999, 2010; Ryu and Han, 2010) in (Han et al., 2018).

Because behavioral intentions have a strong ability to predict actual action, the notion of behavioral intents in marketing and consumer behavior has been extensively investigated. Revisit, repurchasing, and recommendation are among the consumer intents that are gaining a lot of attention (Han and Ryu, 2006) in (Jani & Han, 2013). Customers or tourists are more likely to return to the locations and have a tendency to promote them when these behavioral intentions are positive. Intention to return is commonly associated with also an intention to recommend the destination. There's a good chance that a happy and satisfied customer will tell their friends and family about the location and their positive experience if they are eager to revisit to the location in the future. By doing this, the location improves its reputation and increases the possibility that more people will come to experience the place (Rivera et al., 2022).

As a result, both intentions will increase the revenue for the tourist destinations. Therefore, improving positive behavioral intentions is a crucial requirement for Bali tourism facilities to run well. These two behavioral intents were used by this study to evaluate the sample of visitors.

2.2. Expectation

Consumer expectations outline what they expect from the performance of goods and services. EDT provides the ability to identify different customer behaviors that occur during the buying process. First of all, consumers have preconceived ideas about a certain commodity or service based on their prior usage of it. Customers that patronize a specific business again are more indicative of the actual world as they anticipate this. Second, there are brand-new clients who are buying anything from a certain business for the first time and are unaware of how outstanding the products or services are. This kind of buyer bases their initial expectations on advertisements, media, and other customers' reviews (Elkhani & Bakri, 2012; Hui et al., 2007).

We adopted the concepts of satisfaction and disconfirmation from Oliver's expectancy-disconfirmation model. On the basis of Oliver's model, we predicted that consumer satisfaction with local independent retailers would be affected by possible disconfirmation between consumers' expectations and independent retailers' performance (e.g. customer service, product, promotion, and store environment). Therefore, we posited the following hypothesis in Figure 3:

H1. Tourists' satisfaction increases if Bali tourism's performance exceeds tourists' expectations (positive disconfirmation)

H2. tourists' expectations (disconfirmation) has significant relation to Revisit intention

H3. tourists' expectations (disconfirmation) has significant relation to Recommendation

2.3. Employee Expertise

The concept of expertise is described as possessing the skills and capabilities necessary to do a task (Parasuraman et al., 1988). These abilities consist of pertinent and necessary knowledge on product offers and how they are processed (Rosch, 1981; Weitz et al., 1986). Employees with effective expertise are more adept at addressing problems, more willing to take on new tasks, and more aware of what the target market expects.

According to Abbasi & Alvi (2013) expertise has been well examined in the personal selling research. There are some other researchers like Weitz et al. (1986) who described expertise as creating the mediating relationship between selling activities and selling performance (which includes consumer satisfaction). Some previous studies have shown that customers are more receptive to information from front-line staff or employees with a greater level of experience or expertise (Keillor & Pettijohn, 2001). According to the findings of Homburg and Stock (2003), the employee's reliability is significantly affecting the link between employee's performance and consumer satisfaction. Therefore, we posited the following hypothesis in Figure 3:

H4. Employee Expertise has a significant relation to Tourists' satisfaction.

2.4. Customer satisfaction.

In the tourist business, hotel managers view visitor or customer satisfaction as a critical operational strategy (O'Neill & Mattila, 2010). Numerous research have been conducted to understand the factors that contribute to customer satisfaction and the circumstances that may enhance it, as it has a significant impact on both future behavior intentions and actual actions. Customer satisfaction is traditionally characterized as an evaluation process where the consumer compares his or her previous expectations to the actual services obtained or the perceived service experience (Gilbert et al., 2004; Hyun and Han 2012). The disconfirmation model is the name given to this contrast of expectation and perceived reality (Gilbert et al., 2004). It has recently been recognized that a customer's emotional and cognitive reactions to the service encounter are depending on their level of customer satisfaction (Edvardsson, 2005). This new breakthrough represents a paradigm shift from seeing the consumer as an economic-rational choice maker only to considering the customer as an integrated decision maker that takes emotions into account (Holbrook and Hirschman, 1982) in (Jani & Han, 2013).

Meanwhile on other hand, customers like to make interaction with the employees having some of certain characteristics or expertise (Abbasi & Alvi, 2013). Homburg and Stock (2003) identified three broadly investigated employee characteristics that often have an influence on how noticeable an employee is to customers, which in turn affects customer satisfaction. These characteristics include empathy, expertise and reliability, which Expertise is chosen to be independent variable in this study.

Engel and Blackwell (1982) in (Han et al., 2018) defined satisfaction as an "evaluation rendered where the consumption experience was at least as good as it was supposed to be with respect to any alternatives". In a similar vein, Dirsehan (2012) stated satisfaction as "the customer's evaluation of a product or service concerning whether that product or service has met the customer's needs and expectations". As described by these definitions, the core aspect of satisfaction is evaluation.

Accordingly, the theoretical understanding of customer satisfaction as a simple evaluation process resulting in an assignment of a satisfaction level has evolved into an assessment of the cognition and affective responses spurred by a service interaction (Jani & Han, 2013). The researchers embraced the new paradigm in conceptualizing overall customer satisfaction in a Bali's tourism setting. Given this, in the present study, satisfaction with tourism refers to tourists' overall assessments of their travelling experiences at Bali concerning whether the experiences and interaction were as pleasant as they were supposed to be, and whether they met the travelers' expectations and needs. Ultimately it will affect customers' behavioral intentions. Hence, we posited the following hypothesis in Figure 3:

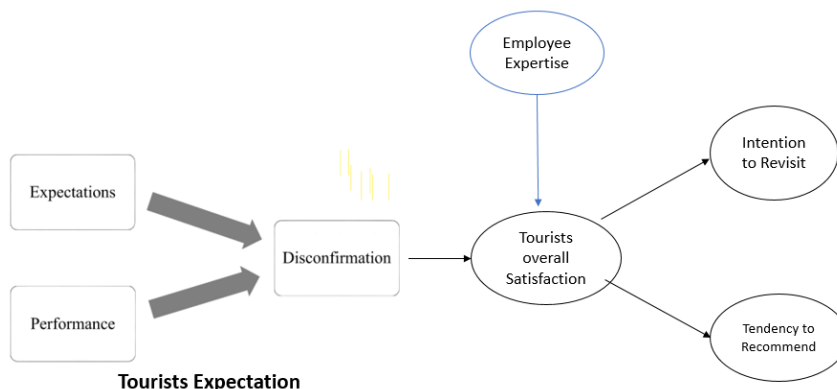
H5. Tourists' satisfaction has a significant relation to revisit intention.

H6. Tourists' satisfaction has a significant relation to recommendation.

Therefore Based on our theoretical work, we propose the tourists' expectations model (TEM), presented in Figure 2. We hypothesize that, at any time when tourists are travelling Bali, they will assess their performance against one or more expectations, and the extent of confirmation will determine their perception of satisfaction

with Bali's tourism. This level of satisfaction will therefore impact her/his intention to Revisit and tendency to recommend.

Figure 2. Proposed Hypothesis Model



3. Methods

We created a survey to measure all of the constructs to be studied. The items used to measure overall satisfaction were adapted from existing measures (Chin & Lee, 2000). Premkumar and Bhattacharjee's (2008) disconfirmation measure was adapted to measure tourists' expectations. An extant measure was also adapted to measure intention to revisit (Venkatesh & Davis, 2000). This study used a Likert scale with a rating interval of 1 - 5, where score 1 states 'Strongly Disagree'; score 2 states 'Disagree'; score 3 states 'Neutral'; score 4 states 'Agree'; and score 5 states 'Strongly Agree'. The construct names, definitions and items for those constructs are summarized in Table A6 (appendix).

Discussion about the best method to use when modeling EDT continues to be debated. Researchers have argued for the superiority of various methods including the differential approach (Lankton et al., 2014) in (Carragher-Wolverton, 2022), assimilation-contrast (Brown et al., 2014; Brown et al., 2012) and direct perception (Bhattacharjee, 2001; Bhattacharjee & Premkumar, 2004; Dabholkar et al., 2000; Hong et al., 2011; Liu & Khalifa, 2003; Martínez-Tur et al., 2011; Schwarz & Zhu, 2015; Susarla et al., 2006; Wolverton, Hirschheim, et al., 2020). As direct perception has been the most widely used in the EDT research stream and has been demonstrated in many studies to provide better predictive validity than the differential approach (Carragher-Wolverton, 2022; Dabholkar et al., 2000; Parasuraman et al., 1991; Kettinger and Lee, 2005), thus in this study we have selected to employ the direct perception measurement of expectations.

Sample

We conducted an online survey with 243 respondents who have travelled to Bali in this summer time. We received 198 completed surveys, resulting in a 81.89% response rate. The profile of respondents were 26,8% Male and 73,2. Female. Most respondents were more than 50 years old at 37,06%, ranging from 20 – 29 years old at 20,81%, from 40 – 49 years old at 18,78%, from 30 – 39 years old at 16,75%, and with the least representation from less than 20 years old at 6,60% of total respondents. These respondents are also classified into other descriptive traits as shown in table A1 as follow:

Table A1. Descriptive of Respondents

Variables	Count (n = 198)	Percentage (%)
<i>Gender</i>		
Male	53	26.8
Female	145	73.2

Marital Status

<i>Single</i>	66	33.3
<i>Married</i>	123	62.1
<i>Divorced/Widowed</i>	9	4.5
<i>Age</i>		
<i>< 20 years</i>	13	6.6
<i>20-29 years</i>	42	21.2
<i>30-39 years</i>	33	16.7
<i>40-49 years</i>	37	18.7
<i>50 and above</i>	73	36.9
<i>Education</i>		
<i>Highschool</i>	41	20.7
<i>Diploma</i>	13	6.6
<i>Bachelor</i>	92	46.5
<i>Magister</i>	48	24.2
<i>Doctoral</i>	3	1.5
<i>Occupation</i>		
<i>Student</i>	32	16.2
<i>Homemaker/Housewife</i>	21	10.6
<i>Production/Clerical</i>	0	0.0
<i>Technical/Sales</i>	0	0.0
<i>Executive/Managerial/Professional</i>	30	15.2
<i>Self-employed</i>	11	5.6
<i>Civil Servant</i>	25	12.6
<i>Private Company worker</i>	66	33.3
<i>Retired</i>	9	4.5
<i>Monthly personal income</i>		
<i>Rp 3.000.000 and below</i>	46	23.2
<i>Rp 3.000.001-Rp 6.000.000</i>	33	16.7
<i>Rp 6.000.001-Rp 9.000.000</i>	26	13.1
<i>Rp 9.000.001-Rp12.000.000</i>	20	10.1
<i>Rp 12.000.001 and above</i>	73	36.9

Data analysis

The data are analyzed using structural equation modeling. The small sample size in this research (n = 198) and the similar lack of statistical power in using a covariance-based approach (Westland,2010) in (Carragher-Wolverton, 2022), this study choosed the partial least squares (PLS) approach, specifically WarpPLS 8.0 software. The next part will explain the measurement model of this research.

Measurement model

The initial step in a PLS analysis is the analysis of the measurement (or outer) model. Outlined by Wright et al. (2012), the first step in the procedures was the development of a measurement model. Firstly, we analyzed the loadings and cross-loadings of all items to ensure all of them loaded on their respective variables or constructs. (Table A2). We analyzed the loadings and cross-loadings of the items, and all loadings were greater on the intended construct than on any other constructs. As a result, upon determining that none of the remaining items loaded higher on any construct other than the intended construct, we retained all the items. Next, this study

evaluated the reliability, discriminant and convergent validity of the first-order measurement model. Using the item loadings, we calculated the internal composite reliability (ICR) to evaluate the measure's reliability, finding that all the dimensions exceeded the 0.70 threshold and were all above 0.80 (Table A3). Moreover, to estimate convergent validity, we evaluated each dimension's average variance extracted (AVE). Using the threshold value of 0.50 for AVE (Barclay et al., 1995) in (Carragher-Wolverton, 2022), our findings support convergent validity.

Table A2. Loadings and Cross Loadings

Items	Expectation	Satisfaction	Revisit	Recommend	Expertise
ED1	0.721	0.366	0.040	-0.297	-0.578
ED2	0.786	0.380	-0.108	0.110	-0.080
ED3	0.771	-0.209	0.221	-0.279	-0.229
ED4	0.706	-0.201	-0.008	0.221	-0.262
ED5	0.812	0.002	-0.211	0.184	-0.236
ED6	0.647	-0.349	0.250	-0.253	0.632
ED7	0.800	-0.043	-0.125	0.251	0.780
EXP1	0.324	-0.286	0.267	-0.406	0.718
EXP2	-0.022	-0.010	-0.126	0.156	0.917
EXP3	-0.244	0.245	-0.087	0.170	0.874
S1	-0.064	0.874	-0.165	0.209	0.106
S2	0.183	0.901	0.050	-0.047	-0.046
S3	-0.127	0.860	0.116	-0.163	-0.060
RVS1	0.062	0.178	0.842	0.022	0.029
RVS2	-0.151	0.013	0.860	0.049	-0.047
RVS3	0.086	-0.179	0.901	-0.068	0.017
RCM1	0.140	0.056	-0.037	0.853	0.042
RCM2	0.032	0.065	-0.011	0.870	-0.192
RCM3	-0.166	-0.119	0.046	0.887	0.148

Table A3. Average Variance Extracted (AVE)

Constructs	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
Expectation	0.870	0.900	0.564
Satisfaction	0.852	0.910	0.772
Revisit	0.836	0.902	0.754
Recommend	0.840	0.904	0.758
Expertise	0.787	0.877	0.707

Structural model

Our results indicate that tourists' expectations impact overall satisfaction ($b = 0.629, t = 8.977, p < 0.001$). Moreover, overall satisfaction influences intention to revisit ($b = 0.754, t = 17.304, p < 0.001$) and tendency to recommend ($b=0.75, t= 11,2, P<0.001$). The results are displayed in the structural model in Figure 3. We will now discuss the implications of these findings.

Next, this study tested the structural model (198 samples) at 95% confidence level. R2 values for tourists overall satisfaction, revisit intention, and intention to recommend are 0.712, 0.552, and 0.604, respectively as illustrated in table A4. These findings found that the structural model has fit the data as shown in Figure 4. In the next step, we proceeded with hypotheses testing.

Table A4. R-squared and Q-squared

Constructs	R-squared	Q-squared
Satisfaction	0.712	0.712
Revisit	0.552	0.551
Recommend	0.604	0.607

Hypoteses Testing

As illustrated in Table A4, the P-value between tourists expectation (disconfirmation) and tourists overall satisfaction is statistically significant ($b = 0.727, p < 0.001$), thus supporting H1. Tourists expectation also have an impact statistically towards intention to revisit directly ($b = 0.262, p < 0.001$) and tendency to recommend ($b = 0.377, p < 0.001$), supporting H2 and H3. The effect sizes for total effects from tourists expectation towards the 3 construct earlier are 0.611, 0.434, and 0.513, respectively.

The P-value between employee expertise and tourists overall satisfaction proves that the path are statistically significant ($b = 0.137, p = 0.025$), supporting H4. The effect sizes for total effects from employee expertise towards tourists overall satisfaction is 0.101.

The P-value between tourists overall satisfaction and intention to revisit is statistically significant ($b = 0.512, p < 0.001$), supporting H5. Moreover, the p-value between tourists overall satisfaction and tendency to recommend is also statistically significant ($b = 0.432, p < 0.001$), supporting H6. The effect sizes for total effects from tourists overall satisfaction towards the 2 construct earlier are 0.373 and 0.324, respectively. It could be concluded all the hypotheses proposed are supported statistically.

Table A5. P-Value and Path coefficients

Constructs	P-Value	Path coefficients	
Expectation > Satisfaction	<0.001	0.727	Supported
Expectation > Revisit	<0.001	0.262	Supported
Expectation > Recommend	<0.001	0.377	Supported
Expertise > Satisfaction	0.025	0.137	Supported
Satisfaction > Revisit	<0.001	0.512	Supported
Satisfaction > Recommend	<0.001	0.432	Supported

The results are displayed in the structural model in Figure 3 and 4. We will now discuss the implications of these findings.

Figure 3. Research Model

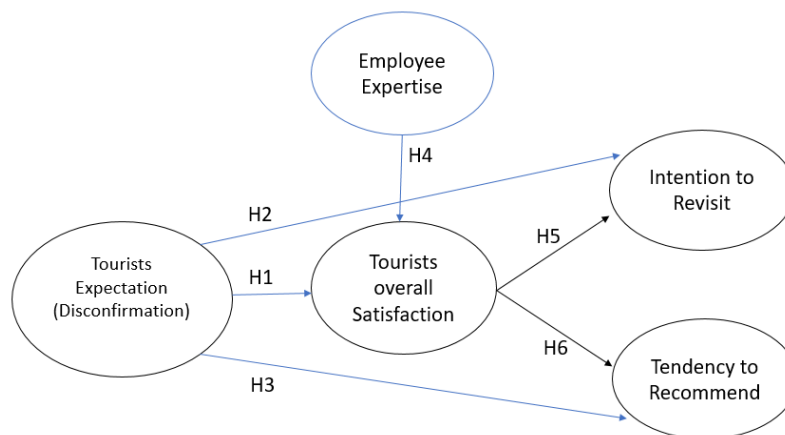
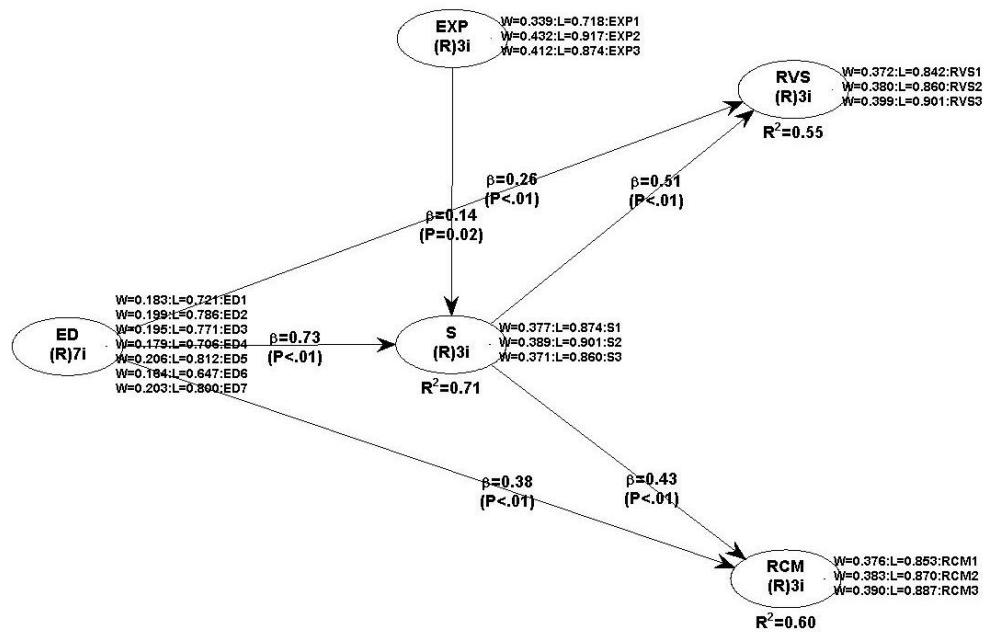


Figure 4. Research Model Result



4. Discussion of findings and implications

By applying EDT, our findings demonstrate that an individual's expectations regarding tourism impact their level of satisfaction with Bali and intention to continue to revisit and recommend. Therefore, if an individual's expectations regarding Bali were exceeded, then positive disconfirmation would occur, and they would experience increased satisfied with Bali and they would, in turn, intend to continue to revisit and recommend. However, if the individual's expectations regarding Bali were not met, then negative disconfirmation would occur, and they would experience decreased satisfied with Bali and they would, in turn, not intend to revisit. Therefore, this study establishes the importance of expectations in tourism.

Results prove that our initial proposition that expectations and its disconfirmation could explain the overall satisfaction of tourists visiting Bali. The positive path coefficients (0.727) prove that expectation positively affects the tourists overall satisfaction, meaning that if the disconfirmation of expectations are high (positive disconfirmation), then tourists overall satisfaction will be high. Tourists expectation also have an effect on tourists intention to revisit and tendency to recommend shown by the p-value. The positive path coefficients of both relationship (0.262 and 0.377) prove that if the disconfirmation of expectations is high (positive disconfirmation), then both construct will follow the increase.

H4 proposes that employee expertise could explain the overall satisfaction of tourists visiting Bali. This is proven by the statistically significant P-value, with a positive path coefficient of 0.137. This means if the employees are expert in their field of technical and behavioural skills, then it is more likely to increase tourists overall satisfaction. Lastly, the last 2 hypotheses H5 and H6 proposes that overall satisfaction have an impact towards tourists intention to revisit and tendency to recommend. This is proven by the P-value of both paths, with a positive path coefficient of 0.512 and 0.432, respectively. The positive relationship of both paths means that if there is an increase of tourists overall satisfaction during their visit to Bali, then it is more likely for them to revisit Bali in the future and also recommend it to their friends or family with a positive word of mouth.

4.1. Practical implications

This study also produces practical implications and suggestions for tourism practitioners, tourism observers, and the Balinese government to increase visitation numbers through increasing competitive advantage by encouraging service quality that is able to meet tourist expectations. The Bali government needs to work with all stakeholders to improve service performance on the 'People' and 'Overall Convenience' attributes so that domestic tourists do not feel any difference in service and discrimination while visiting or holidaying in Bali.

4.2. *Theoretical implications*

This study produces theoretical implications and suggestions in tourism service management that tourist's satisfaction and revisiting can be explained through the expectancy disconfirmation model by identifying expected service quality and perceived service quality.

5. Conclusions and future research

Extant studies indicate that group expectations influence group satisfaction (Wolverton, et al., 2020). We propose that stakeholder's Bali tourism could impact their level of service to guests' satisfaction and intention to continue to revisit and recommend. Therefore, we encourage other researchers to examine the impact of group roles on tourists's expectations, satisfaction and intention to revisit. Last but not least, studying the behaviour of foreign tourists is also an interesting area of research.

Given the complexity of the rapidly evolving tourism business world that organizations and stakeholders are confronting today and the speed with which they are required to make decisions to remain viable, satisfaction of tourists will influence customer satisfaction (Wolter et al., 2019) and enable a company and stakeholder to realize long-term value (Edmans, 2012). This study demonstrates the impact of Bali's tourism expectations on overall satisfaction and intention to revisit, as well as recommendation in the future.

As our knowledge of tourism after a pandemic was scant, this study fills a gap in the literature by applying EDT to the tourism context after a pandemic. As corporations and stakeholders seek to learn and evolve after the COVID-19 pandemic, revenge tourism will increase in prevalence (Siswodwiatmoko et al., 2023). By understanding the importance of expectations on tourism satisfaction and intention in an evolving tourism environment, we can assist our stakeholders of Bali tourism-in-practice on a smooth transition in this brave new world.

According to the result of this study employee characteristics have positive impact on customer satisfaction. The results indicate that expertise and Expectation have positive impact of tourists' overall satisfaction in Bali's tourism.

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