



Implementation of Balinese Cultural Values to Increase Guest Satisfaction

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Abstract

Purpose: The purpose of this research is to find out the extent of the Balinese cultural values implemented to the products and facilities to increase guest satisfaction and the influence of the implementation of Balinese cultural values to products and facilities to increase guest satisfaction in Ayodya Resort Bali, Indonesia.

Research methods: Data were collected using distributed questionnaires to the 65 of in-house guests of Ayodya Resort Bali, then analyzed using multiple linear regression analysis.

Findings: The Balinese cultural values to products and facilities at Ayodya Resort Bali is well implemented to increase guest satisfaction. The result of multiple regression analysis shows that the implementation of Balinese cultural values to products and facilities simultaneously and partially influences positively to increase guest satisfaction in Ayodya Resort Bali.

Implications: This research is expected to be useful as an evaluation and consideration in maintaining and improving the implementation of Balinese cultural values to products and facilities in Ayodya Resort Bali.

Keywords: Balinese cultural value, product, facility, hotel guest satisfaction.

INTRODUCTION

The existence of many hotels in Bali and the increasing number of tourist arrival in 2019 causes a high competition between one hotel to another. The high competition among hotels in Bali pushes every hotel to create innovative concepts in dealing with the crowd situation. Every hotel has target and vision to maintain its strength in the middle of the high competition. This applies almost to any hotels which focused on guest satisfaction. Satisfaction can be marked as a customer evaluation after purchasing products quality with customer expectations before purchase (Kotler and Keller, 2016). To meet customer satisfaction, a company must be able to know the shifting needs and desires of customers which often change (Tjiptono & Candra, 2016; Tjiptono, 2011).

Products is one of indicators that influences guest satisfaction. Products are both tangible and intangible objects (includes goods and services) that can be purchased by everyone (Irawan & Japariato, 2013). In measuring the level of guest satisfaction, guest responses determine how good the products provided by the hotel. If the products obtained by guests are good, the level of guest satisfaction also good. Zeithaml in Kumar (2012) states that perceived service as

a customer's judgment about overall excellence or superiority of products (include goods and services within). In creating good responses, the products offered must be able to create positive responses from guests, in this case, is guest satisfaction.

Facilities are all tangible physical equipment provided by the seller of services to support consumer convenience (Apriani, 2011). Facilities are one of the guests' considerations when staying in the hotel. Facilities are used to facilitate customer needs in using a service, therefore the important things that must be considered in the facilities provided are the condition of the facility, completeness, interior, and exterior design, and cleanliness of the facility must be considered, especially those closely related to what is obtained directly by the guest (Sofyan et al, 2013). The adequate facilities contained in the hotel determine the level of guest satisfaction. At the current time, Balinese culture has become an attraction for many tourists from various countries. Balinese culture is the culture of Balinese peoples' which is imbued of religious values of Hinduism (Badan Pusat Kepariwisata Provinsi Bali, 2020).

Balinese cultural tourism is based on Balinese culture, Hindu religion, and Tri Hita Karana (human-God-environment/nature relationships) (Mudana et al, 2021). Balinese culture is rich with the combination of spirituality, religion, tradition, and art (Dewi et al, 2017;)Astuti et al, 2020). It is known that many hotels in Bali apply a Balinese culture as a hotel concept to attract tourists' visits. Most of the hotel in Bali applies the Balinese concept in the form of the hotel building, interior, and exterior design. This matter has been arranged in Peraturan Daerah or Perda No. 2/2012 (Regional Rules on Balinese Cultural Tourism) where is tourism businesses in Bali (including hospitality accommodation) must be characterized by Balinese culture. Balinese cultural tourism has a vision of maintaining Balinese culture, and local people participation in the development of Balinese culture.

Ayodya Resort Bali is one of the five-star hotels in Bali, Indonesia, which is has a concept of Balinese culture. The uniqueness of the Balinese culture themed concept is implemented in the form of hotels' building, architecture, products and also facilities of the hotel. Ayodya Resort Bali as one of a front beach resort in Bali, uses Balinese traditional culture to attract guest intention to come and enjoy the authentic of Balinese culture and heritage directly. The acculturation of Balinese culture in Ayodya Resort Bali became the main attraction for the hotel.

Related with the background above, therefore the purpose of this research is to find out the extent of Balinese cultural values implemented to the the products and facilities to increase guest satisfaction and to find out the influence of the products and facilities containing Balinese cultural values to increase guest satisfaction at Ayodya Resort Bali.

RESEARCH METHODS

This research was carried out at Ayodya Resort Bali, which is located at Mengiat Beach Street, Nusa Dua. The Independent variables in this research are products (X1) and facilities (X2) containing Balinese cultural values at Ayodya Resort Bali. The dependent variable in this research is Guest Satisfaction (Y) at Ayodya Resort Bali.

The sampling method used in this research is non-probability sampling, which is a sampling technique that doesn't provide the same opportunities for

population members to be considered as a sample (Sugiyono, 2011, 2016). The number of samples used are 65 respondents by using accidental sampling technique. The number of samples was obtained from Malhotra's theory which states, in considering the minimum number of respondents multiplied by 4 or 5 the number of indicators used in this research (Arimbawa et al, 2019). The data was collected through observation, interview, documentary study, and distributed questionnaires to the in-house guests of Ayodya Resort Bali.

Data analysis technique that are used in this research are descriptive qualitative analysis and quantitative analysis of Multiple linier regression analysis. The descriptive qualitative analysis is used to grouping data that has been collected based on variables and types of respondents, tabulating data based on variables, and presenting data for the variables studied (Sugiyono, 2013, 2014). Meanwhile, the quantitative data processed using some analysis technique such as classical assumption test, partial correlation analysis, multiple correlation analysis, t-test, F-test and multiple regression analysis, and coefficient determination analysis.

FINDINGS

The Extent of the Implementation of Balinese Cultural Values to Increase Guest Satisfaction

Ayodya Resort Bali has concept which gives the impression and experience of Balinese traditional culture through the concept of Rama Shinta. The Balinese concept is not only contained in the architecture of hotel buildings, but also applies to hotel products and facilities at Ayodya Resort Bali. The products offers are in the form of hotel service, guests activities, cultural attraction, culinary, and traditional hand-made souvenir. Standard service at Ayodya Resort Bali is based on Balinese style service, where every staff who provide direct contact to the guest uses a Balinese traditional uniform, includes the way how staff in greetings guests using Balinese traditional-religious greeting "Om Swastyastu".



Figure 1. Standard Greetings of Ayodya Resort Bali
[Source: Instagram of Ayodya Resort Bali, 2019]

Some selection of cultural activities offers for Ayodya guests during their stay at the hotel. The cultural activities that can obtained by Ayodya guests' such as *nyurat lontar*, *ngukir*, balinese instrumental performance (*megambel* and *ngerindik*, *majejahitan*), Balinese dance practice, *ngulat peplaianan* (traditional hand-souvenir), etc. Furthermore, for every guest who interests to watch Balinese entertainment, Ayodya Resort Bali proudly present a various kind of Balinese cultural attraction which are presented in certain days with a specified price. In order to meet the needs of guests, Ayodya Resort Bali provides various choices of traditional Balinese foods and beverages such as *sate*, *lawar*, *tipat cantok*, *plecing kangkung*, *ayam betutu*, etc. The Balinese food & beverages and the tradition of *megibung* are served in the waterfall restaurant and also can be enjoyed at *Bale Banjar* while watching Balinese cultural attraction and activities.



Figure 2. Bale Banjar at Ayodya Resort Bali
[Source: Research Documentation, 2019]

Other cultural products that can be found at Ayodya Resort Bali are traditional handmade souvenirs that are obtained when Ayodya guests will check out. The souvenirs are in the form of decorative hangers with various forms such as birds, fish, shrimp, crabs and others, souvenirs are made with dried leaves and then shaped in such a way by the artists at *Bale Banjar*. These cultural products are specifically offered to all guests of Ayodya Resort Bali who are interested in traditional Balinese culture. Likewise with the facilities at Ayodya Resort Bali which contain Balinese cultural values such as the design of hotels' building, furniture used, The art of stone statues, fountains, and carved relief proclaim the Ramayana Epic theme throughout the hotel, thus adds to the interior elegance of the Ayodya Resort Bali building.



Figure 3. Lobby of Ayodya Resort Bali
[Source: Research Documentation, 2019]

The facilities provided in the room, food and beverages venue and spa also characterized the authentic of Balinese culture. What distinguishes this hotel from other competitors is that Ayodya gives a strong impression of hospitality, where the friendliness of the hotel staffs and cultural experience that makes Ayodya guests feel the desire to return. The implementation of Balinese culture concept is truly dedicated as the core value of Ayodya Bali Resort to make Ayodya Resort Bali an attractive hotel resort due to its Balinese cultural concept, so that it can provide a special satisfaction for each guest of Ayodya in experiencing first-hand the cultural products offered as well as the facilities that contain those cultural values. This is one of the management strategies to attracting tourists to stay at Ayodya Resort Bali. Products and facilities are designed in such a way as to incorporate elements of Balinese culture. These things are designed to meet the needs of guests so that guests feel comfortable staying at Ayodya Resort Bali. Guest response towards the implementation of Balinese cultural values to hotel products and facilities is explain as follows.

The concept of Balinese culture that applies at Ayodya Resort Bali has a purpose to gives a different impression to every guest who comes and stays at Ayodya Resort Bali, where they can live and experience the Balinese culture and traditions directly. In order to meet guest satisfaction, management of Ayodya Resort Bali presenting the experience of Balinese traditional culture through hotel products and facilities. In the implementation of Balinese cultural values on products and facilities at Ayodya Resort Bali, there are several indicators included in each variable of this study that are analyzed by calculating the respondents' answers. The following is the average score of respondent's answer of each variable:

Table 1. The Average Score of Products Containing Balinese Cultural Values

Indicators	Average Score	Category	Average Total	Remarks
Service	4.00	Satisfied	4.14	The performance of staff in conveying service characterized the Balinese
Activities packages	4.26	Very satisfied		Join directly pleasant Balinese cultural activities
Cultural Attraction	4.23	Very satisfied		Interesting Balinese cultural entertainment
Food and Beverage	3.88	Satisfied		Delicious traditional foods and beverages
Souvenir	4.34	Very satisfied		An impressing of Balinese souvenir hand made

[Source: Primary Data Analysis, 2020]

The average score of indicators with the highest value is the indicator of traditional souvenir that is equal to 4.34. While the average score of indicators that have the lowest value is the food and beverage products with average of 3.88. If seen from the total average of respondents' answers, it can be concluded that the products containing Balinese cultural values variable score of 4.14 is included in the category of satisfied. That indicates that the guests' response toward variable of products that containing Balinese cultural value was high.

Table 2. The Average Score of Facilities Containing Balinese Cultural Values

Indicators	Average Score	Category	Average Total	Remarks
Room	4.25	Very satisfied	4.44	Comfortable room with the beauty of Balinese characteristic inside
Food and Beverage	4.57	Very satisfied		An adequate facility of food and beverage venue which characterized the Balinese
Spa	4.51	Very satisfied		Comfortable spa facilities containing Balinese cultural values

[Source: Primary Data Analysis, 2020]

The average score of indicators that have the highest value is the indicator of food and beverage facilities that is equal to 4.57. While the average score of indicators that have the lowest value is the room facilities with average of 4.25. From the total average of respondents' answers, it can be concluded that the variable of facilities containing Balinese cultural values score of 4.44 is included in the category of very satisfied. So it can be concluded that the guests' response toward variable of facilities that containing Balinese cultural value was high.

The average score of indicators that have the highest value is the indicator of Human life that is equal to 4.28. While the average score of indicators that have the lowest value is spirituality with average value of 3.85. From the total average of respondents' answers, it can be concluded that the variable of guest satisfaction score of 4.16 is included in the category of satisfied. It can be concluded that the level of guest satisfaction to overall was high.

Table 3. Average Score of Overall Guest Satisfaction

Indicators	Average Score	Category	Average Total	Remarks
Human life	4.28	Very satisfied	4.16	Directly involved in Balinese daily activities
Unique characteristic	4.22	Very satisfied		The magnificent of hotel building, statue, Balinese carving art, etc with the uniqueness of Balinese culture
Experience	4.38	Very satisfied		A Memorable experience of Balinese products and facilities during stay at Ayodya Resort Bali
Tradition	4.06	satisfied		Directly involved in Balinese tradition and art
Spirituality	3.85	satisfied		A sacred and calming Spirituality activities

[Source: Primary Data Analysis, 2020]

Based on analysis result, it is known that the total average of respondents' answers towards variable of products containing Balinese cultural values variable score is 4.14 and products containing Balinese cultural values variable score is 4.44, which is included in the category of satisfied and very satisfied. It means that the level of guest satisfaction towards the variable of products and facilities that containing Balinese cultural values was high. This proves that Ayodya guests consider that products and facilities that containing Balinese culture provided by Ayodya Resort Bali are good. Meanwhile, the results of respondent's answer to the guest satisfaction variable showed that the average value was at 4.16 in the satisfied category. Based on the analysis results obtained from the average score of guest satisfaction answers and interview results, it can be concluded that the implementation of products and facilities that contain Balinese cultural values is well implemented to increase guest satisfaction at Ayodya Resort Bali.

The influence of Balinese Cultural Values to Increase Guest Satisfaction

The results of the multiple linear regression analysis that has been carried out are answer the hypothesis of this research. The results of the analysis were obtained through several regression analysis tests, t-test, and F-test using SPSS 25.00. The results of the analysis of this study can be described in table 4.

Table 4. The Result of Regression Analysis

No	Hypothesis	Coefficient Beta	Result of t-count	F-test	Description
1	There is significant influence between Products containing Balinese Cultural values to Guest Satisfaction	0.294	2.819	-	H1 accepted
2	There is significant influence between Facilities containing Balinese Cultural values to Guest Satisfaction	0.273	2.111	-	H2 accepted
3	There is influence between Products and Facilities containing Balinese Cultural values to Guest Satisfaction	-	-	9.329	H3 accepted

[Source: Research Data (Proccessed), 2020]

It can be seen that product variables containing Balinese cultural values has a partially positive effect on increasing guest satisfaction. This can be seen from the value of the regression coefficient for the X1 variable is equal to 0.294, which means that every increase of one unit of products containing Balinese cultural values will increase guest satisfaction by 0.294 at Ayodya Resort Bali. Besides that, the result of the t-value is equal to 2.819, while the t-table is 1.999. The value of the t-count is greater than the t-table value ($2.819 > 1.999$), so it is known that the t-count is in the rejection area of H_0 which means that H_a is accepted. Therefore, the hypothesis that says "there is a partial influence between products containing Balinese cultural values towards Guest Satisfaction at Ayodya Resort Bali" is proven.

Facilities containing Balinese cultural values as an X2 have a partially positive influence to increase guest satisfaction. This can be known based on the results of multiple linear regression analysis that has been done, wherein table 4 shows that the value of the regression coefficient for the X2 variable is equal to 0.273, which means that every increase of one unit of facilities containing Balinese cultural values will increase guest satisfaction by 0.273 in Ayodya Resort Bali. Moreover, the value of the t-count is greater than the t-table value ($2.111 > 1.999$). This means the hypothesis that says "there is a partial influence between products containing Balinese cultural values towards Guest Satisfaction at Ayodya Resort Bali" is proven.

Table 4 shows that the F-count value is equal to 9.329, while the F-table is 3.15. The F-count value is greater than the F-table value ($9.329 > 3.15$), which means H_a is accepted, and H_0 is rejected. Therefore, the hypothesis that says "there are simultaneous influences between products containing Balinese cultural values and Facilities containing Balinese cultural values towards Guest Satisfaction at Ayodya Resort Bali" is proven.

Referring to the analysis results as can be seen from table 4, it is known that the result of the t-test for both variables shows that the entire value of the t-count was greater than the t-table (1.999). Meanwhile, the result of the F-test shows that the value of F-count was higher than F-table (3.15). It can be concluded that there is a positive relationship both partially and simultaneously between products variables containing Balinese cultural values and facilities containing Balinese cultural values to increase guest satisfaction at Ayodya Resort Bali.

CONCLUSION

Referring to the result of the data analysis and discussion, it can be concluded that the implementation of Balinese cultural values for the products and facilities at Ayodya Resort Bali is well implemented. This can be seen from the high response of guest satisfaction on the results of the questionnaire answers which shows that the average value of the guest satisfaction was at 4.16 in the satisfied category. Meanwhile, based on the results of the multiple linear regression analysis, it can be concluded that there is a positive relationship both partially and simultaneously between products variables containing Balinese cultural values and facilities containing Balinese cultural values to increase guest satisfaction at Ayodya Resort Bali.

As for suggestions given related to this research is for management of Ayodya Resort Bali to maintain and improve the implementation of Balinese cultural values towards products and facilities at Ayodya Resort Bali, especially

for products containing Balinese cultural values. That is because guests are more interested in learning and experiencing the products containing Balinese cultural values. The management is also recommended to provide an opportunity for Ayodya guests to join a brief training of Balinese traditional arts and culture. Where during the implementation of cultural events or exhibitions, guests will get involved to demonstrate the Balinese arts and culture performance. This is one strategy to attract guest interest, thus opening up opportunities in expanding market share.

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