Analysis of Service Quality and Promotion on Decision and Satisfaction of Foreign Visitors on Pandawa Beach Ecotourism in Badung Regency

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Abstract

The development of various facilities and infrastructure as well as efforts to improve the quality of service on Pandawa Beach Ecotourism is always done to attract and give satisfaction to the visitors. This study aims to determine the effect of service quality and promotion on visitor decisions and visitor satisfaction as well as to determine the effect of visitor decisions on visitor satisfaction on Pandawa Beach Ecotourism Badung Regency, Bali Province. The variables in this study consist of two independent and two dependent variables. Independent variables in this study are service quality and promotion, while the dependent variables in this study are the visitor decision and visitor satisfaction. The population in this study is foreign tourists who visit the Pandawa Beach Ecotourism. In this research a non-probability sampling method is used, taking accidental sampling approach with a sample number of 96 respondents. The type of data used is descriptive and quantitative data expressed in 5-Point Likert Scale ranging from strongly disagree to strongly agree. Methods of data analysis in this study are through descriptive and inferential analysis. Inference analysis uses Structural Equation Modeling (SEM) analysis with SMARTPLS 3 program. The result of this study indicates that: 1) Quality of service has a positive and significant effect on the visitor decision with coefficient value of 0.528 and t-statistic value of 6.625. 2) Promotion has a positive and significant effect on the visitor decision with coefficient value of 0.246 and t-statistic value of 2.843. 3) Service quality has a positive effect on visitor satisfaction with coefficient value of 0.415 and t-statistic value of 4.007. 4) Promotion has no effect on visitor satisfaction with coefficient value of 0.069 and t-statistic value of 0.638 which t-statistic value is under critical value of 1.96. 5) Visitor decisions have a positive effect on visitor satisfaction with coefficient value of 0.389 and t-statistics of 4.422.

Keywords: Service Quality, Promotion, Visitor Decision, Visitor Satisfaction.
1. Introduction:
1.1 Background:

The main important factor to be considered in the development of ecotourism is the attraction (Sumantra, Sudiana, and Yuesti, 2015; Sumantra, Sudiana, Suryatmaja and Yuesti, 2017; Yuesti and Sumantra, 2018). The attraction of ecotourism other than determined by the attributes of the beauty of natural panorama is also determined by other factors such as the attributes of facilities and services. In addition, comfort factor is also an important attribute of the attraction of ecotourism objects. When the convenience of tourists is disturbed, it will impact on the dissatisfaction of visitors which ultimately leads to a negative image of ecotourism services and the reluctance of tourists to conduct a re-visit.

The tourism sector in the province of Bali in the last three decades has brought changes in the structure of the Balinese economy from the dominance of the primary sector to the tertiary sector. The tourism sector in Bali such as hotels or restaurants contributes greatly to the income in Bali Province (Agung, et al., 2015). The most appealing tourist attraction for tourists includes cultural tourism, nature tourism, beach tourism, agro tourism and spiritual tourism. In order to maintain the sustainability of Bali tourism, ecotourism development is increasingly encouraged.

Previous research has shown that there are several factors that influence visitor decisions and visitor satisfaction such as service quality and promotion. The satisfaction of tourists is the main goal of the management of ecotourism object destination. To introduce ecotourism to tourists, ecotourism management should pay attention to promotional factors which generate appeal and accentuate the positive features. These promotional features should be able to describe the existing condition, as stated by Gronroos (1990), so that the image portrayed is in fact a reality. Program development and image improvement must be based on that which exists. The content of promotion that is not in accordance with the fact will affect the formation of a negative image.

Based on the findings of the study, the manager of a tourist can choose one of the strategies which should be applied in marketing the tourist destination. The same thing is also faced by the managers of Pandawa Beach Ecotourism in terms of formulating the right marketing strategy to increase the number of foreign tourists visiting the Pandawa beach, which is a very striking difference between the number of tourists visiting the domestic and foreign tourists.

Pandawa Ecotourism is one of the new tourist destinations in Badung Regency of Bali Province. Pandawa Beach was officially made as a tourist resort in Bali that opened to the public on December 27, 2012. The inauguration itself was done simultaneously with the holding of the premiere event Pandawa Beach Festival. Pandawa Beach is one of the attractions of white sand beaches in Badung Regency. With the opening of Pandawa Beach Ecotourism as a new tourist destination in Badung Regency, the number of tourist visits increased from year to year in the last four years. The increase of tourist visit is only dominated by domestic tourists and not the case with foreign tourists. In 2013 the number of domestic tourists visit amounted to 355,097 people while foreign tourist visits amounted to 45,943 people. In 2014 the target of domestic tourist arrivals was 900,000 people but the number of tourist arrivals was 1,260,996 visitors or exceeds the target set, while the target of foreign tourists visiting 115,000 visitors but only 113,363 visitors or less than the target set. The details are listed in the following.

<table>
<thead>
<tr>
<th>Year</th>
<th>Domestic</th>
<th>Foreigners</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Target</td>
<td>Number of visits</td>
</tr>
<tr>
<td>2013</td>
<td>355,097</td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>900,000</td>
<td>1,260,996</td>
</tr>
<tr>
<td>2015</td>
<td>1,300,000</td>
<td>1,530,140</td>
</tr>
<tr>
<td>2016</td>
<td>1,500,000</td>
<td>1,543,383</td>
</tr>
</tbody>
</table>

Source: data processed (2018)
In Table 1 can be explained that there is a very significant difference between the visits of domestic tourists and foreign tourists. The visit is dominated by domestic tourists. Then from the data is known that the visits of foreign tourists the last three years have not met the set targets. Even in the year 2015 only reached 90.19% of the target set and down from 2014. This indicates that the development of Pandawa Beach Ecotourism Object still needs to be improved again so that Pandawa Beach Ecotourism Object can be better known in the international world as one of the tourist attraction in Bali, so the number of foreign tourists visit to Pandawa Beach will increase from year to year.

1.2. Formulation of research problems:
Based on the description on the background, then formulated the problem of research on Pandawa Beach Ecotourism in Badung regency, Bali Province as follows:
1. Is there any influence of service quality on visitor decision?
2. Is there any influence of promotion on visitor decision?
3. Is there any influence of service quality on visitor satisfaction?
4. Is there any influence of promotion on visitor satisfaction?
5. Is there any influence of the visitor decision on visitor satisfaction?

1.3. Research purposes:
In accordance with the problems that have been formulated, the research objectives to be achieved are as follows:
1. Analyze the effect of service quality on visitor decisions.
2. Analyze the effect of promotion on visitor decisions.
3. Analyze the effect of service quality on visitor satisfaction.
4. Analyze the effect of promotion on visitor satisfaction.
5. Analyze the effect of visitor decisions on visitor satisfaction.

1.4. Research Benefits:
The results of this study are expected to contribute in the development of management science in the field of marketing tourism services, especially about strategies in improving the quality of service and promotion of tourist destinations. Besides, the results of this study can provide input and advice to the related management to improve the decision and satisfaction of visitors on Pandawa Beach Ecotourism in Badung Regency of Bali Province.

2. Literature review
2.1. Theoretical Basis
2.1.1. Ecotourism Concept:
At this time ecotourism has grown rapidly. This ecotourism is not just for bird watching, horseback riding, tracing in the wilderness, but has been linked to the concept of forest conservation and local people. This ecotourism is then a fusion of interests growing from environmental, economic and social concerns. Ecotourism can’t be separated with conservation. Ecotourism is therefore referred to as a responsible travel form.

Ecotourism is a form of travel to a natural area undertaken with the aim of conserving the environment and preserving the lives and welfare of the local population (The Ecotourism Society, 1990). In some areas developing a new thinking associated with the understanding of ecotourism shows the educational phenomenon is needed in this form of tourism. As defined by the Australian Department of Tourism (Black, 1999), ecotourism is a nature-based tourism by incorporating aspects of education and interpretation of the natural environment and community culture with ecological sustainability management.

2.1.2. Service quality:
Parasuraman, Zeithaml, and Berry (1998), identified five key dimensions of service quality that are crucial in meeting customer expectations:
1. Tangible is including physical facilities, equipment, personnel and means of communication. This is related to the physical facilities are the appearance of employees, equipment and technology used in providing services, the condition of the room (lobby,
venue, bathroom, restaurant, café), cleanliness, air conditioning, road access, parking.

2. Reliability is covering two main aspects namely performance and dependability. This means that the company is able to deliver its services right the first time.

3. Responsiveness is the ability of the employees to help consumers and provide services with responsiveness. This is reflected in the speed, accuracy of services provided to consumers, the desire of employees to help consumers.

4. Assurance is the ability of employees to grow consumer confidence in the company, in the form: Competence, Courtesy, and Credibility.

5. Empathy is sincere attention given to the consumer in the form of access, communication, and understanding the customer.

2.1.3. Promotion:

Promotion is a business enterprise to create awareness,inform,persuade and influence consumers to make purchases of products on offer companies (Swastha, 2000). Meanwhile, Kotler (2003), argues that promotion is part of a marketing strategy that aims to communicate product superiority and persuade targeted customers to buy it. So it can be concluded promotional activities undertaken function to disseminate information and get attention, create and cultivate desire, and develop consumer desire to buy products offered.

According to Rangkuti (2010), the purposes of promotional activities include: behavior modification, notify, persuade, and remind. There are four factors that influence the promotion (Stanton, 1990), namely: The amount of money available for promotion, market conditions, the state of the product, whether to the end consumer or as an industrial material, the level of product life cycle achievement. Furthermore Simamora (2004), suggests that the factors that influence the promotion are: Marketers, whether using push or pull strategy, target market, ie who the prospective customers and where the location, product, that is, product position in the product life cycle, environmental situation such as competition, and politics.

2.1.4. Purchased decision:

Purchasing decision is an integration process that combines the attitude of knowledge to evaluate two or more alternative behaviors, and chooses one of them (Nugroho, 2003). Meanwhile Mowen (1995) argues that the level of consumer involvement in purchases is influenced by the perceived personal interests as well as those generated by the stimulus.

According to Engel, Blackwell &Miniard in Fadila (2013), consumer decisions need to take the following steps: Introduction of needs, information searching, alternative evaluation, purchases, and results. According to Kotler & Keller (2009) the five-step model decision-making process includes: recognition of needs, information search, alternative evaluation, purchasing, post-purchase behavior. Some of the factors that make up the purchase intentions before the consumer make a purchase decision are other people's attitude factors and unanticipated situations (Kotler, 2009).

2.1.5. Consumer Satisfaction:

Consumer satisfaction is a buy-back evaluation where the chosen alternatives are at least equal or exceed consumer expectations, whereas dissatisfaction occurs when outcomes do not meet expectations (Tjiptono, 2007). Customer satisfaction is a function of service quality minus customer expectations (Zithmal & Bitner, 1996). In other words the measurement of customer satisfaction is formulated as follows: service quality < expectation means service is not satisfactory, service quality = expectation means that service is given no privileges and service quality > expectation means service is very satisfying. According to Tjiptono (2004), there are six core concepts that have similarities between the various ways of measuring customer satisfaction, namely: 1) Overall Customer Satisfaction, 2) Customer Satisfaction Dimensions, 3) Confirmation of Expectations, 4) Repurchase Intent, 5) Willingness to Recommend, 6) Customer Dissatisfaction.

2.2. Hypothesis in this research is as follows:

1. Quality of service has a positive effect on visitor decisions
2. Promotion has a positive effect on visitor decisions
3. Quality of service has a positive effect on visitor satisfaction
4. Promotion positively affects the satisfaction of visitors
5. Decision visitor have a positive effect on visitor satisfaction

2.3. Research methods:
This research is a quantitative research based on the principle of positivism that is to test data and theory through hypothesis test. The nature of this research is explanatory research. The population in this study is foreign tourists who visited the Pandawa Beach Ecotourism whose number is unknown. The number of respondents consists of 96 peoples. Sampling method used is non-probability sampling method by using accidental sampling approach. This study uses Structural Equation Modeling (SEM) with a variance based or component-based approach with Partial Least Square (PLS) and processed using smart software PLS 3.

2.4. Operational Definition of Variables:

3. Results and Discussions:
3.1. Hypothesis testing:
There are three criteria in using data analysis techniques with SmartPLS 3 to assess the outer model of Convergent Validity, Discriminant Validity, and Composite Reliability. After evaluating the measurement model, followed by hypothesis testing.

Hypothesis testing is done by t-test on each lane of partial direct influence and indirect effect with mediation test. The basis used in testing the hypothesis is the value contained in the output of result for inner weight. The results of hypothesis testing in this study are presented in figure 1 below.

Source: Data processed (2018)

Figure 1. Result for Inner Weight
Based on the data found that the results of hypothesis testing are presented in table 2 as follows:

<table>
<thead>
<tr>
<th>Relationship between variables</th>
<th>Path coefficient (Bootstrapping)</th>
<th>T-Statistics</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Quality → Decisions</td>
<td>0.528</td>
<td>6.625</td>
<td>H₁ Accepted</td>
</tr>
<tr>
<td>Promotion → Decisions</td>
<td>0.246</td>
<td>2.843</td>
<td>H₂ Accepted</td>
</tr>
<tr>
<td>Service Quality → Satisfaction</td>
<td>0.415</td>
<td>4.007</td>
<td>H₃ Accepted</td>
</tr>
<tr>
<td>Promotion → Satisfaction</td>
<td>0.069</td>
<td>0.638</td>
<td>H₄ Rejected</td>
</tr>
<tr>
<td>Decision → Satisfaction</td>
<td>0.389</td>
<td>4.422</td>
<td>H₅ Accepted</td>
</tr>
</tbody>
</table>

Source: Data processed (2018)

1. **Hypothesis Testing 1: The effect of service quality on visitor decision:**

Hypothesis 1 states that service quality has a positive effect on visitor decisions. The result of test parameter coefficient of service quality on visitor decision showed a positive correlation with coefficient value of 0.528 and t-statistic value of 6.625. Thus it can be stated that the quality of service provided is able to influence the visitor decision on Pandawa Beach Ecotourism directly. Based on this **hypothesis 1 is accepted.**

2. **Hypothesis Testing 2: The effect of promotion on visitor decision:**

Hypothesis 2 states that promotion has a positive effect on visitor decisions. The result of test of parameter coefficient of Promotion to visitor decision showed a positive correlation with coefficient value of 0.246 and t-statistic value of 2.843. Thus it can be stated that the promotion has been done is able to influence the decision of visitors on Pandawa Beach Ecotourism directly. Based on this **hypothesis 2 is accepted.**

3. **Hypothesis Testing 3: The effect of service quality on visitor satisfaction:**

Hypothesis 3 states that service quality has a positive effect on visitor satisfaction. The result of test of parameter coefficient of service quality to visitor satisfaction showed a positive correlation with coefficient value of 0.415 and t-statistic value of 4.007. Thus it can be stated that the quality of services provided is able to give satisfaction to the visitors on Pandawa Beach Ecotourism directly. Based on this **hypothesis 3 is accepted.**

4. **Hypothesis Testing 4: The effect of promotion on visitor satisfaction:**

Hypothesis 4 states that promotion has a positive effect on visitor satisfaction. Result of test of parameter coefficient of promotion to visitor satisfaction showed a positive correlation with coefficient value of 0.069 and t-statistic value of 0.638. Thus it can be stated that the promotion has been done is not able to affect the satisfaction of visitors on Pandawa Beach Ecotourism directly. Based on this **hypothesis 4 is rejected.**

5. **Hypothesis Testing 5: The effect of visitor decision on visitor satisfaction:**

Hypothesis 5 states that the decision of visitors positively affects the satisfaction of visitors. The result of test of parameter coefficient of visitor decision to visitor satisfaction showed a positive correlation with coefficient value of 0.389 and t-statistic value of 4.422. Thus it can be stated that the decision of visitors is able to affect the satisfaction of visitors on the object of Ecotourism Pandawa Beach directly. Based on this **hypothesis 5 is accepted.**

**Indirect Effect with Mediation Variables:**

The hypothesis testing of indirect influence in this study can be presented the results of its analysis in table 3 as follows:
I Nyoman Gede Sudiarta et al. Analysis of Service Quality and Promotion on Decision and Satisfaction of Foreign Visitors on Pandawa Beach Ecotourism in Badung Regency

Table 3. Recapitulation of Test Result of Satisfaction Mediation Variable

<table>
<thead>
<tr>
<th>No</th>
<th>Mediation Variable of Visitor Decisions</th>
<th>Effect</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>( (A) ) ( (B) ) ( (C) ) ( (D) )</td>
</tr>
<tr>
<td>1</td>
<td>Service Quality ( (X_1) ) → Satisfaction ( (Y_2) )</td>
<td>0.415 (Sig) 0.620 (Sig) 0.528 (Sig) 0.389 (Sig)</td>
</tr>
<tr>
<td>2</td>
<td>Promotion ( (X_2) ) → Satisfaction ( (Y_2) )</td>
<td>0.069 (No Sig) 0.167 (No Sig) 0.246 (Sig) 0.389 (Sig)</td>
</tr>
</tbody>
</table>

Source: Data processed (2018)

The information that can be obtained from Table 2 above is as follows:

1. The effect of visitor decision mediation \( (Y_1) \) on the indirect effect of service quality \( (X_1) \) on visitor satisfaction \( (Y_2) \) is partial mediation. This result is shown from the mediation test that performed the effect \( A, C \) and \( D \) has significant value. The results of this test determine that the quality of service \( (X_1) \) can affect the satisfaction of visitors \( (Y_2) \) through the decision of visitors \( (Y_1) \) which means that the higher level of visitor decisions to visit which is balanced with good service quality can increase the satisfaction of visitors on Ecotourism Pandawa Beach Ecotourism in Badung Regency of Bali Province.

2. The decision of the visitors is not able to mediate the indirect influence of promotion \( (X_2) \) on visitor satisfaction \( (Y_2) \). This result is shown from the mediation test that the effects of \( A \) and \( B \) has no significant value which means that decision of visitors \( (Y_1) \) is not a mediation variable. The results of this test determine that promotion \( (X_2) \) does not affect visitor satisfaction \( (Y_2) \) on Pandawa Beach Ecotourism even though through the decision of visitors \( (Y_1) \).

In order to know the overall effect for each relationship between the variables studied, it can be presented recapitulation of direct effects, indirect effects, and total effects in the following table as follows:

Table 4. Calculation of Direct, Indirect and Total Effects

<table>
<thead>
<tr>
<th>No</th>
<th>Variable</th>
<th>Direct Effect</th>
<th>Indirect Effect</th>
<th>Total Effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Service Quality ( (X_1) ) → Decision ( (Y_1) )</td>
<td>0.528</td>
<td>-</td>
<td>0.528</td>
</tr>
<tr>
<td>2</td>
<td>Promotion ( (X_2) ) → Decision ( (Y_1) )</td>
<td>0.246</td>
<td>-</td>
<td>0.246</td>
</tr>
<tr>
<td>3</td>
<td>Service Quality ( (X_1) ) → Satisfaction ( (Y_2) )</td>
<td>0.415</td>
<td>0.205</td>
<td>0.620</td>
</tr>
<tr>
<td>4</td>
<td>Promotion ( (X_2) ) → Satisfaction ( (Y_2) )</td>
<td>0.069</td>
<td>0.096</td>
<td>0.165</td>
</tr>
<tr>
<td>5</td>
<td>Decision ( (Y_1) ) → Satisfaction ( (Y_2) )</td>
<td>0.389</td>
<td>-</td>
<td>0.389</td>
</tr>
</tbody>
</table>

Source: Data processed (2018)

Path of Service quality \( (X_1) \) → visitor decisions \( (Y_1) \) → visitor satisfaction \( (Y_2) \) with total effect of 0.165. These findings provide clues that better service quality is able to increase the satisfaction of visitors on Pandawa Beach Ecotourism.
Figure 2 above shows that the decision of visitors ($Y_1$) is able to mediate positively and significantly on the indirect effect of service quality ($X_1$) on visitor satisfaction ($Y_2$). Based on these results provide an indication of higher visitor decisions based on the good quality service of employees and management, the satisfaction of visitors will be increasingly on the Pandawa Beach Ecotourism.

3.2. Discussion:

The influence of service quality on visitor decisions on Pandawa Beach Ecotourism:
The result of hypothesis testing showed that service quality has a positive effect to visitor decisions with coefficient value of 0.528 with and t-statistic equal of 6.625. This means that the better quality of services provided it will be able to improve the decision of visitors to visit Pandawa Beach Ecotourism. The results of this study support the results of research found by Natalia Slow (2013) which states that the quality of service has a positive influence on purchasing decisions. Amirullah, et al., (2016) in the result of his research also states that there is a positive and significant relationship between the quality of service on purchase decisions. As well as the results of research conducted by Izzati and Saino (2013) states that service quality has a positive effect on purchasing decisions.

The influence of promotion on the decision of visitors on the Pandawa beach Ecotourism:
The result of statistical data analysis shows that promotion has a positive effect on visitor decisions with coefficient value of 0.246 and t-statistic value of 2.843. This means that the better promotion that is done by the management will be able to improve the decision of visitors to visit Pandawa Beach Ecotourism. The results of this study support the results of research found by DoniHariadi and SoebariMartoatmodjo (2013) which states that the promotion has a positive and significant influence on purchasing decisions. Agung, et al., (2015) also showed the same research results that promotion has a positive and significant effect on decision of visitors. Similarly, the results of research conducted by Mohamed DawoodShamout (2016) which states that the promotion has a positive and significant relationship to buying decision.

The Influence of service quality on visitor satisfaction on Pandawa Beach Ecotourism:
The result of hypothesis testing showed that service quality has a positive effect on visitor satisfaction
with coefficient value of 0,415 and t-statistic value of 4,007. This means that the better quality of services provided will be able to increase the satisfaction of visitors on Pandawa Beach Ecotourism. The results of this study support the results of research found by Diasari and Oetomo (2016) states that the quality of service has a positive and significant impact on satisfaction. Tuan (2012) in his research also found that service quality has a positive influence on satisfaction. Anber, et al., (2011) also states that the quality of service has a significant effect on customer satisfaction.

**The influence of Promotion on visitor Satisfaction on Pandawa Beach Ecotourism:**

The result of statistical data analysis shows that promotion has no effect on visitor satisfaction with coefficient value 0,069 and t-statistic value 0,638. This means that the promotion that has been done by the management is not able to create visitor satisfaction because satisfaction or dissatisfaction can be obtained if the visitors have made a visit to the Pandawa Beach Ecotourism. The results of this study support the results of research found by Rana, et al., (2015) which states that promotion has no effect on satisfaction.

**The influence of visitor decisions on visitor satisfaction on Pandawa Beach Ecotourism:**

The result of statistical data analysis shows that visitor decisions have a positive effect on visitor satisfaction with coefficient value of 0,389 with t-statistic value of 4,422. This means that the higher decision of visitors to visit Pandawa Beach Ecotourism then will increasingly increase the satisfaction of these visitors. The results of this study support the results of research found by Susanto (2013) which states that purchasing decisions have a positive effect on satisfaction. Lukman (2014) in the results of his research also states that purchasing decisions have a positive and significant impact on satisfaction.

**Conclusion:**

Based on the discussion of research results, it can be concluded that the influence of service quality variables and promotion on the decision of visitors and visitor satisfaction are as follows:

1. Quality of service has a positive effect on the decision of visitors. This means the better quality of service provided it will be able to improve visitor decisions, on the contrary the worse service quality provided the lower satisfaction felt by Pandawa Beach Ecotourism visitors.

2. Promotion has a positive effect on the decision of visitors. This means that the better promotions made will be able to increase the decision of visitors, on the contrary the less good promotions made will be able to decrease the decision of visitors to visit Pandawa Beach Ecotourism in Badung Regency of Bali Province.

3. Quality of service has a positive effect on visitor satisfaction. This means the better quality of service provided to visitors it will be able to increase visitor satisfaction, but otherwise the less good quality of service provided to visitors will decrease the level of satisfaction of visitors who visit Pandawa Beach Ecotourism in Badung Regency of Bali Province.

4. Promotion does not affect the satisfaction of visitors. This means that the better promotion done by Pandawa Beach management has not been able to increase visitor satisfaction.

5. Decision visitors have a positive effect on visitor satisfaction. This means that the higher decision of visitor to visit Pandawa Beach Ecotourism, it will increasingly increase visitor satisfaction, but otherwise the lower decision of visitors to visit, it will decrease the satisfaction of visitors who visit Pandawa Beach Ecotourism in Badung Regency of Bali Province.

**Limitations of Research:**

The study was limited to a relatively short time (cross-sectional). This limitation of course has a low impact of the generalization of research. The object of research is only aimed at visitors of Pandawa Beach Ecotourism in Badung regency. It is expected that future research can expand the scope of the object not only on tourist destination objects but also on other objects.

**Suggestion:**

1. Based on the description of research variables, assurance indicators of service quality variables get the lowest value by respondents compared with other indicators, therefore the assurance
factor needs to get special attention from the management of Pandawa Beach Ecotourism. Improvements to the assurance factors can be started by providing learning to employees such as things related to the comfort and safety of visitors and understanding of object of Pandawa Beach ecotourism itself. Employees must have the ability to serve tourists in a professional and responsible manner. On the other hand the publication indicator of the promotional variables gets the lowest value by the respondents compared with other indicators. This means that publications also need special attention from managers, for example managers must routinely publish Pandawa Beach Ecotourism in mass media such as print media, electronic media, and online media.

2. In order to improve the decision of visitors the manager should pay more attention to the attitude of others because the indicator of attitude of others of visitor decisions variables get the highest loading factor which indicates that the attitude of others has a very important role in the decision of visitors. things that need to be done is to build a strategy to improve the attitude of others in making a decision to visit, for example by making testimonials in social media through Websites, Histograms, Facebook and others. With the testimony of visitors who have visited Pandawa Beach Ecotourism then the prospective visitors will get information from these testimonials and can decide to visit the Pandawa Beach Ecotourism.

References:

