Research Article

PERCEPTION OF TRAVEL BUREAU, DESTINATIONS SATISFACTION AND INTENTIONS BEHAVIOUR OF FOREIGN TOURISTS IN BALI

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ABSTRACT

This study evaluates the tourism phenomenon in tourism destinations, namely the satisfaction of tourists use travel agents, satisfaction when visiting Bali and intention to revisit and recommendation. This study also aims to investigate the characteristics of tourists, including age, education, and future travel plans. This study uses 100 respondents. Respondents are those that come from Asia, Europe, and Australia as well as the American, who visited Bali in 2016. The method of data analysis using statistical analysis using SPSS 22. This research is expected to generate tourists satisfaction concept called TRAVSAT and DESSAT. This study found that more than 75 percent of foreign tourists still using Travel Bureau as a partner in tourist trip to Bali. There are 11 indicators that lead to satisfied tourists use Travel Bureau three of which are: 1) satisfaction with the convenience of transportation, 2) the satisfaction of service complaints, 3) the satisfaction of hotel services. While the satisfaction of tourists visiting Bali caused by 12 indicators, three of which are: 1) satisfaction airport services, 2) satisfaction of accommodation services, and 3) the satisfaction of the price

Keywords: perception, travel bureau, destination, foreign tourist, Bali

INTRODUCTION

Discussing tourism is also discussed tourism destinations as part of a sub-system of tourism. Tourism destination has a strategic role in the tourism system. Tourism destination as well as a place where travellers interact with the host. Tourism destination is also viewed as a product, which in tourism destinations of various infrastructure, facilities, organizations, transportation, and hospitality is available as a unified whole and also as a union that could be sold separately.

One component of tourism available in tourism destinations is Travel Bureau. Travel Bureau also often mentioned with Travel Agent. Indeed, both have different roles but have the same goal to sell travel products and satisfying customers. The travel agency has a duty to make and sell the tourism product itself produces and sells products from other service providers such as product airline, accommodation, restaurants, tourist attractions, and souvenir shops, while Travel Agent role only sells products made by tour operators, and also other service providers including cruise product line. Revenues earned tour operator or travel agent is derived from commissions sell products from travel service providers.

In general, the role of travel agents through tour guides seen as an ambassador of the nation, as the spearhead in providing information about a wide range of travel products including the social, cultural, political and daily life of the community. Travel agency acts ranging from pick-up at the airport, drove to the hotel, a visit to a tourist attraction and drove back toward the country through the airport or another exit. Travel agency working 24 hours serving customers tirelessly.

The travel agency is also part of the distribution system in terms of the relationship between tourists with attractions (Gee, Makens & Choy,1997) Travel bureau selling different types of tour packages, for individual or group. Travel agencies play an important role in the tourism industry of which became part of the cruise industry and travel bureau role in filling the 95% occupancy rate of the cruise line industry. It is further mentioned by 90 percent depending on the airline company Travel Bureau (Gee, Makens & Choy, 1997).

Associated with the development of increasingly sophisticated information technology, whether tourists still require a Travel Agency to arrange tourist trips. The question is very rational because consumers today are treated with a variety of technology-based information including the application to book travel services via the Internet. The phenomenon that is exactly what motivated us to conduct this study. The study also wants to reveal the role of tourism destination itself as

a place and as well as tourism products that include attractions, transportation, facilities, infrastructure, and hospitality (Mill & Morrison, 2009)

Once the importance of tourism destinations as part of the tourism system caused many practitioners and academics to do research related to tourism and tourism destinations include Cooper, Fletcher & Gilbert (1993), Sudiarta & Suardana (2016), Sudiarta (2015) and Crouch (2007) which discusses aspects of marketing of tourism destination. Academics are also discussed in the context of tourism such as Jennings (2001), Kozak & Remmington (2000), Martin & Collado (2009), Reisinger & Turner (2003) and Darma Putra & Pitana (2010)

Study of Literature

Tourism as a System

Tourism as a system according to Mill & Morrison (2009) consists of four interrelated elements and dependence. As for the elements or subsystems are 1) subsystem tourist area of origin or known by Tourist Generating Country (TGC), 2) Tourism Destination Country (TDC), 3) Travel and 4) Marketing. Two of the last element is a connecting element between TGC and TDC. Marketing function to promote and communicate the various attractions that exist in the TDC. Tourism Destination (TD)

is a place or geographic units where the interaction between tourists and the host (host) or service provider occurred as the accommodation service providers; various types of hotels ranging from star hotels and budget hotels. Various food and beverage service provider; such as restaurants and homes as well as catering services, which provide services to eat and drink at the hotel and outside the hotel. Travel bureau and travel agencies are companies that provide manufacturing and selling travel packages to the tourists.

Travel agency acts as a maker and seller of travel packages. Travel agency services companies, which would only serve sell travel packages created by the travel bureau, as well as benefit from the commission sell products from hotels, restaurants, airlines, cruise line, and a tourist attraction.

Satisfaction of Tourism Destination

The history of customer satisfaction is taken out of the concept of job satisfaction developed by Herzberg et al. in 1955 and Herzberg in 1966 (Alegre & Garau, 2010) Consumer satisfaction according (Zeithaml & Bitner, 2003) is the notion of consumers regarding the fulfilment of their needs and desires, either in the form of products and services. According to Parasuraman,

Zeithaml & Berry (1985) suggested that customer satisfaction is the customer's feelings toward one type of service he got. If the customer expectations within their true then it will feel satisfaction. And vice versa, if expectations are not within their true then they will feel disappointed or dissatisfied.

Satisfaction according to Kotler (2002) is a person's feelings emerged after comparing the expectations with the same perception or reality that is accepted. If expectations consistent with the fact that consumers are satisfied. Conversely, when expectations are not consistent with the fact there will be dissatisfaction. If their expectations exceeded his expectations accepted the fact that consumers will feel very satisfied.

Satisfaction and dissatisfaction by Alegre & Garau (2010) are two different elements or attributes. His research found no difference in the attributes of satisfaction and dissatisfaction. Satisfaction attributes a tourism destination composed of 24 attributes while dissatisfaction attribute consists of 13 indicators Alegre & Garau (2010).

Factors Affecting Customer Satisfaction

According to Zeithaml & Bitner (2003), Rodriguez & Martin (2008), Parasuraman, Zeithaml & Berry (1985), Tjiptono & Chandra (2011) and Kobylanski (2012) satisfaction is a concept that is much broader than just assessing the quality of services, but is also influenced by factors such as the following: 1) satisfaction is influenced by the quality of services offered by service providers, 2) satisfaction is also influenced by the quality of a product that can be viewed from a variety of attributes, 3) the satisfaction is also influenced by the price, a low price may satisfy the consumer, 4) the satisfaction of the condition also influenced by consumers themselves, such as financial and health conditions.

Role of Travel Bureau

In general assignment Travel Bureau and Travel Agent is to provide services to the tourists, starting from when the tourists arrive sector in tourism destinations, such as Bali to deliver travellers to return home. BPW also acts as a marketer and promote elements of tourism destinations along with a tour guide. It can be stated that BPW is an organization that seeks to satisfy tourists even build the image of a tourism destination.

Travellers associated with the relationship between the host or between demand and offer. BPW acts as a sales distribution system Gee, Makens & Choy (1997).

Travel bureau occupy three of the four positions existing distribution system between consumers and producers. Three

types of travel agents, namely: 1) a travel agent (wholesale and retail), 2) the tour operator and specialty channellers. Travel agents are companies that sell products from service providers such as hotel, airline, and transportation. Travel agent or tour operator is a company that organizes, sells and markets a package tour. Several big tour operators have buses, hotels and transportation, restaurant and rental company (Gee, Makens & Choy, 1997).

Other types of specialty travel company intermediaries include incentives, MICE planners and others to be an intermediary between consumers and providers of tourism services. Other researchers who also examined about Travel Bureau, especially about travel packages is Sudiarta (2015) and Li (2011).

Elements of Tourism Destinations

Tourism destinations abbreviated to TD is one important element in tourism as a system. According to Mill & Morrison (2009) described as a tourism destination mix between the various items, which is abbreviated by AFITH. They are 1) attraction, 2) facilities, 3) infrastructure, 4) transportation and 5) hospitality. The fifth indicator is a unity that exists and should exist in a tourism destination. Tourism destinations illustrated with various views, ranging from the place, and the image of the geographical

entity in which the interaction between the traveller with service providers occur and where competition is the competition that happens Ritchie & Crouch (2003). The interaction between tourists with tourism service providers including community Mill & Morrison (2009) ; Cooper, Fletcher & Gilbert (1993) were declared destination element consists of a variable 4 A.

Tourism destination as forming the perception, image or image, portrayed Echtner & Ritchie (2003), made up of 34 indicators or attributes that are frequently used for the assessment of a tourism destination. Jengkins (1999) describes a tourism destination as the place where the image will be formed in the minds of tourists, both are felt directly by the traveller as well as through the media. Other academicians who do research related to tourism destinations such as Furutani & Fujita (2005) ; Reisinger & Turner (2003) which addressed the issue of tourist satisfaction in Kamakura & Moutinho (2000) ; Ritchie & Crouch (2003).

METHODOLOGY

Research Locations

Research conducted at the tourist attraction in Bali, thus representing people who travel as tourists. Fascination tour that will have the data is Tanah Lot tourist attraction and Kintamani.

Research Instruments

The research instrument is an instrument used to collect information in the form of questionnaires and interview guidelines. Questionnaires will be given to the tourists who visit the tourist attraction in Bali.

Research Population and Samples

The population in this study were foreign tourists visiting Bali. Samples were taken using a quota sampling of 100 foreign tourists visiting Bali. The total sample of 100 is Considered as representative of the population of large samples and corresponding views (Malhotra, 2002 ; Hair, Anderson & Tatham, 1998). Samples are taken using purposive sampling method, tourists are sampled reviews those that come from the continent of Australia, America, Asia, and Europe.

Data Analysis Method

The results of this study were analyzed using quantitative descriptive analysis with the help of the SPSS statistical rating 22. Perceptions of the quality of service and the Travel Bureau is described with 13 indicators and the perception of tourists to the satisfaction of the Bali tourism destinations developed using 20 indicators, which developed from the concept of Mill & Morrison (2009). and started from the perception of satisfaction at the time at the airport, at a

tourist attraction, to the satisfaction of safety and convenience and hospitality of the people.

Factor analysis is a multivariate analysis technique, which is part of the model variables are an interdependent relationship. The first requirement is the adequacy of the MSA KMO (Kaiser Meyer Olkin Measure of sampling adequacy and Bartlett's test). If KMO MSA is greater than 0.5, then considered being eligible for the adequacy of factor analysis. This test is a statistical test for the overall significance of all correlations in the correlation matrix, its value (sig = 0.000). The KMO size chart presented in Table 3.1

Table 3.1 Measurement of KMO

Measurement of KMO	Recommendation
.> 0,90	very good
0,80 – 0,89	useful
0,70 – 0,79	good
0,60 – 0,69	fair
0,50 – 0,59	bad
.<0,50	rejected

KMO required very high, amounting to 0.8 but above 0.5 are still accommodated for the determination of factor analysis KMO shows the correlation coefficients in the factor analysis and Bartlett's test of sphericity a statistical test to determine the

overall significance of all correlations in the correlation matrix (sig. 0:00).

After the factor analysis requirements are met, then the next step is to see the indicator - a proper indicator for factor analysis. If the MSA value greater than or equal to 0.5, then the indicator feasible to use. The steps can be done if there are indicators of less than 0.5 by performing Anti Image Correlation marked «a» that form a diagonal line. Indicators that are less than 0.5 must be removed and re-analysis done by eliminating indicators that do not meet the requirements. So that will be formed KMO MSA and Anti-Image Matrices new.

The second step in the analysis of factors is extraction factor, a method used to reduce the data from several indicators to generate fewer factors that can explain the observed correlation between indicators. There are many methods that can be used, but the method is very common and most simple is the Principal Components Analysis (PCA). This method of forming a linear combination of indicators observed. The first major component is a combination that explains a large number of variants that most of the samples.

Extraction communalities factors will generate value and total variance explained. Communality value indicator shows the percentage of variance explained by factors formed. In total variance can be seen initial eigenvalues. Value eigenvalues > 1 indicate that these factors could explain the indicators well and should be included in the formation of the indicator (Sudiarta & Suardana, 2016; Hair, Anderson & Tatham, 1998).

The next procedure is a factor in the analysis of rotation factors to produce the main components are obvious. The purpose of this rotation is to be able to obtain a simpler factor structure to be easily interpreted. Varimax method is an orthogonal rotation to minimize the number of indicators that have a high factor loading on each factor (Sudiarta & Suardana, 2016).

RESEARCH RESULTS AND DISCUSSION

Research Results

Analysis Descriptive Statistics.

Based on the origin of tourists. About 53 percent of the respondents came from Asia (53%), followed from Australia (18%) and Europe (18%) and American (11%). While the basis of sex, most of the respondents were male (83%). Age is the most respondents over the age of 51 years, followed by 31-40 years old, 21-30 years old next, as much as those aged 31-40 (44%). Education is the most respondents Masters (79%) and the Bachelor (21%). Works most respondents

are employers (54%), lecturer and teacher as much (33%) and the rest of civil servants as many (13%).

Seen from an itinerary that made as much as 67 percent said they travel every year and only 33 percent said they do not travel every year, but still, travel. The purpose of the trip, as much as 84% of respondents answered the purpose tourist trip is for a vacation (84%), for the purpose of the study» as many (13%) and businesses as much as 3%. Plans to use travel agency travel in the course of future travel as much as 89% said they want to use travel agency back and the rest only (11%) did not use a travel agency.

Satisfaction with service travel bureau, as much as 95% of respondents said they were satisfied and 5% are not satisfied. As many as 97 percents of respondents said the main Bali as a tourism destination to visit in the future, only three percent said Bali is not a major destination in the future. The results of descriptive statistical analysis primarily on elements using a travel bureau which

reaches more than 90 percent still want to use the Travel Agency supported the statement shows Wang et al. (2010) also explains that «Asian and Chinese tourist normally take all inclusive tour packages as Compared with western tourist». It also strengthened the data, which records the number of travel bureau and branch of travel agent as many as 23 units Bureaus MICE Travel that handles as many as 9 units and travellers who handle the elderly as much as 9 units Bali Provincial Tourism Office (2015).

Satisfaction Factors Analysis Using Travel Bureau

In accordance with the rules of the factor analysis, in this test, found the following results. Correlation between the indicators is met (see Table 3.3). The results showed values greater than 0.5 KMO and BTS 1702.071 and (sig 0.000), the correlation between the indicators found to comply with the requirements. More are presented in Table 3.2

Table 3.2 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.619
Bartlett's Test of Sphericity	Approx. Chi-Square	1702.071
	df	78
	Sig.	.000

Because of the correlation between these factors have been met (0.619) then the next step is extraction factor. In this analysis found two indicators that do not meet the requirements (anti-image <0.6). So it should be re-analysis and get results that meet the requirements of anti-image value is more than 0.6. Thus the final step is the analysis of the rotation to get a clear factor of major components and produces a clear factor structure. In this analysis formed three components of 11 indicators that meet the requirements (eigenvalue at least 1).

The three components are the components 1, 2 and 3. Component 1 is composed of six indicators, component 2 consists of three indicators, and a third component consists of two indicators. The components and indicators are presented in Table 3.4. The three components or variables that I named «satisfaction of shopping activity» (component 1), component 2 named «satisfaction facilities and infrastructure, as well as the third component named» satisfaction booking service of travel bureau. Thus was formed the indicator forming travel bureau satisfaction is what I call TRAVSAT. More are presented in Table 3.3.

Table 3.3 Rotated Component Matrix[a]

	Component		
	1	2	3
Sat of Serv Book TA			.906
Sat of Variety Product			.705
Sat of Transport		.929	
Sat of hotel service		.912	
Sat of tour guide		.667	
Sat of tourist attraction	.745		
Sat of shopping activity	.704		
Sat of restaurant service	.779		
Sat of service check out	.689		
Sat of complain recovery	.921		
Sat of overall service TA	.831		

The results of the study in Table 3.3 can be explained a result of the rotation of the component matrix satisfaction of using a travel bureau, namely: 1) satisfaction with the convenience of transportation at the time in which tourism destinations and 2) the satisfaction of service complaints, 3) the satisfaction of hotel services, 4) satisfaction of the booking travel agent, 5) the satisfaction of the services of travel agents as a whole, 6) the satisfaction of restaurant services, 7) service satisfaction tourist attraction, 8) satisfaction with the variety of products sold travel agency, 9) satisfaction with the service

activities of shopping, 10) satisfaction of the service check out or dropping to the airport, 11) tour guide service satisfaction.

Analysis of Factors Satisfaction When Visiting Bali

The results of the factor analysis for satisfaction in tourism destinations can be explained as follows. Based on correlation analysis KMO cater to the terms, because of the KMO value is more than 0.5. As shown in Table 3.4.

Table 3.4 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.735
Bartlett's Test of Sphericity	Approx. Chi-Square	1857.399
	df	66
	Sig.	.000

Making it feasible to do further analysis by an analysis of the extraction to produce the components of the indicator are extracted and knowing eigenvalue. In this analysis, there are two indicators that have an eigenvalue of more than 1. So as to produce two components or variables. To corroborate the results of the extraction analysis of rotation which produces two components, namely component parts 1 and 2. The two components I call tangible component (component 1) and intangible (component 2) as presented in Table 3.4. Component 1 consists of 5 indicators and component 2 consists of seven indicators. The sequence of these indicators ranging from the highest, namely: (1) the factors of satisfaction accommodation in Bali tourism destinations, (2) the satisfaction of transport in Bali, (3) the satisfaction of the appeal of historical tourism, (4) the satisfaction of cultural attractions, and (5) satisfaction of airport services.

While the components of two (2) consists of factors: (1) the satisfaction of food service in tourism destinations Bali, 2) satisfaction of the esteem, 3) the satisfaction of Bali is quiet and peaceful, 4) satisfaction with the activities of the night, 5) satisfaction of security and comfort, 6) satisfaction of the weather, and 7) the satisfaction of the user community in Bali tourism destinations. Thus it can be explained that the indicators forming the satisfaction of tourism destinations are composed of 12 indicators, divided into two groups or components named satisfaction the tangible and intangible variables or what I refer to as DESSAT. See Table 3.5.

Table 3.5 Rotated Component Matrix[a]

	Component	
	1	2
Sat of accomodation	.951	
Sat of trasportation	.828	
Sat of historical attraction	.726	
Sat of cultural attraction	.730	
Sat of food		.610
Sat of price		.893
Sat of quit and peace		.884
Sat of nightlife		.631
Sat of sec and safety		.780
Sat of weather		.771
Sat of hospitality		.587
Sat of airport	.957	

Discussion

Satisfaction concept of tourism destination (DESSAT) resulting from this research is a concept based on the concept of the mix of tourism destinations called AFITH, and the concept of satisfaction and dissatisfaction tourism destinations developed by Alegre & Garau (2010). Thus, can be explained that the indicators forming the satisfaction of Bali tourism destinations are composed of 12 indicators divided into two components named satisfaction variables tangible and intangible or what I call a destination satisfaction or DESSAT.

Intention to Behaviour

Intention to behaviour is an important variable as a consequence of the satisfaction construct The intention of behaving tourists visiting foreign tourists to Bali consist of intention to revisit and make recommendations to the intentions of others. Based on the results of the factor analysis, the indicator on each variable to meet the requirements to be analyzed with correlation between the indicators is met, more than 0.5. Kaiser-Meyer-Olkin Measure of Sampling Adequacy. (KMO) of intention to revisit is 0.646 and intention to recommendation is 0.674. The indicator variable as forming the intent to revisit 1) intend to revisit, 2) intend to move to other destinations, 3) intends to revisit despite the price rises. While indicators of behavioral variables recommend to others, consist of: 1) gave a positive recommendation to others, 2) suggest to others to visit, 3) to encourage others to revisit to Bali. The results support the research conducted by several researchers.

SUGGESTIONS AND RECOMMENDATIONS

Each study has its limitations because it is caused by many things such as the purpose of research, available time and funds are limited. This study has limitations including only respondents tourists only. Though tourists visiting in tourism destinations are the two types of tourists; foreign and domestic.

Future studies will be needed to compare the satisfaction between domestic and foreign tourists. This study did not examine the impact of the perception of satisfaction travel bureau to intention behaviour. The study is also expected in future research collaborations with other countries to build a model of a more global tourism destination.

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