Factors That Decide Tourists To Stay at The Puri Bagus Candidasa Hotel, Karangasem Bali

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Abstract
This research aims to find out the right strategy based on an analysis of the dominant factors that determine tourists staying at the Puri Bagus Candidasa hotel. The problem of this research is to determine the factors that determine tourists to stay at the Puri Bagus Candidasa hotel and to analyze the dominant factors determining tourists' decisions to stay at the Puri Bagus Candidasa hotel. The sample was selected as many as 110 respondents using purposive sampling technique. Data processing was carried out with SPSS software version 23.0 for Windows. The principal component analysis (PCA) method produces four factors that determine tourists' decisions to stay at the Puri Bagus Candidasa Hotel, Karangasem Bali. These four factors are advantages factors which consist of product factors, place factors, price factors and physical evidence factors. The second factor is the added value factor which consists of cultural factors, people factors and promotion factors. The third factor is supporting factors which consist of social factors and process factors. The fourth factor is personal factors and psychological factors. The dominant factor that determines tourists to stay at the Puri Bagus Candidasa hotel is the advantages factor with an eigenvalue of 2.235 and a variance percentage value of 20.316%. Companies are expected to continue to maintain product quality, comfort and safety at hotel locations as well as maintain the physical quality of the building. From the results of factor rotation, it was found that personal factors are the factors that have the lowest eigenvalue, where one of the indicators is the tourist's lifestyle, economy and psychology. This can trigger them to recommend the hotel to their relatives who have the same lifestyle and economic situation. From the results of the analysis of respondent characteristics, it was found that the tourists who stayed overnight predominantly came from Germany, so it was necessary to improve services for German tourists, for example by training staff to learn German.

Keywords: Factor Analysis, Hotels, Tourist Decision
INTRODUCTION

Tourism is still a supporter of the economy in Bali, so each district is competing to introduce the potential that exists in their respective regions. After the pandemic started to slow down, Bali tourism is now starting to revive. Many foreign tourists are starting to visit Bali as their tourist destination of choice. According to CNBC Indonesia news, 70% of hotel workers who were laid off in Bali were finally able to return to work. This means progress is occurring in the tourism sector in Bali. The holding of the G20 Summit is also believed to be an indicator that can have a positive influence on the Bali tourism sector. Apart from that, Bali’s economy certainly gets impressive free promotional opportunities. This has an impact on strengthening world confidence in Bali as an international destination that is capable of being the perfect host for world MICE activities or meetings, incentives, conventions and exhibitions, which will lead to Quality Tourist. This is in line with the opinion of Pitana (2011), namely that the development of tourism in an area can have a very positive economic impact, both for the government, the private sector and the community in the tourist destination area. The development of Bali tourism cannot be separated from the government’s role in establishing guidelines for tourism marketing communication activities with an analysis model of tourism marketing communication strategies used in marketing to foreign tourists (Putri & Ardhanariswari, 2020). Seeing the development of tourism which is growing rapidly, this has encouraged more and more accommodation services to be provided from hotels to restaurants. According to Kotler and Keller quoted by Tjiptono 2014: 26 services are a form of product consisting of activities, benefits or satisfaction offered for sale and are basically intangible and do not result in ownership or anything.

The tourism sector as an industry means marketing tourism services, including the hotel industry, will become increasingly important. Tourists who come to Bali have many goals that underlie their tourism activities, such as wanting to know the unique culture and natural beauty of Bali’s famous villages. Traveling has become a necessity for everyone, motivated by the desire to see and enjoy the uniqueness (differences) that exist in the tourist destination area that are not available in the area of origin, both the uniqueness of natural conditions and socio-cultural life (Ardika, 2012:26). In the midst of increasing competition between tourism service providers, technological developments have become a reliable marketing supporting factor. Various accommodation marketing websites and portals as well as other supports are growing very rapidly. These websites and portals are eroding the
manual method of booking rooms through travel agents. This also affects marketing in general.

The marketing strategy for tourism services is a problem that is quite prominent, especially because the management of tourism services is usually still very limited both in terms of human resource management and financial and operational management. In order for business units to fulfill marketing objectives, marketing strategy must be applied (Kotler, 2017). This tactic is employed to make the firm aware of how important hotels are to generating revenue (Parwata & Wijaya, 2018). Currently, the development of tourism services uses integrated marketing communication theory in implementing the concept of sustainable tourism considering that tourism destinations like this are the main destinations for domestic and foreign tourists. Integrated marketing communications is coordinating and integrating an organization’s communication channels to convey messages directly, clearly, consistently, and can attract consumers’ attention about the organization (Kartikasari, 2014).

One of the star hotels is Puri Bagus Candidasa which is located on the Candidasa highway, Samuh Hamlet, Bugbug Village, Karangasem District. Puri Bagus Candidasa Hotel in Bali is one of the highly recommended four-star hotels in Bali. This hotel, which has a combination of traditional Balinese and modern concepts, is very suitable as a vacation spot with the family. Tenganan Pegeringsingan is situated at Manggis district, approximately 65 km from Denpasar (the International Airport of Bali). It is near Candidasa and can be easily reached by public or private vehicles. Visitors will feel comfortable when visiting this area, for some facilities are available here, like food stalls, good toilets, arts shops and a quite large parking area. If we wish to have meal in restaurants or to spend the night near this area, we can go to Candidasa, which is only 3 km from this village. Puri Bagus Candidasa provides hotel information only through the website, prospective guests who want to stay overnight can access various information ranging from room types, facilities, holiday packages and so on. Even reservations are available on the website. Potential guests just need to access https://www.puribaguscandidasa.com/. The marketing mix concept applied at the Puri Bagus Candidasa Hotel is the 7P marketing mix according to Kotler and Armstrong (2008:62). The marketing mix is a collection of controlled tactical marketing tools that the company combines to produce the response it desires in the target market. Puri Bagus Candidasa offers various types of rooms which is suitable for travelers, couples or families.

According to Kotler and Keller (2012: 5) marketing is a process where companies create value for customers and build strong relationships with customers with the aim of
capturing value from customers in return. Stanton quoted by Suryadana and Octavia (2015:2) marketing is an overall system of business activities aimed at planning, determining, pricing, promoting and distributing goods or services that satisfy the needs of both existing and potential buyers. According to Assauri (2014: 5) marketing is a human activity directed at fulfilling human needs and desires through an exchange process. According to Assauri (2014: 81) the marketing concept is a company orientation which emphasizes that the company's main task is to determine the market's needs and desires, and then fulfill these needs and desires so that a level of customer satisfaction is achieved that exceeds the satisfaction provided by rivals. According to Kotler and Keller (2012: 18), there are five concepts that underlie the approach contained in marketing management, namely: production concept, product concept, sales concept, marketing concept and holistic marketing concept. According to Kotler and Keller quoted by Tjiptono 2014: 26 services are a form of product consisting of activities, benefits or satisfaction that are offered for sale and are basically intangible and do not result in ownership or anything. According to Lovelock (2007:5) services are actions or performance offered by one party to another party. Although the process may be tied to a physical product, its performance is essentially intangible, and does not usually result in ownership of the factors of production.

According to Assauri (2014:197) Marketing Mix is a combination of variables or activities which are the core of the marketing system, variables that can be controlled by the company to influence the reactions of buyers or consumers. Zeithaml and Bitner quoted by Suryadana and Octavia (2015:10) marketing mix are elements of a company's organization that can be controlled by the company in communicating with consumers and will be used to satisfy consumers. According to Kotler and Armstrong (2008:62) the marketing mix is a collection of controlled tactical marketing tools that a company combines to produce the response it desires in the target market.

According to Kotler and Armstrong (2008:62) A product is something offered to the market to get attention, to be purchased, used or consumed that can fulfill a want or need. According to Tjiptono (2014:95), a product is anything that a producer can offer for attention, request, search, purchase, use or consumption so that the market fulfills the needs or desires of the relevant market. According to Assauri (2014:200), a product is anything that is offered to the market for attention, ownership, use, consumption, which includes physical goods or services.

According to Kotler and Armstrong (2008:62) Price is a company management system that will determine the appropriate basic price for products or services and must
determine strategies involving price discounts, payment of fees and various related variables. According to Assauri (2014:223) Price is income from sales receipts from products produced or marketed. According to Tjiptono (2014:151) Price is the only marketing mix that provides income or income for the company, while the other three elements (product, distribution and promotion) cause costs or expenses.

According to Kotler and Armstrong (2008:62) Distribution (place) is selecting and managing trade channels used to distribute products or services and also to serve target markets as well as developing distribution systems for physical product delivery and commerce. According to Assauri (2014) distribution (place) are institutions that market products in the form of goods or services from producers to consumers. According to Tjiptono (2014: 185) Distribution (place) is a marketing activity that seeks to expedite and facilitate the delivery of goods and services from producers to consumers so that their use is in accordance with what is needed (type, quantity, price, place and when needed).

According to Kotler and Armstrong (2008:62) Promotion is an element used to inform and persuade the market about new products or services at the company through advertising, personal selling, sales promotions or publications. According to Assauri (2014) Promotion is a company's effort to influence by persuading (persuasive communication) potential buyers, through the use of all marketing reference elements. According to Tjiptono (2014:219) promotion is a form of marketing communication, namely marketing activities that seek to disseminate information, influence/persuade the target market for the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned.

According to Kotler and Armstrong (2008:62) People are all actors who play an important role in the presentation of services so that they can influence buyers' perceptions. The elements of people are company employees and consumers. All employee attitudes and actions have an influence on the success of service delivery. According to Fandy Tjiptono (2014:43) People are a vital element in the service marketing mix. Everyone is a part-time marketer whose actions and behavior have a direct impact on the output received by customers.

According to Kotler and Armstrong (2008:62), processes are all the actual procedures, mechanisms and activity flows used to deliver services. According to Lovelock & Wright (2007:19) a process is a method of operation or a certain series of actions, which generally consist of the steps required in a predetermined sequence. According to Malau (2016:71) the process is where customers look for the services needed in a service system.
This process requires the physical presence of customers and the result is that customers feel a difference in themselves.

According to Kotler and Armstrong (2008:62), physical facilities (physical evidence) are real things that influence consumers’ decisions to buy and use the products or services offered. According to Lovelock (2007:20) physical evidence is a visual or other tangible indication that provides evidence of service quality. Such as buildings, land, interior furniture and others. According to Malau (2016:68) Physical evidence is the environment in which services are provided and where service providers and customers interact which can influence the satisfaction of the customers served.

Parasuraman quoted by Tjiptono (2014:282), there are five dimensions of service quality, namely: Condition (reliability), namely the ability to provide the promised service promptly, accurately and satisfactorily. Physical evidence (tangibles), which includes physical evidence, equipment, employees and communication facilities. Guarantee (assurance), which includes the knowledge, competence, politeness and trustworthiness of the staff; free from danger, risk or doubt. Responsiveness, namely the staff’s desire to help customers and provide responsive service. Empathy, namely ease in establishing relationships, good communication, personal attention, and understanding of customers' individual needs.

According to Kotler and Keller (2012: 151) consumer behavior is the study of how individuals, groups and organizations choose, buy, use and dispose of goods and services, ideas or experiences to meet their needs. According to Schiffman and Kanuk (in Suryani, 2008), consumer behavior is a study that examines how individuals make decisions to spend available and owned resources (time, money and effort) to obtain goods or services that will later be consumed.

According to Kotler and Keller (2012: 151) consumer purchasing behavior is influenced by several factors including: Cultural factors which have the broadest and deepest influence on consumer behavior. Marketers must understand the role played by the buyer’s culture, subculture and social class. Social factors, consumer behavior is also influenced by social factors such as small groups, families, and consumers' social roles and status. Personal factors, buyers’ decisions are influenced by personal characteristics, these characteristics include age and life cycle stage, occupation, economic situation, style life, as well as the buyer’s personality and self-concept. Psychological factors, a person’s purchasing choices are influenced by four factors, namely motivation, perception, learning, beliefs and attitudes.
Based on background above the writer interest to research about factors that decide tourists to stay at the Puri Bagus Candidasa Hotel, Karangasem Bali “. The purpose of this research is to analyze what factors that decide the tourist’s decision to stay at hotel Puri Bagus Candidasa and to determine strategies that can be implemented to increase the number of tourist stay at Puri Bagus Candidasa.

METHOD

This research was conducted at Puri Bagus Candidasa hotel, which is located on the Candidasa highway, Samuh Hamlet, Bugbug Village, Karangasem District. The object of this research is the factors that determine whether tourists stay at Puri Bagus Candidasa, Karangasem-Bali. The variables used in this research are based on the 7p marketing mix, namely product, price, distribution channel (place), promotion, physical facilities (physical evidence), people and process.

In this research, data collection used purposive sampling analysis techniques. According to Supranto (2001:99) states that to obtain good results from a factor analysis, the number of respondents taken to answer the questionnaire is times the number of items contained in the questionnaire. This research will take a sample of 5 x 22 question items = 110 respondents, namely tourists who stay at Puri Bagus Candidasa. The data collection methods used in this research are: Questionnaires, Interviews, Documentation and Observation. The technique used in this research is factor analysis which is used to summarize a number of variables into fewer variables and call them factors.

FINDING AND DISCUSSION

The number of respondents in this study was 110 respondents and could be grouped based on age, gender, country of origin and occupation as follows:

1. Characteristics of Respondents by Age
Table 1
Characteristics of Respondents Based on Age

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>21-30</td>
<td>14</td>
<td>12.7</td>
<td>12.7</td>
</tr>
<tr>
<td></td>
<td>31-40</td>
<td>60</td>
<td>54.5</td>
<td>67.3</td>
</tr>
<tr>
<td></td>
<td>&gt;40</td>
<td>36</td>
<td>32.7</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>110</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Source: Data processed from research results

Based on the table above, it can be seen that visitors aged 21-30 years were 14 people or 12.7%, visitors aged 31-40 years were 60 people or 54.5% and visitors aged over 40 years were 36 people or 32.7%. This shows that there are the most visitors aged 31-40 years among the others.

2. Characteristics of Respondents by Gender

Table 2
Characteristics of Respondents Based on Gender

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>Male</td>
<td>63</td>
<td>57.3</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>47</td>
<td>42.7</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>110</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: Data processed from research results

In the table above, you can see that there were 63 male visitors or 57.3%, while there were 47 female visitors or 42.7%. This shows that visitors are dominated by male visitors.

3. Characteristics of Respondents Based on Education
Table 3
Characteristics of Respondents Based on Occupation

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soldier</td>
<td>4</td>
<td>3.6</td>
<td>3.6</td>
<td>3.6</td>
</tr>
<tr>
<td>Entrepreneur</td>
<td>43</td>
<td>39.1</td>
<td>39.1</td>
<td>42.7</td>
</tr>
<tr>
<td>Government employees</td>
<td>5</td>
<td>4.5</td>
<td>4.5</td>
<td>47.3</td>
</tr>
<tr>
<td>Employer</td>
<td>33</td>
<td>30.0</td>
<td>30.0</td>
<td>77.3</td>
</tr>
<tr>
<td>Etc</td>
<td>25</td>
<td>22.7</td>
<td>22.7</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>110</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Source: Data processed from research results

In the table above, looking at employment, there are 4 visitors with jobs as soldiers or police or 3.6%. Visitors with entrepreneurial jobs were 43 people or 39.1%, visitors with civil servant jobs were 5 people or 4.5%, visitors with employee jobs were 33 people or 30.0% and visitors with other jobs were 25 people or 22.7%. This shows the dominant visitors with entrepreneurial work.

4. Characteristics by country of origin

Tabel 4
Characteristics by country of origin

<table>
<thead>
<tr>
<th>Country</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>32</td>
<td>29.1</td>
<td>29.1</td>
<td>29.1</td>
</tr>
<tr>
<td>France</td>
<td>17</td>
<td>15.5</td>
<td>15.5</td>
<td>44.5</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>26</td>
<td>23.6</td>
<td>23.6</td>
<td>68.2</td>
</tr>
<tr>
<td>USA</td>
<td>17</td>
<td>15.5</td>
<td>15.5</td>
<td>83.6</td>
</tr>
<tr>
<td>Etc</td>
<td>18</td>
<td>16.4</td>
<td>16.4</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>110</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Source: Data processed from research results

In the table above it can be seen that based on the country of origin, there were 32 visitors from Germany or 29.1%, 17 visitors from France or 15.5%, 26 visitors from the Netherlands or 23.6%. %, visitors from America were 17 people or 15.5% and visitors from
other countries were 18 people or 16.4%. This shows that the most dominant visitors are from Germany.

Factor Analysis Results

Factor analysis is an independent technique, namely a multivariate analysis technique to trace (exploratory) the relationship of all independent variables (items) with other variables. Factor analysis is a tool used to summarize a number of variables into fewer variables and call them factors, Santoso and Tjiptono (quoted by Utama and Mahadewi). The stages of the factor analysis process are as follows:

1. Stage I: Anti Image Matrices
   The first stage of factor analysis is to assess which variables are considered suitable for inclusion in further analysis. The logic of testing is that if a variable has a tendency to group together and form a factor, then the indicator variable will have a correlation coefficient value that is quite high with other variables and tends not to group together in a particular factor. The testing method used in stage I is the KMO and Bartlett's test of Specificity and measuring MSA (Measure of Sampling Adequacy). The testing criteria are carried out by looking at the probability (significant) as follows:

<table>
<thead>
<tr>
<th>KMO and Bartlett's Test Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kaiser-Meyer-Olkin Measure of Sampling Adequacy</td>
</tr>
<tr>
<td>Bartlett's Test of Sphericity</td>
</tr>
</tbody>
</table>

From the test results, the KMO and Bartlett’s test of specificity value was 0.589, which is above 0.5, with a significance level of 0.000, which is below 0.05. Therefore, the variables and samples can be analyzed further.

2. Stage II: Factoring and Rotation
   This stage of factor analysis in factor analysis is referred to as factoring, namely extracting a set of existing variables to form one or more factors. There are many
methods used to carry out the extraction process, a method that is often used is principle component analysis. To determine the number of factors formed, it can be seen from the eigen value, the value must be greater than or equal to one, the present of variance value is greater than 5% and the cumulative value of variance must be greater than 50%. From the test results obtained from the total variance explained, it can be seen that only 4 factors were formed. Factor 1 has an eigen value of 2.275 with a variance contribution of 20.316%, factor 2 has an eigen value of 1.369 with a variance contribution of 12.445%, factor 3 has an eigen value of 1.184 with a variance contribution of 10.764%, factor 4 has an eigen value of 1.175 with a variance contribution of 10.678%. Thus, the total cumulative variance that determines tourists to stay at the Puri Bagus Candidasa Hotel, Karangasem Bali, which is formed by these nine factors, is 54.203%.

### Table 6
Factor Rotation Results

<table>
<thead>
<tr>
<th>No</th>
<th>Factor</th>
<th>Variable</th>
<th>Eigenvalue</th>
<th>Loading Factor</th>
<th>Percentage of Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Advantages Factor</td>
<td>Produk Place Price Phisycal Evidence Culture</td>
<td>2.235</td>
<td>0.645 0.641 0.633 0.524 0.784</td>
<td>20.316</td>
</tr>
<tr>
<td>2</td>
<td>Added value factor</td>
<td>People Promotion</td>
<td>1.369</td>
<td>0.584 0.537</td>
<td>12.445</td>
</tr>
<tr>
<td>3</td>
<td>Supplementary/ Supporting Factor</td>
<td>Social Process</td>
<td>1.184</td>
<td>0.806 0.449</td>
<td>10.764</td>
</tr>
<tr>
<td>4</td>
<td>Personal Factor</td>
<td>Personal Psychology</td>
<td>1.175</td>
<td>0.817 0.570</td>
<td>10.678</td>
</tr>
</tbody>
</table>

The table above clearly shows that there are 11 variables that have loading factors >0.5 so they are grouped into 4 factors which reach a cumulative variance of 54.203% which can be explained by these four factors. This means that these four factors can determine tourists’ decisions to stay at the Puri Bagus Candidasa hotel by 54.203%.

The research results obtained from this research are as follows:

1. The advantages factor has an eigenvalue of 2.235 and the percentage of variance that determines tourists staying at the Puri Bagus Candidasa hotel is 20.316%. The factor is formed by variables:
a. Rooms are available in various types and complete supporting facilities with a Loading Factor value of 0.645
b. The hotel location has a calm atmosphere and security at the hotel location is guaranteed with a loading factor value of 0.641
c. Room prices are in accordance with the quality and price of supporting facilities such as minibar, laundry, quality food and drinks with a loading factor value of 0.633
d. The hotel architecture is in traditional Balinese style and the size matches the price with a loading factor value of 0.524

2. The added value factor has an eigenvalue of 1.369 and the variance percentage that determines tourists to stay at the Puri Bagus Candidasa hotel, Karangasem Bali is 12.445%. The factor is formed by variables:
   a. Culture or habit of vacationing at tourist attractions and social class at the level of those who like vacations with a loading factor value of 0.784
   b. The staff is very friendly and full of attention to guests with a loading factor value of 0.584
   c. Easy to obtain hotel information and accommodation packages offered with a loading factor value of 0.537

3. Supporting factors have an eigenvalue of 1.184 and a variance percentage that determines tourists to stay at the Puri Bagus Candidasa Hotel of 10.764. The factor is formed by variables:
   a. Families who support holiday plans and social groups who like holidays with a loading factor value of 0.806.
   b. The room booking process is easy and the payment process is easy with a loading factor value of 0.449

4. Personal factors have an eigenvalue of 1.175 and the percentage of variance that determines tourists to stay at the Puri Bagus Candidasa hotel is 10.678%. These factors are formed by variables:
   a. Vacationing is a lifestyle and economic situation that supports holiday financing with a loading factor value of 0.817.
   b. Vacationing and staying in a hotel can maintain psychological health and the Puri Bagus Candidasa hotel is a famous hotel with a loading factor value of 0.570.
CONCLUSION

The factors that determine tourists to stay at the Puri Bagus Candidasa hotel are divided into 4 factors, namely advantages factors, added value factors, supporting factors and personal factors. The dominant factor that determines tourists to stay at the Puri Bagus Candidasa hotel is the excellence factor with an eigenvalue of 2.235 and a variance percentage value of 20.316%.

Based on the conclusions above, suggestions that can be put forward for Puri Bagus Candidasa, Karangasem-Bali to increase overnight tourist visits include:

1. Maintain the price set by management, because price most influences tourists' stay.
2. Always pay attention to building maintenance because it uses Balinese design, the environment around the resort area is kept clean because this will create comfort for tourists who stay
3. The promotional media used needs to be added apart from using the website. Like social media, because other hotels and resorts also use it for a wider reach, and the quality of service is maintained and improved so that guests feel satisfied and comfortable when staying at the resort
4. The quality of products and services is maintained and continues to be improved, especially with more guest repeaters. So they remain loyal in using the products and services offered.

REFERENCES


