



# The effect of TOURQUAL dimensions on behavioral intentions to revisit Pandawa Beach, Bali, Indonesia

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## Abstract

When discussing Indonesian tourism, Bali Island is always viewed as the most popular tourist destination. Foreign tourists dominated the arrivals during 2019 -thus far- that consisted of foreign tourists from China (23.17%), Australia (18.34%), India (6.02%), followed by Japan (4.33%), America (4.27%), England (4.24%), Russia (3.00%), Malaysia (2.97%), South Korea (2.93%), and Germany (2.60%). According to the tourism visiting data in Indonesia, from April 2018 to April 2019, the highest tourist visits were from China, from 121.840 to 94.202 visits, followed by Australia, from 91.007 to 90.265 visits, and India, from 31.158 to 25.438 visits. One of the most famous beaches in Bali Province is Pandawa Beach. The management of Pandawa Beach is continuously improving its product quality by building many supporting facilities. The management will not only open visiting hours during the daytime but are also extending these to night-time to increase the number of visits. The management team has cooperated with several investors to build hotels near Pandawa Beach. At present, there is only one hotel with a capacity of 120 rooms located near the entrance of Pandawa Beach. The other three hotels are still under construction. About 90% of visitors of Pandawa Beach are domestic tourists. This study aims to determine the partial and simultaneous effects of Tourqual dimensions on behavioral intentions to revisit Pandawa Beach. This study followed an explanatory research approach aimed at explaining the causal relationship among the research variables through hypothesis testing. The population comprised all tourists who have visited Pandawa Beach. The sample size consisted of 75 samples. Data were analyzed using multiple linear regression analysis. The results of the study show the Tourqual dimensions have a significant partial and simultaneous effect on behavioral intention to revisit Pandawa Beach Bali Indonesia.

**Keywords:** Tourqual, behavioral intention, Pandawa Beach, Bali, quality.

## Introduction

### Background

Cultural influences changed following the change of time. The outdated cultural patterns have been replaced with new ones. Marketing executives must always be aware of the changes towards these cultural patterns so they can adjust the marketing plans accordingly to be in line with the changes over time and new trends, or even create more advanced ones. According to Sangadji and Sopiah (2013:87), one of the changes that can affect marketing is the increase in leisure time. One of the changes in family life is the increasing of family free time because more families are now having shorter work hours per week, longer leave periods, and the increasing use of various technologies and equipment at home. This changing lifestyle has resulted in the demand growth towards several products such as sports equipment, recreational activities (traveling), physical fitness programs as well as the equipment needed to engage in these activities.

The increasing needs towards traveling or tourism affect the increasing needs of the products produced by the industry engaged in the tourism sector. Marketers of tourism products should be able to deliver the best services to tourists, as the consumers of tourism services, by fully understanding the customers' needs and wants. A person's decision to travel is influenced by



the strength of the push and pull factors. These push and pull factors are the internal and external factors that motivate tourists in making travel decisions. In general, the push factors are the socio-psychological factors, while the pull factors are the destination-specific attributes.

Tourism is one of the key industries that support local and national economic growth and development. Sustainability of tourism product such as tourism destination object depends on the number of repeat visit of the tourist. The cost for attracting new tourists could be more expensive than maintaining the loyal ones because tourist loyalty can make the revisit to the tourism destination in a more frequent times that will finally affect sales and profit for the sustainability of the business engaged in tourism industry (Um, Chon & Ro, 2006:41-58). Many factors influence the tourist loyalty towards a tourism destination. Some of them are the strength of destination attractiveness in attracting the number of regular visits, tourists' familiarity with the tourism destination, overall satisfaction, image of tourism destination, perceived quality and service, perceived value, and tourist experience of certain destinations that considered as the dominant predictors in choosing the same destination in the future visit (Lai, et al., 2009: 980).

The main challenge faced by the management of a tourism object is to regulate visitor access related to the conservation of natural or cultural resources. Tourism objects should be managed effectively by implementing strategies and considering specific aspects that are appropriate to the place, resources, and visitors (Leask, 2010). Tourism destinations that provide more advanced tourism services and facilities will have comparative and competitive advantages (Jensen & Zhang, 2013). Tourism services are intangible and complementary. This means that the tourist cannot store the services provided by the hotels or restaurants located in the tourism destination. The production and consumption process is inseparable. Hotel and restaurant services are only a small part of the whole travel product and tourist experience consisting of complex and complementary products and services. In the tourism industry, the products sold are in the form of service and experience or known as experiential economic aspects.

According to Perry (2003), providing a good infrastructure is not only by building access roads but also by building good systems of transportation, communication, education, health and sanitation (water, wastewater, electricity), and including the fibre optic system that allows information to traverse the highway. Tourism infrastructure consists of facilities used by tourists when they leave home, reach destinations and then return. Basic infrastructure plays a significant role in the tourism sector because it can affect the level of tourist satisfaction. It is also a critical factor for the development and investment in tourism businesses. Therefore, the maintenance of basic infrastructure is crucial for the functional aspect of tourist destinations. The maintenance programs should be directed to the public tourism policies and plans (Lohman & Alexandria, 2017). Consumers of tourism products are expecting a unique tourism experience. Thus, the provider of tourism services and facilities must respond by offering the best experience to consumers (Song et al., 2015).

Discussing Indonesian tourism, Bali Island is the most popular tourist destination in Indonesia. Foreign tourists dominated the arrivals during 2019 that consisted of foreign tourists from China (23.17%), Australia (18.34%), India (6.02%), followed by Japan (4.33%), America (4.27%), England (4.24%), Russia (3.00%), Malaysia (2.97%), South Korea (2.93%), and Germany (2.60%). According to the tourism visiting data in Indonesia, from April 2018 to April 2019, the highest tourist visit was from China, from 121.840 to 94.202 visits, followed by Australia, from 91.007 to 90.265 visits, and India, from 31.158 to 25.438 visits. ([https://id.wikipedia.org/wiki/Tourism\\_In\\_Bali](https://id.wikipedia.org/wiki/Tourism_In_Bali), 2019).

One of the famous beaches in Bali Province is Pandawa Beach. The management of Pandawa Beach is continuously improving its product quality by building many supporting facilities. The



management will not only open visiting hours during the daytime but also extending to nighttime to increase the number of visits. The management team has cooperated with several investors to build hotels near to Pandawa Beach. At present, there is only one hotel with a capacity of 120 rooms located near the entrance of Pandawa Beach. The other three hotels are still under construction. About 90% of visitors of Pandawa Beach are domestic tourists (<https://industri.bisnis.com>, 2018).

Pandawa Beach Bali is one of the famous white sand beaches in Bali located in the Village Kutuh, Badung Regency. Pandawa Beach is becoming more popular presently and attracts more foreign tourists, especially from Australia. Foreign tourists recognize Pandawa Beach as Secret Beach while local people are more familiar with the name of Kutuh Beach. Every tourist visiting Pandawa Beach will be fascinated by the beauty of its wonderful scenery. On the beach shore, tourists will find a 1-kilometer array of fine sand texture with a yellowish-white colour. The beach has calm waves with clean and cozy surroundings. Pandawa beach is thus one of the best white sand beaches that a tourist must try to visit. Its beauty is manifested in a beautiful natural landscape and very clear seawater in which people can see the seabed while swimming on the beach. Tourists can swim safely without fear of being sucked deeper into the ocean as the waves are very calm. (<https://www.water-sport-bali.com/beach-pandawa/>).

### **Formulation of the Problem**

According to the background of the research problem, this study formulates the following problems:

1. Does access affect the behavioral intention to revisit Pandawa Beach?
2. Does the environment affect the behavioral intention to revisit Pandawa Beach?
3. Does experience affect the behavioral intention to revisit Pandawa Beach?
4. Does technical quality affect the behavioral intention to revisit Pandawa Beach?
5. Do TOURQUAL dimensions have a simultaneous effect on the behavioral intention to revisit Pandawa Beach?

### **Literature Review**

#### **Tour Quality (TOURQUAL)**

According to Vargo and Lusch (2004), before 1960, marketing was seen as a process of transferring the ownership of goods and its physical distribution. It was seen as the application of the movement of goods (Shaw, 1912). In the traditional view, marketing focused on operant resources or goods as the exchange units. Marketing literature rarely discussed intangible products or services, and when discussing services, it was explained only in addition to the production and marketing of goods.

A service-centered view states that marketing is a series of ongoing economic and social processes that focus on operant resources, produce something, with which the company seeks to create better value offerings compared to its competitors (Nicolaidis, 2008; Lusch & Vargo, 2004). A company always tries to do something better to serve its customers and improve its financial performance. A service-centered view perceives marketing as an ongoing learning process. It views marketing as customer-centric and market-driven activities. This means that marketing is more than just a consumer-oriented process because it is also involving collaboration and learning from consumers that aim to be more adaptive to consumers' needs. In a service-dominant logic, values are not only attached to goods (output) but also determined and created by consumers. The outcome is not merely about something to be maximized, but it is something that is learned from how companies serve consumers



better and improve their performance. Therefore, a service-centered model is appropriate when used in market-oriented and learning processes (Lusch & Vargo, 2004).

In 1980, the thought or concept of marketing experienced a transition process, which then manifested in terms of service marketing, relationship marketing, exchange view, competition based on resources, etc. Even though in some cases the marketing concept has led to services, especially about the provision of benefits and the delivery of value to consumers, many people still stand on the perspective of the goods-dominant logic (Vargo and Lusch, 2004). The SERVQUAL (service quality) model developed by Parasuraman et al. (1985) can be used to analyze the difference between the quality of services provided by companies and the quality of services expected by customers. Even though different services companies have used many models and techniques for measuring quality and customer satisfaction in tourism, the SERVQUAL model is still relevant and is being used frequently. However, the customers' attitudes concerning service provision cannot be measured simultaneously on SERVQUALS five service measure attributes. What can be used here is the Fishbein model (Nicolaidis, 2012).

SERVQUAL is an empirical method that can be used to improve the quality of services provided. It involves developing an understanding of customer needs for certain services. This perception is compared to other excellent organizations. The difference between the two values resulted in a goal that the organization should achieve to improve the quality of its services because SERVQUAL considers customer perceptions as the relative importance of various service attributes. Therefore, organizations can prioritize customers who need more attention. Ramphal and Nicolaidis (2014) contend that Service quality provision goes through evolutionary stages and in the initial stages of a tourism business development it is reactive and instinctive, as opposed to proactive or planned. It can nevertheless be a very strong contributor to price/value perceptions with effective communication playing a crucial role in the overall servicing of the guest.

Parasuraman et al. (1988) introduced the SERVQUAL model to measure service quality in five dimensions: reliability, tangibles, responsiveness, assurance, and empathy. However, many researchers contradict the use of SERVQUAL to measure service quality due to differences in industry characteristics, but there are also other studies previously emphasized that the SERVQUAL instrument is valid in the tourism industry (Fick and Ritchie, 1991; Yuan et al., 2005; Shaikh and Khan, 2011). According to Medlik and Middleton (1973:13), taken from the book "Product Formulation in Tourism", the tourism destination product consists of five components: destination attractions, destination facilities, accessibility, image, and price. Middleton and Clarke (2001) show that there are five main components in tourism products as a whole which including the attractiveness of places and environments, place facilities and services, place accessibility, place descriptions, and prices for consumers.

Prospective tourists have several considerations in visiting tourism destinations, i.e., the product must be designed in a package consisting of tangible or intangible components and the activities in the destination must be perceived as an experience that worth the offered price. There are at least five components that must be considered in creating tourism products, i.e., attractions and environment, facilities and services, accessibilities, destination image, and price (Hasan, 2015: 167). Raju (2000:55) states that the quality of tourism should consist of five components, i.e., attraction, transport, accommodation, support and auxiliary services, and physical and communication infrastructure. Middleton (2009:123) states that tourism products should consist of five elements, namely the attractiveness of destinations and environment, destination facilities and services, the accessibility of destinations, destination images, and prices for consumers.

A study by Mondo (2014) found that SERVQUAL (Parasuraman et al. 1988) and Servperf or service performance (Cronin and Taylor, 1992; Gronroos, 1984; Brady and Cronin, 2001) were



the most widely used models in measuring service quality. Mondo (2014) developed a specific model to evaluate the quality of tourism destinations, attractions, and events. Access category is the first indicator related to tourist contact with destinations or service providers that consisting of accessibility or location, accessibility for people with disabilities, access to restrooms, waiting room service, ease of purchase, and working hours. This category refers to indicators that allow tourists to arrive at destinations and enjoy them with a sense of satisfaction. The environmental category considers the service atmosphere experienced by tourists in tourism destinations. According to Bitner (1992), the environmental effects or physical design and decorative elements are recognized by customers and employees, marketing manager, retail, and service.

The human element category concerns the relationship between tourists and service providers. Parasuraman et al. (1988) developed a SERVQUAL model that focused mainly on the human aspect of service delivery because trust, responsiveness, and empathy are the main human-related dimensions. Bitner (1990) and Nicolaidis (2008) have observed that in the service process, employee behavior would influence the perception of customer service quality. Companies should train their employees related to interpersonal skills to deliver true focus to customers. Mills and Morris (1986), Schneider and Bowen (1992), and Stebbing (1993) also emphasized the role of the human aspect in service delivery.

Some empirical studies show that the human dimension is needed to measure service quality (Nicolaidis, 2008; 2012). Donovan and Hocutt (2001) examined 219 restaurant customers and found that behavioral perception by employees to customers is positively related to two outcomes: (1) customer satisfaction with service processes; and (2) customer commitment to the company. Banwani and Lassan (1996) studied some data sourced from 233 adult customers to analyze personalization and social content interactions between services or retail employees and their customers. Results of the study showed that personalization emerged as the most important determinant of service quality and customer satisfaction. The experience category relates to the experience when visiting a tourism destination. This category should be considered when measuring the quality of attraction services of the tourism destination. Pine and Gilmore (1999) define the economic experience and propose four dimensions that customers or tourists experience, which then categorized as the indicators of the TOURQUAL model, i.e., entertainment, getaway or escape from the daily routine, aesthetics, and learning.

The security category, as a single indicator, refers to the security problem perceived by customers when enjoying an attraction. This category consists of physical and psychological security. Gronroos (1984) described the technical quality category as what customers receive based on their interactions with the services company that is important for customer evaluation. The technical quality category model represents all indicators of the service delivery, but not including those involving the human element. The indicators of technical quality consist of good service, reasonable costs irrelevant to the quality or price, climate conditions, infrastructure, internal signs, technology attractiveness, cleanliness, various activities, and supporting capacity.

### **Tourist Revisit**

The experts and practitioners of marketing have highlighted several reasons why the repeat visit is considered as an important phenomenon in marketing. The reasons are the followings: (1) marketing costs to attract repeat visitors are lower than attracting the new ones; (2) a return visit is a positive indication of tourist satisfaction; (3) repeat visitors are the type of tourists that revisit destinations and will positively impact the business sustainability, and (4) repeat visitors may recommend destinations to friends and relatives, resulting in positive word of mouth messages (Li, X., et al. 2008: 278-293; Nicolaidis, 2008).



The attractiveness of a tourism destination depends on tourist expectations and geographical conditions. Generally, tourists perceive the area of tourism destination rationally and emotionally. Therefore, to make them willing to revisit the same destination in the future and recommend it to others, Hasan (2015:388) proposes the combination of the following possibilities.

1. A company can take advantage of the results of tourist's rational and emotional imaging as a basis for making management decisions in terms of planning marketing efforts and applications, developing new things on the tourist attractions (specific novelty), fixing deficiencies, and creating a series of sustainable tourism atmosphere.
2. A company can create a repeat visit through increased satisfaction, perceived value (monetary perception and non-monetary perception), and destination image supported by detailed knowledge of the factors that moderate the process of strengthening the relationship between destination image and loyalty.
3. A company needs to consider in detail the presentation of attractions, basic facilities, cultural attractions, transportation choices, natural environment, and other various economic factors that influence tourist decisions to visit.
4. It is critical to identify the factors that influence tourists' satisfaction. What is more important is to make tourists satisfied by providing the most important factors such as providing a good transportation service, creating a good image of cultural attractions, or offering guarantees for the right and the high-quality service.
5. A company should set a service standard and provide alternative transportations for the pickup and delivery services to airports, stations, between cities, or between destinations. It is also critical to create a good image of various service activities that makes a more relaxed and more emotionally enjoyable holiday or traveling experience. This kind of emotional image will bring new families (tourists) and become a meaningful opportunity for increasing the company's productivity.
6. Marketers should conduct several activities to reinforce the critical factors that encourage loyalty by designing a better marketing campaign to attract new or existing tourists (repeat visits). Another important thing is to also make sure that the advertisements have worked based on the rational and emotional appeal that presents an offer in promotional languages that is in line with both office and field activities.
7. Having good language knowledge is an important element for people who are in charge of the company's internal and external work processes. Recommend staff who can speak several different languages likely to be used by tourists, with a good sense of humour for each group of tourists and in all hosts destinations.
8. The company can use different prices for different groups of tourists. For the low economic class, most tourists are interested in promotional prices so that they cannot be targeted for repeat visits. This segment is very price sensitive. Thus, they will search for travel agents offering lower or competitive prices. However, a different pricing strategy should be implemented for tourists from some regions or countries grouped as an high-class economic segment. This segment is generally very sensitive to service and non-monetary perception (quality sensitive). Therefore, the offer of the promotional price will negatively affect their satisfaction and decision on the repeat visit.
9. A company can use several social networks such as Facebook, Twitter, or Instagram where many people join these sites to get information and connect with people with the same vision and interests. The services offered by social media can help businesses gain millions of marketing and product sales opportunities. It is also important to create new specific things (specific novelty) about packages and destinations for the niche markets targeted with a special offer. This method will generally help in increasing the volume of new and return visits.

This study uses the following indicators (Griffin, 2005:31) to measure loyalty:

1. Repeat purchase (making regular repurchases)
2. Recommendation (intention to recommend to others)
3. Refuse (not affected by competing products)

### Research Methodology

This study is an explanatory research aimed to explain the causal relationship among the research variables through various hypotheses testing. The population was all tourists who have visited the Pandawa Beach in Bali Province. The sampling technique used was purposive sampling determined based on certain criteria. The method of determining the sample size referred to the method developed by Roscoe in his book "Research Methods for Business" (1982: 253). According to Roscoe (1982: 253), for the multivariate analysis research, the number of the sample should be at least ten times the number of research variables, including the independent and dependent variables. Therefore, the sample size has at least consisted of 75 sample members (15 x 5 variables). Data were analyzed using multiple linear regression analysis.

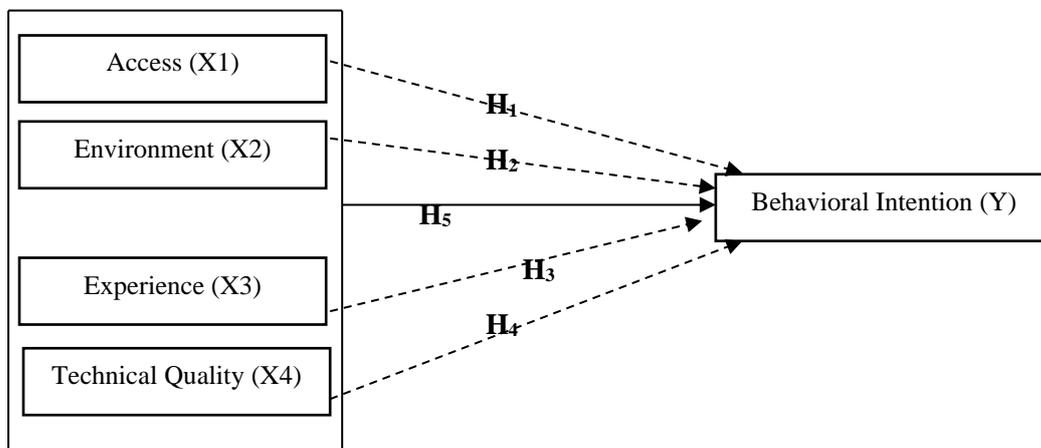


Figure 1. Research Model

Description:

-----> = Partial Effect

————> = Simultaneous Effect

### Results of t-Test (Partial)

A multiple linear regression test is employed to determine the level of influence of independent variables, which include access, environment, experience, and technical quality, on the dependent variable, the behavioral intention (revisit).

Table 1. Results of Multiple Linear Regression

Variables	Regression Coefficient.	t value	Sig.	Description
Constant	2.554	2.826	0.006	-
Access	0.301	3.833	0.000	Significant
Environment	0.214	3.377	0.001	Significant
Experience	0.201	2.403	0.019	Significant
Technical Quality	0.137	2.558	0.013	Significant

According to the results of multiple linear regression as presented in Table 1, the effect of each independent variable on the dependent variable is as the following:

1. The Effect of Access (X1) on Behavioral Intention (Y)
2. According to the results of multiple linear regression, the value of the t for the access variable is equal to 3.833 that greater than the value of t critical, with a probability level of  $0.000 < 0.05$ . Because the probability level is less than 5%, then H0 is rejected. This means that the access variable significantly affects behavioral intention. Therefore, the hypothesis stating that access has a significant effect on behavioral intention is proven or H1 is accepted.
3. The Effect of Environment (X2) on Behavioral Intention (Y)
4. As seen in Table 1, the value of t for the environment variable is equal to 3.377 that greater than the value of t critical with the probability level of  $0.001 < 0.05$ . Since the probability level is smaller than 5%, then H0 is rejected. This means that the environment variable has a significant effect on behavioral intention variable. Thus, the hypothesis stating that the environment has a significant effect on behavioral intention is proven or H2 is accepted.
5. The Effect of Experience (X5) on Behavioral Intention (Y)
6. Based on Table 1, the value of the t for experience variable is equal to 2.403 that greater than the value of t critical, with a probability level of  $0.019 < 0.05$ . Since the probability level is smaller than 5%, then H0 is rejected. This indicates that the experience variable has a significant effect on the behavioral intention variable. Thus, the hypothesis stating that experience has a significant effect on behavioral intention is proven or H3 is accepted.
7. The Effect of Technical Quality (X4) on Behavioral Intention (Y)
8. According to Table 1, the value of t for the technical quality variable is equal to 2.558 that greater than the value of t critical with a probability level of  $0.013 < 0.05$ . Since the probability level is less than 5%, then H0 is rejected. It means that the technical quality variable has a significant effect on the behavioral intention variable. Therefore, the hypothesis stating that technical quality has a significant effect on behavioral intention is proven or H4 is accepted.

### Results of F-test (Simultaneous Effect)

The F-test aims to determine the effect of access, environment, experience, and technical quality variables on the behavioral intention variable simultaneously.

**Table 2. Results of the F-Test**

Dependent Variable	Independent Variables	R Square	F value	Sig.	Description
Y	X1, X2, X3, X4	0.613	30.283	0.000	Significant

According to Table 2, the value of F is 30.283 with a probability level  $< \alpha$  or  $0.000 < 0.05$ . Since the probability level is less than 5%, then H0 is rejected. Thus, we can conclude that the access, environment, experience, and technical quality variables, as the components of the TOURQUAL dimensions, have positive and significant effects on behavioral intention variable simultaneously. Based on these results, the hypothesis stating that the TOURQUAL dimensions have a significant simultaneous effect on behavioral intention is proven or H5 is accepted.



## **Multiple Determination Coefficient (R<sup>2</sup>)**

Based on the simultaneous test, the results showed that the value of multiple determination coefficient (R<sup>2</sup>) is 0.613, which means that 61.3% of changes in behavioral intention influenced by the variables of access, environment, experience, and technical quality, while the remaining 38.7% influenced by other factors not examined in this study. The other influential factors could be trip quality, tourism products, and/or service quality.

## **Discussion**

### **The Effect of Access on Behavioral Intention**

The results of the regression test showed that the access variable has a positive and significant effect on behavioral intention variable with a coefficient of 0.301. This means that the access factor, as measured by the easy access to the beach, the availability of some stores closed to the beach, and the time which tourists can enjoy the beach for the full time of 24 hours, is a factor that determines the behavioral intention of tourists to revisit the Pandawa Beach, Bali, Indonesia. These findings support the research of Eusebio and Vieira (2011), Mohamad *et al.* (2012), and Al-Ababneh (2013) which state that tourism accessibility affects tourist loyalty. This indicates that the accessibility of a tourist spot can usually increase consumer loyalty. However, results of other studies, as conducted by Chen and Tsai (2007) and Munhurrun *et al.* (2016) which state that accessibility does not affect tourist loyalty, are not supporting the results of this research. To support the findings of above studies, Hasan (2015:388) states that to make tourists willing to revisit the same destination in the future and recommend destination to others, a company must carefully consider the presentation of attractions, security aspects, basic facilities, cultural attractions, transportation options, natural environment, and other economic factors that influence tourist decisions.

### **The Effect of Environment on Behavioral Intention**

Regression test results showed that the environment variable has a positive and significant effect on the behavioral intention variable with a coefficient value of 0.214. This means that the environment factor, that measured by the cool temperature of the beach and the comfort environment around the beach, is a factor that determines the tourist behavioral intention to revisit Pandawa Beach in Bali, Indonesia. However, these results do not support the results of a study conducted by Chen and Tsai (2007) aimed to evaluate the destination image and analyze the factors that influence the behavioral intention to revisit. The variables proposed in the study of Chen and Tsai (2007) include destination image, travel quality (hospitality, attractions, transportations, and amenity), perceived value, satisfaction, and behavioral intention. The attractiveness of tourist attraction, as measured by cleanliness of the beach, unique panorama, comfortable environment, and weather, does not affect behavioral intention.

### **The Effect of Experience on Behavioral Intention**

The regression test results show that the experience variable has a positive and significant effect on behavioral intention variable with a coefficient value of 0.201. This means that the experience factor, as measured by the environmental condition in Pandawa Beach, is in good quality. The quality of tourist experience can be seen from the situation showing that tourists cannot simply forget the beauty of Pandawa Beach. The positive experience has also resulted from the security condition around the beach which makes visitors feel calm and safe. The security condition is a factor that determines tourist behavioral intention to revisit Pandawa Beach. Chen and Chen (2010) conducted a study to examine the direct effect of the quality of experience on perceived value and satisfaction, as well as the indirect effect of the quality of experience, mediated by perceived value and satisfaction, on behavioral intention. The overall study results showed that the quality of experience has a significant effect on behavioral intention to revisit.



### **The Effect of Technical Quality on Behavioral Intention**

The regression test results show that the technical quality variable has a positive and significant effect on behavioral intention variable with a coefficient value of 0.137. This means that the technical quality factor, as measured by the environment condition of Pandawa Beach Bali Indonesia, is in good quality. The technical quality that suits the tourist expectations can be seen from affordable ticket prices to enter Pandawa Beach, the friendly climate conditions, availability of complete facilities and equipment, and good general cleanliness around the beach. These factors are the main determinants of the tourist behavioral intention to revisit Pandawa Beach Bali, Indonesia. The technical quality category, as described by Gronroos (1984), is the quality that customers receive as the result of their interactions with service companies, which is the important factor of customer evaluation. Chi (2005: 13) built a tourist loyalty model as a series of interrelated models that originated from the destination image in the tourists' minds. The destination image will link to the attributes of a destination and will have an overall impact on tourist satisfaction simultaneously. The tourist total satisfaction will have an impact on loyalty towards a tourism destination. Tourists will interpret tourism areas rationally and emotionally. The company should create the right carefully crafted strategy to make tourists willing to revisit the same destination in the future and recommend it to others. Therefore, a company should have a detailed consideration of the presentation of attractions, basic facilities, cultural attractions, transportation options, natural environment, and other economic factors that influence tourist decisions.

### **The Effect of Access, Environment, Experience, and Technical Quality on Behavioral Intention**

The result of hypothesis testing shows that, simultaneously, access, environment, experience, and technical quality have a significant effect on behavioral intention. According to these results, the access, environment, experience, technical quality are the factors that can simultaneously influence tourists to make a return visit to Pandawa Beach. Arli and Cehyun (2014) conducted a study about the effect of perceived service quality on satisfaction and behavioral intention in the restaurant in Turkey. The results show that restaurant quality, accessibility, entertainment venue, physical conditions, empathy, information, safety, and service quality all affect tourist satisfaction and loyalty and that satisfaction affects tourist loyalty. Based on the simultaneous test results, the coefficient value of multiple determination ( $R^2$ ) is 0.613. This means that 61.3% of the changes in the behavioral intention influenced by access, environment, experience, and technical quality, while the remaining 38.7% influenced by other factors not examined in this study, such as the trip quality, tourism products, or service quality.

### **Conclusion**

Based on the previous discussions, this study presents some conclusions, as the answers to the main problems. First, the variables of access, environment, experience, and technical quality influence behavioral intention. Second, TOURQUAL dimensions have a simultaneous effect on behavioral intention. These results mean that the trip quality or TOURQUAL in the Pandawa Beach Bali has created the tourist behavioral intention to revisit the beach. Pandawa Beach has given a good image to tourists who visit so that they have the intention to revisit.

The study results prove that the TOURQUAL dimensions that consist of access, environment, experience, and technical quality have a positive and significant influence on behavioral intentions. Therefore, the management of Pandawa Beach should always maintain and improve its policies, especially related to the aspects of the TOURQUAL dimensions by providing good road access, good and clean environmental conditions, good supporting facilities, and affordable prices.



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