

**ANALYSIS OF MOTIVATION, SATISFACTION AND REVISIT  
INTENTION: RESEARCH ON CASE OF CHINESE TOURISTS  
TO BALI IN INDONESIA**

A THESES

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## **Analysis of Motivation, Satisfaction and Revisit Intention: Research on Case of Chinese Tourists to Bali in Indonesia**

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### **ABSTRACT**

With the rapid growth of Chinese economy as well as the increase of personal disposable income, the trend of traveling abroad is a common choice for Chinese people. With its unique local customs, exotic culture and beautiful tropical sceneries, Bali Island has been attracting a large number of Chinese tourists. Therefore, it is necessary to study the motivation, satisfaction and the intention to revisit among Chinese tourists. And this essay will provide certain practical guidance for the development of tourism in Bali Island.

The purpose of this study is to examine Chinese tourist behaviors such as the motivation, satisfaction and the intention to revisit. There were 382 Chinese respondents who had traveled to Bali Island surveyed by questionnaires. In this study, the data was analyzed by SPSS 21 software. This research has applied techniques like descriptive analysis, reliability coefficient, independent sample T-test, ANOVA, simple linear regression and the correlation analysis to examine the data. The study has found that the main motivation for Chinese tourists to visit Bali is to relax and improve their relationship with family and friends. In addition, Chinese tourists are also satisfied with their travel experiences in Bali. Most Chinese tourists are satisfied with Bali airport, Bali's transportation, tourist attractions and shopping. Most of them have expressed the willingness of coming back in the future and would like to recommend Bali to their family and friends. The results show that tourist motivation has positive influences on both tourist satisfaction and the intention to revisit.

**Keywords: Tourist Motivation, Tourist Satisfaction, Revisit Intention, Chinese Tourist, Bali, Indonesian.**

## **Analisis Motivasi Turis, Kepuasan Turis Dan Niat Mengunjungi Kembali: Penelitian Kasus Turis Tiongkok ke Bali di Indonesia**

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### **INTISARI**

Dengan pertumbuhan ekonomi Cina yang cepat serta peningkatan pendapatan pribadi, tren bepergian ke luar negeri adalah pilihan umum bagi orang-orang Cina. Dengan adat istiadat setempat yang unik, budaya eksotis dan pemandangan tropis yang indah, Pulau Bali telah menarik banyak wisatawan Tiongkok. Oleh karena itu, perlu dipelajari motivasi, kepuasan, dan niat untuk mengunjungi kembali para wisatawan Tiongkok. Dan penelitian ini akan memberikan panduan praktis tertentu untuk pengembangan pariwisata di Pulau Bali.

Tujuan dari penelitian ini adalah untuk menguji perilaku wisatawan Tiongkok seperti motivasi, kepuasan dan niat untuk mengunjungi kembali. Ada 382 responden Cina yang melakukan perjalanan ke Pulau Bali yang disurvei dengan kuesioner. Dalam penelitian ini, data dianalisis dengan perangkat lunak SPSS 21. Penelitian ini telah menerapkan teknik-teknik seperti analisis deskriptif, koefisien reliabilitas, independent sample T-test, ANOVA, regresi linier sederhana dan analisis korelasi untuk menguji data. Studi ini telah menemukan bahwa motivasi utama bagi wisatawan Tiongkok untuk mengunjungi Bali adalah untuk bersantai dan meningkatkan hubungan mereka dengan keluarga dan teman. Selain itu, wisatawan Tiongkok juga puas dengan pengalaman perjalanan mereka di Bali. Sebagian besar wisatawan Tiongkok puas dengan bandara Bali, transportasi Bali, tempat wisata dan belanja. Sebagian besar dari mereka telah menyatakan keinginan untuk kembali di masa depan dan ingin merekomendasikan Bali kepada keluarga dan teman-teman mereka. Hasil penelitian menunjukkan bahwa motivasi wisatawan memiliki pengaruh positif pada kepuasan wisatawan dan niat untuk mengunjungi kembali.

**Kata kunci: Motivasi Turis, Kepuasan Turis, Niat Mengunjungi Kembali,  
Turis Tiongkok, Bali, Indonesia**

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Research Background**

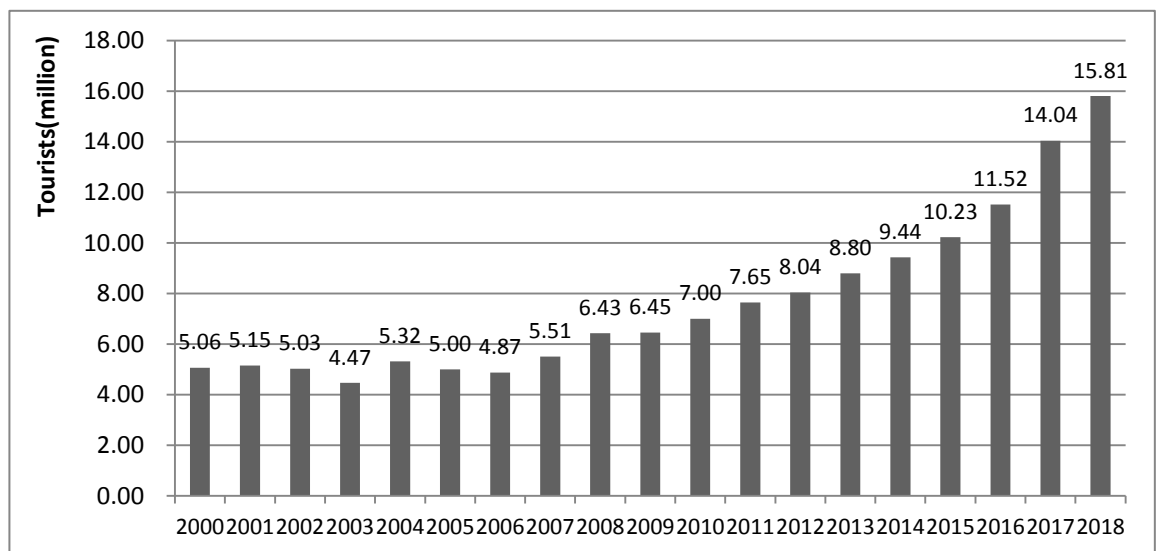
With the rapid development of the world economy, countries strengthen communication and cooperation, it is promoting the rapid development of world tourism, tourism has become an important indicator of economic growth. Tourism industry is one of the world's largest and fastest-growing industries (Ninemeier and Perdue 2008). According to the world tourism organization investigate that the tourism industry will continue to develop and grow significantly from 2010 to 2030, the worldwide tourists are increasing by an average of 3.3% per year. Every country hopes that the tourists who come here will be satisfied, which will bring profits to the tourism-related enterprises and contribute to the economic development. Therefore, it is particularly important for all countries in the world to develop tourism (Bonn, M.A., Joseph, S.M. and Dai, M. 2005). The development of tourism can not only bring the development of local tourism economy, increase economic of benefits, but also improve the living standard of local people.

Tourism plays an important role in the economic development of Indonesia. Tourism is one of the significant sources of its foreign exchange revenues in Indonesia. In 2017, Indonesia ranked 20th in the world tourism industry. Also ranked 9th in the world's tourism growth rate, ranked third in Asia's

growth rate and the fastest growing in Southeast Asia. Tourism ranks 4th in the commodities and services export industry. According to the World Travel Tourism Council (WTTC) reported that the Indonesia's tourism growth ranks ninth globally in 2018. Indonesia tourism bureau reported that the 10.23 million international tourists visited Indonesia in 2015, 11.52 million in 2016 and 14.04 million in 2017. In 2018, international tourists have reached 15.8 million, It has planned to achieve 8% of GDP from tourism sector and targeted to attract about 20 million of visitors by 2019.

*Figure 1- 1 Indonesia Tourist Arrivals from 2000 to 2018*

*(strong growth is required to reach government target of 20 million tourists)*



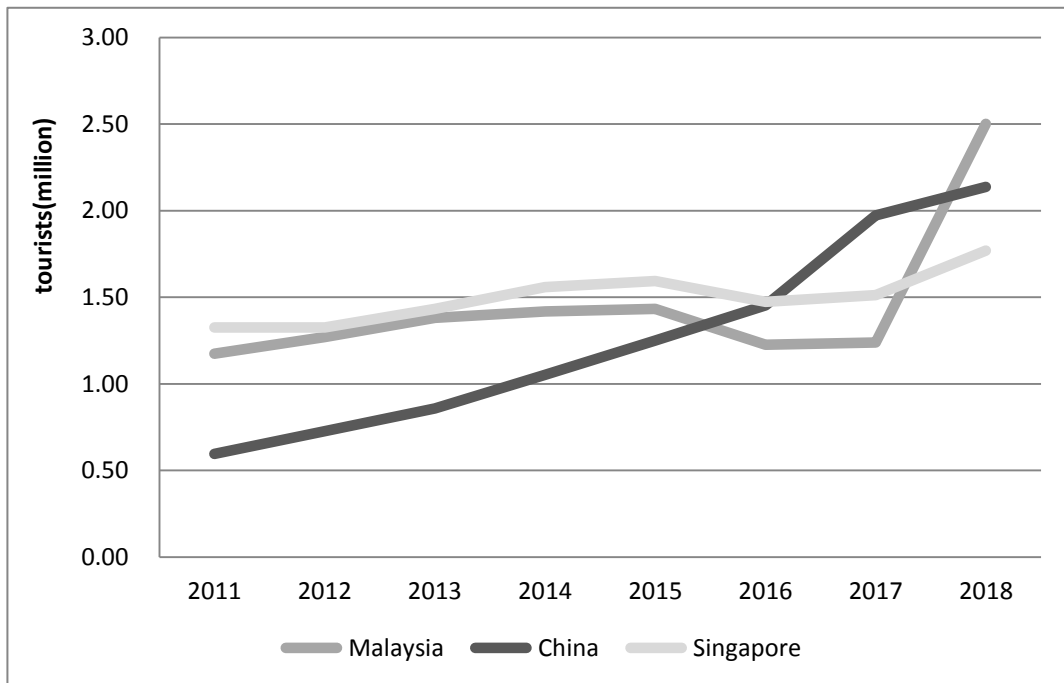
Source: Indonesian Statistics Bureau

<https://www.bps.go.id/subject/16/pariwisata.html#subjekViewTab3>

Tourism in Indonesia has more than doubled over the past decade, with Indonesia tourism bureau reports claiming that 2018 saw over fifteen million tourists visit the Indonesia. The tourism industry has flourished and become a major driver of the economy and a central feature of the government’s economic growth strategy. The tourism industry is a main economic driver in Indonesia. In 2018, foreign exchange earnings from tourism total \$17 billion, It is expected to reach \$20 billion in 2019.

*Figure 1- 2 Annual Visitor to Indonesia*

*(Chinese tourists have rapidly increased)*

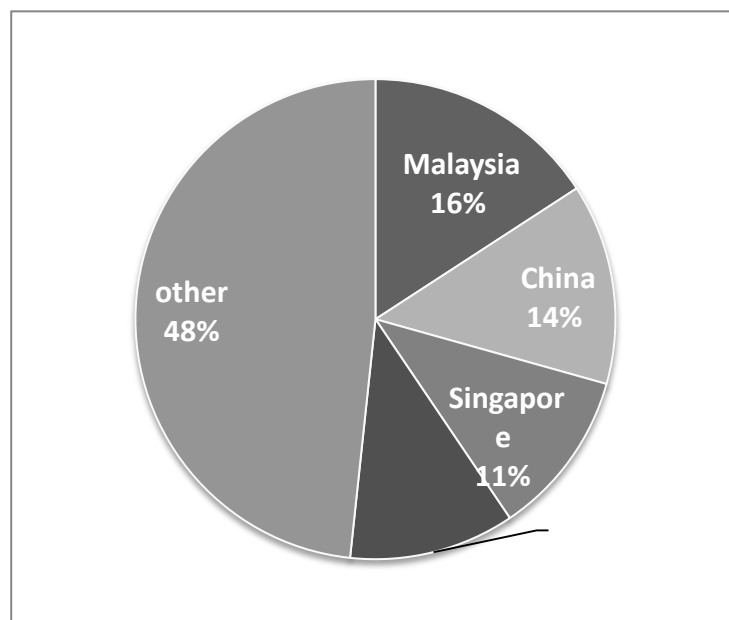


*Source: Indonesian Statistics Bureau*

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“If the Indonesian tourism industry is to achieve this targets that have been set for it, it will need to focus on the Chinese market.” said the Indonesia president Jokowi. As figure show that the number of Chinese tourists has closed to Singapore, Malaysia and Timor-Leste, those source markets that have traditionally dominated the Indonesia tourism industry. Over the past eight years, tourist numbers from China have grown by 359%, Chinese visitors make up 13.5% of all tourists in 2018, While the number of Chinese tourists is growing strongly, the Indonesian Government also has more opportunity to let them to spend more.

*Figure 1- 3 Tourist arrivals in Indonesia by nationalityin 2018*



*Source:Indonesian Statistics Bureau*

<https://www.bps.go.id/subject/16/pariwisata.html#subjekViewTab3>

The most popular tourist destinations in Indonesia recorded by Central Statistics Agency (BPS) is Bali, The tourism industry has become the main driving force of economic growth and the central feature of the government's economic growth strategy. To facilitate further growth, the Indonesian government hopes to replicate Bali's success as a tourist destination in many other locations.

*Table 1-1 Number of Foreign Tourist Arrivals to Indonesia by Entrance, 2013-2017*

	Ngurah Rai	Soekarno Hatta	Bandara Lainnya	Batam	Polonia/ Kualana mu	Total
2013	3.24	2.24	1.76	1.34	0.23	8.80
2014	3.73	2.25	1.77	1.45	0.23	9.44
2015	3.94	2.37	2.14	1.59	0.20	10.23
2016	4.89	2.60	2.31	1.51	0.21	11.52
2017	5.68	2.75	3.80	1.56	0.25	14.04
Total	21.48	12.21	11.77	7.45	1.12	54.03

*Source: Indonesian Statistics Bureau*

<https://www.bps.go.id/subject/16/pariwisata.html#subjekViewTab3>

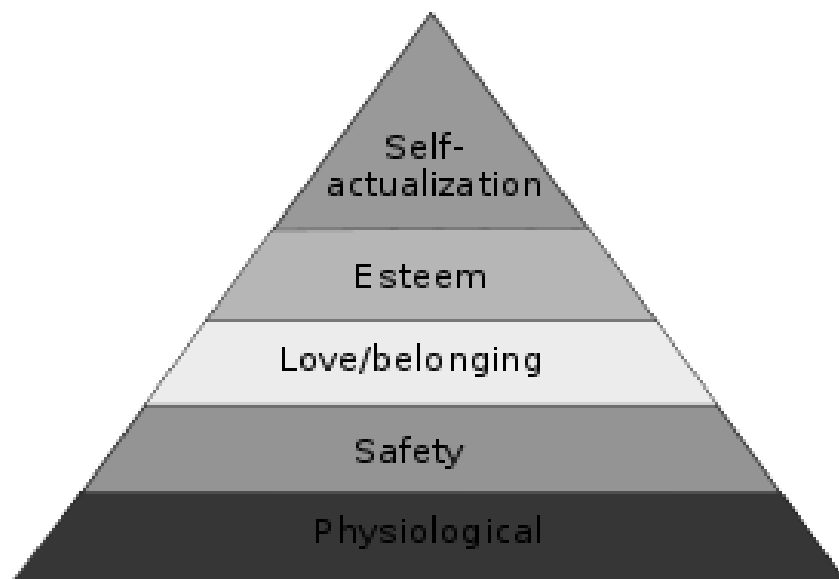


Given the popularity of Bali for China holidaymakers, China may be seen more as a solid, reliable market, rather than a priority for the Indonesian tourism industry. As the Chinese tourists account for the majority of inbound visitors to Indonesia's tourism industry, this is an emerging market that will bring huge potential to Indonesia's tourism industry. Why Chinese travelers to Bali as their travel destination than other places. According Indonesian Tourism bureau believed that Bali sea view quality, especially in the southern tourism resources: nusa dua gathered world-class hotels, kuta beach is a famous surfing resort, sea temple represents the mysterious religious culture. Bali has an elegant arts center, majestic volcanoes, and exciting diving spots to visit, while the southeastern island of Lembongan some of the clean water and sand for all kinds of water sports. Bali has no time difference, just like Beijing time, which is one of the reasons why it attracts so many Chinese people, Convenient visa-free policy is also a reason, Beside of these reason, Chinese travelers also think that the distant between China and Indonesia is not too far.

However, these reasons that one of general reason for Chinese tourists to go traveling to Indonesia. The real motivation why Chinese tourists want to travel to Indonesia is the important variables for this research. George (2004) noted that motivation is one of the most important part that certainly can influence psychology of tourists behavior. Motivation is a person's internal state, or a

person's certain needs and desires, which force them to act or act in a certain way, thus maintaining human behavior and human energy(Henkel, R., Henkel, P., Agrusa, W., Agrusa, J. and Tanner, J., 2006). Maslow's hierarchy of needs(Maslow, A.H. 1943) is the one of the fundamental theory that used describe the motivation. The Maslow's hierarchy used the terms "physiological", "safety", "belonging and love", "social needs" or "esteem", and "self-actualization" to explain the pattern through which human motivations generally move.

*Figure 1- 4 Maslow's hierarchy of needs*



*Source: Maslow, A.H. (1943). "A theory of human motivation". Psychological Review. 50 (4): 370–96. CiteSeerX 10.1.1.334.7586. doi:10.1037/h0054346 – via psychclassics.yorku.ca.*

According to the national bureau of statistics of the People's Republic of China, the total population of the Chinese mainland reached 1.395 billion by the end of 2018, accounting for 18 percent of the world's total population and ranking first in the world. Therefore, China also become the main target in tourism industry. Many countries introduce their positive image about their country to attract Chinese tourists to come their country, especially Indonesia through many channels to promote the image of the Indonesian island of Bali. Nonetheless, many Researches suggest that the key factor in destination selection is the image of the destination itself(Hernandez, Cohen and Garcia1996). Most studies show that destinations depend on the revisit intention(Hoffinan and Law, 1981) In the tourism industry, the revisit intention is an important factor for tourists to decide the choice of tourist destination. In tourism, the main antecedents of revisit intention, such as satisfaction(Liu, Y.-L., & Shih, Y.-L., 2009).

Chinese is also the largest source of foreign tourists in Bali that has gradually become an important choice for Chinese tourists to visit Indonesia. Therefore, in order to better promote the development of Indonesia's tourism industry and better serve foreign tourists, This research aims to explore and analyze the relationship among to the motivation, satisfaction and revisit intention of Chinese tourists to Bali, Indonesia. Furthermore, As The research more

reference points can be obtained for developing Indonesian tourism market in the future.

## **1.2 Research Objectives**

The tourist choice destination will be affected by the tourist motivation, satisfaction is not only the evaluation of customers on whether the product or service can Satisfy their needs and expectations, but also an important factor for customers to revisit. The purpose of this research is to explore the relationship between Chinese tourists motivation, satisfaction and revisit intention to visit Bali in Indonesia, and to provide reference for tourism management departments and tourism enterprises in Bali in Indonesia.

Therefore, The main purposes and objectives of this research are

1. Reveal the tourism motivation of Chinese tourists to Bali, Indonesia.
2. To explore of Chinese tourists satisfaction in Bali, Indonesia.
3. To explore the influence of tourist satisfaction of Chinese tourists revisit intention to visit Bali in Indonesia.
4. To provide the tourism management department and tourism enterprises in Bali with more accurate marketing strategies and tourism product design in response to the tourists main needs and satisfaction.

### **1.3 Research scope and object**

This research purpose to understand Chinese tourists' satisfaction toward Indonesia destination, their motivation to visit and revisit intention to Bali in Indonesia. The respondents in this study must be Chinese who have been to Bali in Indonesia and must be over 18 years old.

### **1.4 The structure of research**

This research study includes five chapters as follows:

Chapter 1 outlines the research background, objectives, scope of the study and the structure of this research.

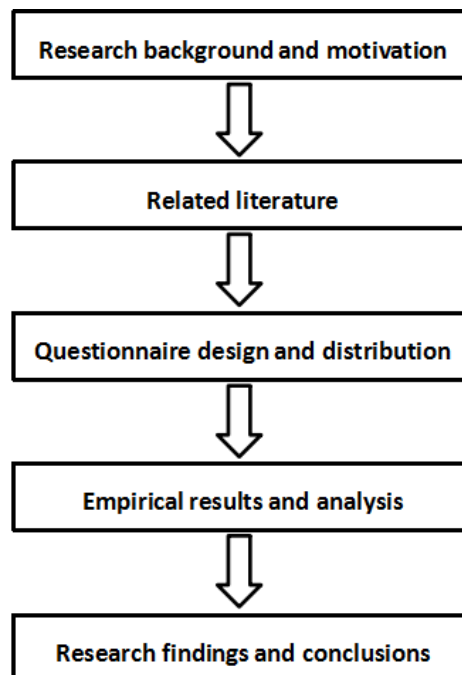
Chapter 2 interpretation about previous research and literature that related to tourists' satisfaction, motivation, revisit and their relationship.

Chapter 3 is presenting about research methods, conceptual model, research design, research instrument, sampling plan, data collection procedure, and data analysis procedures. Research model is the effect of each independent and dependent variables and their relationships among them. Moreover, data analysis procedures will describe about the methodology that this research study used to identify variables, and to measure relationship in each process.

Chapter 4 will explain about the result of this research study both statistic and descriptive analysis. It also consists of data collection, basic characteristics of respondents, descriptive statistics of research items, independent-samples T-test, ANOVA, correlation coefficient and simple linear regression.

Chapter 5 will interpret about conclusion and suggestion of this research. In this chapter, there will be the summary of result findings on data collection and the significant result to answer hypothesis and the question of this research. For suggestion, the limitation of this study as well as the suggestion for future research will discussed in this last chapter.

*Figure 1- 5 The structure of research*



*Source: author collates by oneself*

## **1.5 Chapter Summary**

Chapter One outlines the research background, objectives, scope of the study and the structure of this research. This research purpose to understand Chinese tourists' satisfaction toward Indonesia destination, their motivation to visit and revisit intention to Bali in Indonesia.