

## **CHAPTER 5**

### **CONCLUSION AND SUGGESTION**

This chapter gives the conclusions, discussion, limitations and Suggestions for future research. The first part puts forward the conclusion of this study, and puts forward Suggestions and limitations.

#### **5.1 Research Conclusions**

Tourist behavior such as motivation, satisfaction, and revisit intention are common topic for marketing tourism study. Even though this topic really common but also really important topic. Through understanding tourist motivation, satisfaction, and tourist intention to revisit again, we know what tourist need and wants. In this study, It will be examined that Chinese tourist's motivation, satisfaction, and their revisit intention to Bali.

This study found that the main motivation of Chinese tourists to Bali is to relax and enhance their relationship with others, especially with family or friends. Most Chinese have positive impressions of Bali, such as infrastructure and accessibility, tourist attractions and safe cities. Chinese tourists are also satisfied with their experiences in Bali. Most people are happy with Bali's airport, convenient and fast transport, tourist attractions and shopping. Since Chinese tourists are satisfied with Bali, they tend to visit again and recommend it.

There is an very significant difference in tourist's motivation among age groups of respondents, there is an extremely significant difference in tourist's satisfaction among age groups of respondents, and the age groups of respondents have extremely significant difference on revisit intention. The education level groups of respondents have significant difference on motivation, education level groups of respondents have significant difference on satisfaction, and education level groups of respondents have significant difference on revisit intention. The tourist motivation has significant difference among occupation of respondents, tourist satisfaction has significant difference among occupation of respondents, and tourist revisit intention has very significant difference among occupation of respondents. The tourist motivation has not significant difference among monthly income of respondents, tourist satisfaction has not significant difference among monthly income of respondents and tourist satisfaction has significant difference among monthly income of respondents. Otherwise, Tourist motivation has positive influence with tourist satisfaction, tourist satisfaction has positive influence with revisit intention, and tourist motivation has positive influence with revisit intention.

H1: Different Demographic variables has positive influence with Tourist motivation, Part of the support.

H2: Different Demographic variables has positive influence with tourist satisfaction, Part of the support.

H3: Different Demographic variables has positive influence with revisit intention, Part of the support.

H4: Tourist motivation have positive influence with tourist satisfaction, support.

H5: Tourist satisfaction has positive influence with revisit intention, support.

H6: Tourist motivation has positive influence with revisit intention, support.

## **5.2 Suggestion and Limitation**

This study also has some limitations, which should be considered in future studies. First of all, this study only takes Chinese tourists to Bali as the destination, Most of the tourists are from Yunnan, China, and the result may be different from that of Chinese tourists to Bali, because this study only focuses on Yunnan province Chinese tourists. Moreover, the results would be different in other countries with different cultures. Secondly, most of the questionnaires (nearly 70%) are indirectly distributed through Internet, and most of them are the

author's friends, friends of friends, family, friends of family. This means that respondents come from a small circle around the author. Thirdly, the translation of the questionnaire from English to Chinese makes it easy for the interviewees to understand. There may be different understandings or feelings in translation. This will affect respondents responses.

The authors also suggest that future studies could focus on other variables or add new variables that can developed different results. The conceptual framework of innovative permutation can not only carry out new research, but also obtain new results that may differ from each other. In addition, changes in destinations or visitors from other countries will also have new results.