MODEL OF FOREIGN TOURISTS' LOYALTY IN CULTURAL AND HERITAGE TOURISM IN BALI

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Abstract: Research was designed: (i) to assess level of foreign tourists' satisfaction in visiting cultural and heritage site of Bali, (ii) to identify variables that influence foreign tourists' loyalty in visiting cultural and heritage site of Bali, and (iii) to analyse relationship between variables forming foreign tourists' loyalty in visiting cultural and heritage site of Bali. Research was undertaken on culture attractions and heritage sites around Bali Province, namely: Temples of Taman Ayun, Tanah Lot, Uluwatu, Tirta Empul (Tampaksiring), Batur (Kintamani) and Besakih, as well as Bali Museum, Ubud Palace, and Penglipuran Village. The number of respondents was 187 foreign tourists which were chosen by accidental sampling. Five-point Likert rating scale was used and relationship between variables was analysed by using SmartPLS based on developed Structural Equation Model. The results showed that: (i) Foreign tourist were mostly satisfied in visiting cultural and heritage sites of Bali, (ii) Variables that influence foreign tourists' satisfaction in visiting cultural and heritage sites of Bali were intrinsic motivation, extrinsic motivation and trust (iii) Based on direct effects relationship, there were significant relationship between variable intrinsic motivation to trust, between intrinsic motivation to tourists' satisfaction, between extrinsic motivation to trust, between extrinsic motivation to tourists' satisfaction and between trust to tourists' satisfaction. Meanwhile, there was not significant relationship between intrinsic motivation to tourists' satisfaction. However, based on indirect effect, intrinsic motivation significantly influences foreign tourist's loyalty through variable trust which indicated that even though internal motivation of foreign tourists directly was not significant to influence tourist's satisfaction, the results showed that foreign tourist's trust in the reputation of Bali as one of cultural and heritage destination indirectly bring about tourists' satisfaction in visiting cultural and heritage sites of Bali. Hence the powerful of Balinese belief need to be protected, preserved and maintained through keep spreading out the vibration of Balinese efforts in implementing cultural and art in daily activities.

Keywords: unique cultural and heritage sites, foreign tourists, satisfaction, Bali

INTRODUCTION

Background

Bali has been very popular in the world as cultural tourism destination. Tourism development in Bali has been relied upon the uniqueness of Balinese culture such as traditional dances and music, cultural heritage sites, Balinese Hindu ceremonies, Hindu temples' ceremonies, Balinese traditional lifestyle, museum, etc. The uniqueness of culture and natural beauty have made Bali as one of the famous tourist destinations in the world. It can be seen from the increasing number of visitors and the tourism facilities in Bali. The number of foreign tourist direct arrivals in Bali increased dramatically from 23,340 in 1970 to reach 1,412,839 in 2000. However, the first and second Bali bombing on 12 October 2002 and 2005 led to a drop in the number of foreign tourist direct arrivals, which fell to 1,260,317 in 2006. Efforts were undertaken by the government to persuade foreign tourists to visit Bali after the second Bali bombing tragedy.

This program, called the "Bali Recovery Program", was undertaken in 2006 through collaboration between the Ministry of Culture and Tourism and the Bali Tourism Board. During the period from 2007 up to 2015, the average growth rate in foreign tourist direct arrivals to Bali was 15% per year. This data supported by gradual increases in foreign tourist direct arrivals were reported in the following years and by 2015 the number had reached about 4,001,835 [1]. The emergence new holiday destinations which have similar culture and nature to Bali, become main competitors. To be able to survive on this competitive business, tourists' satisfaction will be the main factor. It is required to study tourists' satisfaction to visit Bali. In addition, study on consumer behaviour has been undertaken previously, in fact, most of the studies were analysed partially. This study uses more comprehensive models, using a holistic approach in analysing tourists' satisfaction in visiting cultural and heritage site.

Research Objectives

Objectives of the research are:

1. To assess level of tourists' satisfaction in visiting cultural and heritage site of Bali

2. To identify variables that influence tourists' loyalty in visiting cultural and heritage site of Bali

3. To analyse relationship between variables forming tourists' loyalty in visiting cultural and heritage site of Bali

LITERATURE REVIEW

Visitor Bahaviour in Traveling

According to Solomon (1992), tourist behaviour in choosing a destination has a significant relationship to perception of tourists to destination. Andriotis (2005) has inline perception regarding this matter which reported that mechanisms in forming interaction between tourists and destinations play an important role in creating a relationship between tourists and destinations. He reveals that perceptions and preferences are widely used in social research, especially in consumer behaviour, which says that perception is one of the psychological factors that

are closely related to the sensory system that plays an important role in influencing decision-making. This response is an important part of the emotional aspects of the interaction of consumers towards products. He defines that perception as a process that occurs in the mind of consumer where the sensation is selected, organized and interpreted while preference is a further expression of the perception which is expressed in an action based on choice and consumer interest. He points out that factors influence preference of consumers is consumer insight about products or services, income, tastes or interests of consumers, culture, and previous experience in consuming products and services. This opinion is supported by Kim and Jamal (2007) which states that the perception is the process by which a person chooses, organize and interpret information to create a picture of what is seen and felt. Solomon (1992) explains that barrier to receive marketing messages occur as a result of the limitations of brain to process information, so that consumers are very selective about what they watch.

Haemon (1999) evaluates the service quality, customer satisfaction and loyalties, that the holistic management model must be applied in destination management. Understanding the consumer decision making process which focuses on customer value as a variable that is very important because of its strength rests on the perception and selection on quality customer service and customer satisfaction. It also said that the quality of service can be a mediator between perception and customer choic. Davis (2003) finds that in the summer, visitors have a different orientation in the tour. Some visitors concerned with physical attraction, prefer outdoor sensations such as beach, landscape, cultural attractions and entertainment. Other groups tend to focus on exploring the environment and culture. He suggests that the process of innovation in the tourism industry should be focused on better mechanisms to manage a destination. In similar area, Goodrich (1998) conducted a study on the relationship between perceptions and preferences on a destination. Studies demonstrate how the choice of a tourist destination depends on the perception of the fun of these destinations. The results showed that the higher the score, the higher the perception of choice for the destination. The implication of this study is associated with the marketing of a

destination, where stakeholders should seek to develop a positive image of a destination in order to improve the tourist choice of areas that became a tourist destination. Another implication is that the diagnosis of strengths and weaknesses on attributes relevant tourism is very helpful in making changes specifically related to the facilities and services in a destination.

Cultural Tourism and the Uniqueness of Local Wisdom

Regional culture as a part of national culture is the basic potential for tourism development, which must be preserved and the uniqueness of its values and typical characteristics related to tourism activities need to be developed and maintained (Perda Propinsi Bali Nomor 2, Year 2012). It is also mentioned that the purpose of cultural tourism is to introduce, utilize, conserve and improve the quality of objects and tourist attraction, maintain norms and cultural values, religious and the nature of environmental, prevent the effects of negative impact of tourism activities.

Cultural tourism is tourism which depends upon the potential of culture as an attraction of the most dominant and simultaneously provides an identity for tourism development. In tourism activities there are 10 cultural elements into a tourist attraction, namely (1) the kingdom, (2) the tradition), (3) the history of a place / area, (4) architecture, (5) local food, (6) art and music, (7) the way of life of a society, (8) religion, (9) language and (10) the local uniform (Perda Propinsi Bali Nomor 3 1991). Cultural tourism is an activity that allows tourists to know and earn a trip related to different lives of others, reflect customs and traditions, religious traditions and intellectual ideas contained in the unfamiliar cultural heritage (Borley, 1996) and (Bonafice, 1995).

Globalization has been encouraged each country to increase competitiveness to be involved in the international market. Culture and local wisdom has been convinced to have competitiveness in the international business, the reasons are: (i) from the perspective of cultural strategy, the influence of globalization has reduced the values of national culture. However, the emergence of new lifestyle which be based on the value of tradition is an indication of the rise in local value of the community, (ii) from the perspective of decentralization, region can develop local culture as social capital and development of local communities (Bonafice, 1995) and (Picard, 2006). Bali has diversity on culture and tradition to form their identity as a form of local identities that inspire human life and interaction among the community. However, rise in the local tradition does not completely mean to go back to the previous tradition and deny the reality of the present which is constantly changing.

Globalization is a reason to rise in local identity. The more homogeneous of community's lifestyle as impact of globalization, the more strength of dependency of community to the local value (Gidden. *et.al.*, 2011). The value of local culture has inspired many regions to develop local potential in tourism as local value can inspire the emergence of local wisdom (Bonafice, 1995) and (Picard, 2006). Hence, there is a need to develop tourism which is in line with development of culture. Development and promotion of tourism are crucial to support national development, so that the potential of local wisdom need to be preserved to become interesting attraction in order to increase the number of tourist arrival. So that, image of tourism based on local wisdom will have competitiveness. As Gidden *et.al.* (2011 states that culture and tradition in the new era has been adapted with new development, meaning that culture and tradition in the previous era can be revitalised to strengthen the identity of the community even though this culture and tradition is not as pure as culture and tradition in the previous era. More detail can be explained that development of knowledge and experience related to culture will have the ability in supporting the existence of culture and can reduce the value of culture and tradition which can destroy the culture itself.

Tourist Satisfaction and Destination Loyalty

The concept of satisfaction has been recognised as one of the more important indicators of success in the marketing literature (La Barbara and Mazursky, 1983; Turnbull and Wilson, 1989; Pine *et. al.,* 1995; Bauer *et. al.,* 2002). Determining factors of satisfaction have been studied in the marketing literature. Bitner (1990), Dick and Basu (1994) and Oliver (1999) show that satisfaction

from products or services affect consumer loyalty. Flavián *et al.* (2001) add that loyalty to a product or service is not the result of the absence of alternative offers. Instead, loyalty occurs because consumers increasingly have less free time available and therefore try to simplify their buying decision process by acquiring familiar products or services. ssessing satisfaction can help managers to improve services (Fornell, 1992) and to compare organisations and destinations in terms of performance (Kotler, 1994). In addition, the ability of managing feedback received from customers can be an important source of competitive advantage (Peters, 1994). Moreover, satisfaction can be used as a measure to evaluate the products and services offered at the destination (Ross and Iso-Ahola, 1991; Noe and Uysal, 1997; Bramwell, 1998; Schofield, 2000).

Recently, more holistic models have been used to explain destination loyalty in tourism research. Yoon and Uysal (2005) propose a model which relates destination loyalty with travel satisfaction and holiday motivations. This study finds a significant cause-effect relationship between travel satisfaction and destination loyalty as well as between motivations and travel satisfaction. Oh (1999) establishes service quality, perceived price, customer value and perceptions of company performance as determinants of customer satisfaction which, in turn, is used explain revisit intentions. Bigne et al. (2001) identify that returning intentions and recommending intentions are influenced by tourism image and quality variables of the destination.

Motivations form the basis of the travel decision process and therefore should also be considered when analysing destination loyalty intentions. Beerli and Martín (2004) propose that "motivation is the need that drives an individual to act in a certain way to achieve the desired satisfaction" (Beerli and Martín, 2004:626). Motivations can be intrinsic (push) or extrinsic (pull) (Crompton, 1979). Push motivations correspond to a tourist's desire and emotional frame of mind. Pull motivations represent the attributes of the destination to be visited. Yoon and Uysal (2005) take tourist satisfaction to be a mediator variable between motivations (pull and push) and destination loyalty. The effect of socio-demographic variables in the tourist decision process is also an issue

which has received some attention. Some studies propose that age and level of education influence the choice of destination (Goodall and Ashworth, 1988; Woodside and Lysonski, 1989; Weaver *et al.,* 1994; Zimmer *et al.,* 1995). Oliver (1999) states that loyalty is a construct that can be conceptualised by several perspectives. Cronin and Tayler (1992), Homburg and Giering (2001) measure the construct "future behavioural intention" by using two indicators: the intention of repurchase and the intention to provide positive recommendations. In tourism research, similar approach is adopted and tourist loyalty intention is represented in terms of the intention to revisit the destination and the willingness to recommend it to friends and relatives (Oppermann, 2000; Bigné *et al.*, 2001; Chen and Gusoy, 2001; Cai *et al.,* 2003; Niininen *et al.,* 2004; Petrick, 2004). Therefore, two indicators, "revisiting intention" and "willingness to recommend" are used as measures of destination loyalty intention.

Structural Equation Modeling (SEM)

Structural equation modeling (SEM) is a statistical technique for building and testing statistical models, which are often causal models (Fornell, & Larcker, 1981). It is a hybrid technique that encompasses aspects of confirmatory factor analysis, path analysis and regression, which can be seen as special cases of SEM. Structural Equation Modeling (SEM) as a method of statistical analysis to test and estimate the causal relationship between several variables using a combination of statistical data or data that assumes a causal relationship qualitatively. Based on the calculus approach, Fornell, & Larcker (1981: 89) define SEM as:

> *" … Structural Equation Modeling (SEM) is a statistical technique for testing and estimating causal relationship using a combination of statistical data and qualitative causal assumption …"*

Moreover, SEM is a combination of the two methods of statistical analysis of the factor analysis developed in psychology and psychometrics and simultaneous equation modeling developed in econometrics. SEM as simultaneous equation models are multivariate regression models, but unlike in the multivariate model is simple where the response variable of the equation appears as a predictor in the equation the other, which will take effect

on a reciprocal basis, either directly or against another variable that serves as an intermediary. This shows the reciprocal relationship between the variables in a model. Characteristics SEM is (i) to distinguish explicitly between the latent variables and variables measured so that it can be used to test various hypotheses, (ii) not only for non-experimental (correlation), but also data of the experiment, (iii) basic statistics in the SEM is the covariance, but can also use other standard statistical procedures such as regression, correlation, factor analysis and ANOVA, and (iv) SEM is an analytical technique with large samples. Some aspects that distinguish SEM with other multivariate analysis are (i) the SEM approach is more confirmatory rather than exploratory. However, it is possible that aspects of exploratory can also be performed, (ii) SEM can be used to assess intervariabel relationship for the purpose of inferential data analysis. By contrast, most other multivariate procedures essentially descriptive thus testing the hypothesis becomes difficult, (iii) Other multivariate approaches are not able to assess and correct for measurement error, while the SEM is able to estimate the parameters explicitly, (iv) The only other multivariate techniques based on variables that were stretching observation alone, while the SEM technique can perform both an immeasurable variables (called latent variables) and variables measured, (v) SEM method can explain the variable immeasurable (latent variables/unobserved variables) into variable measured by the manifest variables is often called indicator so that research related to the latent variable can be done. This uniqueness makes SEM method is very popular as a research methodology in non-experimental research (Fornell, & Larcker, 1981).

Previous Study on Using Structural Equation Modeling on Factor Analysis

Structural Equation Modeling (SEM) were used in many tourism researches such as Wiranatha, *et. al.* (2015) on a study on foreign tourist loyalty on marine tourism in Bali, Suryawardani and Wiranatha (2016) on guest's perception in the implementation of green hotel in Bali, and Wiranatha and Suryawardani (2016) on marketing of events and festivities. Results of these researches showed that Structural Equation Modeling (SEM) is an appropriate method in analysing relationship between variables.

RESEARCH METHODS

Research Location and Time

Research was undertaken on culture attractions and heritage sites around Bali Province, namely: Temples of Taman Ayun, Tanah Lot, Uluwatu, Tirta Empul (Tampaksiring), Batur (Kintamani) and Besakih, as well as Bali Museum, Ubud Palace, and Penglipuran Village which was undertaken during periods of June-September 2015.

Respondents and Sample Design

Respondents were foreign tourists who visit culture attractions and heritage sites around Bali Province. Accidental sampling technique was chosen to select the samples. The number of respondents was 187 foreign tourists. Assessment was undertaken by using a five-point Likert rating scale.

Variables and Indicators

There were four variables, namely intrinsic motivation, extrinsic motivation, trust and tourists' satisfaction. Intrinsic motivation and extrinsic motivation are exogenous variables, meanwhile trust and tourists' satisfaction are endogenous variables. Analysis between variables is focused in assessing relationship between variables which composed variable of tourist's satisfaction, namely variables motivation and trust. Detail of indicators can be seen in the Figure 1.
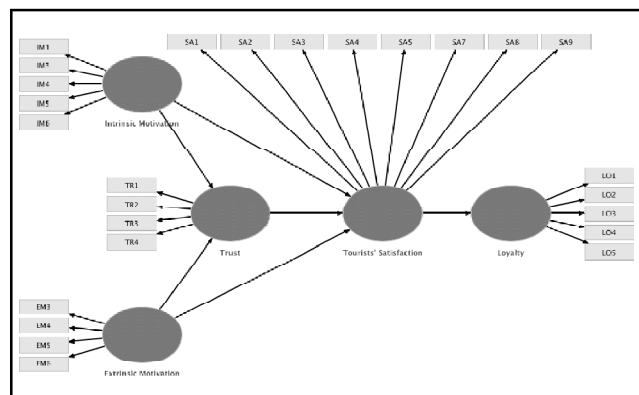

Figure 1: Structural Equation Modeling of Foreign Tourists' Satisfaction in Visiting Cultural and Heritage Sites of Bali

Method of Data Analysis

Assessing satisfaction of foreign tourists in visiting culture attractions and heritage sites in Bali was undertaken based on five-point Likert rating scale. Relationship between variables was analysed by using SmartPLS program based on developed Structural Equation Model.

RESULTS AND DISCUSSION

Characteristics of Respondents

The results showed that most of the respondents were staying in hotel (64.7%). Villa ranked second (22.19%), followed by homestay (3.7%.). Based on age group, the biggest age group of respondents was 26 – 55 years (65.8%). This was followed by the 16 – 25 years age group (25.1%), and then 56 years or older (8%) and 1.1% of the respondents was aged 15 years or younger.

Respondents came to Bali as the first visit (70.6%), followed by second visit (15.5%), visit > 5 days (5.3%), fourth visit (3.2%), fifth visit (2.7%) and fourth visit (3.2%). Based on occupation, the most common occupation of respondents was professional (29.9%),

followed by housewife (17.1%), private employees (18.2%), students (15.5%), government official (7.1%), sales (6.4%), entrepreneur (3.2%), police/army (2.1%), and retired (0.5%).

The average length of stay for all respondents during their visit in Bali was 6.5 days. This is shorter than the findings of the Bali Government Tourism Office in 2011 (Bali Government Tourism Office, 2012), who found that the average length of stay was 9.27 days This is understandable, because the survey undertaken by the government involved a much wider sample than this study.

Level of tourists' satisfaction in visiting cultural and heritage site of Bali

Level of tourists' satisfaction based on the criteria in the Table 1 can be seen as follows: most of respondents were satisfied (with score of 5) regarding uniqueness of Balinese arts (49.2%), uniqueness of Balinese culture (56.7%), cultural heritage sites (58.8%), quality of services (39.6%), hospitality (75.4%) and whole attraction and services (50.3%). In addition, most of respondents were slightly satisfied (with score of 4) regarding conservation and maintenance (37.4%), entrance fees (31.6%) and tourism facilities (38.8%), see Table 1.

Table 1
Level of Satisfaction of Foreign Tourist on Cultural and Heritage site of Bali

No	Criteria	Level of Satisfaction (%)					Total (%)
		1	*2*	*3*	*4*	*5*	
1	Uniqueness of Balinese arts	0.5	0.5	16.0	33,7	49,2	100
2	Uniqueness of Balinese culture	0	2.7	11.2	29.4	56.7	100
3	Cultural heritage site	0	2.1	8.0	31.0	58.8	100
4	Conservation and maintenance	0.5	5.9	19.8	37.4	36.4	100
5	Quality of service	0	4.3	21.9	34.2	39.6	100
6	Entrance fees	0.5	6.4	39.0	31.6	22.5	100
7	Hospitality	0	0.5	5.9	18.2	75.4	100
8	Tourism facilities	1.6	4.8	21.9	38.5	33.2	100
9	Whole attraction and services	0	1.6	13.9	34.2	50.3	100

Mark:

1 = Dissatisfied

2 = Slightly Dissatisfied

3 = Average

4 = Slightly Satisfied

5 = Satisfied

Feasibility of the Research Instruments

Five variables were measured through its indicator, namely (a) intrinsic motivation, (b) extrinsic motivation, (c) trust, (d) tourists' satisfaction, and (e) tourists' loyalty. Validity of each indicator can be seen from the correlation coefficient and reliabilities of all indicators in representing the corresponding concept measured by Alpha Cronbach coefficient. Table 2 shows the measurement results of the feasibility of the instruments used.

Table 2
Alpha Cronbach and Correlation Coefficients of Intrinsic Motivation

Items		Means	Varia-tions	Correla-tions	Alpha Cronbach Coefficients
IM_1	Interested in visiting Bali because of its culture	20.46	9.020	0.501	0.596
IM_2	Interested to improve knowledge and experience	20.57	11.252	0.027	0.721
IM_3	The spirit of Balinese culture can cooling down emotion	21.06	6.879	0.550	0.559
IM_4	The spirit of Balinese culture canstimulate inspiration	21.06	7.585	0.516	0.574
IM_5	Interested to enjoy in learning Balinese arts	20.74	9.197	0.356	0.637
IM_6	Interested to know Balinese life and their culture	20.40	9.188	0.455	0.609
Alpha Cronbach		0.665			

Source: analysed from primary data (2015)

Table 2 shows 6 questions that can be used to assess respondents' perception on visiting Bali. Question which is coded as IM2 has coefficient correlation of 0.027 which is less than the requirement standard of 0.30 to state that an item is valid in assessing a variable (Chin et al., 2003). Except IM2, other five items have coefficient correlations more than 0.3. If this indicator is eliminated as indicator of Intrinsic Motivation, it will increase the value of Alpha Cronbach coefficients from 0.665 to become 0.721. So that, it is decided to eliminate IM2 for further analysis. Feasibility of the research instrument of extrinsic

motivation which is composed from 6 indicators can be seen in the Table 3:

Table 3
Alpha Cronbach and Correlation Coefficients of Extrinsic Motivation

Items		Means	Varia-tions	Correla-tions	Alpha Cronbach Coefficients
EM_1	Visiting Bali to accompany friend	20.43	6.899	0.033	0.491
EM_2	Visiting Bali because get reward from company	21.54	6.550	0.140	0.373
EM_3	Bali has varieties of arts andculture festivals	19.14	7.361	0.278	0.266
EM_4	Bali is a nice destination	18.80	8.341	0.302	0.298
EM_5	Balinese people are nice and welcome	18.71	8.563	0.224	0.324
EM_6	The uniqueness of daily lifeof Balinese people and their tradition	18.94	7.644	0.362	0.247
Alpha Cronbach		0.371			

Source: analysed from primary data (2015).

Table 3 shows that only indicators EM4 (correlations coefficient = 0.302) and EM6 (correlations coefficient = 0.362) have correlation coefficients higher than 0.3. In addition, total Alpha Cronbach coefficient was 0.371 (lower than 0.60) as the requirement standard of significance (Hair *et al.,* 1995). So that, two indicators which have the lowest correlation coefficients are taken out for the next analysis, i.e., EM1 (0.003) and EM2 (0.143) Results after taking out these two indicators can be seen in the Table 4.

Table 4 shows that correlation coefficient of four indicators of extrinsic motivation variable exceed the threshold requirement (0.30). Moreover, Alpha Cronbach coefficient was 0.781 (exceed the threshold requirement of 0.6). So that, only four indicators will be used in extrinsic variable for the next analysis, i.e., indicators EM3, EM4, EM5, and EM6.

The next variable is variable trust. Validity and reliability of indicators which compose variable trust can be seen in the Table 5 This table shows that all indicators

Table 4
Alpha Cronbach and Correlation Coefficients of Extrinsic Motivation after taking out Indicators Em_1 And Em_2

Items		Means	Variations	Correlations	Alpha Cronbach Coefficients
EM_3	Bali has varieties of arts and culture festivals	14.09	2.728	0.470	0.832
EM_4	Bali is a nice destination	13.74	3.255	0.724	0.682
EM_5	Balinese people are nice and welcome	13.66	3.408	0.616	0.725
EM_6	The uniqueness of daily life of Balinese people and their tradition	13.89	2.869	0.665	0.686
Alpha Cronbach		0.781			

Source: analysed from primary data (2015).

of the variable trust have coefficient correlations more than 0.30 and Alpha Cronbach coefficients are also more than 0.60 indicate that all of the indicators are valid and reliable.

Table 5
Alpha Cronbach and Correlation Coefficients of Trust

Items		Means	Variations	Correlations	Alpha Cronbach Coefficients
TR_1	Believe for Bali offers an interesting experience	13.06	4.055	0.582	0.793
TR_2	Believe for safety and comfortable services	13.09	4.081	0.521	0.819
TR_3	Believe for qualified competencies of management and tour guide	13.29	3.210	0.779	0.694
TR_4	Believe that management and tour guides are knowledgeable	13.29	3.445	0.675	0.749
Alpha Cronbach		0.816			

Source: analysed from primary data (2015).

The following variable is tourist's satisfaction. The measurement test of validity and reliability of 9 indicators can be seen in the Table 6. The results showed that indicator SA_6 has the smallest correlation coefficient (0.040 < 0.30). Hence, this indicator was eliminated from the model. The result showed that Alpha Cronbach coefficient has

increased from 0.795 to become 0.837. There was a good amount in assessing reliability of a variable.

Table 6
Alpha Cronbach and Correlation Coefficients of Tourists' Satisfaction

Items		Means	Variations	Correlations	Alpha Cronbach Coefficients
SA_1	Satisfaction regarding the uniqueness of Balinese arts	35.11	13.104	0.669	0.748
SA_2	Satisfaction regarding the uniqueness of Balinese culture	34.91	13.845	0.556	0.765
SA_3	Satisfaction regarding visit cultural heritage sites	34.86	14.597	0.594	0.765
SA_4	Satisfaction regarding conservation and maintenance of cultural tourism	35.17	13.852	0.475	0.777
SA_5	Satisfaction regarding the quality of services	35.03	14.146	0.533	0.768
SA_6	Satisfaction regarding the entrance fees at cultural sites	35.74	16.667	0.040	0.837
SA_7	Satisfaction regarding the hospitality of Balinese people	34.71	14.798	0.611	0.766
SA_8	Satisfaction regarding the quality of tourism facilities	35.37	14.240	0.385	0.792
SA_9	Satisfaction regarding the whole attractions and services of cultural tourism	34.97	13.617	0.745	0.744
Alpha Cronbach		0.795			

Source: analysed from primary data (2015).

Summary of validity and reliability test of all variables can be seen in Table 7

Table 7
Summary of Validity and Reliability Test of All Variables

Variables	Alpha Cronbach Coefficients
Intrinsic Motivation	0.721
Extrinsic Motivation	0.781
Trust	0.816
Satisfaction	0.837

Results of Structural Equation Model Analysis

Model of Structural Equation of tourists' satisfaction in visiting cultural and heritage sites of Bali is as follow:
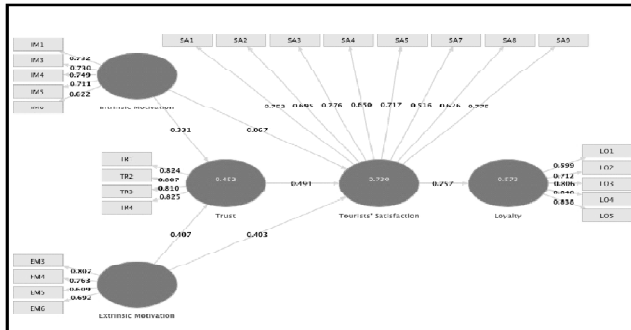

Figure 2: Structural Equation Model based on Smart PLS program

Figure 2 shows structural equation model which was analysed by using SmartPLS program version 3.2.3 by Ringle et.al. (2005). Structural equation model composed of 2 sub-models, i.e., (a) outer or measurement model, which depict relationship between one variable with its indicators, and (b) inner or structural model which depict relationship between variables in a whole model (Jarwis et.al., 2003; Tenenhaus et al., 2005 and Henseler et al., 2009). Before undertaking inner model, the analysis must be undertaken to outer model. Results of sub-outer models are as follows:

1) Outer or Measurement Model

Estimation of a variable to its indicators can be seen from value of outer loading. Table 8 shows outer loading of each indicator of intrinsic motivation.

The Table 8 shows all values of the outer loading as reflection of intrinsic motivation to its indicators (significant at á=1%). Intrinsic motivation was highly reflected in the indicator IM_4 which showed that the highest motivation of foreign visitors in visiting cultural sites was the spirit of Balinese culture which can stimulate inspiration and the lowest was reflected in indicators IM_6 which showed that motivation was emerged due to interested to know Balinese life and their culture). The loading factor were 0.749 and 0.622 respectively. Investigation of outer loading of indicators on variable extrinsic motivation can be seen in Table 8. The results

Table 8
Value of Outer Loading of Indicators of Variable Intrinsic Motivation

Items		Original Sample	Standard Error	t-Statistic
IM_1	Interested in visiting Bali because of itsculture	0.732	0.056	13.150 **
IM_3	The spirit of Balinese culture can coolingdown emotion	0.730	0.066	10.991 **
IM_4	The spirit of Balinese culture can stimulate inspiration	0.749	0.061	12.320 **
IM_5	Interested to enjoy in learning Balinese arts	0.711	0.080	8.971 **
IM_6	Interested to know Balinese life and theirculture	0.622	0.088	7.072 **

Source: analysed from primary data (2015).

showed that all of indicators in latent/variable extrinsic motivation have significant loading factor at the level $\alpha = 1\%$. The highest loading factor found in indicator EM3 which justified that external motivation for foreign tourist to visit Bali due to Bali has regular and irregular varieties of arts and culture festivals which has been undertaken throughout the year. Meanwhile, the lowest loading factor found in indicator EM5 which indicated that the lowest external motivation to motivate foreign tourist to visit Bali was Balinese hospitality.

Table 9
Value of Outer Loading of Indicators of The Variable Extrinsic Motivation

Items		Original Sample	Standard Error	t-Statistic
EM_3	Bali has varieties of arts and culture festivals	0.807	0.045	18.113 **
EM_4	Bali is a nice destination	0.763	0.065	11.690 **
EM_5	Balinese people are nice and welcome	0.609	0.101	6.041 **
EM_6	The uniqueness of daily life of Balinesepeople and their tradition	0.692	0.063	10.899 **

Source: analysed from primary data (2015).

Variable of trust have all reflective indicators (α=1%) which indicated that all indicators representative in

assessing variable trust. The highest loading factor found in the indicator TR$_4$ (0.825) and the lowest loading factor found in indicator TR$_2$ (0.807), see Table 10.

Table 10
Value of Outer Loading of Indicators of Variable Trust

	Items	Original Sample	Standard Error	t-Statistic
TR$_1$	Believe for Bali offers an interesting experience	0.824	0.046	17.894 **
TR$_2$	Believe for safety and comfortable services	0.807	0.034	23.893 **
TR$_3$	Believe for qualified competencies of management and tour guide	0.810	0.049	16.657 **
TR$_4$	Believe that management and tour guides are knowledgeable	0.825	0.040	20.542 **

Source: analysed from primary data (2015).

Variable of tourists' satisfaction has the most indicators compared to other variables. The results showed that all indicators were reflective indicators ($\alpha = 1\%$) which indicated that all indicators representative in assessing variable tourists' satisfaction. The highest loading factor found in the indicator (SA3) which indicated that satisfaction regarding visit cultural heritage sites was dominant indicator in reflecting tourist's satisfaction, meanwhile lowest loading factor found in the indicator (SA7) which indicated that satisfaction regarding Balinese hospitality was lowest indicator in reflecting tourist's satisfaction, see Table 11.

Table 11
Value of Outer Loading of Indicators of the Variable Tourists' Satisfaction

	Items	Original Sample	Standard Error	T Statistic
SA$_1$	Satisfaction regarding the uniqueness of Balinese arts	0.752	0.055	13.644 **
SA$_2$	Satisfaction regarding the uniqueness of Balinese culture	0.695	0.086	8.066 **
SA3	Satisfaction regarding visit cultural heritage sites	0.776	0.051	15.225 **

contd. table 11

Items		Original Sample	Standard Error	T Statistic
SA4	Satisfaction regarding conservation and maintenance of cultural tourism	0.650	0.080	8.089 **
SA5	Satisfaction regarding the quality of services	0.717	0.058	12.301 **
SA7	Satisfaction regarding the hospitality of Balinese people	0.516	0.082	6.288 **
SA8	Satisfaction regarding the quality of tourism facilities	0.626	0.082	7.634 **
SA9	Satisfaction regarding the whole attractionsand services of cultural tourism	0.775	0.055	14.025 **

Source: analysed from primary data (2015).

2) Inner or Structural Model

Propose of inner or structural model analysis is to test relationship between variable in the whole model. Value of path coefficients between variables can be seen in Figure 2, which indicated direct effects of each exogenous variable to the corresponding endogenous variable. There was also indirect effect of exogenous variable to endogenous variable through mediation of other variable. Sum of direct effect and indirect effect is the total effect of exogenous variables to endogenous variable.

a) Direct Effects of Exogenous Variables to Endogenous Variable

Relationship between variable with the level of significance can be seen in the Table 12.

The results showed that there were five significant direct effects of exogenous variables to endogenous variable ($\alpha = 1\%$), i.e., (i) direct effects between variable intrinsic motivation to trust, (ii) between intrinsic motivation to tourists' satisfaction, (iii) between extrinsic motivation to trust, (iv) between extrinsic motivation to tourists' satisfaction and (v) between trust to tourists' satisfaction. Meanwhile, only one non-significant direct effect was found between exogenous to endogenous variable, i.e., effect of intrinsic motivation to tourists' satisfaction with the path coefficient of 0.067. Variable which give the highest direct effect to tourist's satisfaction

Table 12
Direct Effects of Exogenous Variables to Endogenous Variable

Exogenous Variable		Endogenous Variable	Sample Mean	Stand. Deviation	t Statistic	p-Value	
Intrinsic Motivation	⇨	Trust	0.331	0.105	3.143	0.002	**
Intrinsic Motivation	⇨	Tourists' Satisfaction	0.067	0.091	0.744	0.457	ns
Extrinsic Motivation	⇨	Trust	0.407	0.122	3.325	0.001	**
Extrinsic Motivation	⇨	Tourists' Satisfaction	0.403	0.073	5.519	0.000	**
Trust	⇨	Tourists' Satisfaction	0.491	0.072	6.835	0.000	**

Mark

ns : Non significance

** : Significance ($\alpha = 1\ \%$)

in visiting cultural sites was variable trust followed by variable extrinsic motivation with the path coefficient were 0.491 and 0.403 respectively.

b) Indirect Effects of Exogenous Variables to Endogenous Variable

The results showed that there were two significant indirect effects of exogenous variables to endogenous variable ($\alpha = 1\ \%$), i.e., (i) indirect effect between variable intrinsic motivation to tourists' satisfaction, and (ii) between extrinsic motivation to tourists' satisfaction, see Table 13.

The results indicated that even though direct effect of intrinsic motivation to tourist's satisfaction was not significant, however, through variable trust, direct effect of intrinsic motivation to tourist's satisfaction was significant at $\alpha = 1\ \%$ and path coefficient was 0.162 which indicated that even though internal motivation was

not significant to tourist's satisfaction, the result showed that foreign tourist's trust to reputation of Bali as one of cultural and heritage destination supported by good reputation on managing destination as well as internal motivation of foreign tourist results in tourist's satisfaction.

c) Total Effect of Exogenous Variables to Endogenous Variable

Combination of direct and indirect effects forms total effects of an Exogenous Variables to Endogenous Variable. Table 14 shows total effect of the relationship between variables.

Feasibility of Structural Equation Model

To assess feasibility of the structural equation model, the value of Goodness of Fit (GoF) was used. The results showed that value of GoF was 0.5623 (more than the

Table 13
Indirect Effects of Exogenous Variables to Endogenous Variable

Variable				Mean	St. Dev	t- Statistic	p-Value	
Exogenous		Mediation	Endogenous					
Intrinsic Motivation	⇨	Trust	⇨ Tourists' Satisfaction	0.162	0.059	2.760	0.006	**
Extrinsic Motivation	⇨	Trust	⇨ Tourists' Satisfaction	0.200	0.062	3.215	0.001	**

Mark:

** : Significance ($\alpha = 1\ \%$)

Table 14
Effect of Exogenous Variables to Endogenous Variable in The Inner Model

Exogenous Variable		Endogenous Variable	Sample Mean	Stand. Deviation	t-Statistic	p-Value	
Intrinsic Motivation	⇨	Tourists' Satisfaction	0.230	0.089	2.578	0.010	**
Intrinsic Motivation	⇨	Trust	0.331	0.106	3.128	0.002	**
Extrinsic Motivation	⇨	Tourists' Satisfaction	0.603	0.084	7.181	0.000	**
Extrinsic Motivation	⇨	Trust	0.407	0.119	3.412	0.001	**
Trust	⇨	Tourists'Satisfaction	0.491	0.064	7.677	0.000	**

Mark

** : Significance (α = 1 %)

threshold value (0.50). Hence, further analysis can be continued. Statistical values to measure feasibility of variables in form structural equation model can be seen in the Table 15.

Table 15
Statistical Values to Measure Feasibility of Variables in form Structural Equation Model

Variables	Type of Variable	Number of Indicator	Composite Reliability (CR)	Average Variance Extracted (AVE)	R2
IntrinsicMotivation	Exogenous	5	0.835	0.504	NA[a]
Extrinsic Motivation	Exogenous	4	0.811	0.521	NA[x]
Trust	Endogenous	4	0.889	0.667	0.452
Tourists' Satisfaction	Endogenous	8	0.880	0.481	0.730
Average	-	-	0.541b	0.585	

Mark:

a : Not available value due to type of latent is exogenous latent

b : Average weight based with the weight number of indicators

The Table 15 shows determination coefficient (R^2) of each endogenous latent. Referring Chin *et al.* (2003) opinion that endogenous variable with the value of R^2 stays on the range between 0.19 to 0.33 is categorized as weakly explained; between 0.33 and 0.67 is categorized as moderate, and more than 0.67 is categorized as substantially explained. Hence, regarding this research, trust was endogenous variable which stays as moderate explained by exogenous corresponding variables and tourists' satisfaction was substantially explained by variable intrinsic motivation, extrinsic motivation and trust. Based on the value of Critical Ratio (CR), the results showed that all of variables in the model have CR more than the threshold value (0.60). The results indicated that all of indicators have reliable internal consistency. This information is complement information related to reliability of questionnaires which were based on the Alpha Cronbach coefficients which was explained previously.

DISCUSSION

Bali as one of the preferred destination in the world due to Bali has unique culture and rich in cultural heritage sites such as Temples of Taman Ayun, Tanah Lot, Uluwatu, Tirta Empul (Tampaksiring), Batur (Kintamani) and Besakih, as well as Bali Museum, Ubud Palace, and Penglipuran Village which makes Bali has been stated the island of God. Balinese people are really proud to preserve their unique culture which has been reflected in daily life in numerous traditional ceremonies and festivals.

Results of this study found that level of tourists' satisfaction were as follows: most of foreign tourists were

satisfied (with score of 5) regarding uniqueness of Balinese arts, uniqueness of Balinese culture, cultural heritage sites, quality of services, hospitality and whole attraction and services. In addition, most of respondents were satisfied (with score of 4) regarding conservation and maintenance, entrance fees and tourism facilities. None of them were dissatisfied (with the score of 1) regarding uniqueness of Balinese arts, uniqueness of Balinese culture and cultural heritage sites. The results indicated that Bali is still attractive destination to be visited even though Bali faced by globalization that covered by modern development in all aspect. The results indicated that Balinese people were convinced to have ability in preserving and maintaining cultural and heritage sites based on the Balinese Hindu philosophy in implementation the concept of *Tri Hita Karana* which keep preserving and maintaining balance relationship between Balinese people and God, relationship between human and human and relationship between human and their environment. All of these beliefs are the strengths of Balinese people in supporting Bali as memorable destination as an extrinsic motivation of foreign tourists to keep visiting Bali.

As long as Balinese community supported by government can manage foreign tourist's trust, foreign tourists will tend to keep visiting Bali. Because, foreign tourist will improve their intrinsic motivation after having experience during their time in Bali. People in a destination should be able to give satisfaction services to the visitors, keep trying to make nice and memorable experience in order to stimulate visitors' happiness that make them feel comfortable, safe and always creating attractive experience to improve visitors' interest so that this could results in persuade more friends and relatives to visit Bali. As the results showed that level of tourists' satisfaction mostly satisfied with score of 5 regarding uniqueness of Balinese arts, uniqueness of Balinese culture, cultural heritage sites, quality of services, hospitality and whole attraction and services and none of them were dissatisfied means that Balinese community have high awareness regarding in preserving and maintaining cultural and heritage sites of Bali.

Statistical results of this study also found that direct effects relationship were found in terms of relationship (i) between variable intrinsic motivation to trust, (ii)

between intrinsic motivation to tourists' satisfaction, (iii) between extrinsic motivation to trust, and (iv) between extrinsic motivation to tourists' satisfaction and (v) between trust to tourists' satisfaction. Even though there was not significant relationship found between intrinsic motivation to tourists' satisfaction, results of indirect effect showed that intrinsic motivation significantly influences tourist's satisfaction through variable trust. This indicated that even though internal motivation of foreign tourists directly was not significant to influence tourist's satisfaction, the results showed that foreign tourist's trust in the reputation of Bali as one of cultural and heritage destination indirectly bring about tourists' satisfaction in visiting cultural and heritage sites of Bali. Hence the powerful of Balinese belief need to be protected, preserved and maintained through keep spreading out the vibration of good efforts in implementing cultural and art in daily activities. Preserving the cultural and heritage site of Bali need further attention from the government through creating the rule in protecting cultural and heritage sites as has been inscribed by UNESCO on July 2012 that cultural and natural landscape of Bali has been inscribed on the World Heritage list of convention concerning the protection of the world cultural and natural heritage. Inscription of this list confirm the famous universal value of a cultural and natural landscape which could give benefit to the Balinese community.

Limitation

Assessing the effect of foreign tourists' satisfaction of cultural tourism in Bali on tourists' loyalty has not been undertaken in this study. This research is really important in order to develop strategy to evaluate and preserve heritage site of Bali.

Suggestion for further research

It is suggested to undertake further research on relationship between foreign tourists' satisfaction and tourists' loyalty in cultural and heritage site of Bali.

CONCLUSION

Level of tourists' satisfaction were as follows: most of foreign tourists were satisfied (with score of 5) regarding

uniqueness of Balinese arts, uniqueness of Balinese culture, cultural heritage sites, quality of services, hospitality and whole attraction and services. In addition, most of respondents were slightly satisfied (with score of 4) regarding conservation and maintenance, entrance fees and tourism facilities. None of them were dissatisfied (with the score of 1) regarding uniqueness of Balinese arts, uniqueness of Balinese culture and cultural heritage sites.

Variables that influence tourists' loyalty in visiting cultural and heritage sites of Bali were intrinsic motivation, extrinsic motivation and trust which all indicators were reflective indicators in assessing the variables intirect effects relationship, there were significant relationship (i) between variable intrinsic motivation to trust, (ii) between intrinsic motivation to tourists' satisfaction, (iii) between extrinsic motivation to trust, and (iv) between extrinsic motivation to tourists' satisfaction and (v) between trust to tourists' satisfaction. Meanwhile, there was not significant relationship between intrinsic motivation to tourists' satisfaction. However, based on indirect effect, intrinsic motivation significantly influences tourist's satisfaction through variable trust which indicated that even though internal motivation was not significant to influence tourist's satisfaction, the results showed that foreign tourist's trust in the reputation of Bali as one of cultural and heritage destination supported by good reputation on managing destination as well as internal motivation of foreign tourist which results in tourists' satisfaction.

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