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The Effect of Product Quality and Service Quality on Tourist Satisfaction and Revisit Intention to La Brisa Bali

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Abstract

La Brisa Bali is a renowned beach club located in the tourist hub of Canggu, Bali. The name "La Brisa" reflects the untamed yet captivating and soothing nature of the sea breeze. This study purposes to analyzing the effect of service quality and product quality on tourist satisfaction and their intention to revisit La Brisa Bali. A quantitative approach was employed, with a sample of 200 respondents selected through purposive sampling. Data collection methods included questionnaires, interviews, observations, and literature review. Data analysis was conducted using Structural Equation Modelling (SEM) with SmartPLS 3.3.3. The results indicate that service quality and product quality both significantly and positively affect tourist satisfaction. Tourist satisfaction, in turn, positively influences their intention to revisit. Furthermore, service quality and product quality directly and indirectly affect the intention to revisit, mediated by tourist satisfaction.

Keywords: Service Quality, Product Quality, Satisfaction, Revisit Intention, La Brisa Bali

INTRODUCTION

Indonesia's tourism industry has experienced rapid growth, significantly contributing to national foreign exchange earnings through sectors such as accommodation, transportation, tourist attractions, and infrastructure. Law No. 10 of 2009 emphasizes the strategic role of tourism in enhancing national income, the economy, and employment opportunities. Bali, as a premier destination renowned for its natural beauty

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and culture, requires collaboration to build a strong image and attract tourists. This growth also opens new business opportunities, including the establishment of 49 Beach Clubs in Bali, reflecting the dynamic nature of the evolving tourism industry (Hariyana et al., 2015), and (Idntimes.com, 2023).

The intense competition demands that managers pay close attention to tourist attractions. La Brisa, one of Bali's famous beach clubs, stands out with its iconic restaurant concept, Echo Beach views, and tropical design using reclaimed wood. In the tourism industry, service quality and product quality are key to tourist satisfaction, as confirmed by research from (Winazora and Andira Nova 2024). La Brisa must continue to focus on visitor satisfaction to remain competitive and encourage repeat visits.

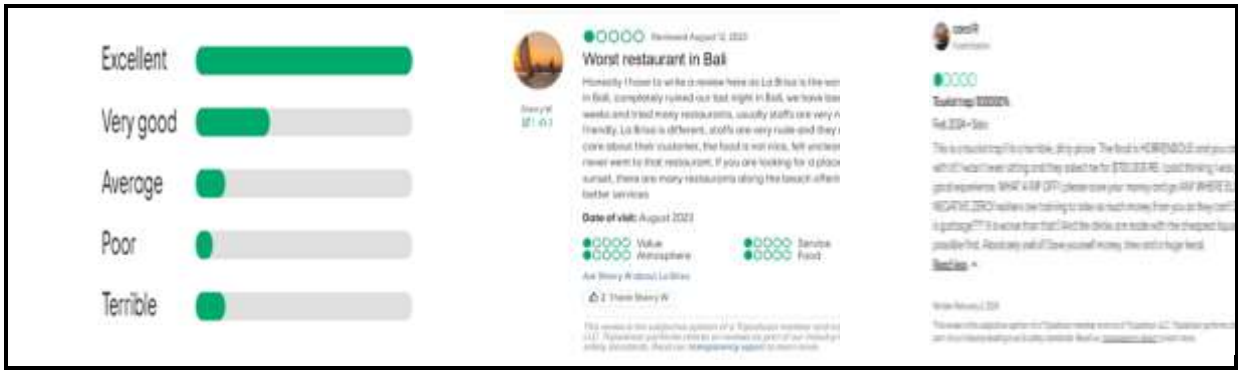


Figure 1: La Brisa Reviews on Tripadvisor
Source: Tripadvisor (2024)

Based on Figure 1, La Brisa received 58 "poor" reviews and 100 "terrible" reviews, indicating a significant level of customer dissatisfaction. These negative reviews criticize the quality of food, drinks, and service, with descriptions of food being "worse than garbage," low-quality drinks, and prices that do not match the quality. Some reviews even reported food poisoning, further damaging La Brisa's image and reducing customer satisfaction, which impacts their intention to return. This study highlights the importance of service and product quality in influencing customer satisfaction and revisit intentions, consistent with the findings of (Shariff et al. 2015) and (Hariyanto et al. 2022). Good service and product quality are essential for enhancing customer satisfaction and loyalty in the tourism industry, as explained by (Huda and Waloejo 2022) and (Pallefi and Widiartanto, 2017).

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LITERATURE REVIEW

Service Quality and Product Quality

Service quality is measured by how well services meet customer needs and expectations, influencing repeat purchases and loyalty (Kotler, 2019). (Tjiptono 2014) identifies five key dimensions: tangibility, reliability, responsiveness, assurance, and empathy. (Parasuraman et al. 2001) expand on this with ten dimensions, including reliability, responsibility, competence, access, courtesy, communication, credibility, security, understanding, and tangibles. Product quality is also crucial in the tourism industry and affects tourist satisfaction. (Kotler and Armstrong 2012) link product quality to the performance of products or services. Malau (2017) highlights the role of quality in customer retention, while (Assauri 2015) connects product quality with consumer satisfaction. (Mowen Minor and Garvin 2002), as cited in (Tjiptono 2016), elaborate on product quality dimensions such as performance, durability, conformance to specifications, features, and aesthetics.

Satisfaction and Revisit Intention

Tourist satisfaction is the overall evaluation of goods and services after use, influencing loyalty and recommendations (Mowen and Minor, 2002), (Kotler & Keller, 2019). Satisfaction dimensions include product quality, price, service quality, emotional factors, and ease of product acquisition (Lupiyoadi, 2001; Tjiptono and Chandra, 2016). (Valle 2006) adds dimensions such as overall satisfaction, attributes, and expectation fulfillment. Revisit intention is the willingness of tourists to revisit the same destination, influenced by experience and satisfaction during the visit (Um et al., 2006) and (Kwortnik & Thompson, 2009).

The Conceptual Framework and Hypothesis

Based on the description provided, the conceptual framework illustrating the relationships between the variables under study is depicted (Musturoh & Nauri, 2018).

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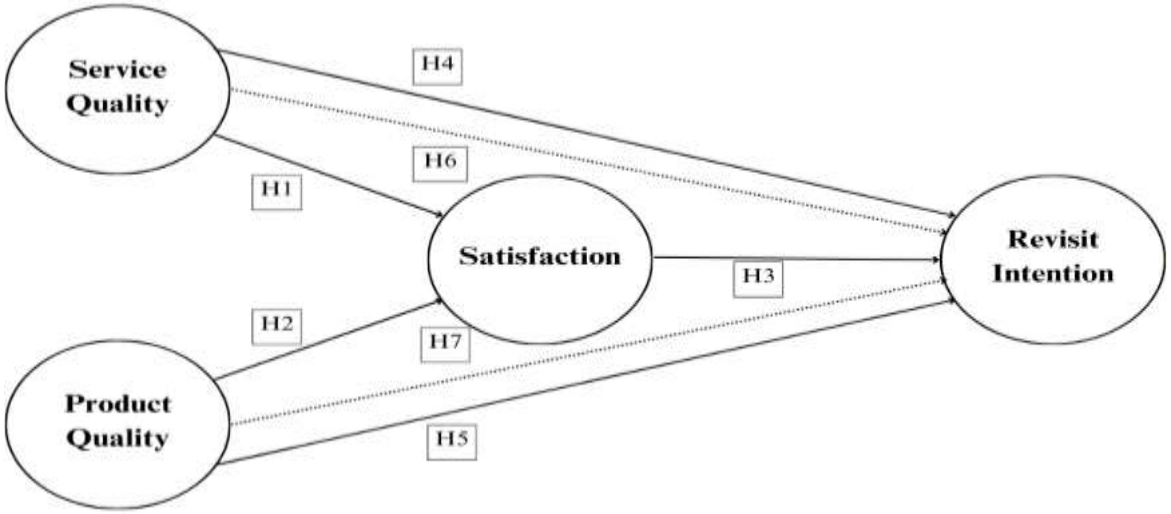


Figure 2: Conceptual Framework of the Research

According to the conceptual framework presented in Figure 1, the research hypotheses are formulated as follows:

H1: Service Quality Affects The Satisfaction Of Visiting Tourists.
H2: Product Quality Affects The Satisfaction Of Visiting Tourists.
H3: Tourist Satisfaction Affects The Intention To Revisit.
H4: Service Quality Affects The Intention To Revisit.
H5: Product Quality Affects The Intention To Revisit.
H6: Service Quality Affects The Intention To Revisit, Mediated By Satisfaction.
H7: Product Quality Affects The Intention To Revisit, Mediated By Satisfaction.

RESEARCH METHODS

This study adopts a quantitative approach with confirmatory research to examine latent variable indicators. Conducted at La Brisa Bali, the study analyzes the impact of service quality and product quality on tourist satisfaction and revisit intention.

Table 1 Operational Definition of Variables

Var	Sub Variable	Indikator and Code
Service Quality	Tangibles	The staff are professional and have an attractive appearance **(X1.1)**
	Reliability	The staff can provide services quickly and accurately **(X1.2)**

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	Responsiveness	The staff are responsive in assisting tourists by addressing requests and complaints **(X1.3)**
	Ansurance	The staff possess strong knowledge to deliver optimal service **(X1.4)**
	Emphaty	The staff exhibit high sensitivity to tourist needs **(X1.5)**
Product Quality	Performance	The food and beverages offered have distinctive features not found in other beach clubs **(X2.1)**
	Durability	Food and beverages are served fresh with a pleasant aroma (X2.2
	Conformance To Specifications	The food and beverages sold match the menu presented to tourists **(X2.3)**
	Features	The menu offers innovative choices **(X2.4)**
	Reliability	The taste of the food and beverages competes well with other beach clubs **(X2.5)**
	Aesthetics	The food and beverages have an impressive presentation for tourists **(X2.6)**
	Perceived Quality	The price of food and beverages aligns with their quality **(X2.7)**
	Serviceability	The service is comfortable, and complaints are handled satisfactorily **(X2.8)**
Satisfaction	General	Tourists are satisfied with their visit **(Y1.1)**
	Attribute	Tourists are satisfied with the products and services **(Y1.2)**
	Espektasi	Tourists feel their experience meets expectations when visiting **(Y1.3)**
Revisit Intention	Visit Again	Tourists are willing to visit again **(Y2.1)**
	Invite	Tourists are willing to invite others to visit **(Y2.2)**
	Positive Tale	Tourists are willing to share their experience with others **(Y2.3)**
	Priority	Tourists will prioritize this destination over other beach clubs **(Y2.4)**

Source: (Tjiptono (2016), (Valle 2006), and (Zeithaml et al. 2018).

The research instruments used in this study include questionnaires, interviews, observations, and literature review, with a sample of 200 tourists (Tjiptono, 2016, (Valle, 2006) and (Zeithaml et al., 2018), and the data were analyzed using SmartPLS. The questionnaire, designed based on research criteria (Kotler, 2019), employs a Likert scale of 1-5 to measure respondents' perceptions (Cooper & Schindler, 2011). Valid and

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reliable data were analyzed using Structural Equation Modeling with SmartPLS (Chin, 1998), (Ghozali, 2014) and (Sugiyono, 2016).

RESULT AND DISCUSSION

Overview of La Brisa Bali

La Brisa Bali is a popular beach club in Canggu, Bali, established in 2017 by the Spanish couple, Gonzalo and Sandra Assiego. Strategically located near renowned tourist areas such as Seminyak, Kuta, Jimbaran, and Nusa Dua, La Brisa offers a unique tropical experience with stunning views of Echo Beach. The beach club is distinguished by its distinctive design, crafted from reclaimed wood sourced from over 500 old fishing boats, creating an aesthetic that is both uniquely Balinese and visually captivating. La Brisa features two levels, each offering panoramic views of the beach and a swimming pool surrounded by coconut trees. Beyond its appealing facilities, the beach club hosts a weekly event, La Brisa Farmer's Day, every Sunday, supporting local vendors with a variety of fresh products. Open every day from 10:00 AM to 11:00 PM WITA, La Brisa does not charge an entrance fee but requires a minimum spend for certain seating areas, ranging from IDR 500,000 to IDR 2,000,000, depending on the seating capacity and location. Known for its relaxed atmosphere and welcoming community, La Brisa is an ideal destination for unwinding and socializing.

Structural Equation Modeling Analysis Results

Structural Equation Modeling (SEM) is a multivariate analysis technique that integrates factor analysis, path analysis, and regression to examine relationships among variables, predict outcomes, and develop theories (Ghozali, 2014).

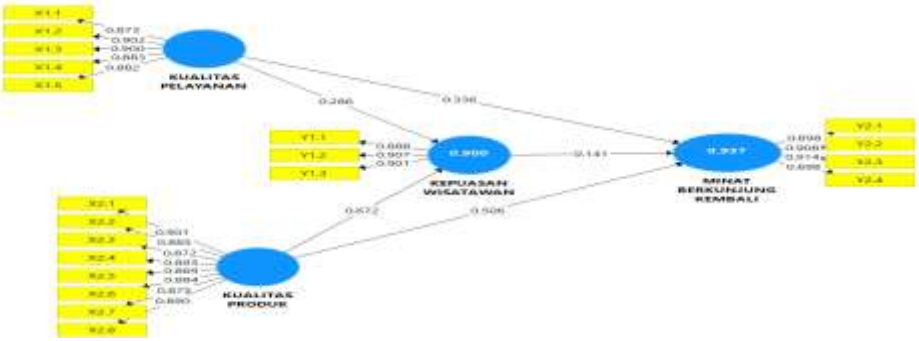


Figure 3: Analysis Results Using SmartPLS

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The data processed with SmartPLS, as shown in Figure 2, reveals that all indicators for each variable in this study have loading factors greater than 0.70. Indicators with loading factors above 0.70 exhibit high validity, thus meeting the criteria for convergent validity. Consequently, the variables are considered valid and suitable for analysis of discriminant validity, as detailed in Table 3.

Table 3
Outcomes of the Discriminant Validity Examination Based on Cross Loading

Code	Service Quality	Product Quality	Satisfaction	Revisit Intention
X1.1	0.873	0.836	0.794	0.838
X1.2	0.902	0.861	0.846	0.856
X1.3	0.900	0.873	0.838	0.859
X1.4	0.883	0.849	0.827	0.842
X1.5	0.882	0.825	0.814	0.824
X2.1	0.848	0.901	0.853	0.861
X2.2	0.836	0.885	0.829	0.843
X2.3	0.840	0.872	0.829	0.826
X2.4	0.856	0.893	0.843	0.868
X2.5	0.830	0.869	0.811	0.826
X2.6	0.834	0.884	0.842	0.838
X2.7	0.853	0.875	0.835	0.860
X2.8	0.863	0.890	0.841	0.867
Y1.1	0.800	0.812	0.888	0.841
Y1.2	0.848	0.860	0.907	0.831
Y1.3	0.853	0.875	0.901	0.838
Y2.1	0.840	0.851	0.794	0.898
Y2.2	0.871	0.877	0.830	0.908
Y2.3	0.872	0.879	0.838	0.914
Y2.4	0.856	0.868	0.905	0.898

Source: Data processed with SmartPLS

Based on the outer model analysis results presented in Table 3, the study is deemed suitable for proceeding with the inner model test. The cross-loading results

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shown in Table 5 indicate that the correlations between constructs and their indicators are higher than those with other constructs, demonstrating that all constructs or latent variables possess good discriminant validity (Ghozali, 2014).

Direct and Mediation Effects

This study performed hypothesis testing to assess both the direct and indirect effects of the proposed hypotheses. The testing criteria include the statistical test value and p-value, where a hypothesis is accepted if the p-value is less than 0.05 and the statistical value exceeds the t-table value of 1.96 (Ghozali, 2014). This testing utilized the bootstrapping method to analyze the data, as presented in Table 4

Table 4 Direct and Mediation Effects

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Direct Effects					
satisfaction-> revi intention	0.141	0.140	0.056	2.501	**0.013**
Product Quality satisfaction	0.286	0.291	0.079	3.608	**0.000**
Service Quality Revisit intention	**0.336**	**0.331**	**0.063**	**5.335**	**0.000**
Product Quality Satisfaction	**0.672**	**0.665**	**0.077**	**8.745**	**0.000**
Product Quality revisit intention	**0.506**	**0.511**	**0.071**	**7.117**	**0.000**
Mediation Effect					
Service Quality Satisfaction-> Revi intention	**0.040**	**0.041**	**0.020**	**1.992**	**0.047**
product Quality satisfaction-> revi intention	**0.095**	**0.093**	**0.039**	**2.423**	**0.016**

Source: Processed Data from SmartPLS, 2024.

Based on the results of the SmartPLS analysis of direct and mediation effects presented in Table 4, the following is a summary of the findings and research hypotheses regarding La Brisa Bali:

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Effect of Service Quality on Satisfaction

Service quality has a positive and significant impact on visitor satisfaction at La Brisa Bali. This result is consistent with previous research by (Shariff et al. 2015), (Mau 2022), (Pratama et al. 2021), (Chaerudin et al. 2021), and (Payangan et al. 2018), which demonstrate that service quality significantly affects satisfaction. The coefficient of service quality on visitor satisfaction is 0.286, with a t-statistic of 3.608 and a p-value < 0.05, leading to the rejection of H0 at a 95 percent confidence level.

Effect of Product Quality on Satisfaction

Product quality also has a positive and significant impact on visitor satisfaction at La Brisa Bali. This study supports the findings of (Law et al. 2024), (Payangan et al. 2018), (Chaerudin et al. 2021), and (Mau 2022), which show that product quality influences satisfaction. The coefficient of product quality on visitor satisfaction is 0.672, with a t-statistic of 8.745 and a p-value < 0.05, leading to the rejection of H0 at a 95 percent confidence level.

Effect of Satisfaction on Revisit Intention

Visitor satisfaction has a positive and significant impact on revisit intention. This finding aligns with (Shariff et al. 2015), (Mau 2022), and (Indriastuty 2020), who demonstrate a positive relationship between satisfaction and revisit intention. The coefficient of visitor satisfaction on revisit intention is 0.141, with a t-statistic of 2.501 and a p-value < 0.05, leading to the rejection of H0 at a 95 percent confidence level.

Effect of Service Quality on Revisit Intention

Service quality significantly influences revisit intention at La Brisa Bali. This study supports the findings of (Septianing and Farida 2021), (Indriastuty 2020), and (Pratama et al.2021), which show that service quality impacts revisit intention. The coefficient of service quality on revisit intention is 0.506, with a t-statistic of 7.117 and a p-value < 0.05, leading to the rejection of H0 at a 95 percent confidence level.

Effect of Product Quality on Revisit Intention

Product quality also positively and significantly impacts revisit intention. This finding is consistent with (Shariff et al. 2015) and (Mau 2022), who demonstrate a positive effect of product quality on revisit intention. The coefficient of product quality on revisit

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intention is 0.506, with a t-statistic of 7.117 and a p-value < 0.05, leading to the rejection of H0 at a 95 percent confidence level.

Effect of Service Quality on Revisit Intention Mediated by Satisfaction

Service quality significantly influences revisit intention through visitor satisfaction. This result supports (Pratama et al. 2021), (Indriastuty 2020), and (Septianing and Farida 2021), who demonstrate that visitor satisfaction mediates the relationship between service quality and revisit intention. The t-statistic coefficient is 1.992 with a p-value < 0.05, leading to the rejection of H0 at a 95 percent confidence level.

Effect of Product Quality on Revisit Intention Mediated by Satisfaction

Product quality significantly influences revisit intention through visitor satisfaction. This finding aligns with (Shariff et al. 2015) and (Law et al. 2024), who show that visitor satisfaction mediates the effect of product quality on revisit intention. The t-statistic coefficient is 2.423 with a p-value < 0.05, leading to the rejection of H0 at a 95 percent confidence level.

CONCLUSION

Based on the research findings on tourist behavior at La Brisa Bali, it can be concluded that both service quality and product quality have a positive and significant impact on tourist satisfaction. Enhancements in these two aspects will contribute significantly to increasing the satisfaction of tourists visiting La Brisa Bali. Furthermore, tourist satisfaction has been proven to have a positive and significant effect on their intention to revisit La Brisa Bali, indicating that satisfied tourists are more likely to have the intention to return. This suggests that improvements in service and product quality will not only elevate tourist satisfaction but also increase the likelihood of their return visits to La Brisa Bali. Additionally, both service and product quality positively influence revisit intention through tourist satisfaction, underscoring the role of satisfaction as an important mediator in this relationship and highlighting the importance of focusing on quality improvements to encourage repeat visits.

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