

Tourist Perceptions of Product Diversification at Beach Clubs in Badung Regency, Bali-Indonesia

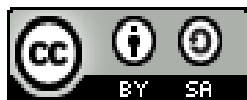
Putu Diah Kesumadewi^{1*}, A.A Manik Pratiwi², Ni Putu Ariningsih³, Trisna Putra⁴

^{1,2}Universitas Udayana, Indonesia

⁴Universitas Negeri Padang, Indonesia

E-mail: diahkusumadewi@unud.ac.id¹, a.manikpratiwi@unud.ac.id², putu.arningsih@unud.ac.id³, tputra@fpp.unp.ac.id⁴

Article History	Abstract
Received: 12 December 2025 Accepted: 20 April 2026 Published: 27 June 2026	<p><i>This research analyzes tourist perceptions of beach club service products in Badung Regency, focusing on four key dimensions: food quality, service quality, atmosphere, and pricing. The study aims to examine how these components collectively shape visitor evaluations within experiential tourism settings. A descriptive quantitative design was employed, with data collected through Likert-scale questionnaires completed by 100 beach club visitors in Badung Regency. The instrument measured perceptions across four variables operationalized from established hospitality and tourism literature. Descriptive statistical analysis was used to calculate mean scores and identify patterns in perceptions. All dimensions received positive evaluations within the “agree” category. Atmosphere recorded the highest mean score (4.23), followed by service quality (4.07), food quality (4.04), and pricing (3.86). The findings indicate that experiential elements particularly ambiance and interpersonal service interactions are the primary determinants of visitor satisfaction, while pricing remains the most sensitive dimension. Beach clubs in Badung Regency successfully deliver experience-oriented services that align with contemporary leisure tourism trends. The results underscore the importance of maintaining consistent, immersive service design to strengthen competitiveness in the coastal tourism industry. This research contributes to understanding behavioral tendencies in beach club tourism and provides insights for improving service strategies.</i></p> <p>Keywords: <i>beach club services; product diversification; tourist perception, visitor experience</i></p>



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INTRODUCTION

Beach clubs have emerged as a significant component of Bali’s tourism ecosystem, particularly in Badung Regency, where coastal attractions dominate visitor preferences (Mananda et al., 2024). The integration of food and beverage services, entertainment, and beachfront ambiance creates a holistic leisure experience that aligns closely with the growing trend toward experiential, lifestyle-based tourism (Feng, M., & Xu, Y. H., 2026). Prominent beach clubs such as Potato Head, Atlas, and Palmilla have evolved into iconic leisure destinations, reflecting the transformation of coastal tourism into experience-driven attractions, supported by strong media visibility and visitor engagement (Jordan, J., & Fauzy, B., 2023; Nisari, M. A., & Özeren, E., 2024).

Despite the rapid growth of beach clubs as experiential tourism products, existing studies have predominantly focused on general service quality, destination image, or customer satisfaction in hospitality contexts, with limited attention given to the integrated perception of diversified service products within beach club environments. Previous research tends to examine service attributes in isolation, such as food quality, service performance, or pricing, without capturing how these elements interact simultaneously within a curated leisure ecosystem (Väisänen, H. M., Uusitalo, O., & Ryyänen, T., 2023). Furthermore, there remains a lack of empirical studies that specifically examine how tourists collectively perceive experiential and functional attributes in coastal leisure settings, such as beach clubs, particularly in Bali's highly competitive tourism landscape. (Tedjakusuma & Kulachaic, 2026) This indicates a clear research gap in understanding beach clubs not merely as service providers, but as multi-dimensional experiential platforms.

Understanding tourists' perceptions of beach club service products is crucial, as perceptions directly influence satisfaction and revisit intention, two fundamental behavioral outcomes in consumer theory. Perception is shaped by both cognitive evaluations and emotional responses arising from service encounters and environmental stimuli (Chen, W. Q., Lee, H. S., & Wang, M., 2025). In tourism settings, visitor intention is also influenced by a combination of functional attributes (e.g., cleanliness, safety, pricing fairness) and symbolic or experiential attributes (e.g., atmosphere, social value, and aesthetic appeal), which together form the overall service experience (Peng, C., Zhang, M., Zhang, X., & Ma, X., 2025).

Based on these considerations, this study aims to analyze tourist perceptions of service product diversification in beach clubs in Badung Regency, focusing on four key dimensions: food quality, service quality, atmosphere, and pricing. Unlike prior studies that treat these dimensions separately, this research adopts an integrative approach to examine how these components collectively shape visitor evaluations within a single experiential setting.

The novelty of this research lies in its positioning of beach clubs as holistic experiential ecosystems, in which multiple service elements are evaluated not only individually but also as an interconnected system that generates emotional and symbolic value (Monferrer Tirado, D., Moliner Tena, M. A., & Estrada, M., 2024). By combining the Experience Economy framework, Servicescape Theory, and consumer behavior perspectives, this study provides a more comprehensive understanding of how experiential consumption is constructed in coastal tourism environments (Chang, 2018). Additionally, this study contributes empirically by offering context-specific insights from Badung Regency, one of Bali's most dynamic tourism hubs, thereby enriching the literature on experiential tourism and service product diversification in emerging leisure industries. (Antara et al., 2025).

RESEARCH METHOD

A quantitative descriptive design was employed, a commonly used approach in tourism perception studies due to its ability to systematically capture behavioral tendencies and visitor evaluations (Sugiyono, 2018; Sutapa & Wullur, 2015). Data were collected using structured Likert-scale questionnaires administered to 100 tourists visiting beach clubs in Badung. Badung

Regency is recognized as a central hub for coastal tourism in Bali, with high visitation rates and strong development indicators supporting tourism activities (Kabupaten Badung Dalam Angka 2025, 2025).

The research instrument was developed based on four main variables, namely food quality, service quality, ambiance, and pricing, which were operationalized into measurable indicators derived from established literature in hospitality and tourism studies (Oliveras-Villanueva et al., 2020). Specifically, food quality was measured through indicators such as taste, menu variety, presentation, and portion suitability. Service quality included staff friendliness, responsiveness, professionalism, and service efficiency. Ambiance (servicescape) was assessed in terms of cleanliness, aesthetic design, music, comfort, and overall environmental attractiveness. Meanwhile, pricing was measured using indicators of price fairness, value for money, price transparency, and perceived affordability. Each indicator was translated into several statement items and evaluated using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), ensuring consistency with standard approaches to measuring perceptions in tourism research. (Likert scale, n.d.)

The data analysis technique employed in this study was descriptive statistics, aimed at identifying patterns in tourist perceptions across variables (Schreiber, 2008). The analysis involved several stages: (1) coding and tabulating questionnaire responses; (2) calculating mean scores for each indicator and variable; and (3) classifying the results into perception categories using interval scale interpretation (e.g., very low to very high) (Singh, A. K., Tyagi, P. K., & Sharma, P., 2020). Mean score analysis was used to assess the relative strength of each dimension in shaping visitor perceptions. (Medeiros et al., 2025). In addition, the study applied a comparative interpretation approach to examine differences across variables and identify the most dominant factors influencing tourist evaluations (Zhao, W., & Chan, C. S., 2023).

To ensure the instrument's robustness, validity, and reliability, procedures were conducted at the conceptual level, drawing on established measurement constructs from previous studies (Lee, T. H., & Jan, F. H., 2022). Although item-level statistical testing (e.g., Cronbach's alpha) was not possible due to data limitations, the use of theoretically grounded indicators supports the instrument's content validity (Asmelash, A. G., & Kumar, S., 2019). Complementary qualitative insights were also incorporated through field observation and literature review, particularly to support the interpretation of results related to service operations, spatial layout, and visitor flow. (Shang et al., 2026) This combination of quantitative descriptive analysis and contextual interpretation strengthens the study's overall analytical framework and aligns with common practices in tourism perception research (Yuwono et al., 2021)

RESULT AND DISCUSSION

The findings of this study indicate that all examined dimensions of food quality, service quality, atmosphere, and pricing obtained positive mean scores, reflecting an overall favorable evaluation of beach club service products in Badung Regency. This result suggests that visitors generally perceive beach clubs as delivering satisfactory and experience-oriented services across both functional and experiential attributes. Among these dimensions,

atmosphere recorded the highest score, followed by service quality and food quality, while pricing, although still positive, showed relatively lower evaluations. These results highlight that while all service components meet visitor expectations, experiential elements play a more dominant role in shaping positive perceptions.

Furthermore, the consistently positive scores across all variables demonstrate that beach clubs have successfully positioned themselves as integrated leisure environments that combine service performance with sensory and emotional engagement. This pattern aligns with established theoretical models in tourism studies, service quality, and consumer behavior (Kotler, 2013), particularly the Experience Economy framework, which emphasizes the importance of memorable, immersive experiences in shaping tourist satisfaction.

These aggregated perception scores are summarized in Table 1, which illustrates the relative strength of each experiential component and reflects patterns similar to those found in visitor experience studies of beach club attractions in Bali (Jordan, J., & Fauzy, B., 2023). These aggregated perception scores are summarized in Table 1, which illustrates the relative strength of each experiential component.

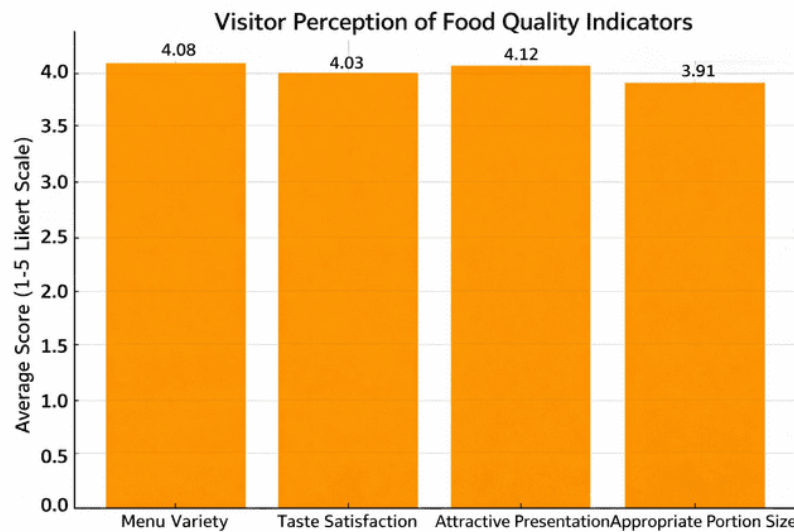
Table 1. Summary of Average Perception Scores by Dimension

Dimension	Score
Food Quality	4.04
Service Quality	4.07
Atmosphere	4.23
Pricing	3.86

Source: Processed Research Data, 2025

Perceptions of food quality, reflected in an average score of 4.04, demonstrate that visitors appreciate menu variety, taste, and the aesthetic presentation of food and beverages. The strong emphasis on presentation directly supports Pine and Gilmore's Experience Economy Theory, which argues that consumers increasingly seek memorable, aesthetically curated experiences rather than simple functional products. Younger tourists in particular respond positively to visually engaging food, as such experiences not only enhance enjoyment but also align with contemporary lifestyle and social media consumption patterns (Zhang, Y., Hsu, F. C., & Gao, L., 2025).

However, the lower evaluation of portion size suggests a potential gap in perceived value. This aligns with Zeithaml's Perceived Value Theory, which posits that consumers evaluate whether the benefits they receive are proportional to the monetary and non-monetary costs incurred. Similar value-related perceptions have been found in destination revisit studies, in which dissatisfaction with functional elements weakens the overall experience (Tosun, C., Dedeoğlu, B. B., & Fyall, A., 2015).



Source: Processed Research Data, 2025

Service quality, with an average score of 4.07, reinforces the central role of human interaction in shaping leisure experiences. Visitors highlight staff friendliness, professionalism, and responsiveness as key strengths, reflecting the empathy, assurance, and responsiveness dimensions of the SERVQUAL model developed by Parasuraman. These interpersonal aspects are crucial in leisure environments, where emotional engagement is integral to the service experience, consistent with hospitality findings that service quality significantly shapes satisfaction and loyalty (Hapsari et al., 2017).

The comparatively lower ratings for efficiency and timeliness suggest that, while staff hospitality is strong, there may be operational bottlenecks that compromise reliability, another core SERVQUAL dimension. Similar patterns have been noted in tourism service studies, where operational alignment directly influences revisit intention and tourist interest (Sondakh S Tumbel, 2016; Yandi et al., 2023). This indicates a need to balance emotional labor with consistent service delivery, particularly during peak operating periods. (Febrianty et al., 2025).

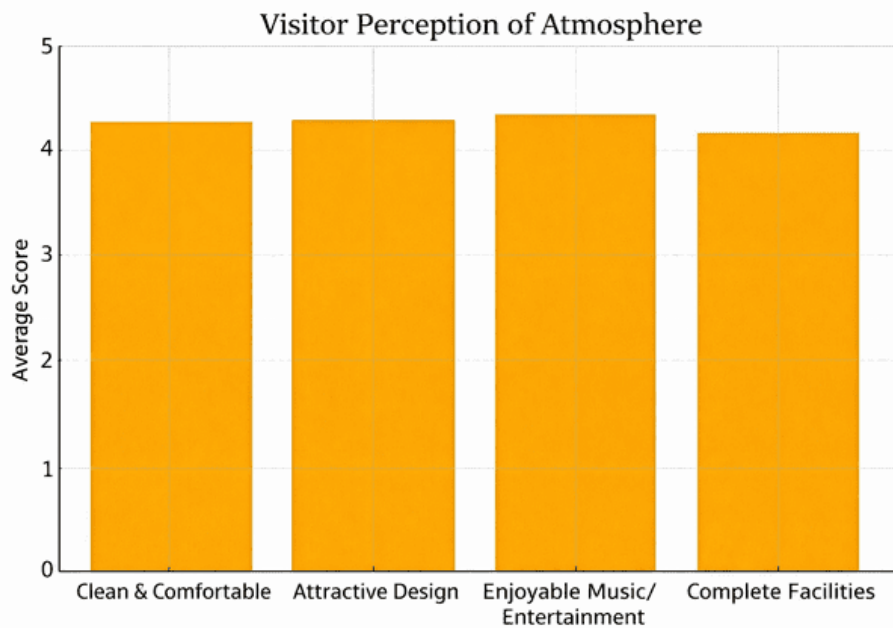


Source: Processed Research Data, 2025

The atmosphere dimension emerges as the strongest component of visitor perceptions, with a score of 4.23. This demonstrates the influential role of physical and sensory environments in shaping satisfaction. Bitner's Servicescape Theory explains this pattern by emphasizing how ambient conditions, spatial design, lighting, music, and environmental cues influence emotional responses and behavioral intentions.

For beach clubs, atmosphere is not simply a backdrop but a defining element of the experience. This aligns with Urry's Tourist Gaze perspective, highlighting tourists' desire for visually distinct and emotionally stimulating environments. In contemporary beach club settings such as those documented in architectural and spatial studies by Jordan and Fauzy (2023) the interplay of aesthetic design, material choice, and environmental layout contributes significantly to affective evaluations.

The consistently high ratings for cleanliness, design appeal, and entertainment affirm that beach clubs succeed in creating immersive sensory experiences that resonate with modern leisure travelers seeking environments that diverge from their everyday surroundings. This is consistent with findings in Bali's beach club marketing research, which identifies ambiance as a dominant pull factor influencing visitor decisions (Hutami S Narottama, 2021).

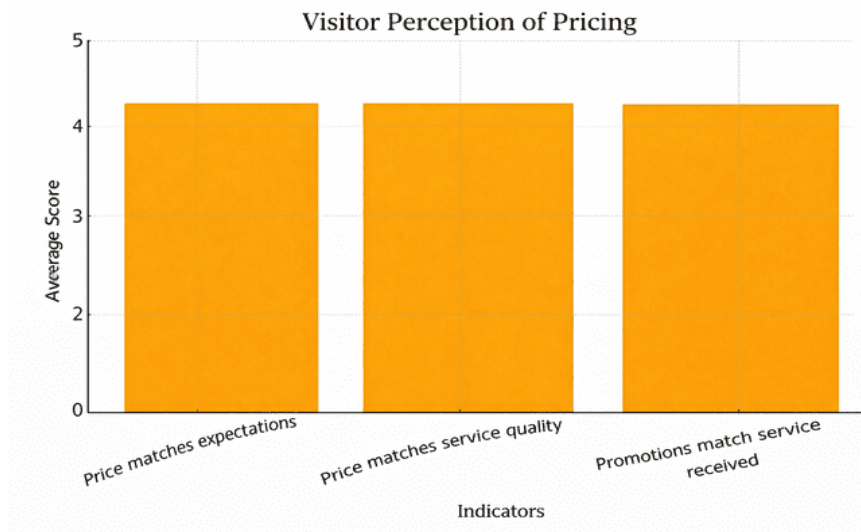


Source: Processed Research Data, 2025

Pricing, although still evaluated positively with a mean score of 3.86, represents the most sensitive dimension. While visitors generally perceive pricing as fair relative to the experience offered, the lower score indicates varying expectations about value. This aligns with perceptual thresholds identified in consumer behavior research, where price acceptance depends heavily on perceived experiential benefits (Zeithaml et al., 2018).

Equity Theory further supports this interpretation by suggesting that consumers compare what they pay with what they receive. When experiential benefits—such as ambiance, staff performance, and entertainment are strong, tolerance for higher prices increases (Jang S Namkung, 2009). This is similarly observed in tourism revisit studies, where pricing inconsistencies contribute to lower intention to return. (Exploring Determinants and Theoretical Underpinnings of Revisit Intention in Tourism: A PRISMA-Based Systematic Literature Review, 2024).

In the premium leisure segment, value perception also depends on the symbolic and social meaning of the environment, particularly in iconic destinations covered in media and industry reports, such as Potato Head and Atlas Beach Club (Denazan, 2023; Atlas Beach Club, 2023). These results indicate that beach clubs must reinforce value communication and ensure that pricing reflects experiential quality transparently and consistently.



Source: Processed Research Data, 2025

The combined analysis of food quality, service performance, atmosphere, and pricing indicates that visitor evaluations of beach clubs in Badung Regency are predominantly shaped by experiential rather than functional attributes. The consistently high scores for atmosphere and interpersonal service interactions indicate that beach clubs function as holistic experiential environments, where aesthetic design, entertainment, spatial comfort, and staff behavior interact synergistically to create emotional value. This finding aligns closely with the Experience Economy framework, which posits that tourists increasingly seek immersive, memorable engagements that stimulate the senses and evoke emotional resonance. In this context, atmosphere serves as a core driver of experience, reinforcing theories of experiential consumption, suggesting that modern leisure travelers prioritize symbolic meaning, identity expression, and affective gratification over utilitarian considerations such as price or portion size. Similarly, leisure behavior literature highlights the growing importance of socially oriented, aesthetically curated spaces in motivating visitation and repeat intention. (Tan, 2016, pp. 233-242) The relative sensitivity observed in pricing perceptions further suggests that while functional attributes contribute to overall satisfaction, they are secondary to the emotional, sensory, and social components that define premium tourism experiences. Collectively, these results demonstrate that the competitive advantage of beach clubs lies not merely in service provision but in the strategic orchestration of multisensory environments that support social interaction, self-presentation, and personalized leisure narratives.

Overall, the findings demonstrate that beach clubs in Badung Regency are successful in delivering meaningful, memorable experiences aligned with contemporary tourism trends. They provide strong support for the Experience Economy and Servicescape frameworks while reinforcing the continued relevance of the SERVQUAL dimensions in leisure-based service settings. The results also highlight areas for refinement, particularly in improving operational efficiency and ensuring that value perceptions align with pricing structures. These insights hold significant implications for sustaining competitiveness in Bali's dynamic coastal tourism landscape.

DISCUSSION

The findings of this study provide strong empirical evidence that tourist perceptions of beach club experiences in Badung Regency are predominantly shaped by experiential attributes rather than purely functional service elements. This pattern is clearly reflected in the higher evaluation of atmosphere (4.23) and service quality (4.07), compared to pricing (3.86), as presented in the results section. Such findings reinforce the fundamental premise of the Experience Economy framework (Pine & Gilmore), which posits that contemporary consumers increasingly value immersive, emotionally engaging experiences over utilitarian service outputs. In this context, beach clubs function not merely as service providers but as staged experiential platforms where sensory stimulation, social interaction, and symbolic consumption converge.

From a theoretical standpoint, the dominance of atmosphere as the highest-rated dimension confirms the explanatory power of Servicescape Theory (Bitner, 1992), which argues that physical and environmental cues significantly influence emotional responses and behavioral intentions. The high perception scores related to design aesthetics, cleanliness, and entertainment (as shown in the graphical analysis on page 6) suggest that beach clubs successfully construct multisensory environments that enhance affective engagement. This finding is consistent with Chen et al. (2025), who demonstrate that servicescape elements directly shape experiential value and customer behavioral responses in tourism settings. However, this study extends prior research by situating servicescape not as an isolated variable, but as part of an integrated experiential system, thereby contributing to a more holistic understanding of tourism consumption.

Furthermore, the strong performance of service quality highlights the continued relevance of the SERVQUAL model (Parasuraman et al.), particularly in terms of empathy, responsiveness, and assurance. The findings indicate that interpersonal interactions remain central to visitor satisfaction, supporting Hapsari et al. (2017), who argue that emotional engagement in service encounters is a key driver of loyalty in hospitality contexts. However, the relatively lower evaluation of efficiency and timeliness suggests a gap between emotional service delivery and operational performance, indicating that experiential satisfaction alone is insufficient without consistent service reliability. This nuance adds to the SERVQUAL literature by emphasizing the need to balance emotional labor and operational efficiency in high-density leisure environments such as beach clubs.

In contrast, the comparatively lower perception of pricing reveals an important tension between hedonic value and economic evaluation, which can be explained through Perceived Value Theory (Zeithaml, 1988) and Equity Theory. While visitors generally accept premium pricing in exchange for enhanced experiences, the findings indicate that price sensitivity remains contingent upon perceived fairness and value congruence. This aligns with Zeithaml et al. (2018), who emphasize that consumer acceptance of price is closely tied to the perceived trade-off between benefits and costs. Moreover, the results support recent tourism studies showing that inconsistencies in value perception can negatively affect revisit intention (Respati

et al., 2025).

Interestingly, this study reveals what can be conceptualized as an “experience–price tolerance paradox”, where tourists demonstrate willingness to accept higher prices only when experiential quality particularly atmosphere and social value is perceived as superior. This finding extends existing theoretical discussions by highlighting that pricing in experiential tourism is not evaluated independently, but rather as part of a broader symbolic and emotional consumption process. In premium leisure contexts, such as beach clubs in Bali, pricing also reflects social identity and lifestyle positioning, consistent with the Tourist Gaze theory (Urry) and symbolic consumption perspectives.

More broadly, the integrated analysis of all four dimensions (food quality, service quality, atmosphere, and pricing) suggests that beach clubs operate as complex service ecosystems, rather than fragmented service units. This supports the Service-Dominant Logic (Vargo & Lusch) and recent work on service ecosystems (Monferrer et al., 2024), which conceptualize value as co-created through interactions between multiple service components and stakeholders. In this study, food quality contributes to sensory satisfaction, service quality to relational value, atmosphere to emotional engagement, and pricing to perceived fairness together forming a multidimensional experiential construct.

Compared to prior studies that examine these variables in isolation, this research advances the literature by demonstrating that tourist perception is shaped by the interaction and integration of experiential and functional attributes within a single consumption setting. This integrative perspective provides a more comprehensive explanation of tourist behavior, particularly in lifestyle-oriented tourism environments. It also responds to the research gap identified in previous studies, which have largely overlooked the systemic interplay between experiential dimensions in beach club contexts.

In terms of theoretical contribution, this study offers three key insights: (1) It empirically confirms the dominance of experiential attributes over functional attributes in shaping tourist perception within premium leisure tourism. (2) It extends servicescape and experience economy theories by positioning beach clubs as integrated experiential ecosystems. (3) It introduces the notion of experience-contingent price tolerance, highlighting the conditional nature of pricing acceptance in experiential tourism contexts.

Overall, the findings suggest that the competitive advantage of beach clubs lies not in isolated service excellence, but in their ability to orchestrate coherent, immersive, and emotionally engaging experiences. This reinforces the paradigm shift in tourism from service delivery to experience design, where value is created through the integration of sensory, social, and symbolic elements within a unified consumption environment.

CONCLUSION

This study provides substantive empirical evidence on visitors' perceptions of beach club experiences in Badung Regency and advances theoretical understanding of experiential consumption in coastal leisure environments. The consistently positive evaluations across food quality, service quality, atmosphere, and pricing indicate that beach clubs are largely

successful in meeting and, in some cases, exceeding visitor expectations. Among these dimensions, atmosphere emerges as the most influential factor, underscoring the primacy of spatial design, aesthetic stimulation, and entertainment quality in shaping experiential satisfaction. These findings affirm the core propositions of the Experience Economy, which emphasize the superiority of emotionally resonant and sensorially engaging environments over purely functional service attributes.

Service quality also plays a critical role, particularly through interpersonal interactions that reinforce affective and relational value. Although pricing receives comparatively lower ratings, it remains within the positive range, signaling an overall perception of value adequacy while simultaneously highlighting opportunities for strategic refinement. Such nuances align with theoretical models of perceived value that integrate both utilitarian and hedonic components of the tourism experience.

The coherence of visitor responses across perceptual dimensions indicates strong internal alignment of the constructs used, supporting the measurement instrument's conceptual robustness despite the absence of detailed psychometric testing. This internal consistency reinforces the validity of the study's conclusions and provides a foundation for broader theoretical generalization.

Collectively, the results demonstrate that beach clubs function not only as service providers but as curated experiential ecosystems where food, service, ambiance, and entertainment coalesce to create symbolic and affective value. This integrative experience shapes behavioral intentions, reinforces destination loyalty, and strengthens competitive advantage in the coastal tourism sector. Future research would benefit from incorporating longitudinal behavioral models, cross-cultural comparative analyses, and item-level psychometric assessments to deepen understanding of experiential dynamics and inform theory-driven service innovation in premium leisure settings.

Future research should first investigate the atmosphere-pricing paradox by using conjoint analysis to estimate tourists' willingness-to-pay for specific atmospheric attributes and to test whether social media visibility moderates price sensitivity. Experimental vignette studies could assess whether tourists in experiential leisure settings tolerate operational delays more than in functional service contexts and identify compensatory mechanisms that restore perceived value. Future research should move beyond perceptions and satisfaction to measure actual behavioral outcomes, such as expenditure, Net Promoter Score, and resistance to switching to competitors, to determine which dimensions of service product diversification most strongly predict economic and loyalty outcomes. Collectively, these research agendas would transform current descriptive findings into a predictive, theory-extending body of knowledge and provide actionable guidance for beach club operators in Bali's competitive coastal tourism landscape.

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