



The influence of destination image on tourist at Kuta Beach, Bali

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Abstract. This study investigates the influence of destination image on tourist loyalty at Kuta Beach, Bali, incorporating Perceived Value, Perceived Service Quality, Attitude toward Visiting Behavior, and Tourist Satisfaction as additional antecedents. Primary data were collected via online questionnaires from 145 tourists aged 17 and above who have visited Kuta Beach within the last three years. Data analysis was performed using Partial Least Squares Structural Equation Modeling (PLS-SEM) in SmartPLS v4.0, chosen for its robustness with smaller sample sizes and its emphasis on predictive accuracy in complex models. Results reveal that Attitude toward Visiting Behavior positively affects Tourist Loyalty; Destination Image and Perceived Service Quality significantly enhance Tourist Satisfaction; and Perceived Service Quality and Perceived Value both significantly shape Destination Image. Conversely, Destination Image and Perceived Service Quality do not significantly influence Attitude to Visiting Behavior, while Tourist Satisfaction significantly drives Attitude to Visiting Behavior. These findings underscore the central role of visitor attitudes and satisfaction in cultivating loyalty in beach tourism contexts.

Keywords: destination image, tourist loyalty, beach tourism, kuta beach

Introduction

Tourism is one of the largest and most influential industries in the world. The tourism sector also needs to develop in response to the needs of society and the progress of time. The development of the tourism industry is always accompanied by increasing competition between tourism managers. Several international organizations, including the United Nations, the World Bank, and the World Tourism Organization (UNWTO), recognize that tourism is an integral part of human life (www.kompas.com). Tourism has many types of attractions, including natural tourism, artificial tourism, and cultural tourism.

In recent years, natural attractions, especially coastal tourism, have become the most attractive destinations for some tourists in the tourism industry (Birdir et al., 2013). Southeast Asia, endowed with an extensive and varied coastline, has become a focal region for this phenomenon; destinations such as Ao Maya in Thailand, Pacifico Beach in the Philippines, Pink Beach in Indonesia, and numerous beaches across Bali have repeatedly been ranked among the world's best. However, extant research tends to explain their popularity almost exclusively in terms of physical and geographical attributes, without adequately exploring the array of experiential, cultural, and service-related factors that may drive repeat visitation (Wong, 1998). This focus potentially undermines the importance of service quality, infrastructure, and social factors in explaining tourists' loyalty toward coastal tourism destination. Accordingly, the present study concentrates on coastal destinations in Southeast Asia to identify and analyze the determinant factors of tourist loyalty beyond mere geographic appeal.

One of the famous beaches in Bali is Kuta Beach. Kuta Beach is located in the west of Bali, in Kuta District, Badung Regency. Besides its beauty, one thing that makes this beach always crowded is its strategic location. Kuta Beach is located not far from Ngurah Rai International Airport. From the airport, the trip only takes about 15 minutes. When entering the beach area, visitors will be greeted by a magnificent gate. This gate is a symbol of the most end area of Kuta District. After being greeted by the magnificent gate, tourists will be amazed by the long coastline and clean sand (www.indonesiakaya.com).

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Kuta Beach offers not only natural tourism as it also hosts several services and activities such as surfing and beach soccer. This mixture has so far been limited in the tourism study where most studies on beach tourism only focus on natural tourism. Therefore, this study also includes Perceived Service Quality as an inseparable part in studying modern beach tourism.

The purpose of this study is to determine and analyze the factors that influence Tourist Loyalty on Kuta Beach, Bali. Hasan et al. (2020) and Lu et al. (2020) have examined the factors that influence Tourist Loyalty on the beach. The results of the two studies are different, where Hasan et al. (2020) prove that destination image has a positive effect on tourist loyalty. Meanwhile, Lu et al. (2020) show that destination image has no positive effect on tourist loyalty. This study aims to test and, therefore, shed light on this difference.

In this study, researchers hope to provide several benefits to restaurants by providing further information on destination image on tourist loyalty. Researchers also hope to provide other researchers to serve as references for further research on the same topic. Not only researchers and the beach, but this research is expected to provide benefits to students so that it can be used as a reference to understand the scope of services, especially destination image on tourist loyalty. Based on the background of the problem, this research expands Hasan et al. (2020)'s research model in studying Southeast Asian beaches, in regard of its service-related qualities and Destination Image. Therefore, the following hypotheses are proposed:

H1: Perceived Service Quality has a positive effect on Destination Image for Kuta Beach Bali tourists.

H2: Perceived Value has a positive effect on Destination Image for Kuta Beach Bali tourists.

H3: Destination Image has a positive effect on Tourist Loyalty for Kuta Beach Bali tourists.

H4: Perceived Service Quality has a positive effect on Attitude to Visiting Behaviour among Kuta Beach Bali tourists.

H5: Perceived Value has a positive effect on Attitude to Visiting Behaviour among tourists in Bali's Kuta Beach.

H6: Attitude to Visiting Behavior has a positive effect on Tourist Loyalty for tourists of Kuta Beach, Bali.

H7: Perceived Service Quality has a positive effect on Tourist Satisfaction for Kuta Beach Bali tourists.

H8: Perceived Value has a positive effect on Tourist Satisfaction at Kuta Beach, Bali, for tourists.

H9: Tourist Satisfaction has a positive effect on Tourist Loyalty among Kuta Beach, Bali tourists.

H10: Destination Image has a positive effect on Attitude to Visiting Behavior of Kuta Beach Bali tourists.

H11: Destination Image has a positive effect on Tourist Satisfaction for Kuta Beach Bali tourists.

H12: Tourist Satisfaction has a positive effect on the Attitude to Visiting Behavior of Kuta Beach Bali tourists.

Literature review

Destination Image

Destination image is defined as individual beliefs and perceptions about travel decisions that have a specific purpose (Fakeye & Crompton, 1991). Destination image is the overall perception of tourists about a tourist destination, which affects tourists' attitudes towards tourist destinations and tourists' decision-making process at any point in the journey (Deng & Li, 2014). Destination Image has become

an important factor in the process of selecting tourist attractions by tourists for a record on holidays or holidays (Elliot et al., 2011).

Tourist Loyalty

Tourist loyalty can be defined as the commitment of tourists to revisit a destination consistently, which can lead to repurchases within a destination despite situational and marketing efforts that cause tourists to switch (Oliver et al., 1997). Tourist Loyalty is also considered one of the important factors in destination marketing because it is easier and cheaper to retain existing tourists than to attract new tourists (Loureiro & Gonzalez, 2008).

Perceived Value

Perceived value is defined as a combination of what is obtained and what is given from a service based on tourists' perceptions of a destination (Zeithaml, 1998). Perceived value can also be interpreted as the result of a tourist's assessment of the perceived benefits compared to the tourist's sacrifice (Kotler & Keller, 2019). In short, perceived value is the customer's evaluation of the costs and benefits obtained (Yang & Peterson, 2004). Some research has also conceptualized that perceived value is viewed as a perceived sacrifice or cost (Woodfruff, 1997), while perceived value depends on product or service customer characteristics (Zeithaml, 1998).

Perceived Service Quality

Service quality is a characteristic of a product or service that is responsible for its ability to satisfy needs directly or indirectly (Kotler & Keller, 2019). Service quality depends on the quality expected in the offering of a product or service, and is also determined by the satisfaction or dissatisfaction of consumers (Boone, 1996). Quality is also the main goal to provide travelers with an effective experience (Osman et al., 2006). Perceived service quality is defined as what is expected to meet the needs of tourists to a tourist destination (Tjiptono, 2006).

Attitude to Visiting Behavior

Attitude to visiting behavior needs to be considered before developing a strategy to increase tourist loyalty to beach destinations, because a good image will attract tourists to visit again (Hasan et al., 2020). Attitude is assessed from a person's attitude towards an object, obtained by measuring their trust in each belief.

Tourist Satisfaction

Tourist Satisfaction is a variable that analyzes tourist behavior, because it affects whether or not tourists will return to the tourist attractions (Shawn, Jang & Feng, 2007). Satisfaction can be relied on in a tourist trip to the destination and has an advantage for tourist attractions because it helps maintain tourists' intention to come back (Alexandris et al., 2006).

Research methodology

The first stage conducted was validity and reliability testing. The first stage of validity testing was carried out by collecting 30 respondents online using Google Forms (online survey). Managing validity by using SmartPLS 3.0 and inputting 30 respondents who have been collected. The questionnaire is declared valid if the indicator has a loading factor above 0.5 on the intended construct. So that the questionnaire can already measure each variable and can be understood by the respondents who answer it.

Table 1. Final Outer Loading Test Results

Variables	Item	Outer Loading	Decision (>0.5)
Attitude to Visiting Behavior (ATT)	ATT.1	0.935	Valid
	ATT.2	0.934	Valid
	ATT.3	0.945	Valid
	ATT.4	0.916	Valid
Tourist Loyalty (BI)	BI.1	0.923	Valid
	BI.2	0.926	Valid
	BI.3	0.938	Valid
	BI.4	0.909	Valid
	BI.5	0.939	Valid
Destination Image (DI)	DI.1	0.810	Valid
	DI.3	0.872	Valid
	DI.4	0.923	Valid
Perceived Service Quality (PSQ)	PSQ.2	0.786	Valid
	PSQ.3	0.796	Valid
	PSQ.4	0.858	Valid
	PSQ.5	0.800	Valid
	PSQ.6	0.855	Valid
	PSQ.7	0.775	Valid
	PSQ.8	0.855	Valid
Perceived Value (PV)	PV.1	0.844	Valid
	PV.2	0.935	Valid
	PV.3	0.929	Valid
Tourist Satisfaction (SAT)	SAT.1	0.872	Valid
	SAT.2	0.895	Valid
	SAT.3	0.855	Valid
	SAT.4	0.920	Valid
	SAT.5	0.938	Valid

After the inspection results show that all items are valid, it can be concluded that the research instrument has met the validity assumptions. Next is reliability, where the questionnaire can be considered reliable if the indicators shown in the Cronbach's Alpha results show a value greater than 0.6.

The results in Table 2 show that the Cronbach's alpha value for all constructs has a value above 0.6, so it can be concluded that all constructs or variables in the study are reliable. Furthermore, after collecting data to data processing it from all samples and analyzing the suitability of the measurement model and structural model involves hypothesis testing. This test was carried out using AMOS 22.0 software, and the results of hypothesis testing can be said to be significant (real effect) seen from the

comparison between the t value and the t table. If the calculated t value is higher than the t table value, it means that the hypothesis is supported or accepted, or hypothesis testing has no significant effect.

Table 2. Cronbach's Alpha Value Result

Variables	Cronbach's Alpha	Decision (>0.5)
Attitude to Visiting Behavior (ATT)	0.950	Reliable
Tourist Loyalty (BI)	0.959	Reliable
Destination Image (DI)	0.838	Reliable
Perceived Service Quality (PSQ)	0.918	Reliable
Perceived Value (PV)	0.886	Reliable
Tourist Satisfaction (SAT)	0.939	Reliable

The data in Table 3 shows the results of the hypothesis testing that has been carried out, where from the data it can be seen that the results of all hypotheses have a positive effect. However, some hypotheses do not have a significant effect because they have a p value greater than 0.05, namely, hypotheses H2 and H4.

Table 3. Hypothesis Test Results

	Original Sample	Standard Deviation (STDEV)	T-Statistics	p-value	Results
Attitude to Visiting Behavior → Tourist Loyalty	0.880	0.023	1.450	0.000	Significant
Destination Image → Attitude to Visiting Behavior	0.124	0.066	0.991	0.060	Not Significant
Destination Image → Tourist Satisfaction	0.627	0.065	6.265	0.000	Significant
Perceived Service Quality → Attitude to Visiting Behavior	0.066	0.050	2.373	0.182	Not Significant
Perceived Service Quality → Destination Image	0.218	0.050	4.151	0.000	Significant
Perceived Service Quality → Tourist Satisfaction	0.304	0.063	2.198	0.000	Significant
Perceived Value → Attitude to Visiting Behavior	0.223	0.084	1.684	0.008	Significant
Perceived Value → Destination Image	0.701	0.051	3.417	0.000	Significant
Tourist Satisfaction → Attitude to Visiting Behavior	0.571	0.081	3.208	0.000	Significant

Hypothesis H2 shows that the effect of Destination Image on Attitude to Visiting Behavior has a p value of $0.060 > 0.05$, meaning that there is no significant influence of Destination Image on Attitude to Visiting Behavior. Based on the regression coefficient (original sample) value of 0.124, which means

that if the Destination Image value changes by one unit and the other variables are constant, the dependent variable Attitude to Visiting Behavior will change by 0.124. The positive sign on the coefficient indicates a unidirectional relationship between the Destination Image and Attitude to Visiting Behaviour variables, meaning that if the Destination Image value increases, the Attitude to Visiting Behaviour value will increase by 0.124.

Hypothesis H4 shows that the effect of Perceived Service Quality on Attitude to Visiting Behavior has a p value of $0.182 > 0.05$, meaning that there is no significant influence between Perceived Service Quality on Attitude to Visiting Behavior. Based on the regression coefficient value (original sample), it is 0.066, which means that if the Perceived Service Quality value changes by one unit and the other variables are constant, the dependent variable Attitude to Visiting Behavior will change by 0.066. The positive sign on the coefficient indicates a unidirectional relationship between the Perceived Service Quality and Attitude to Visiting Behaviour variables, meaning that if the Perceived Service Quality value increases, the Attitude to Visiting Behaviour value will increase by 0.124.

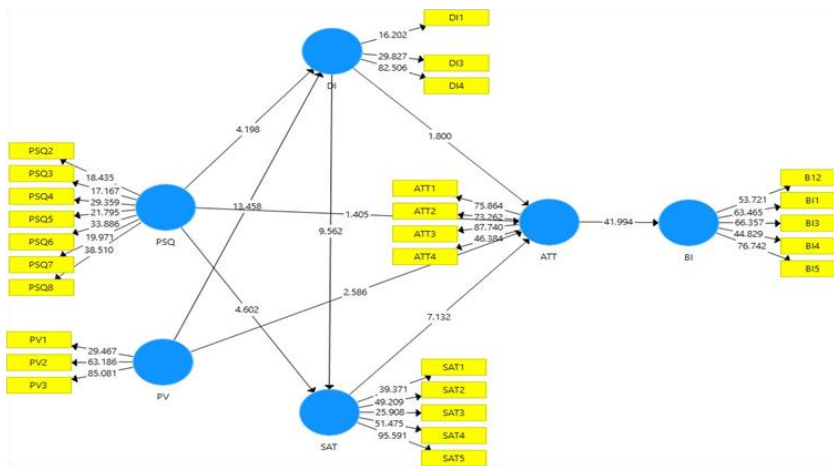


Figure 1. Structural Model with Bootstrap Method

Discussion

Although Destination Image exhibited a positive coefficient ($\beta = 0.124$), its effect on Attitude toward Visiting Behavior did not reach significance ($p = 0.060$), indicating that tourists’ mental representations of Kuta Beach—while favorable—may not directly translate into a stronger predisposition to revisit. This finding departs from beach tourism studies that report a direct linkage between image and revisit attitudes (e.g., Chen & Phou, 2013; Styliadis et al., 2014), yet it echoes work suggesting that image often operates through mediators such as satisfaction or perceived value rather than as an independent driver of attitude (Prayag & Ryan, 2012).

Likewise, Perceived Service Quality showed a small, positive but non-significant influence on Attitude ($\beta = 0.066$; $p = 0.182$). In contexts where service encounters are heterogeneous and experiential, tourists may appreciate high service standards without necessarily forming a stronger intent to return. Some prior research finds direct service quality–attitude links in hospitality settings Zeithaml et al. (1996) and Hosany and Prayag (2013), while others highlight that satisfaction fully mediates this relationship (Yoon & Uysal, 2005). Our results suggest that in Kuta Beach’s competitive leisure market, service excellence alone may be insufficient to sway attitudinal intentions absent the affective boost that comes from overall satisfaction.

Several limitations should temper interpretation. First, the cross-sectional, self-report design raises the possibility of common method bias and precludes firm causal claims. Second, by sampling only those who visited within the last three years, we may have excluded occasional or lapsed visitors whose attitudes differ systematically. Third, our model did not test potential moderators—such as tourist involvement, cultural background, or destination attachment—that could clarify when and for whom image and quality perceptions translate into visit attitudes. Future studies employing longitudinal data, mixed methods, and moderation analyses would help unpack these nuances and strengthen the external validity of our conclusions.

Conclusions

In summary, our analysis confirms that tourists' attitudes toward visiting strongly foster loyalty to Kuta Beach, while destination image and service quality shape satisfaction and overall perceptions of the destination even if they do not directly alter visit intentions. Perceived value likewise enhances both destination image and visit-attitude, and satisfaction emerges as a key driver of positive attitudes toward returning. These interrelationships underscore the central role of cognitive evaluations (image, value, quality) in building satisfaction, which in turn cultivates favorable attitudes and ultimately loyalty in beach tourism contexts.

To capitalize on these insights, management of touristic places in Southeast Asia, particularly beach and island tourism, should maintain and enrich service offerings despite its magnificent natural tourism. Several implications such as expanding and organizing parking, reinforcing cleanliness through visible anti-litter messaging, and elevating the variety and hygiene standards of local food vendors could bolster both perceived service quality and value. Equally important is ensuring staff present a professional, courteous presence and developing engaging, unique beach activities that delight visitors and reinforce a memorable image. By prioritizing these enhancements, managers can strengthen satisfaction and attitudes, encouraging repeat visits and positive word-of-mouth. Future studies might extend this model to other prominent beach destinations and broaden sample sizes to validate and refine these findings across diverse coastal settings.

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