

# A Comparison of **International Tourists' Behaviours** in Bali Based on Their Nationalities

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**Abstract** | This study aims to provide a comparative overview of international tourists' behaviour, which come from Western Europe, East Asia and Euro-Asia in the Ecotourism sites in Bali, Indonesia. Regarding to the pattern of relations between linked variables, this study wants to see whether national cultural background of tourists who are visiting ecotourism sites in Bali has an influence on Ecotourism Service Quality, Customer Satisfaction, Crowding, Past Experience and Behavioural Intention, and also if there are any differences in the pattern of relations based on the three distinctive national cultural groups.

This study uses a survey method. The sample used in this study consists of 250 international tourists who come from three different national cultural groups. The data was collected by using a questionnaire and analysed by using the software Multigroup SEM.

There were confirmed relations between variables. The relations always have a significant effect among the three groups of different national cultures, stated as follows: (1) the relation between the variables of Ecotourism Service Quality and Customer Satisfaction, (2) the relation between the variables of Ecotourism Service Quality and Behavioural Intention, and (3) the relation between the variables of Customer Satisfaction with Behavioural Intention. This condition indicates that there is an universal relation between variables in the sense of application to three groups of different national cultures of relation among variables of Ecotourism Service Quality, Customer Satisfaction and Behavioural Intention. This study also found differences in patterns of relations between variables in the three groups of national cultural backgrounds. In the group of national cultural background of Western Europe, there is only one relation between variables which is not significant. In the group of national cultural background of East Asia, all relations between variables were significant, while for the background of Euro-Asia national culture, there are two relations between variables which are not significant. This condition indicates that there are differences in the pattern of relations between variables in the third group of national cultural backgrounds.

**Keywords** | Tourist behaviour, Cross-Cultural behaviour.

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**Resumo** | Este estudo pretende apresentar uma visão comparativa dos comportamentos dos turistas internacionais vindos da Europa Ocidental, do Leste da Ásia e da Euro-Ásia nos locais de ecoturismo de Bali, Indonésia. No que se refere às variáveis em estudo, pretende-se descobrir se a bagagem cultural dos turistas que visitam locais de ecoturismo em Bali influencia a Qualidade do Serviço de Ecoturismo, a Satisfação do Consumidor, a Concentração de Multidões, as Experiências Passadas e o Comportamento, e se há diferenças nas relações entre variáveis tendo por base três grupos culturais distintos.

O estudo tem por base um inquérito. A amostra utilizada é constituída por 250 turistas internacionais provenientes de três países distintos. A recolha de dados foi feita através da aplicação de um questionário e foi utilizado o *software* Multigroup SEM na análise dos dados.

Foi confirmada a existência de relações estatisticamente significativas entre as variáveis, nos três grupos considerados: (1) a relação entre as variáveis da Qualidade do Serviço de Ecoturismo e a Satisfação do Consumidor, (2) a relação entre as variáveis da Qualidade do Serviço de Ecoturismo e o Computador e (3) a relação entre as variáveis da Satisfação do Consumidor e do Comportamento. Esta condição revela que existe uma relação universal entre as variáveis no que se refere ao âmbito de aplicação deste estudo e relativamente às variáveis Qualidade do Serviço de Ecoturismo, Satisfação do Consumidor e o Comportamento. Este estudo também descobriu diferenças entre as variáveis relativamente aos três grupos culturais analisados. No grupo de turistas provenientes da Europa Ocidental apenas se identificou uma relação estatisticamente não significativa entre variáveis. No grupo proveniente do Leste da Ásia, todas as relações entre todas as variáveis revelaram-se estatisticamente significativas. Enquanto no grupo de turistas provenientes da Euro-Ásia identificaram duas relações estatisticamente não significativas. Esta condição revela que existem diferenças nas relações entre as variáveis no terceiro grupo cultural considerado neste estudo.

**Palavras-chave** | Comportamento do turista, Comportamento intercultural.

## 1. Background

Tourism as part of the economic sector is the largest and fastest industrial progress in the world (Buhalis and Costa, 2007). In a broad-spectrum, the tourism sector today is facing two major phenomena which will affect the development of the tourism business in the future. The first phenomenon is related to the advancement in technology of communication, information and transportation which are progressively more sophisticated, increasing the purchasing power of the world society and increasing education levels of world population in general; these conditions allow the encounter between cultures that has been more intensified in the field of tourism (Budruk, 2010).

The second phenomenon is the increasing awareness of the citizens of the world in the direction of the importance of maintenance and saving

the environment. This could be due to the emergence of various problems associated with the phenomenon of global warming: human beings become more threatened regarding their life, and they have to deal with the threat by changing the behaviour, being more concerned with sustainability and environmental safety (Friedman, 2009; Giddens, 2009). The phenomenon of extreme climate changes is taking place in almost all parts of the world today.

The phenomenon of encounter between cultures and global climate change will influence the condition of the tourism industry. Increasing the awareness of the quality of life and globalization, the tourism industry will be more concerned with the various environmental issues today. Therefore both these phenomena have been the basis for researchers to examine and explore the influence of cultural background based on nationality on the behaviour of international tourists in the ecotourism sector.

The study attempts to understand and to explore the behaviour of tourists in the ecotourism attraction sites; it also pretends to provide knowledge, insight and understanding of what is “really” wanted and needed by foreign tourists in ecotourism attractions. The increased environmental awareness encourages intercultural encounter increasing the need for research that examines the behaviour of tourists who has different cultural backgrounds in an environmentally friendly tourist attraction. This research is expected to develop a tourism product in accordance with the wishes and needs of tourists and at the same time also helps the development of ecotourism attractions which is a form of tourism friendliest to the environment, local cultures and sustainability aspects.

According to Mattila (1999), marketing researchers began giving in-depth attention to the relation between culture, perceptions of service quality and customer satisfaction, therefore the research on consumer behaviour, not only in tourism motivation to travelling alone. Understanding which factors influence their behaviour can contribute to the quality of service and higher satisfaction among the various customers who have different cultural backgrounds, especially in the field of ecotourism. In addition, in line with the phenomenon of globalization that cannot be avoided nowadays, it will also help improve the mutual understanding between cultures internationally. The parties engaged in the tourism industry should pay particular attention to the effects of differences in tourists’ cultural background concerning their behaviours and work together to minimize their negative effect. Along with the development of the tourism industry, inter-cultural encounter in the field of tourism will also be more intensive, and therefore the parties engaged in the tourism industry in the future should be able to understand their customers who come from environments with different cultural backgrounds.

This study took place in Bali, one of the major international tourism destinations in Indonesia (Butcher, 2003), the number of international tourists in the

region compared with other locations in Indonesia being very large. Because there are tourists from many countries and cultures, this research will only take samples from the three major cultural groups which are considered to be representative of different cultural backgrounds internationally. In addition, Bali is also an example of successful management of environmental conservation-based tourism.

This study will use three samples of international tourists who visited Bali: (1) tourists from Western Europe countries, (2) tourists from East Asia countries and (3) tourists from Euro-Asia countries. The mixture of national culture into a distinct cultural group has been carried out by Malhorta *et al.* (1999) who distinguished the condition of developed countries and developing countries. In addition, the characteristics of differences between European and Asian tourists have been examined more specifically by Reisinger and Turner (2002) who examined the differences in the characteristics of Asian and European tourists in the coastal tourist sites in Australia.

The main research question of this study is: Are there differences in patterns of relations among variables of Ecotourism Service Quality, Crowding, Past Experience, Customer Satisfaction and Behavioural Intentions between groups of tourist who come from Western Europe, East Asia and Euro-Asia countries?

## 2. Review References

The monumental study conducted by Hofstede (1991) revealed the presence of diverse cultures in this world. Each nation has its own cultural characteristics that are different from other cultures. Therefore it is reasonable to assume that the diversity of cultural backgrounds of each individual will be able to influence their perceptions and actions triggered by a particular stimulus. As exemplified by Mattila (1999), customers with Western cultural backgrounds will be more likely to appreciate the

factors that are tangible to assess the performance quality of customer service compared to those with Asian cultural background. Similarly in the study conducted by Pizam and Mansfeld (1999) which states that factors related to the nationality influence cultural perceptions of tourists and there are significant differences among the various existing nationalities. Reisinger and Turner (2002) also revealed that the tourists who come from different cultural backgrounds will also have different expectations concerning physical facilities, equipments and the presence of personnel from the tourism and hospitality industry. The literature which discusses the link between cultural factors and service quality is still very limited.

Globalization also makes the encounter between cultures become more intensive. The availability of various means of communication and transportation make the encounter between cultures become more intensive. One of the most widely sectors dealing with this problem is the sector of tourism services. In the field of tourism, the behaviour of customers or tourists is not only influenced by individual preferences, individual situations and their involvement in specific tourism activity, but is also affected by macro level factors (culture or sub culture) (Mattila, 1999).

Nationality differences will affect the tourists' perceptions and expectations on quality of services (Mattila, 1999; Weiermair, 2000), willingness to make the purchase again and recommend to the other people (Crotts and Erdman, 2000) and customer satisfaction (Mazursky, 1989). It is recognized that the most important factors that distinguish one person from another person are not the political, economic, social or ideological factors, but are those of cultural nature. Cultural identity is more salient than the other identities (Reisinger, 2009). Weaknesses in identifying the cultural factors affect the tourism service providers, who as a result cannot provide tourism services in accordance with the wishes and needs of the tourists who come from different nationality.

Rules of social interaction will also affect the development and social perceptions also differ among the various cultures that exist. Cultural similarities in the perception of something will bring positive perceptions and encourage better social interaction. In contrast cultural background differences will cause differences in perception that will encourage misperceptions and prevent the occurrence of interaction (Reisinger and Turner, 2002). A precise estimation of the impact of the cultural factors will provide meaningful input to the process of international market segmentation and the allocation of appropriate resources in each dimension of service quality (Furrer *et al.*, 2000).

Concerning the service quality which is the most widely discussed topic in the last two decades, there is a significant relation between cultural factors and service quality (Augustyn and Ho, 1998; Donthu and Yo, 1998; Matilla, 1999, Furrer *et al.*, 2000; Smith and Reynolds, 2001). Even according to Crotts and Erdman (2000) who conducted research in aviation services, cultural factors also affect customer satisfaction and customer loyalty.

### 3. Research Method

This research is a cross-cultural research, which according to Church (2010) consists of two forms, first by doing a comparison between the various cultures in order to identify the presence of similarities or differences among the cultural variables studied and the second treats culture as a variable that is "outside" the individual which can be used to predict the attributes and behaviours of individuals. This study sought to meet both goals.

#### Research Sites

Bali is the main foreign tourist destination in Indonesia. The number of international tourists in Bali is the largest number of tourists visiting compared to other regions in Indonesia. Therefore, Bali is an

ideal location to conduct research on the behaviour of foreign tourists visiting Indonesia. Bali is known as a “small” island among thousands of islands of the Republic of Indonesia, the largest archipelago in the world. Despite the relatively small size, Bali has a unique culture and natural landscape, the major attractions for tourists; therefore, they should be preserved or conserved. Development undertaken should always pay attention to aspects of sustainability. Model of sustainable tourism development should be the main option. Ecotourism is a form of tourism that supports this aspect of sustainability, so it is suitable for the development of tourism in Bali. With all the potential that exists, in the future, the ecotourism will increasingly play a major role in the colouring of tourism in the country, particularly in Bali (Arida, 2009).

#### Research Variable

There are several variables used in this study:

– *Ecotourism Service Quality*, measured through four dimensions: facility, information, services and experiences, that reflects the 29 items concerning the quality of tourism services as developed by Mar-yam Khan (2003). These dimensions are intentionally made to measure service quality in ecotourism. Of the 29 items, three are related to environmental aspects (eco-tangibles); eight items are related to the dimension of facilities that are the visible aspects (tangible) in ecotourism locations such as paths, camping sites, parking lots and so forth; five items related to the dimension of service, which contain things related to the problem of how visitors are treated or served by tourism service providers; five items related to the dimension of information that focuses on the problem of availability and easy access to information relating to the object of ecotourism; four items related to the concerns of employees to give personal attention to the tourists (empathy); the remaining five items are related to the dimension of experience and focus on issues regarding the feasibility of cost (fairness of fees), security and interaction with visitors.

– *Crowding*: Here are used two items, where visitors are expected to reveal their perceptions regarding the conditions of the location of ecotourism: the first item regarding the perception of tourists concerning the density of people present at the location of ecotourism and the second item regarding the perception of tourist relatively to the density of ecotourism facilities within the site. Crowding needs to be addressed because, based on existing studies, outdoor recreation park visitors are generally sensitive to the presence of other people. They have a tendency to be alone when enjoying the surrounding natural environment.

– *Customer Satisfaction*: Customer Satisfaction will be measured using indicators that had been used by Fisher and Price (1991). These indicators were chosen because they are suitable for application in outdoor nature recreation activities like ecotourism: a positive new experience and compliance with expectations. New experience is something that would be enjoyed by the kind of adventure tourism in ecotourism while compliance with the expectations is a common variable used in a variety of researches on customer satisfaction.

– *Past Experience*: Some studies suggest that the experience of tourists in the past will affect their future perceptions. To measure this, questions arise, relating to (1) whether they had an appreciation for the natural environment in the past, (2) whether they have been conducting activities related to nature tourism in the past which is a form of socialization with the natural environment and tourism, (3) whether they have a fun or a hobby that can be associated with nature tourism activities.

– *Behavioural Intentions*: The quality of service and customer satisfaction is strongly associated with the intention to supports tourism service providers. Three items will be used to measure whether the visitor has the intent to promote tourism service providers. These items include a recommendation to someone else who asked for his opinion, saying positive things about this place to others, and have a desire to return to the resort again.

### Data Collection Procedures

Research on tourist behaviour is one kind of research that is hard to do (Veal, 2006), because the traveller is a person who is always on the move. For that, in this study were investigated foreign tourists who were in the departure lounge at Ngurah Rai International Airport, Bali. Methods of data collection in the departure lounge are feasible methods to examine the tourists who come from different national cultural backgrounds, as has been done by Fisher and Price (1991).

Based on the explanation in the previous chapter, the pattern of relations between variables to be studied is a causal relation from one or several independent variables to one or several dependent variables. Structural Equation Modeling (SEM) is a statistical technique to test a relatively complex series of relations. That relation can be established between one or several dependent variables with one or several independent variables and can take the form factor or construction, built from several indicator variables SEM is used to test the research hypotheses. The pattern of relations between variables to be studied is a causal relation from one or several independent variables on one or several dependent variables. In this study there is some form of relation / equation to be tested, as follows.

1. Influence of Ecotourism Service Quality (X1) on Customer Satisfaction (Y1).
2. Influence of Customer Satisfaction (Y1) to Behave Intention (Y2).
3. Influence of Ecotourism Service Quality (X1) to Behavioural Intentions (Y2).
4. Influence of Past Experience (X2) on Customer Satisfaction (Y1).
5. Influence of the Crowding (X3) on Ecotourism Service Quality (X1).
6. Influence of the Crowding (X3) on Customer Satisfaction (Y2).

This study compares the results of the sixth hypothesis at three groups of national cultural background variables, namely (1) Western European

group, (2) East Asian group, and (3) Euro-Asian group. Multigroup SEM is a SEM analysis using multiple groups of data samples. In the field of tourism this method was used by Chi (2010) which examined the behaviour of tourists by comparing the tourists visiting for the first time and those repeating the visit. Chi (2011) also used this method to compare the behaviour of tourists viewed from a variety of different demographic characteristics, so that in this study, hypothesis of the influence of Ecotourism Service Quality (X1), Past Experience (X2), and the Crowding (X3) to Customer Satisfaction (Y1) and Behavioural Intentions (Y2) are tested and results are compared to all three groups, using the Multigroup Structural Equation Modeling (MSEM). This is supported by Hair (2006) who confirmed that multigroup SEM models allow comparing two or more groups on the structural model, testing the relations between several the variables of the study.

This study uses SEM multigroup methods for testing hypotheses on the grounds that Multigroup Structural Equation Modeling (MSEM) is appropriate because this model can accommodate more than one common problem (multi-equation) and the input data in the form of unobservable variables. In addition multigroup SEM model comparison can be answered in two or more existing group. SEM calculation tool commonly used is the program Analysis of Moment Structures (AMOS) version 16. AMOS was chosen because it has advantages compared to other programs such as SPSS, SAS, LISREL.

## 4. Research Results

This structural model tested six relations among variables. Here are presented the full results of testing the relations between variables in the study of Western European tourists:

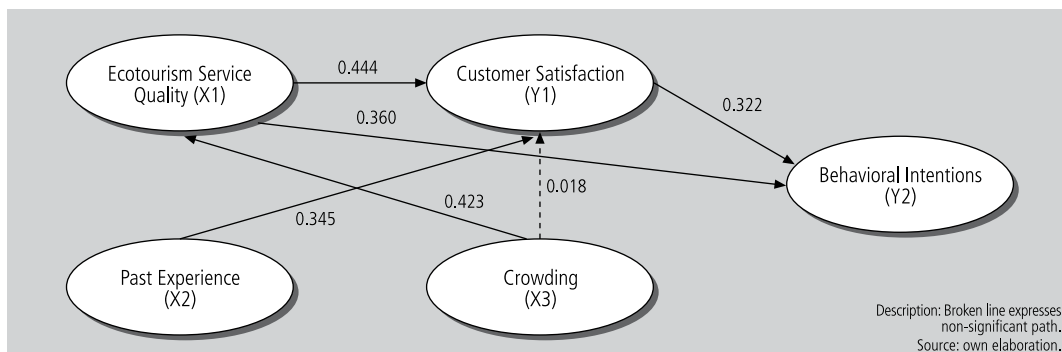
Based on Table 1 and Figure 1 the results of testing the structural model are presented as follows:

1. Testing the effect on Ecotourism Service Quality on the Crowding: From the results of SEM analysis, the coefficient obtained for 0.423 and p-value for 0.018, because the p-value <0.05 indicates there is a significant statistical effect on Ecotourism Service Quality on the Crowding. Given coefficient is positive, which indicates a positive influence. This means that the higher the perception of the Crowding, the higher the perception of Ecotourism Service Quality of the group of tourists who come from Western Europe countries.
2. Testing the influence of Ecotourism Service Quality on Customer Satisfaction: From the results of SEM analysis, the coefficient obtained for 0.444 and p-value for 0.037, because the p-value <0.05 indicates there is the influence of Ecotourism Service Quality on Customer Satisfaction. Given coefficient is positive, which indicates a positive influence. This means that the higher the perception of Ecotourism Service Quality, the higher the level of Customer Satisfaction from the group of tourists who come from Western Europe countries.
3. Testing the influence of Past Experience on Customer Satisfaction: From the results of SEM analysis, the coefficient obtained for 0.444 and p-value for 0.037, because the p-value <0.05 indicates there is the influence of Past Experience on Customer Satisfaction. Given coefficient is positive, it indicates a positive influence. This means that the higher the level of the Past Experience, the higher the level of Customer Satisfaction group of tourists who come from Western Europe countries.
4. Testing the influence of the Crowding on Customer Satisfaction. From the results of SEM analysis, the coefficient obtained for 0.018 and p-value for 0.901, because the p-value > 0.05 indicates no effect on the Crowding on Customer Satisfaction. This means that no matter how high the level of perception on the Crowding, it will not affect the high and low levels of Customer Satisfaction in the group of tourists who come from Western Europe countries.
5. Testing the influence of Ecotourism Service Quality to Behavioural Intentions: From the results of

**Table 1** | Structural Model SEM Results – The Tourist Group comes from Western European Countries

Relationships Between Variables	Coefficient	P-value
The Crowding → Ecotourism Service Quality	0.423	0,018*
Ecotourism Service Quality → Customer Satisfaction	0.444	0,037*
Past Experience → Customer Satisfaction	0.345	0,030*
The Crowding → Customer Satisfaction	0.018	0,901
Ecotourism Service Quality → Behavioural Intentions	0.360	0,048*
Customers Satisfaction → Behavioural Intentions	0.322	0,049*

Source: own elaboration.



**Figure 1** | Structural Model SEM Results – The Tourist Group from Western European Countries.

SEM analysis, the coefficient obtained for 0.360 and p-value for 0.048, because the p-value <0.05 indicates there is the influence of Ecotourism Service Quality to Behavioural Intentions. Given coefficient is positive, which indicates a positive influence. This means that the higher the perception of Ecotourism Service Quality, the higher the level of Behavioural Intentions in a group of tourists who come from Western Europe countries.

- Testing the influence of Customer Satisfaction on Behavioural Intentions: From the results of SEM analysis, the coefficient obtained for 0.322 and p-value for 0.049, because the p-value <0.05 indicates there is the influence of Behavioural Intentions on Customer Satisfaction. Given coefficient is positive, which indicates a positive influence. This means that the higher level of customer satisfaction, the higher the level of behavioural intentions in a group of tourists who come from Western Europe countries.

Ecotourism Service Quality perceived by tourists coming from Western Europe is affected by the Crowding. Similarly, Customer Satisfaction is influenced by Ecotourism Service Quality and Past Experience but not by the Crowding. On the other hand, Behavioural Intentions of tourists coming from Western Europe are affected by the Ecotourism Service Quality and Customer Satisfaction.

Here are presented the complete results of studies testing the relationship between variables on tourists who come from Eastern Asia:

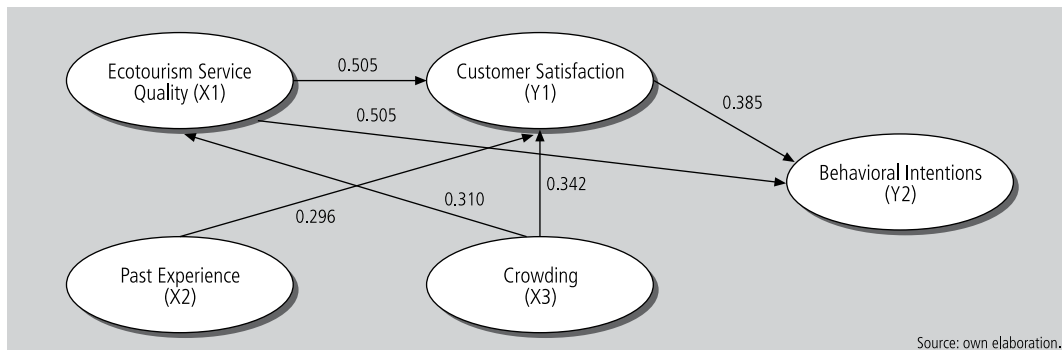
Based on Table 2 and Figure 2, the results of testing the structural model are presented as follows:

- Testing the effect on Ecotourism Service Quality on the Crowding: From the results of SEM analysis, the coefficient obtained for 0.310 and p-value for 0.046, because the p-value <0.05 indicates there is the effect on Ecotourism Service Quality on the Crowding. Given the positive coefficient, it indicates a positive influence. This means that the higher the perception of Crowding, the higher the perception of the Ecotourism Service

**Table 2 | Structural Model SEM Results – The Tourist Group comes from East Asian Countries**

Relationships Between Variables	Coefficient	P-value
The Crowding → Ecotourism Service Quality	0.310	0.046*
Ecotourism Service Quality → Customer Satisfaction	0.505	0.005*
Past Experience → Customer Satisfaction	0.296	0.019*
The Crowding → Customer Satisfaction	0.342	0.011*
Ecotourism Service Quality → Behavioural Intentions	0.505	0.009*
Customers Satisfaction → Behavioural Intentions	0.385	0.020*

Source: own elaboration.



Source: own elaboration.

**Figure 2 | SEM Results of Structural Models – The Tourist Group from East Asian Countries.**



Quality from the groups of tourists who come from East Asia countries.

2. Testing the influence of Ecotourism Service Quality on Customer Satisfaction: From the results of SEM analysis, the coefficient obtained for 0.505 and p-value of 0.005, because the p-value  $<0.05$  indicates there is the influence of Ecotourism Service Quality on Customer Satisfaction. Given the positive coefficient, it indicates a positive influence. This means that the higher the perception of Ecotourism Service Quality, the higher the level of Customer Satisfaction in the group of tourists who come from East Asia countries.
3. Testing the influence of Past Experience on Customer Satisfaction: From the results of SEM analysis, the coefficient obtained for 0.296 and p-value for 0.019, because the p-value  $<0.05$  indicates there is the influence of Past Experience on Customer Satisfaction. Given the positive coefficient, it indicates a positive influence. This means that the higher the level of the Past Experience, the higher the level of Customer Satisfaction in the group of tourists who come from East Asia countries.
4. Testing the influence of the Crowding on Customer Satisfaction: From the results of SEM analysis, the coefficient obtained for 0.342 and p-value for 0.011, because the p-value  $<0.05$  indicates there is the Crowding had influence on Customer Satisfaction. Given the positive coefficient, it indicates a positive influence. This means that the higher the perception of the Crowding, the higher the level of Customer Satisfaction group of tourists who come from East Asia countries.
5. Testing Ecotourism Service Quality on Behavioural Intentions: From the results of SEM analysis, the coefficient obtained for 0.505 and p-value for 0.009, because the p-value  $<0.05$  indicates there is the influence of Ecotourism Service Quality to Behavioural Intentions. Given the positive coefficient, it indicates a positive influence.

This means that the higher the perception of Ecotourism Service Quality, the higher the level of Behavioural Intentions on the tourist groups coming from the East Asia region.

6. Testing the influence of Customer Satisfaction on Behavioural Intentions: From the results of SEM analysis, the coefficient obtained for 0.385 and p-value for 0.020, because the p-value  $<0.05$  indicates there is the influence level of Customer Satisfaction on Behavioural Intentions. Given the positive coefficient, it indicates a positive influence. This means that the higher level of Customer Satisfaction, the higher the level of Behavioural Intentions among the tourist groups coming from the East Asia region.

Thus, Ecotourism Service Quality perceived by tourists who come from East Asia is affected by the Crowding. Customer Satisfaction of tourists that come from East Asia is influenced by the Ecotourism Service Quality, Past Experience, and the Crowding. On the other hand, Behavioural Intentions of the tourists from East Asia are influenced by the Ecotourism Service Quality and Customer Satisfaction.

Here are presented the complete results of studies testing the relationship between variables on tourists coming from the Euro-Asian region:

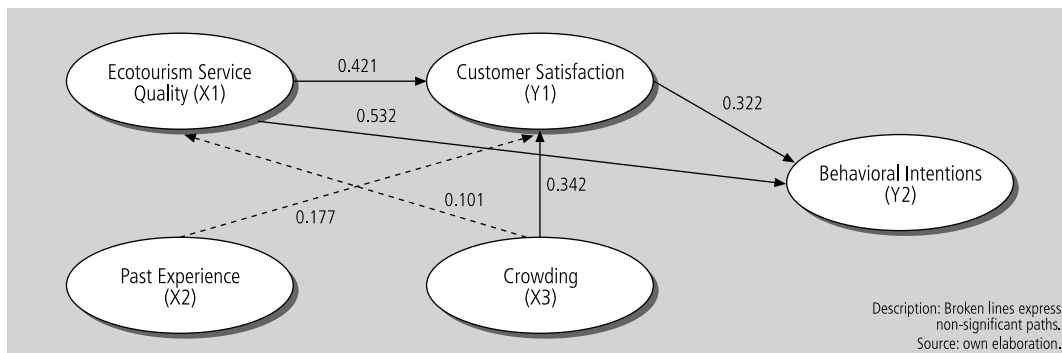
Based on Table 3 and Figure 3, the results of testing the structural model are presented as follows:

1. Testing the influence of the Crowding on the Ecotourism Service Quality: From the results of SEM analysis, the coefficient obtained for 0.101 and p-value for 0.496, because the p-value  $>0.05$  indicates no effect on the Ecotourism Service Quality by the Crowding. This means that no matter how high the perception of the Crowding will have no effect on the level of perception of the Ecotourism Service Quality in the group of tourists who came from Euro-Asia region.
2. Testing the influence of Ecotourism Service Quality on Customer Satisfaction: From the results of SEM analysis, the coefficient obtained

**Table 3** | Structural Models SEM Results – The Tourist Group come from Euro-Asia countries

Relationships Between Variables	Coefficient	P-value
The Crowding → Ecotourism Service Quality	0.101	0.496
Ecotourism Service Quality → Customer Satisfaction	0.421	0.010*
Past Experience → Customer Satisfaction	0.177	0.197
The Crowding → Customer Satisfaction	0.342	0.036*
Ecotourism Service Quality → Behavioural Intentions	0.532	0.003*
Customers Satisfaction → Behavioural Intentions	0.322	0.045*

Source: own elaboration.



**Figure 3** | Structural Model SEM Results – The Tourist Group from Euro-Asia countries.

for 0.421 and p-value for 0.010, because the p-value <0.05 indicates there is the influence of Ecotourism Service Quality on Customer Satisfaction. Given coefficient is positive, which indicates a positive influence. This means that the higher the perception of Ecotourism Service Quality, the higher the level of Customer Satisfaction group of tourists who came from Euro-Asia region.

3. Testing Past Experience on Customer Satisfaction: From the results of SEM analysis, the coefficient obtained for 0.177 and p-value for 0.197, because the p-value > 0.05 indicates no effect by Past experience on Customer Satisfaction. This means that no matter how high the level of the Past Experience, it will not affect the high and low levels of Customer Satisfaction group of tourists who came from Euro-Asia region.
4. Testing the influence of the Crowding on Customer Satisfaction: From the results of SEM

analysis, the coefficient obtained for 0.342 and p-value for 0.036, because the p-value <0.05 indicates there is a influence of the Crowding on Customer Satisfaction. Given coefficient is positive, which indicates a positive influence. This means that the higher the level of perception of the crowding, the higher the level of Customer Satisfaction group of tourists who came from Euro-Asia region.

5. Testing Ecotourism Service Quality on Behavioural Intentions: From the results of SEM analysis, the coefficient obtained for 0.532 and p-value for 0.003, because the p-value <0.05 indicates there is the influence of Ecotourism Service Quality on Behavioural Intention. Given coefficient is positive, indicating a positive influence. This means that the higher the level of perception of the Ecotourism Service Quality, the higher the level of Behavioural Intentions tourist groups derived from Euro-Asia region.

6. Testing the influence of Customer Satisfaction on Behavioural Intentions. From the results of SEM analysis, the coefficient obtained for 0.322 and p-value for 0.045, because the p-value <0.05 indicates there is the influence of Behavioural Intentions on Customer Satisfaction. Given coefficient is positive, indicating a positive influence. This means that the higher level of Customer Satisfaction, the higher the level of Behavioural Intentions for groups of tourists who came from Euro-Asia region.

Thus, tourists who came from Euro-Asia region to assess the Ecotourism Service Quality are not influenced by the Crowding. Customer Satisfaction is influenced by the Ecotourism Service Quality and the Crowding, but not affected by the Past Experience. On the other hand, Behavioural Intentions of tourists who come from the Euro-Asian region are affected by the Ecotourism Service Quality and Customer Satisfaction.

## 5. Conclusions

The results of this study indicate that the three groups of different national cultures have different pattern relationships. Therefore, there are variables that have a uniform relation regardless the differences in nationality of foreign tourists under study. The variables which have a uniform relation were positively correlated with Ecotourism Services Quality, Customer Satisfaction and Behavioural Intentions. This means that with the increasing perception of the Service Quality that can be given, Ecotourism will be able to improve Customer Satisfaction and the next time will increase the positive behavioural intention of customers to ecotourism.

The results of this study indicate that in the comparison between the three groups of tourists who come from different nationality, the background

has a different pattern of relation. In the group of tourist who came from Western European countries the Crowding variables have no influence on Customer Satisfaction variables. In the groups of tourist who came from East Asian countries there were no research hypotheses about the relationship between variables that do not have an insignificant effect. In the group of tourists who came from Euro-Asian countries the Crowding variable has no effect on the Ecotourism Service Quality variable and also variable Past Experience has no effect on the variable Customer Satisfaction.

The results of this study indicate a significant positive influence between the Crowding and Ecotourism Service Quality. This means that the higher the perception of the Crowding that occur the higher the perception of Ecotourism Service Quality in all national cultural background groups studied. These results differ from similar studies conducted previously in general saying that the influence of the Crowding in Ecotourism Service Quality is negatively correlated. This means that the higher the perception of the Crowding will be the lower their perceptions of quality of services provided. This suggests that ecotourism in Bali is something extremely different to elsewhere.

Findings from this study also show no effect of the Past Experience with Customer Satisfaction. This applies to the tourists who come from Euro-Asia. This condition indicates that someone's personal experiences in the past showed no effect for their satisfaction in choosing or enjoy certain tourist attractions. These findings also differ from the general theory that applies to this field.

The results of this study also showed that for the tourists who came from Euro-Asia region, there is no influence between the Crowding with Ecotourism Service Quality. These findings are different from the general theory that is applicable in this field. In general, the perception of crowd behaviour will affect the respondents' assessment regarding the condition and services rendered.

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