

The Influence of Service Quality, Tariff, and Celebrity Endorsers on the Decision to Revisit at Bali Zoo

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ABSTRACT

This study aims to analyze the influence of service quality, tariffs, and celebrity endorsers on the decision to revisit Bali Zoo. Using quantitative data collected from 120 respondents, the research evaluates how these factors impact visitors' decisions. The results indicate that all three factors—service quality, tariffs, and celebrity endorsers—have a positive and significant effect on the decision to visit Bali Zoo. The findings suggest that improving service quality, setting competitive tariffs, and utilizing celebrity endorsers in promotions can enhance the likelihood of visitors returning. The study provides actionable recommendations for Bali Zoo managers, including staff training, pricing adjustments, and strengthening promotional strategies, thereby contributing to a better understanding of consumer behavior and tourism decision-making.

INTRODUCTION

Bali, known for its breathtaking scenery, rich cultural heritage, and thriving tourism industry, offers a wide array of attractions that lure visitors from all over the world. Among Bali's famous tourist attractions are its zoos, such as the zoo located in Gianyar Regency (Respati & Aksari, 2019). These zoos play an important role in boosting Bali's tourism sector by providing visitors with the opportunity to interact with wildlife up close and contributing to the local economy. However, Bali's tourism industry, including its zoos, has faced challenges, especially those stemming from the impact of the COVID-19 pandemic (Antara & Sumarniasih, 2023). The pandemic has resulted in issues such as unemployment in Bali, impacting major tourism centers such as Badung, Gianyar, and Denpasar (Antara & Sumarniasih, 2023). Despite these hurdles, Bali remains a highly sought-after destination for travelers looking for a different experience. The tourism sector in Bali encompasses a wide variety of attractions spread across eight regencies and one city. These regions, comprising Badung, Gianyar, Bangli, Klungkung, Karangasem, Tabanan, Jembrana, Buleleng, and Denpasar, collectively form Bali's diverse tourism landscape. Bali's image as a tourism destination is built on its natural beauty, rich cultural heritage, and vibrant culture, making it an attractive option for tourists (I. G. B. R. Utama et al., 2023). The tourism industry in Bali thrives by showcasing these unique characteristics to visitors, ensuring a memorable experience for everyone.

In recent years, Bali has prioritized sustainable tourism practices to maintain the long-term sustainability of its tourism industry. Destinations such as Tanjung Kelayang on Belitung Island exemplify sustainable tourism development efforts in Indonesia. By evaluating and promoting sustainable practices, Bali aims to preserve the natural environment, cultural heritage, and economic stability (Andrariladchi & Arunotai, 2021). These efforts are crucial in mitigating the adverse impacts of excessive tourism, which can lead to environmental degradation and social disruption (Saputro et al., 2024). Maintaining a balance between tourism development and environmental conservation is critical to Bali's sustainable success as a tourist destination. In addition, Bali's tourism industry plays an important role in the region's economic progress, with tourism being one of the main sectors driving economic growth in Indonesia (Gayatri S et al., 2021). The revenue generated from tourism activities significantly contributes to the local economy, supporting various sectors such as accommodation, food services, trade, and transportation. (Larasdiputra, 2022) In addition, the tourism sector in Bali has been instrumental in creating jobs for the local population, further increasing economic prosperity. The intrinsic value of Bali's local wisdom, particularly in the hospitality sector, has been a significant draw for tourists to visit the region (Astina, 2021). Bali's unique cultural experience has made it the destination of choice for travelers seeking authentic and enriching experiences.

In the wake of the COVID-19 pandemic, Bali is actively working to restore and revitalize its tourism sector. Collaborative efforts between international organizations such as the United Nations World Tourism

Organization (UNWTO) and local stakeholders have played an important role in supporting Bali's tourism industry during these challenging times (Purnawarman & Anugrah, 2022). The resilience of tourism stakeholders in Bali, coupled with strategic initiatives for economic transformation, aims to accelerate the region's recovery post-pandemic (Sanjaya, 2023). By strengthening its economic foundation and emphasizing sustainable practices, Bali is positioning itself for a successful revival in the tourism sector. Moreover, Bali's tourism landscape not only includes traditional attractions, but also includes spiritual and ecotourism elements. Destinations such as Pura Luhur Tamba Waras in Tabanan Regency offer a distinct experience that blends sustainable tourism practices with spiritual enrichment (Putra et al., 2022). By promoting spiritual tourism alongside conventional attractions, Bali features diverse offerings to cater to a range of visitor interests. In addition, the development of tourism villages in Bali, through both mass and alternative tourism approaches, enriches the tourism experience (Arismayanti et al., 2019). These initiatives aim to provide visitors with authentic cultural experiences while supporting local communities and preserving Bali's cultural heritage.

Table 1. Bali Zoo Park International, Domestic and Local Visitor Data (2023)

Month	International	Domestic	Local
January	8.314	2.224	2.008
February	10.916	1.933	3.636
March	12.519	2.659	2.910
April	14.084	2.715	2.541
May	16.629	14.352	11.095
June	16.889	11.332	13.518
July	11.067	1.942	529
August	24.300	7.837	7.855
September	22.129	9.223	3.061
October	20.170	9.731	3.079
Total	157.017	63.948	50.232

Source: Primary Data, 2024

Based on Table 1. Bali Zoo Park's visitor data throughout 2023 shows significant fluctuations among international, domestic, and local visitors, with different peaks for each category. International visitors saw a gradual increase from 8,314 in January to a peak in August with 24,300 visitors, before declining but remaining high until October, with the annual total reaching 157,017 people. Domestic visitors showed great variation, with a significant increase from 2,224 in January to a peak in May with 14,352 visitors, then declining and increasing again, resulting in an annual total of 63,948 people. Local visitors also fluctuated, with an increase from 2,008 in January to a peak in June with 13,518 visitors, but a drastic drop in July with only 529 visitors, and an annual total of 50,232 people. Overall, this data indicates that Bali Zoo Park attracts different types of visitors throughout the year, with different peaks for each category, possibly influenced by factors such as holiday seasons, special events,

or weather conditions, so further analysis is needed to understand these dynamics in depth. The decision to revisit a tourist destination is influenced by various factors such as service quality, price, and celebrity endorsement. Research has shown that word-of-mouth plays an important role in influencing the intention to visit and then the decision to revisit (Kharisma & Giantari, 2021). In addition, a destination's image, word of mouth, and promotional activities have been shown to positively influence travelers' intention to revisit (I. P. H. B. Utama & Giantari, 2020). In addition, service quality, promotion, and the overall image of a destination have been identified as important factors influencing travelers' decision to revisit (Rahayu & Rozamuri, 2023; Sari & Suyuthie, 2020)

In the context of tourist attractions such as zoos, the influence of service quality on revisit intentions has been highlighted. Research has shown that customer satisfaction mediates the relationship between service quality and revisit intentions in the hospitality industry (Dewantara & Aksari, 2023). In addition, the role of social media and destination image in enhancing traveler satisfaction and revisit intentions has been explored, indicating the importance of these factors in driving repeat visits (Maulidiyah, 2024). In addition, the impact of facilities on visitors' decision to revisit has been investigated in various places. For example, the lack of adequate facilities in a park can deter visitors and make them choose an alternative location for their visit (Adkha & Setiawan, 2024). Similarly, the influence of perceived waiting time and service quality on patient satisfaction and hospital revisit intentions underscores the importance of these factors in shaping revisits (Wulandari & Keni, 2024). Overall, the decision to revisit a destination such as Bali Zoo is a multifaceted process influenced by a combination of factors such as service quality, price, celebrity endorsement, word of mouth, destination image, amenities, social media presence, and overall visitor satisfaction. Understanding the interplay of these elements is critical for destination managers and marketers to design strategies that enhance the visitor experience and encourage repeat visits, ultimately contributing to the sustainability and success of the attraction.

LITERATURE REVIEW

Effect of Service Quality

The effect of service quality is a concept that shows how the level of excellence in providing services to customers can affect customer perceptions and satisfaction. Good service quality is considered to increase customer satisfaction and influence customer decisions to return to visit (Firdaus et al., 2022).

Tariff

Tariff, on the other hand, refers to the price charged for the service or product offered. Research shows that rates or tariff that are reasonable and in line with service quality can influence customers' decision to return. In addition, competitive tariffs can also be a determining factor in customers' decision to return to a particular destination (Talitha et al., 2022)

Celebrity Endorser

A celebrity endorser is someone who has enough influence and popularity to influence the behavior or decisions of others, including in the context of tourism destination promotion. The use of celebrity endorsers in the promotion of tourism destinations can have a positive impact on customer interest and decisions to revisit. In the context of revisit decisions, the influence of celebrity endorsers can create additional attraction and influence customer perceptions of certain tourist destinations (Isman et al., 2020).

On the Decision to Revisit

A revisit decision is a customer's action or intention to return to a tourist destination they have visited before. This decision is influenced by various factors, including service quality, tariff, and other factors such as previous experience, destination image, and promotion. Research shows that revisit decisions are influenced by customer perceptions of service quality, tariffs offered, as well as other factors such as destination image and previous tourism experience (Liza Yuliana et al., 2023)

Research Model

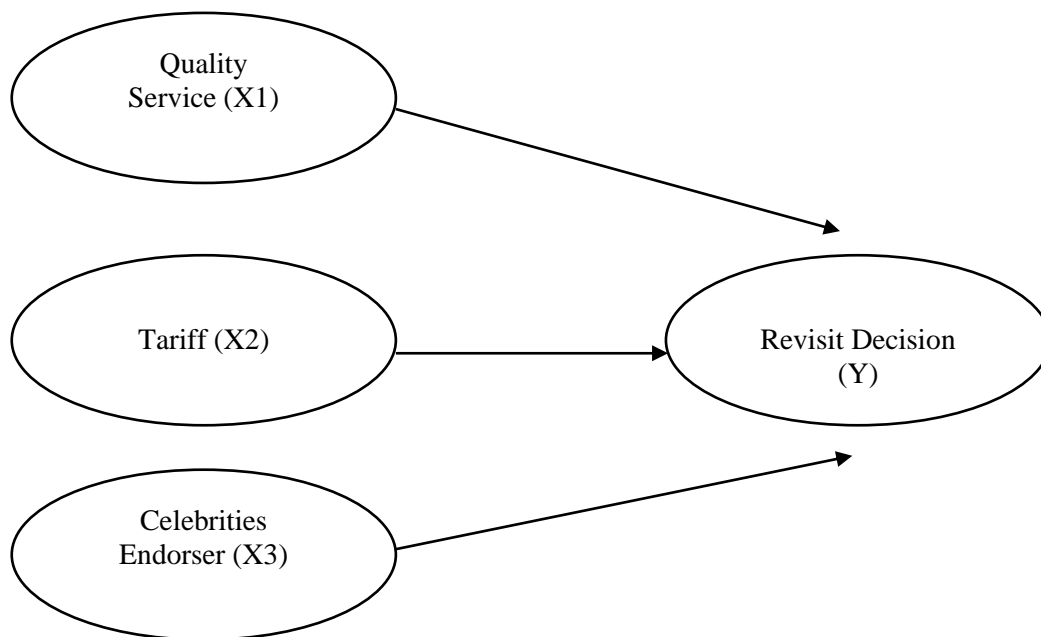


Figure 1. Research Model
Source: Secondary Data Processed, 2024

This study analyzes the influence of service quality (X1), tariffs (X2), and celebrity endorsers (X3) on the decision to revisit (Y) visitors to Bali Zoo. Good, friendly, and professional service quality from Bali Zoo staff can provide a pleasant experience for visitors, create satisfaction, and encourage them to visit again. Affordable tariffs or entrance ticket tariff that are in line with the facilities and experiences offered can also attract visitors to return to visit Bali Zoo, while tariffs that are too high can be a barrier. Meanwhile, the use of celebrity endorsers or ambassadors who are popular and have a positive image

can attract public attention, increase awareness about the existence of Bali Zoo, and attract interest in visiting again through promotional campaigns involving these celebrities. The results of this study can provide insights for Bali Zoo managers in improving service quality, setting the right tariff, and utilizing celebrity endorsers effectively to attract visitors and encourage return visits.

METHODOLOGY

This study aims to analyze the effect of service quality, tariffs, and celebrity endorsers on visiting decisions at Bali Zoo, Gianyar Regency, Bali, which was chosen because it is one of the best zoos in Bali but there is a gap in the number of visitors dominated by international tourists. The variables studied include service quality (X1), tariffs (X2), celebrity endorsers (X3), and visiting decisions (Y). This study uses quantitative data in the form of data on the number of visitors to Bali Zoo and qualitative data in the form of an overview of Bali Zoo, obtained from primary sources through questionnaires and secondary sources through information from Bali Zoo staff. The study population is tourists who have visited Bali Zoo with an identity that cannot be known with certainty, and the sample consists of 120 respondents who have visited Bali Zoo by considering gender, age, occupation, and guest category, which are determined using non-probability sampling method with purposive sampling technique. Data was collected through distributing questionnaires and analyzed using multiple linear regression analysis techniques (Sugiyono, 2022). The multiple linear regression model used in this study is a statistical method to analyze the relationship between multiple independent variables and a single dependent variable (Ghozali, 2018). In this case, the model aims to examine how service quality (X1), tariffs (X2), and celebrity endorsers (X3) influence visiting decisions (Y) at Bali Zoo.

Model Structure

The general form of the multiple linear regression model can be expressed as:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \varepsilon$$

Where:

Y = Visiting decisions (dependent variable)

X1 = Service quality

X2 = Tariffs

X3 = Celebrity endorsers

β_0 = Intercept (constant term)

$\beta_1, \beta_2, \beta_3$ = Regression coefficients for each independent variable

ε = Error term

Variables

- a. Dependent Variable (Y): Visiting decisions, which likely measures the likelihood or frequency of visitors choosing to visit Bali Zoo.

- b. Independent Variables: Service quality (X1), tariffs (X2), and celebrity endorsers (X3).

Coefficients

- a. β_0 (Intercept): Represents the expected value of Y when all independent variables are zero.
- b. $\beta_1, \beta_2, \beta_3$: These coefficients represent the change in Y for a one-unit change in the respective X variable, holding other variables constant.

Assumptions

The multiple linear regression model relies on several key assumptions:

- a. Linearity: The relationship between independent and dependent variables is linear.
- b. Independence: Observations are independent of each other.
- c. Homoscedasticity: The variance of residuals is constant across all levels of the independent variables.
- d. Normality: The residuals are normally distributed.
- e. No multicollinearity: Independent variables are not highly correlated with each other.

Analysis Process

- a. Data Collection: Gather data from 120 respondents through questionnaires.
- b. Data Preparation: Clean and organize the data, ensuring all variables are properly coded.
- c. Model Fitting: Use statistical software to fit the regression model to the data.
- d. Coefficient Estimation: Estimate the values of $\beta_0, \beta_1, \beta_2,$ and β_3 using methods like ordinary least squares (OLS).
- e. Model Evaluation: Assess the model's fit using metrics such as R-squared, adjusted R-squared, and F-statistic.
- f. Hypothesis Testing: Conduct t-tests for individual coefficients and F-test for overall model significance.
- g. Diagnostics: Check model assumptions and perform residual analysis.

Interpretation

- a. The sign of each coefficient (positive or negative) indicates the direction of the relationship between that independent variable and the visiting decision.
- b. The magnitude of each coefficient represents the strength of the effect of that variable on visiting decisions.
- c. The p-values associated with each coefficient indicate the statistical significance of the relationships.

Practical Application

This model will help Bali Zoo management understand:

- a. Which factors (service quality, tariffs, or celebrity endorsers) have the most significant impact on visiting decisions.
- b. How changes in these factors might affect the number of visitors.
- c. Where to focus their efforts and resources to potentially increase visitor numbers, especially among domestic tourists.

By using this multiple linear regression model, the study can provide valuable insights into the factors influencing visiting decisions at Bali Zoo, potentially helping to address the gap in visitor numbers between international and domestic tourists.

Hypothesis

H1: Service quality has a positive and significant effect on visiting decisions.

H2: Tariffs have a positive and significant effect on visiting decisions

H3: Celebrity endorsers have a positive and significant effect on visiting decisions.

RESEARCH RESULT

This study involved 120 respondents who had visited Bali Zoo, with characteristics dominated by men (58.3%), aged 21-25 years (35%), entrepreneurial occupations (39.2%), and domestic guest categories (51.7%). The descriptive analysis results show that Bali Zoo's service quality is in the good category (average score 3.87), with the highest score on the statement "Bali Zoo staff is able to maintain the security of each transaction" (4.04), but the lowest score on "Staff responds to all visitor complaints" (3.33). Bali Zoo's tariffs are also in the good category (average score of 3.81), with the highest score on "Bali Zoo's entrance fee is in accordance with the purchasing power of visitors" (4.00), but the lowest score on "The existing tariff is in accordance with the entertainment in the Zoo (*Animal Show, etc.*)" (3.28). Bali Zoo's celebrity endorsers are in the good category (average score of 3.87), with the highest score on "Celebrities invited by Bali Zoo are very relevant to Bali Zoo" (3.97), although the lowest score on "I know celebrities invited by Bali Zoo" (3.82). The decision to visit Bali Zoo is also in the good category (average score of 3.92), with the highest score on "Bali Zoo provides a variety of transaction methods" (3.98), but the lowest score on "I visit Bali Zoo every vacation" (3.80). Overall, the results show that the quality of service, tariffs, and celebrity endorsers applied by Bali Zoo are good in influencing visitors' visiting decisions.

Multicollinearity test is conducted to detect the presence or absence of correlation between independent variables in the regression model. Testing is done by looking at the Variance Inflation Factors (VIF) and tolerance values. If $VIF > 10$ and tolerance < 0.10 , then there are symptoms of multicollinearity. Based on the test results, the tolerance and VIF values of the service quality,

tariff, and celebrity endorser variables show the tolerance value of each variable is greater than 0.10 and the VIF value is less than 10, which indicates that the regression equation model is free from multicollinearity problems. Furthermore, the heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. If the significance probability of each independent variable > 0.05 significance level, it can be concluded that heteroscedasticity does not occur. The test results show that the significance value of the service quality variable is 0.775, the tariff variable is 0.118, and the celebrity endorser variable is 0.470. These values are greater than 0.05, which means that there is no influence between the independent variables and the absolute residual. Thus, it can be concluded that the regression model is free from heteroscedasticity problems. Overall, the results of the classical assumption test show that the regression model used in this study has met the requirements and is suitable for use in further analysis. The absence of multicollinearity and heteroscedasticity problems indicates that the regression model has accuracy in estimating the effect of the independent variable on the dependent variable.

Table 2. Multiple Linear Regression Analysis Test Results

Model	B	Coefficients ^a		t	Sig.
		Unstandardized Coefficients	Standardized Coefficients		
1	(Constant)	1.976		1.285	.201
	Service Quality	.204	.347	4.294	.000
	Tariff	.229	.212	2.809	.006
	Celebrity Endorser	.322	.347	4.736	.000
	R	.738			
	R Square	.545			
	Adjusted R Square	.533			
	F statistics	46.278			
	F Test Significance	.000			

a. Dependent Variable: Visiting Decision

Source: Data Processing, 2024

The regression analysis results show that the regression coefficient value of the service quality variable (X1) is 0.347, which means that service quality has a positive influence on visiting decisions. This indicates that if the quality of service increases, the visiting decision will increase by 0.347 units. Furthermore, the regression coefficient value of the tariff variable (X2) is 0.212, which means that tariffs also have a positive influence on visiting decisions. That is, if the tariff increases, the visiting decision will increase by 0.212 units. Meanwhile, the regression coefficient value of the celebrity endorser variable (X3) is 0.347, which means that celebrity endorsers have a positive influence on visiting decisions. This shows that if the celebrity endorser increases, the visiting decision will increase by 0.347 units. Based on the results of the

regression analysis, a significance value of 0.000 was obtained, which is smaller than 0.05. This means that the multiple regression model is feasible to use, and the independent variables including service quality, tariffs, and celebrity endorsers simultaneously have a significant influence on the dependent variable, namely visiting decisions. The adjusted R² value of 0.533 indicates that 53.3% of changes (up or down) in visiting decisions are influenced by service quality, tariffs, and celebrity endorsers, while the remaining 46.7% is influenced by other factors outside this study. The t-test results show that service quality, tariffs, and celebrity endorsers partially have a positive and significant influence on visiting decisions. The significance value for each variable is smaller than 0.05, with a calculated t value of service quality of 4.294, tariff of 2.809, and celebrity endorser of 4.736. This indicates that service quality, tariffs, and celebrity endorsers individually have a significant positive relationship with visiting decisions.

DISCUSSION

The results showed that service quality is thought to have a significant positive relationship with visiting decisions. The better the quality of service provided, it will increase visitors' decisions to visit Bali Zoo, and vice versa. This finding is in line with research (Adabi, 2020; Savira & Yulianti, 2022; Sitio, 2015) which concluded that service quality has a positive effect on visiting decisions. Furthermore, the results also indicate that tariffs have a significant positive relationship with visiting decisions. Tariffs set with good quality will influence visitors' decisions to visit. This finding is consistent with research (Faridah et al., 2023; Salfina & Gusri, 2018) which shows that tariffs have a positive effect on purchasing decisions. Furthermore, the results revealed that celebrity endorsers are thought to have a significant positive relationship with visiting decisions. A promotional strategy using celebrity endorsers can strengthen the tendency to influence visiting decisions. This finding is in line with previous research (Habibah et al., 2018; Salere et al., 2019; Tabar & Farisi, 2023) which concluded that celebrity endorsers have a positive effect on visiting decisions. Overall, the results of this study confirm the importance of service quality, competitive tariff, and promotional strategies using celebrity endorsers in influencing visitors' decisions to visit Bali Zoo. These findings provide practical implications for Bali Zoo managers in increasing attractiveness and attracting visitors.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the analysis and discussion, it can be concluded that service quality, tariffs, and celebrity endorsers have a positive and significant effect on visiting decisions at Bali Zoo, which means that the better the quality of service provided, the appropriate pricing, and the celebrity endorser promotion strategy can increase the decision to visit again. For this reason, Bali Zoo needs to provide training to staff to improve performance in serving visitors better, make considerations regarding entrance fees and entertainment services in the Zoo, and strengthen the design of celebrity endorser promotion strategies. The results of this study are expected to be an

additional reference and strengthen the results of previous studies related to the influence of service quality, tariffs, and celebrity endorsers on visiting decisions.

ADVANCED RESEARCH

The findings of this study contribute to the existing literature on consumer behavior and tourism destination image by confirming the significant positive influence of service quality, tariffs, and celebrity endorsers on visitors' decisions to revisit a tourist attraction, aligning with and extending the principles of the theory of planned behavior and the elaboration likelihood model in the context of tourism decision-making. The practical implications are significant for Bali Zoo and other tourist attractions, highlighting the importance of maintaining and improving service quality, carefully considering pricing strategies to ensure tariff fairness, and strategically selecting and designing celebrity endorser partnerships to leverage the peripheral route of persuasion. While the study provides valuable insights, its limitations include a relatively small sample size, a focus on a specific tourist attraction in Bali, a cross-sectional design, and the potential for moderating or mediating effects of visitor demographics, motivations, and prior experiences. Future research could address these limitations by employing larger and more diverse samples, exploring different cultural contexts and types of tourist attractions, conducting longitudinal studies, and investigating potential moderating or mediating variables.

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