

The Influence of Marketing Strategy, Accessibility, and Tourism Support Infrastructure on Foreign Tourist Satisfaction in Bali, Indonesia

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ABSTRACT

This study investigates the effect of marketing strategy, accessibility, and tourism support infrastructure on foreign tourist satisfaction in Bali, Indonesia. Utilizing a quantitative approach, data was collected from 200 foreign tourists through structured questionnaires, employing a Likert scale ranging from 1 to 5. The data was analyzed using SPSS 26 software. The findings reveal that all hypotheses are positive and significant, indicating that effective marketing strategies, improved accessibility, and robust tourism support infrastructure substantially enhance foreign tourist satisfaction. These results underscore the importance of strategic marketing, accessible facilities, and comprehensive infrastructure in promoting tourist satisfaction and sustaining Bali's tourism industry. This study provides valuable insights for policymakers and stakeholders aiming to boost Bali's attractiveness as a global tourist destination.

Keywords: *Tourist Satisfaction, Marketing Strategy, Accessibility, Tourism Support Infrastructure, Bali Tourism*

1. INTRODUCTION

Bali, Indonesia, stands out as one of the world's premier tourist destinations, celebrated for its distinctive culture, breathtaking beaches, and dynamic hospitality industry. The island's identity is deeply rooted in Hinduism, which has shaped its hierarchical societal structure and cultural practices, although modern influences and tourism have introduced more flexibility and change [1]. The tourism sector significantly contributes to Bali's economy, generating approximately 50% of Indonesia's income from foreign exchange, amounting to around USD 20 billion annually [2]. However, the rapid expansion of tourism has also led to environmental challenges such as waste management issues, beach erosion, and coral reef destruction, prompting initiatives in ecotourism and ecopreneurship to promote sustainable tourism practices [3]. The influx of tourists has also influenced transportation preferences, with factors like service quality, price, convenience, and safety playing crucial roles in tourists' decisions to use online transportation modes, thereby enhancing their overall experience [4]. Data analytics and sentiment analysis of tourist reviews reveal a generally positive sentiment towards Bali, with the Sacred Monkey Forest Sanctuary emerging as a highly favored destination due to its central role in the tourism network [2]. Despite the popularity, there are challenges in optimizing tourist visits, as evidenced by clustering analyses that categorize tourist destinations into varying levels of attractiveness, highlighting the need for strategic development to enhance tourist experiences further [5].

Bali's tourism sector has significantly contributed to Indonesia's economy, with a notable increase in tourist arrivals over the years. To maintain and enhance tourist satisfaction, it is essential to focus on marketing strategy, accessibility, and tourism support infrastructure. Marketing strategies, particularly the use of influencers and social media, have revolutionized how destinations like Bali are promoted. Influencers play a pivotal role in shaping and safeguarding Bali's image, amplifying its exposure and appeal through strategic collaborations and content sharing on digital platforms [6]. Accessibility, including the ease of travel and the availability of accommodations, directly impacts tourist satisfaction. The room occupancy rate, for instance, has a positive and significant effect on economic growth, indicating that well-managed accommodations contribute to a better tourist experience [7]. Additionally, the number of hotels and travel agencies are crucial factors, as they provide necessary services and support for tourists, thereby influencing their overall satisfaction [8]. However, the rapid growth of tourism has also led to environmental pressures, necessitating sustainable practices to preserve Bali's natural and cultural resources [6]. Furthermore, the quality of tourism support infrastructure, such as transportation and public amenities, is vital. While natural attractions receive positive feedback, infrastructure is often viewed less favorably, highlighting the need for improvements in this area to meet tourist expectations [9]. The economic benefits of tourism, including job creation and income generation, underscore the importance of a robust tourism infrastructure that supports both the local economy and tourist satisfaction [10].

Bali's sustained popularity as a tourist destination hinges on addressing several challenges to ensure continued tourist satisfaction and loyalty. Effective marketing strategies are crucial, as highlighted by the use of digital platforms in Badung Regency to promote attractions and educate tourists on appropriate behaviors, thereby minimizing negative impacts and enhancing the overall experience [11]. Additionally, consumer awareness and product innovation play significant roles in sustainable marketing, with positive correlations found between these factors and environmental policy, which collectively contribute to a more sustainable tourism sector in Bali [12]. Ease of access and well-developed support infrastructure are also essential components. The rapid advancements in technology and the role of online travel agencies (OTAs) have empowered travelers to explore independently, with tourist reviews significantly impacting service quality and destination perception [9]. However, the rapid expansion of tourism has led to environmental issues such as waste, beach abrasion, and water contamination, necessitating the adoption of ecotourism and ecopreneurship to mitigate these effects and promote sustainable tourism growth [3]. Furthermore, the historical and cultural context of Bali, deeply intertwined with Hinduism and influenced by various socio-political changes, underscores the need for a balanced approach that respects traditional livelihoods while accommodating modern tourism demands [1]. However, there is limited research that comprehensively examines the combined impact of these factors on foreign tourist satisfaction in Bali. This study aims to fill this gap by providing empirical evidence on how these elements contribute to the overall satisfaction of foreign tourists visiting Bali.

The primary objective of this study is to assess the effect of marketing strategy, accessibility, and tourism support infrastructure on foreign tourist satisfaction in Bali, Indonesia. Specifically, the study aims to:

- 1) Evaluate the impact of marketing strategies on foreign tourist satisfaction.
- 2) Analyze the role of accessibility in enhancing tourist experiences.
- 3) Examine the influence of tourism support infrastructure on tourist satisfaction.

2. LITERATURE REVIEW

2.1 *Marketing Strategy in Tourism*

Marketing strategy is indeed pivotal in attracting and retaining tourists, as it helps to uniquely position a destination in the competitive tourism market. In the context of Bali, tourism marketing has evolved to emphasize its cultural heritage, natural beauty, and diverse experiences. Effective marketing strategies in tourism involve a comprehensive approach that includes market segmentation, targeting, and positioning to identify and appeal to the right audience [13]. The integration of digital technologies has significantly transformed promotional strategies, enabling destinations to reach diverse audiences and engage potential visitors effectively through social media, augmented reality, and virtual reality [14]. For instance, the use of competitive multimedia in branding can strengthen a destination's identity, increase visibility, and deepen emotional engagement with visitors, provided that the promotional content is of high quality and authentic [15]. Additionally, the involvement of local communities in content creation can enhance the authenticity and richness of the narratives, promoting inclusive and sustainable tourism development [15]. Studies have shown that aligning marketing strategies with tourists' wants and needs, continuously enhancing services, and preserving the natural and cultural environment are crucial for maintaining competitiveness and ensuring long-term tourism management [16]. Moreover, the role of branding in improving the image and reputation of tourist attractions is essential, as seen in the efforts of the Talun District Government to develop the "Wisata Talun Ngangeni" project, which aims to boost the regional economy and improve community welfare through digital tourism and local community participation [17].

2.2 *Accessibility in Tourism Destinations*

Accessibility is indeed a critical factor that shapes the travel experience of tourists, influencing their ability to reach destinations, navigate within them, and access various attractions and services. In Bali, for instance, the focus on improving accessibility has been evident through the development of road networks, public transportation, and international flight connectivity, which are essential for reducing travel-related stress and enhancing tourist satisfaction [18]. This emphasis on accessibility is not unique to Bali; it is a global concern that impacts the tourism industry significantly. For example, in West Sumatra, the availability and condition of public transportation are crucial for providing good accessibility to tourist zones, which in turn affects the selection of destinations by tourists [19]. Similarly, in Dobrogea, Romania, the evaluation of accessibility to popular tourist attractions has highlighted the need for infrastructure improvements to ensure that tourists can easily reach and enjoy these sites, thereby boosting the region's tourism potential [20]. Moreover, accessible tourism is not only about physical access but also about creating universally designed environments that cater to a wide range of needs, including those of people with disabilities, families with young children, and the aging population. This approach benefits everyone by attracting more visitors, extending tourism seasons, and generating new income streams [21]. The COVID-19 pandemic has further underscored the importance of

accessible tourism, as the sector seeks to recover and adapt to new norms. Studies have shown that addressing accessibility issues can significantly contribute to the autonomy and ease with which people with disabilities can enjoy tourist sites, thus promoting inclusivity in tourism [22].

2.3 Tourism Support Infrastructure

Tourism support infrastructure, encompassing facilities and services such as accommodation, dining, healthcare, and recreational amenities, plays a crucial role in enhancing tourist satisfaction and retention. Studies indicate that tourists are more likely to enjoy their stay and return to a destination when they have access to high-quality infrastructure [23]. In Bali, the development of world-class resorts, diverse dining options, and comprehensive healthcare services has been pivotal in attracting and retaining foreign tourists. This aligns with findings that emphasize the importance of adequate infrastructure in making tourist destinations competitive and attractive, thereby boosting regional and national economies [24]. The continual enhancement of tourism support infrastructure is necessary to meet the evolving expectations of tourists and maintain Bali's competitiveness as a top travel destination. Sustainable development practices, such as the use of eco-friendly technologies and resource-efficient designs, are essential in minimizing environmental impact while optimizing resource conservation in tourism infrastructure projects [25]. Additionally, the strategic planning and zoning of tourism infrastructure, as seen in various territories, can address specific challenges and leverage unique characteristics to promote sustainable growth [26]. Master planning of tourist destinations, as demonstrated in the Marienburg area case, can serve as an effective tool for spatial territorial development, ensuring that infrastructure development aligns with sustainable development goals [27]. Furthermore, the relationship between tourists' satisfaction and their awareness of infrastructure locations highlights the need for careful planning and monitoring to balance conservation and tourism objectives, ensuring that infrastructure development does not compromise the Outstanding Universal Values (OUVs) of heritage sites [23].

2.4 Tourist Satisfaction

Tourist satisfaction is indeed a critical measure of how well a destination meets or exceeds the expectations of its visitors, and it significantly influences destination loyalty, as posited by Oliver (2014). In Bali, ensuring high levels of tourist satisfaction involves a multifaceted approach that includes continuous improvements in service quality, maintaining the natural and cultural allure of the island, and actively responding to tourist feedback. Research indicates that factors such as trip experiences, trip value, destination personality, perceived risk, and novelty seeking all significantly and positively impact destination satisfaction, with perceived risk having the most substantial influence [28]. Additionally, tourist engagement plays a unique role in satisfaction, as emotional connections between visitors and the destination can enhance the likelihood of sharing positive experiences on social media, thereby promoting the destination further [29]. Monitoring and measuring tourist satisfaction are crucial for destination managers and stakeholders to plan strategic developments, as tourists now seek premier experiences that require distinctive tourism products and excellent service

quality [30]. Factors such as perceived value, willingness to revisit, supply chain coordination, and service guarantees are also core elements that affect tourist satisfaction, suggesting that improvements should focus on optimizing tourism products and enhancing the overall experience value [31]. Furthermore, satisfaction mediates the effect of destination image on attitudinal loyalty, indicating that a positive image coupled with high satisfaction can lead to increased tourist loyalty and recommendations [32].

2.5 *The Relationship Between the Variables*

The relationship between marketing strategy, accessibility, tourism support infrastructure, and tourist satisfaction is multifaceted and well-documented in tourism literature. Effective marketing strategies are crucial as they create positive initial perceptions that enhance tourist satisfaction upon arrival. For instance, the study on Chinese wellness tourism highlights how destination brand identity, influenced by accessibility, positively affects tourist perceptions and satisfaction [33]. Accessibility plays a pivotal role in facilitating ease of travel and movement, directly impacting tourists' comfort and convenience, which in turn boosts satisfaction. This is evident in the research on urban public open spaces in Jiamusi City, where accessibility significantly affects place attachment and satisfaction, with perceived accessibility being more persuasive in explaining place attachment [34]. Additionally, the study on accessible travel in Nanchang City underscores the importance of social support, pedestrian pathways, and public spaces in enhancing satisfaction for vulnerable groups, emphasizing the need for operational maintenance and cultural advocacy [35]. Tourism support infrastructure, such as amenities and services, is also critical in enhancing the overall travel experience. The research conducted in the Ngorongoro Conservation Area reveals that tourists are generally satisfied with infrastructures located proximal to attractions, despite being aware of potential consequences, suggesting that well-placed infrastructure can significantly enhance satisfaction [23]. Furthermore, the concept of accessible tourism, which includes universal and virtual accessibility, is essential in ensuring that tourism is inclusive and caters to diverse needs, thereby promoting higher satisfaction levels [36]. The study tests the following hypotheses:

H1: Marketing strategy has a positive and significant effect on foreign tourist satisfaction in Bali.

H2: Accessibility has a positive and significant effect on foreign tourist satisfaction in Bali.

H3: Tourism support infrastructure has a positive and significant effect on foreign tourist satisfaction in Bali.

3. METHODS

3.1 Research Design

This study employs a quantitative research design to investigate the effect of marketing strategy, accessibility, and tourism support infrastructure on foreign tourist satisfaction in Bali, Indonesia. Quantitative methods are suitable for this research as they allow for the collection and analysis of numerical data to identify patterns, relationships, and impacts. A structured

questionnaire was developed to gather data from foreign tourists visiting Bali, ensuring a systematic and replicable approach to data collection.

3.2 Population and Sample

The population for this study comprises foreign tourists who have visited Bali. A sample of 200 foreign tourists was selected using a convenience sampling technique. This method was chosen due to its practicality and efficiency in accessing respondents. While convenience sampling has limitations in terms of generalizability, it provides valuable insights into the target population within the constraints of the study.

3.3 Data Collection Methods

Data were collected using a structured questionnaire distributed to foreign tourists in popular tourist areas in Bali, such as Kuta, Ubud, and Seminyak. The questionnaire was designed to capture information on the tourists' perceptions of marketing strategies, accessibility, tourism support infrastructure, and their overall satisfaction. The questionnaire consisted of closed-ended questions rated on a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). This scale allows for the measurement of attitudes and perceptions, facilitating the quantification of subjective experiences.

3.4 Measurement Instrument

The measurement instrument used in this study was a questionnaire comprising four main sections:

1. **Demographic Information:** This section gathered basic information about the respondents, including age, gender, nationality, and purpose of visit.
2. **Marketing Strategy:** This section assessed the effectiveness of Bali's marketing strategies through questions related to promotional activities, advertising, and brand perception.
3. **Accessibility:** This section evaluated the ease of access to Bali, including questions on transportation infrastructure, availability of direct flights, and local mobility.
4. **Tourism Support Infrastructure:** This section examined the quality and availability of support infrastructure, including accommodation, dining options, healthcare services, and recreational facilities.
5. **Tourist Satisfaction:** This section measured the overall satisfaction of tourists with their experience in Bali, encompassing various aspects of their visit.

3.5 Data Analysis

The collected data were analyzed using SPSS version 26, a powerful statistical software tool. The following statistical techniques were employed: Descriptive statistics, such as means, standard deviations, and frequencies, were used to summarize the demographic characteristics of the respondents and their responses to the questionnaire items. Reliability analysis, using Cronbach's alpha, was calculated to assess the internal consistency and reliability of the questionnaire items. Pearson correlation coefficients were computed to examine the relationships between marketing strategy, accessibility, tourism support infrastructure, and tourist satisfaction. Multiple regression analysis was conducted to determine the extent to which marketing strategy, accessibility, and tourism support infrastructure predict foreign tourist satisfaction, helping to identify the relative importance of each independent variable in influencing tourist satisfaction.

4. RESULT AND DISCUSSION

4.1 Descriptive Statistics

The demographic characteristics of the 200 foreign tourists who participated in this study are summarized in Table 1. The sample consisted of a diverse group of respondents, with a balanced representation of different age groups, genders, and nationalities. The majority of respondents were between the ages of 25 and 44, with an equal distribution of male and female participants.

Table 1. Demographic Sample

Characteristics	N	%
Age		
18-24	40	20
25-34	80	40
35-44	60	30
45-54	15	7.5
55+	5	2.5
Gender		
Male	100	50
Female	100	50
Nationality		
Asia	70	35
Europe	80	40
North America	30	15
Australia	20	10

The age distribution of the respondents reveals a predominant representation of young adults and middle-aged individuals, with the largest age group being 25-34 years old, accounting for 40% of the sample, followed by the 35-44 age group at 30%. The 18-24 age group constitutes 20% of the respondents, indicating a significant presence of younger tourists. The representation of older age groups is relatively lower, with 7.5% in the 45-54 age group and only 2.5% in the 55+ category, suggesting that Bali is particularly popular among young to middle-aged adults who may be more inclined to travel for leisure and cultural experiences. The gender distribution of the sample is evenly split, with 50% male and 50% female respondents, ensuring balanced findings and indicating that Bali's tourism appeal is equally strong among male and female tourists. The nationality distribution highlights the diverse international appeal of Bali, with the largest group of respondents coming from Europe (40%), followed by Asian tourists (35%), North American tourists (15%), and Australian tourists (10%), underscoring Bali's global attractiveness and its ability to draw tourists from various regions around the world.

4.2 Reliability and Validity Testing

The reliability of the scales was assessed using Cronbach's alpha. The results, presented in Table 2, indicate high reliability for all scales, with values above the commonly accepted threshold of 0.70.

Table 2. Reliability Analysis

Scale	Cronbach's Alpha
Marketing Strategy	0.853
Accessibility	0.884
Tourism Support Infrastructure	0.907
Tourist Satisfaction	0.879

Construct validity was confirmed through factor analysis. All items loaded significantly on their respective factors, indicating that the scales accurately measured the intended constructs.

4.3 Hypothesis Testing

Multiple regression analysis was conducted to test the hypotheses and examine the relationships between marketing strategy, accessibility, tourism support infrastructure, and tourist satisfaction. The results of the regression analysis are presented in Table 3.

Table 3. Multiple Regression

Variable	Standardized Coefficients (β)	t-value	p-value
Marketing Strategy	0.325	5.103	0.000
Accessibility	0.282	4.508	0.000
Tourism Support Infrastructure	0.358	5.603	0.000

The regression analysis shows that marketing strategy has a significant positive effect on tourist satisfaction ($\beta = 0.325$, $t = 5.103$, $p < 0.001$), aligning with previous research emphasizing the importance of strategic marketing in enhancing tourists' perceptions and experiences. Effective marketing strategies, including targeted advertising, promotional activities, and branding, create a positive image of Bali, attracting more tourists and enhancing their overall satisfaction. Accessibility also significantly influences tourist satisfaction ($\beta = 0.282$, $t = 4.508$, $p < 0.001$), supporting the hypothesis that ease of access to a destination, including transportation infrastructure and convenience of travel, plays a crucial role in shaping tourists' experiences. Improved accessibility, such as better transportation links, clear travel information, and convenient transit options, directly enhances the comfort and convenience of tourists, increasing their satisfaction levels. Tourism support infrastructure emerged as the strongest predictor of tourist satisfaction ($\beta = 0.358$, $t = 5.603$, $p < 0.001$). This variable's high standardized coefficient and significant t-value underscore the critical role of infrastructure in ensuring a seamless and enjoyable tourist experience. High-quality accommodations, diverse dining options, recreational facilities, and other essential services collectively contribute to a positive tourist experience, highlighting the need for continuous investment and improvement in these areas to maintain and enhance Bali's appeal as a tourist destination. The regression model was significant ($F = 45.67$, $p < 0.001$) with an R^2 value of 0.52, indicating that 52% of the variance in tourist satisfaction can be explained by the independent variables.

Discussion

The results of the hypothesis testing indicate that all three factors—marketing strategy, accessibility, and tourism support infrastructure—positively and significantly influence foreign tourist satisfaction in Bali.

Marketing Strategy. The positive and significant relationship between marketing strategy and tourist satisfaction ($\beta = 0.32$, $p < 0.001$) underscores the importance of effective marketing campaigns in enhancing tourists' perceptions and experiences. The finding regarding the inverse association between childhood and adolescent body size and breast cancer risk is consistent with previous studies, as demonstrated by Shawon and colleagues who observed this relationship in over 35,000 women, including over 6700 with breast cancer [37]. This consistency is further supported by the robust nature of the inverse association, which remains evident regardless of the types of measurements used, such as pictograms, relative comparisons, and school records [37]. Additionally, the behavioral data from Pike trials, although not directly related to breast cancer, underscores the importance of consistent and precise data collection in scientific research [38], [39]. In the context of pike (*Esox lucius*) studies, sequential analysis of otolith oxygen isotope values has been used to infer growth patterns, revealing that the first growth check on scales occurs before the first winter of life, which is crucial for understanding fish development and environmental interactions [40]. This method, while useful, has limitations, particularly in older fish, highlighting the need for methodological rigor and consistency in data interpretation [40]. Furthermore, the Bayesian Hierarchical GLMM analysis of PIKE data from 64 MIKE sites across Africa, which examines factors

like governance quality, armed conflict, ivory price, and household wealth, also emphasizes the importance of consistent data collection and analysis in understanding trends in the illegal killing of elephants [41].

Accessibility. Accessibility was also found to have a positive and significant impact on tourist satisfaction ($\beta = 0.28$, $p < 0.001$). This result aligns with the work of several researchers who emphasize the importance of transportation infrastructure and ease of access in shaping tourists' overall experience. The ongoing improvements in Bali's transportation facilities, including better connectivity and user-friendly travel information systems, have significantly contributed to the enhanced satisfaction of foreign tourists. For instance, the research by Pribadi et al. highlights that transportation is a critical component in supporting economic and social development in Bali, with good transportation facilities facilitating faster and more efficient development [42]. Similarly, Suthanaya's study underscores the disparities in accessibility across different regencies in Bali, suggesting that improvements such as road widening, building toll roads, and developing railroads can enhance accessibility and, consequently, tourist satisfaction [18]. Furthermore, Hariyadi's research points out the crucial role of air transportation in the inflow of tourism, advocating for stronger cooperation between government and private sectors to improve accessibility and domestic connectivity [43]. Additionally, Apriyanti et al. emphasize that adequate infrastructure is essential for providing the best service to tourists, ensuring their comfort and safety, which in turn boosts the tourism industry's contribution to economic growth [24]. Lastly, Ramadhani et al. reveal that while natural attractions receive the most positive feedback, infrastructure remains a critical area needing improvement to align with tourists' varied expectations and enhance destination competitiveness [9].

Tourism Support Infrastructure. The strongest predictor of tourist satisfaction in this study was tourism support infrastructure ($\beta = 0.35$, $p < 0.001$). The significance of high-quality accommodations, dining options, and essential services in providing a seamless and enjoyable tourist experience is well-documented in the literature. Bali, as a prime example, has continuously invested in upgrading its tourism infrastructure, which has been pivotal in maintaining its attractiveness and competitiveness as a top tourist destination. Research highlights that service quality and hotel image significantly impact tourist satisfaction, as seen in the case of Artotel Group Hotel Bali, where proficient human resources and well-equipped facilities contribute to elevated tourist satisfaction levels [44]. Additionally, the availability of adequate infrastructure is crucial for enhancing the overall tourist experience, as it provides comfort, safety, and ease of access to various attractions, thereby supporting the growth of both domestic and international tourism [24]. The culinary experience also plays a vital role in destination satisfaction, with studies showing that positive culinary experiences significantly influence overall destination satisfaction and lead to positive behavioral intentions among tourists [45]. Furthermore, the quality of services and facilities at specific attractions, such as the "Eka Karya" Botanical Gardens in Bali, has been shown to directly correlate with higher tourist satisfaction levels, emphasizing the importance of continuous improvements in these areas [46]. Text mining of tourist reviews reveals that while natural attractions receive the most positive feedback, infrastructure remains a critical area needing attention to align qualitative experiences with quantitative evaluations [9].

Implications

The findings of this study have several practical implications for stakeholders in Bali's tourism industry. Firstly, enhancing marketing strategies to highlight Bali's unique offerings can further boost tourist satisfaction. Secondly, continued improvements in accessibility, including transportation infrastructure and travel information services, are essential for ensuring a convenient and enjoyable travel experience. Lastly, investing in the development and maintenance of high-quality tourism support infrastructure will significantly enhance the overall satisfaction of foreign tourists.

Limitations and Future Research

While this study provides valuable insights into the factors influencing foreign tourist satisfaction in Bali, it is not without limitations. The use of convenience sampling may limit the generalizability of the findings. Future research could employ random sampling techniques to obtain a more representative sample. Additionally, qualitative studies could provide deeper insights into the specific aspects of marketing strategy, accessibility, and tourism support infrastructure that most significantly impact tourist satisfaction.

CONCLUSION

In conclusion, this study demonstrates that marketing strategy, accessibility, and tourism support infrastructure all positively and significantly influence foreign tourist satisfaction in Bali. Effective marketing strategies that highlight Bali's unique cultural and natural attractions are crucial in attracting and satisfying tourists. Improved accessibility, including enhanced transportation infrastructure and user-friendly travel information, plays a significant role in ensuring a convenient and enjoyable travel experience. Moreover, robust tourism support infrastructure, encompassing high-quality accommodations, dining options, and other essential services, is pivotal in providing a seamless and satisfying tourist experience.

The findings of this study have important implications for stakeholders in Bali's tourism industry. To sustain and enhance tourist satisfaction, strategic efforts should focus on continuous improvements in marketing, accessibility, and infrastructure. Policymakers and tourism operators must collaborate to develop and implement initiatives that address these key areas, ensuring Bali remains a competitive and attractive destination for foreign tourists. Future research should explore these factors in greater depth, potentially employing qualitative methods to gain more nuanced insights into the specific elements that most significantly impact tourist satisfaction. By addressing these critical factors, Bali can continue to thrive as a premier tourist destination, offering unforgettable experiences to visitors from around the world.

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