

# The Development Strategy of Bali as Sustainable Event Conference Destination Based on Satisfaction Level: Service Quality, Green Meeting, Loyalty

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Indonesia, particularly Bali, is a feasible destination to hold whether an international or national event conference, however its standard needs to improve, since it is below other countries. As the green meeting, several conference events still are concerned in preserving the environment, and also reducing the negative environment implication. Thus, the service quality is very necessary to support the conference events. Generally, this study is to analyze the service quality, green meetings towards satisfaction, loyalty, and the development strategy of Bali as a center of sustainable conference events. This research uses a sequential explanatory model, which is a mixed method between quantitative and qualitative approach. Quantitative approach used SEM, and focus group discussion for the quality to obtain stake holders' opinion. SWOT was used to develop the strategies and QSPM to obtain the alternatives that are prioritized to the development center of event conference that has quality and green environment. This research was located in several places, such as Nusa Dua, Kuta, and Airport.

*Keywords:* cultural heritage tourism, tourist attraction, aboriginal, traditional village of Bena

## Introduction

The strategy of Bali development as a sustainable event conference destination based on satisfaction levels, service quality, green meetings, satisfaction, and loyalty must be carried out, since Indonesia particularly Bali has a lower standard among other countries in the ASEAN region (International Congress and Convention Association (ICCA), 2016). Previous study stated that MICE and tourism businesses would always increase and had the implication to environment (Amandeep & Singh, 2017). The hotel industry has made an initiative to conduct a green meeting which is able to reduce the environment damage by saving and managing

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effectively the use of electricity, food, and accommodation. This will be an outstanding reputation to encourage the customers' loyalty. Yuruk (2017) also stated that customers' satisfaction to an event will make the customers' loyalty. Zeithamal and Parasuraman (1988) also supported that customers' satisfaction is influenced by service quality.

This study focused on the six problems, firstly, the impact of the service quality towards satisfaction, secondly, the impact of green meeting towards satisfaction, thirdly, the impact of customers' satisfaction towards loyalty, fourthly, the impact of service quality towards loyalty, fifthly, the impact of green meeting towards loyalty, lastly, the development strategies of Bali as a center of sustainable quality event conference. This study indicated that overall, both services quality and green meeting are very influential towards the satisfaction, and loyalty. The first strategy should be developed to intensively implement Tri Hita Kirana in conducting the sustainable conference. Secondly, the MICE business in each province all over Indonesia or other countries should improve and intensively promote it. Thus, it is easy to analyze the weaknesses and strengths in order to result in the proper strategies. Thirdly, to create a policy on a sustainable conference event based on Tri Hita Kirana and ISO 20121, the fourth strategy is to create the sustainable standards based on various references involving Tri Hita Karana and ISO 20121.

### **Literature Review**

Gronroos (1984), "A Service Quality Model and Its Marketing Implication." Parasuraman and Berry (1988), "SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perception of Service Quality, Aksu, Şahin, Öztürk, and Gültekin (2015), "Analysing Green Meeting Perceptions of Medical Meeting Participants: An Exploratory Research in the Antalya Region of Turkey". Aksu, Şahin, Öztürk, and Gültekin (2016), "Analysing Green Meeting Perceptions of Medical Meeting Participants: An Exploratory Research in the Antalya Region of Turkey". Steiner et al. (2009), "United Nation Environment Program "Green Meeting Guide". Steiner, Otto-Zimmermann, Shaaban, and Work-Zewde (2012), "United Nations Environment Programme Sustainable Events Guide", Yuruk, Akyol, and Simsek (2017), "Analyzing the effect of social impact of event on satisfaction and loyalty". Buathong and Lai (2017), "Perceived Attributes of Event Sustainability in the MICE Industry in Thailand: A View point from Governmental, Academic, Venue and Practitioner". Satkhum (2019), "Sustainable Events Basic Guidelines Pat Satkhum".

### **Research Method**

This research used a sequential explanatory model, which combined between quantitative and qualitative approach. Quantitative approach used SEM to analyze three hundred and twenty two (320) respondents with AMOS program. The qualitative approach used Focus Group Discussion to obtain stake holders' opinion involving government, academician, tourism industries, the community or food, and beverage associations and media. SWOT used to develop the strategies and QSPM to obtain the alternatives that are prioritized to the development center of event conference that has quality and green environment. The respondents were selected in several places, such as Nusa Dua, Kuta, and Airport which conducted the conference.

### **Discussion**

Indonesia, particularly Bali, is a feasible destination to hold whether an international or national event conference, however its standard needs to improve, since it is below other countries of ASEAN (ICCA, 2016).

As the green meeting, several conference events still are concerned in preserving the environment, reducing the negative environment implication. Thus, the service quality is very necessary to support the conference events. Langenheim (2017) stated that one of the impacts of Bali as a major tourism destination is the garbage, since it is not managed properly. During the rainy season thousands of tons of garbage dumped in rivers and waterways are swept away. Heavy machineries were often used to clean it up on the beach. The World Bank also claimed that every 250 million people in Indonesia are responsible for 0.8-1 kilograms of garbage per year. It has been instructed that plastic is no longer used in services operations, in fact single bottle for drinking, plastic packaging, plastic pads, are still used. Furthermore, it was stated that local products and processing were lacking in offers, since the chefs tend to use products from their origin and serve it without considering local wisdom. This could be one of the reasons why Indonesia particularly Bali was lack in demand as the host of the conference compared to other countries, since they already have conducted sustainable and considering ISO 20121.

Sakellariou (2013) stated that MICE industry (Singapore) should have sustainable guidelines such as programs and technology to reduce water usage for instance motion sensor taps, reducing demand for plastic bottled water by offering tap water in an MICE room or cold water container or dispenser, reusing of stationery and pens. Providing notes with a limited number of sheets. F&B offers more than 50% of sustainable seafood resources, between 10% and 20% of local food products (Malaysia, Indonesia, Thailand, and Singapore). Food is also locally and regionally produced by more than 20% (Malaysia, Indonesia, Thailand, and Singapore). Bali has acted a lot of effort to preserve the environment well by issuing Governor Regulation No. 97 of 2018 concerning the limiting of generation of disposable plastic waste in the form of plastic bags, styrofoam, plastic straws, however it is still a lack of control over hotels and no measures are taken or awards given. Bali has the concept of Tri Hita Karana. *The Guidebook of Tri Hita Karana Tourism Award and Accreditation* for hotels (Yayasan Tri Hita Karana, 2013) claimed that the sub-point 1.4 concerns to Parhyangan (People with God). Ideally, each hotel has made efforts to preserve and develop religious traditions. The sub-point 2.2 is Pawongan (Humans with Others). The hotel has a preservation of Balinese culture. Sub-point 2.9 sated that ideally, the hotel is willing to accommodate the products of local people. Sub-point 2.10 stated that ideally, the hotels hire as many as possible the local workers. Sub-point 2.11 stated that expatriates who work in hotels should be as minimal as possible. The sub-point 3.1 concerns to Pelemahan (Human With Natural Environment). Ideally, the hotel is able to manage waste properly and minimize waste production to the environment. Sub-point 3.2 sated that ideally, the hotel has a program to save and preserve the environment. Sub-point 3.3 stated ideally, hotel is effectively able to use the water, it is maximum 650 liters per person per day. Sub-point 3.8 stated that ideally, hotels have and implement an environmental management system. Those rules should be complied and controlled periodically. Tri Hita Karana has assisted in preserving the environment; however it needs the logic consequences for violations, since it is merely the negligence of Tri Hita Karana Award from the committee.

### **Conclusion**

From the SEM model which is built, it has errors that can be accepted. The goodness value of fit index GFI of the model built also indicated that the model is able to describe the relationship between latent variables in a fairly good amount of 73.9 percent. It means the variable is very important, however the expectation is very good, with 90 percent. Seventy three and nine percent (73.9 percent) means that they should be increased through the strategies from the SWOT and FGD results. The stakeholders stated that the priority of the strategy,

firstly is to intensively implement Tri Hita Kirana in conducting the sustainable conference. Secondly, the MICE business in each province all over Indonesia or other countries should improve and intensively promote it. Thus, it is easy to analyze the weaknesses and strengths in order to result the proper strategies. Thirdly, to create a policy on a sustainable conference event based on Tri Hita Kirana and ISO 20121, the fourth strategy is to create the sustainable standards based on various references involving Tri Hita Karana and ISO 20121.

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