

Application of Tri Hita Karana to Guest Satisfaction at Pita Maha Resort & Spa

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Abstract: This study aims to analyze the application of Tri Hita Karana which consists of the concepts of Parahyangan, Pawongan and Palemahan on Guest Satisfaction. The location of this research is in Pita Maha Resort & Spa, Ubud Bali. The population in this study are domestic tourists who stay at Pita Maha Resort & Spa while the sample used is domestic tourists who are not domiciled in the province of Bali with a total of 100 respondents. The data analysis technique used is the Simple Linear Regression Analysis Technique. Based on the results of this study, the value of $t_{count} = 9.112$ which is greater than the value of $t_{table} = 1.984$ with a significance value of 0.000, less than 0.05, which means that the application of Tri Hita Karana has a positive and significant effect on Guest Satisfaction at Pita Maha Resort & Spa. This shows that the better the implementation of Tri Hita Karana, it can increase Guest Satisfaction. Suggestions that can be given by researchers are that Pita Maha Resort & Spa is expected to make a better waste management system, always separate organic and non-organic waste and add facilities that are still lacking and provide facilities in accordance with what was promised to consumers.

Keywords: Tri Hita Karana and Guest Satisfaction

Article Information: Submission to Repository on September 2022

Introduction

The tourism that developed in Bali is based on the local indigenous. This is what makes tourism in Bali is different from other tourism destinations in Indonesia, because it has its own uniqueness. The determining of development of culture tourism in Bali Province is according to *Peraturan Daerah Provinsi Bali Nomor 2 Tahun 2012 tentang Kepariwisata Budaya Bali*, which stated: "Bali Culture Tourism is the tourism based on local indigenous. Moreover, the local indigenous in Bali can be a filter in maintaining the sustainability of Bali's culture in the future. One of the local indigenous in Bali that used as guide in developing culture tourism is Tri Hita Karana concept.

Guest satisfaction is important for every hotel, because there are many guests that used a product or service being offered, but each guest uses it differently, it could be in the form of behaviour or the way they speak. There is a risky opinion for a company, which when guests are talking mouth to mouth. A company cannot stop someone's utterance, even when the company has already given their best, but guest is still be able to complain about the weakness of the product or service they received. Achievement of guest satisfaction in tourism industry in Bali can be achieved by applying the Tri Hita Karana concept. Through the survey method, the hotel manager could get feedback from the guest directly and could also give a positive impression that the company is giving full of concern towards its guests. Guest satisfaction is a connector between marketing, management, and competitive superiority source for a company (Claycomb, 2002).

The application of Tri Hita Karana can be a factor that influenced guest satisfaction who stayed in Pita Maha Resort & Spa. The satisfaction and dissatisfaction of guests who stayed in Pita Maha Resort & Spa is a part of their experience towards the product or service they received during their stay. Based on their experience, they can have a preference to build particular expectation values. Those values will give impact to the guest for comparing with other competitors who also applied the Tri Hita Karana concept. Tri Hita Karana will affect guests' perception and assessment towards company. Therefore, this research is needed to be conducted in order to make it as a connector between guests and the hotel itself regarding delivering the as-

assessment of guest satisfaction towards application of Tri Hita Karana when guests are staying at Pita Maha Resort & Spa.

A. Hotel

The word “hotel” originates from the word *Hospitium* (Latin), which means living room. Then it changed its meaning to distinguish it between guest house and mansion house, in the past big houses are called Hostel. Hostel can be rented to people in general for staying and resting temporary, which during their stay, the guests are coordinated by a host, and the guests who are staying at the hostel must follow the rules made by the host. As time goes by, people became disagree with rules that are too many for them in the hostel, they wanted a satisfaction, then the word “hostel” changed. The letter “s” was erased by people, then the word “hostel” turned into “hotel” (Toha & Miyanto, 2015).

B. Tri Hita Karana

According to Suteja (2012) the Bali’s culture that consists of Hinduism, known for its concept namely Tri Hita Karana (THK), which means three causes of prosperity, it originates from Sansekerta, such as Tri (three), Hita (prosperous), Karana (cause). The three that causes prosperity are Parahyangan (spiritual environment), Pawongan (social environment), Palemahan (natural environment), the three of it is a unity that cannot be separated. The harmonious and balance among those three elements is believed that it will bring advantages for prosperity of human being. On the contrary, the unbalance relationship could threaten the prosperity of human being. Hindu is rich of its local indigenus, such as simbols in beauty appearance, attractive and full of meaning. In addition, Hindu also has a lot of universal lesson, one of it is Tri Hita Karana.

a) Parahyangan

Parahyangan is an expression of human’s relation with their spiritual environment and also as a reflection of human’s essence as a religious creature, which means that they believe in the existence of super natural power. In achieving prosperity, people will always maintain the harmonious interaction with spiritual environment. Some interaction between people and spiritual environment will form a religion.

b) Pawongan

Pawongan is an expression of human’s relation with society, and it also is a reflection of human’s essence as the social creature. Human cannot livin alone, they need to interact with each other and become a part of its social system. In order to achieve prosperity, human will always maintain their harmonious relationship with each other. Pawongan in Tri Hita Karana’s assessment, including internal aspect, external aspect, and all of it emphasize for harmonious.

c) Pelmahan

Palemahan is an expression of human’s relation with natural environment. In order to achieve prosperity, human will always maintain the harmonious interaction with the natural environment. Aspek Palemahan merupakan ekspresi dari hubungan manusia dengan lingkungan alamiah. Sometimes, the arrogance of human in the form of natural source’s exploitation is not concerning its sustainability, it is considered as a less-harmonious interaction with the environment.

C. Guest Satisfaction

According to (Walker, 2001) guest satisfaction is defined as a situation of fulfilment of guests’ need, want, and expectation, their need can be fulfilled thourgh the product or service being consumed. In general, guest sarisfaction can be defined as a feeling of happiness or disappoint from a person, from a comparison between product that is being bought, whether is it already met their expectation or not. While Sementara Oliver (1981) explained in his research that guest satisfaction is a part of marketing and it has an important role in the market.

The first research, is about Tri Hita Karana’s Philosophy and Intellectual Capital: Evidence from The Hotel Industry in Indonesia conducted by Astuti et al (2021) this research discussed about the relation of Tri Hita Karana’s local culture. The data was collected from 139 questionnaires that distributed to the general manager of a star three, four, and five hotels, in Bali Province. The data was analyzed by suing SEM PLS 5.0. The result of the study showed that all elements of Tri Hita Karana had significance influence towards Intellectual Capital. This research also proved the importance of considering the local culture while discussing about Intel-

lectual Capital, because the application of Tri Hita Karana gives an important role in the practice of Intellectual Capital in the hotel.

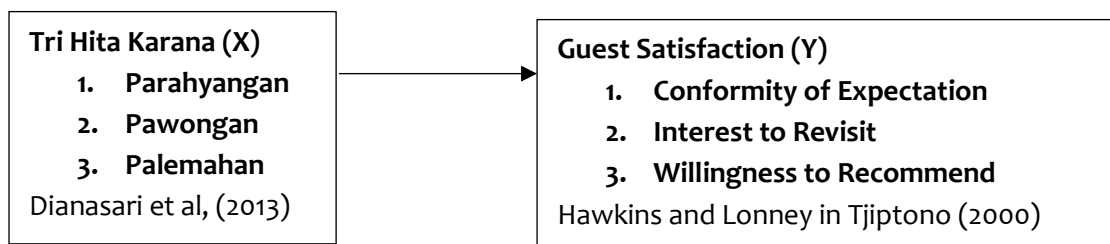
The different between this previous research with the researcher's is about the analysis technique, which is SEM PLS. This research used SPSS as the tool for counting the data. Moreover, this research discussed about guest satisfaction, while the previous research discussed about Intellectual Capital. The similarity between this research and the orevious research is in the indicator of assessment that is being used, which is Tri Hita Karana, and the advantages of the application of Tri Hita Karana in hotel.

Next, a resear conducted by Gotama (2019) entitled "*Pengaruh THK Awards Terhadap Tingkat Hunia Hotel di Bali*". The background of this research is there was a perception that Bali has already become an icon of tourism. The tourism itself gives a positive and negative effect for the local. One of local indigenous in Bali that can be used as a guide in order to develop the tourism is Tri Hita Karana. This concept has already applied and supported by Yayasan Tri Hita Karana Bali, it is a foundation that always conducted THK Awards. This research focused on the star hotel in Ubud, Gianyar, Bali. This research aims to know the effect of THK Awards towards occupation rate in hotel in Bali. The method of this research is concurrent triangulation (a combination of qualitative and quantitavie). The data analysis technique used was the quantitative and qualitative analysis. Based on the data, it showed that several factors that determined the occupation rate, such as the aspect of Parhyangan, Pawongan, and Palemahan, which integrated into THK Awards. Therefore, THK Awards influence the occupation rate of the hotel.

The similarity of this research and the previous research is about the application of Tri Hita Karana cincept in hotel, analzed by using quantitative technique. The different of this research is on the previous research, the Tri Hita Karana concept used to assess the guest satisfaction, and in this research was also discussed about guest satisfaction. The previous research was also used a qualitative analysis technique.

The thisrd research is conducted by Dianasari et al (2013) entitled "*Implementasi Konsep Tri Hita Karana Dalam Pariwisata di Bali (Studi Kasus Hotel-Hotel di Ubud, Gianyar)*". This research showed several hotels in Ubud that has already implemented the Tri Hita Karana concept in order to build an eco-firendly hotel and sustainable tourism, but not all of the hotels followed the Tri Hita Karana Awards and Accreditation. The result of this research showed that almost all hotels that became a sample of the research already applied indicators of assessment of Parahyangan, Pawongan, and Paelmahan concept.

The similarity between this research and the previous research is about the use of indicators of assessment of Tri Hita Karana concept in hotel as the indicator of the research question. While the different between this research and the previous research is about the analysis technique, which in this research used quantitative analysis technique, and this research was not discussing about assessment of internal element of company, such as relation between the company and society and employee. In this research, the researcher discussed about guest satisfaction towards the application of Tri Hita Karana.



Ho: The application of Tri Hita Karana has no significance effect towards guest satisfaction at Pita Maha Resort & Spa.

Ha: The application of Tri Hita Karana has significance effect towards guest satisfaction at Pita Maha Resort & Spa.

Method

This research used quantitative data with associative analysis, aims to know the relation between two or more variables (Sugiyono, 2016). This research was conducted at Pita Maha Resort & Spa. Survey method was used in this research, the researcher collected the information about satisfaction of domestic tourists at Pita Maha Resort and Spa. The population of this research is all tourists who visited Pita Maha Resort & Spa. The sample of this research is 100 respondents collected by using purposive sampling method. The data collection method was by using observation, questionnaire, documentation, library research, and interview. This research described the domestic tourists' satisfaction towards the application of Tri Hita Karana concept at Pita Maha Resort & Spa.

Result and Discussion

Result

Table 1. Statistic Description based on Frequency Value and Mean of the Application of Tri Hita Karana Variable

No.	Questions	Respondents' Answer					Average Score	Statement
		1	2	3	4	5		
1	Pita Maha Resort & Spa provides a place for worship that appropriate with the arrangement of Bali's tradition	0	3	24	40	33	4,03	Good
2	The employee introduce the Tri Hita Karana concept to the guests	0	6	26	38	30	3,92	Good
3	The employee preserve the Bali's culture by doing religious activity around Pita Maha Resort & Spa	0	3	31	39	27	3,90	Good
4	Pita Maha Resort & Spa provides the local's art products	0	7	24	40	29	3,91	Good
5	The majority of employee at Pita Maha Resort & Spa is from local	0	5	30	31	34	3,94	Good
6	Pita Maha Resort & Spa provides platform guest comment (feedback) in the form of writing and online form	0	8	35	24	33	3,82	Good
7	There are several plants around Pita Maha Resort & Spa	0	3	32	39	26	3,88	Good
8	Pita Maha Resort & Spa minimizes the use of trash and separates the kind of the trash, which are organic and non-organic	0	25	30	32	13	3,33	Good Enough
9	Pita Maha Resort & Spa uses the architecture design that adjustable with the Bali's culture	0	6	31	34	29	3,86	Good
Average							3,84	Good

Table 2. Statistic Description based on Frequency Value and Mean of the Guest Satisfaction Variable

No.	Questions	Respondents' Answer					Average Score	Statement
		1	2	3	4	5		
1	The product provided by Pita Maha Resort	0	0	29	37	34	4,05	Good

	& Spa is appropriate or exceed the expectation							
2	The service from the employee of Pita Maha Resort & Spa is appropriate or exceed the expectation	0	8	32	37	23	3,75	Good
3	The facilities in Pita Maha Resort & Spa is appropriate or exceed the expectation	0	26	31	24	19	3,36	Good Enough
4	Willing to revisit to Pita Maha Resort & Spa because the service given by the employee is satisfying	0	4	22	34	40	4,10	Good
5	Willing to revisit because the value and advantage obtained after enjoying the product and service at Pita Maha Resort & Spa	0	9	33	39	19	3,68	Good
6	Willing to revisit to Pita Maha Resort & Spa because the supporting facilities is well-provided	0	11	29	32	28	3,77	Good
7	Willing to give recommendation to friends or relatives to visit or stay at Pita Maha Resort & Spa because it gives satisfying service	0	4	31	36	29	3,90	Good
8	Willing to give recommendation to friends or relatives to buy products and services at Pita Maha Resort & Spa because it has a well-provided supporting facilities	0	2	29	41	28	3,95	Good
9	Willing to give recommendation to friends or relatives to buy products and services at Pita Maha Resort & Spa because the value or advantage obtained after enjoying the product and service given	0	3	33	34	30	3,91	Good
Average							3,83	Good

Table 3. Result of Validity Test

No	Variable	Questions	Correlation	Significance	Statement
1	Application of Tri Hita Karana (X)	X.1	0,807	0,000	Valid
		X.2	0,838	0,000	Valid
		X.3	0,895	0,000	Valid
		X.4	0,868	0,000	Valid
		X.5	0,891	0,000	Valid
		X.6	0,930	0,000	Valid
		X.7	0,902	0,000	Valid
		X.8	0,812	0,000	Valid
		X.9	0,840	0,000	Valid
2	Guest Satisfaction (Y)	Y.1	0,838	0,000	Valid
		Y.2	0,823	0,000	Valid
		Y.3	0,793	0,000	Valid
		Y.4	0,878	0,000	Valid
		Y.5	0,842	0,000	Valid
		Y.6	0,829	0,000	Valid

Y.7	0,921	0,000	Valid
Y.8	0,909	0,000	Valid
Y.9	0,890	0,000	Valid

Table 4. Result of Reliability Test

No	Variable	Cronbach's Alpha	Statement
1	Application of Tri Hita Karana (X)	0,957	Reliable
2	Guest Satisfaction (Y)	0,953	Reliable

Table 5. Result of One-Sample Kolmogorov-Smirnov Normality Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	5.07759164
Most Extreme Differences	Absolute	.063
	Positive	.063
	Negative	-.040
Test Statistic		.063
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Table 6. Result of Multicollinearity Coefficients^a Test

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance VIF
1 (Constant)	11.421	2.580		4.426	.000	
Application of Tri Hita Karana	.666	.073	.677	9.112	.000	1.000

Dependent Variable: Guest satisfaction

Table 7. Result of Heteroscedasticity Coefficients^a Test

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	6.774	1.510			4.485	.000

Application of Tri Hita Karana	-.078	.043	-.182	-1.833	.070
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a. Dependent Variable: Absolute_Residual

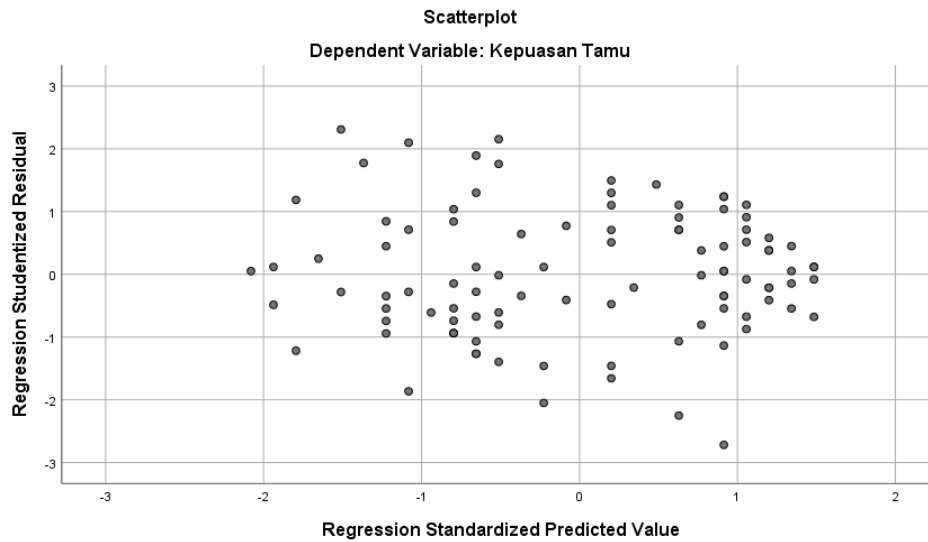


Figure 1. Heteroscedasticity Test (Scatterplot Graphic)

Table 8. Result of Simple Linear Regression Coefficients^a Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	11.421	2.580		4.426	.000
Application of Tri Hita Karana	.666	.073	.677	9.112	.000

a. Dependent Variable: Guest satisfaction

Table 9. Result of t Coefficients^a Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	11.421	2.580		4.426	.000
Application of Tri Hita Karana	.666	.073	.677	9.112	.000

a. Dependent Variable: Guest satisfaction

Table 10. Result of Determination Coefficient Sum of Squares Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
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1	.677 ^a	.459	.453	5.103
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a. Predictors: (Constant), The Application of Tri Hita Karana

b. Dependent Variable: Guets Satisfaction

Discussions

Based on the Table 1, the result of the average score from six questions regarding the application of Tri Hita Karana is 3,84, which in the range of 3,42-4,20, it means the result is good. It also means that Pita Maha Resort & Spa has already applied the Tri Hita Karana very well.

Based on the Table 2, the result of the average score from eight questions regarding guest satisfaction is 3,82, which in the reange of 3,41-4,20, it means the result is good. It also means that guests are already satisfied while staying at Pita Maha Resort & Spa.

Based on the result of validity test with the distribution of the questionnaire to 100 respondents, it can be seen that all of indicators of variables in this research, which are the application of Tri Hita Karana service performance and guest satisfaction si valid, because it has correlation coefficient value more than r table 0,196 and the significance value is less than 0,05.

Based on the reliability test, it can be seen that the instruments of variables in this research, which are the application of Tri Hita Karana and guest satisfaction is considered reliable, because each variables has alpha value more than 0,6.

Based on the normality test, it showed that the value of *Asymp. Sig. (2-tailed)* is 0,200, which is more than 0,05, it shows that the data was distributed normally, so that it can be concluded that the model already fulfilled the normality assumption.

Based on the multicollinearity test, it showed that all of the independent variable has a tolerance value > 0,10, based on the result of VIF calculation, all variables has a VIF value < 10. It means that on the regression model, there has no multicollinearity between independent variable in the regression model.

Based on the heteroscedasticity test, it showed that each models has significance value more than 0,05, which means that in the regression model, there has no heteroscedasticity problem.

Based on the simple regression test, the result is $a = 11,421$, which means that statistically shows that if the variable of the application of Tri Hita Karana equal zero, then the guest satisfaction will increase 11,421. Moreover, there was a result $b = 0,666$, which means that statistically shows that the regression coefficient value of the application of Tri Hita Karana is 0,666, which means every ascents in the application of Tri Hita Karana in the amount of one unit, then it will affect the increasing of guest satisfaction as big as 0,666, with condition that the other variables are assumed not having a change.

Based on the t test, it can be concluded that the value of t count is 9,112 more than the t table 1,984 and it has significance value 0,000 less than 0,05, so H_0 and H_a is accepted. It means that partially the application of Tri Hita Karana has positive and significance effect towards guest satisfaction.

Based on the result of determination coefficient test, it showed that the value of R Square is 0,459. It means 45,9% variation of guest satisfaction variable can be explained by the second variation of independent variable which is the application of Tri Hita Karana, while the rest of it ($100\% - 45,9\% = 54,1\%$) explained by the other variables that were not being studied in this research.

Conclusion

Based on the data obtained from the result of analysis, it can be concluded that the result of this research, there was $t_{count} = 9,112$ which more than the $t_{table} = 1,984$ and the significance value is 0,000 less than 0,05, which means that the application of Tri Hita Karana has positive and significance effect towards guest satisfaction at Pita Maha Resort & Spa. It showed that the better the application of Tri Hita Karana, the more the guest satisfaction will increase.

Acknowledgment

The Writer would like to thank all the parties who helped in this research such as the auditors who filled out the questionnaire properly, accounting management team Pita Maha Resort & Spa and the reviewers from Politechnic State of Bali for their help in reviewing this article.

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