

UNDERGRADUATE THESIS

**THE IMPACT OF TOURIST ATTRACTION
AND SERVICE QUALITY ON GUEST SATISFACTION
AT DISCOVERY MALL**



POLITEKNIK NEGERI BALI

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**TOURISM DEPARTEMENT
POLITEKNIK NEGERI BALI
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**This undergraduate thesis is submitted as one of the requirements to earn
Applied Bachelor's Degree in Tourism Management Study Program in
Politeknik Negeri Bali**



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Ni Kadek Ayu Mira Ratna Lestari

ABSTRACT

Lestari, Ni Kadek Ayu Mira Ratna. (2025). The Impact of Tourist Attraction and Service Quality on Guest Satisfaction at Discovery Mall. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

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Keywords: Attraction, Service Quality, Guest Satisfaction, Discovery Mall

This study examines how the tourist attraction and quality of service at Discovery Mall, a prominent shopping destination in Bali, impact the satisfaction of its guests. The research was carried out to determine the impact of tourist attraction and service quality on visitor satisfaction, specifically within Kuta's competitive tourism market. Quantitative method was used to gather data from 99 individuals who had visited Discovery Mall in the last three months in 2024, through the distribution of questionnaires. The data that was gathered was examined using IBM SPSS Statistic 27 with both multiple linear regression and classical assumption tests. The results showed that both the quality of tourist attractions and service quality have a noticeable and beneficial effect on the satisfaction of guests. Furthermore, the combined effect of these two variables also demonstrates a substantial impact on guest satisfaction, underscoring the importance of enhancing both aspects to optimize the overall visitor experience. The mall's strategic beachfront location, cultural performances, service responsiveness, and employee hospitality were some of the most influential factors. Based on these findings, it is recommended that Discovery Mall enhance its service quality through regular staff training, upgrade its physical infrastructure, and continue to host special events that showcase local culture to maintain competitiveness and foster customer loyalty.

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ABSTRAK

Lestari, Ni Kadek Ayu Mira Ratna. (2025). *Dampak Objek Wisata dan Kualitas Layanan terhadap Kepuasan Tamu di Discovery Mall*. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: Drs. I Ketut Astawa, M.M., dan Pembimbing II: Putu Gita Suari Miranti, S.Si., M.Si.

Kata Kunci: Atraksi, Kualitas Layanan, Kepuasan Tamu, Discovery Mall

Penelitian ini meneliti bagaimana daya tarik wisata dan kualitas layanan di Discovery Mall, sebuah destinasi wisata belanja terkemuka di Bali, berdampak pada kepuasan para pengunjungnya. Penelitian ini dilakukan untuk mengetahui dampak dari daya tarik wisata dan kualitas pelayanan terhadap kepuasan pengunjung, khususnya di pasar pariwisata Kuta yang kompetitif. Metode kuantitatif digunakan untuk mengumpulkan data dari 99 orang yang telah mengunjungi Discovery Mall dalam tiga bulan terakhir di tahun 2024 melalui penyebaran kuesioner. Data yang telah dikumpulkan kemudian dianalisis dengan menggunakan aplikasi IBM SPSS Statistik 27 dengan menggunakan regresi linier berganda dan uji asumsi klasik. Hasil penelitian menunjukkan bahwa kualitas atraksi wisata dan kualitas layanan memiliki pengaruh yang nyata dan bermanfaat terhadap kepuasan tamu. Selain itu, efek gabungan dari kedua variabel ini juga menunjukkan dampak yang besar terhadap kepuasan tamu, menggarisbawahi pentingnya meningkatkan kedua aspek tersebut untuk mengoptimalkan pengalaman pengunjung secara keseluruhan. Lokasi mal yang strategis di tepi pantai, pertunjukan budaya, ketanggapan layanan, dan keramahan karyawan adalah beberapa faktor yang paling berpengaruh. Berdasarkan temuan ini, disarankan agar Discovery Mall meningkatkan kualitas layanannya melalui pelatihan staf secara teratur, meningkatkan infrastruktur fisik, dan terus menyelenggarakan acara-acara khusus yang menampilkan budaya lokal untuk mempertahankan daya saing dan menumbuhkan loyalitas pelanggan.

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CHAPTER I

INTRODUCTION

1.1 Research Background

Over the last six decades, tourism has expanded to become one of the largest experiencing rapid development and many ideas are proposed to attract foreign tourists to come and enjoy (Mihalič, 2014). Tourists travel to different places to enjoy a variety of recreational activities, attractions, and facilities that are designed to meet their vacation needs. Tourist Attraction is the most important factor and the main driver in tourism activities, because tourist attraction is a determining factor to make tourists have an interest in visiting a tourist destination (Lie & Facrureza, 2024).

The quality of service to visiting tourists must be in line with tourist attractions, therefore, tourism is difficult to develop in an area without attractive tourist attractions. Attractive tourism attractions and excellent services increase guest satisfaction. The existence of good service quality in a company, create satisfaction for its customer (Kirom & Putra, 2018). Bali is very popular among international tourists due to its natural beauty and strong tourist appeal, so the island is always crowded. One of the famous places in Bali with foreign tourists visiting is Kuta. Kuta is a popular tourist spot in Bali with a long-standing reputation. In addition to its wide range of clothing, beauty, and lifestyle stores, Kuta also has a diverse array of shops that sell souvenirs, handcrafted items, and traditional Balinese textiles. For those looking to take home a physical part of Balinese culture, these aspects make it a great place to visit. Discovery Mall is considered to be one

of the most famous shopping centers in Kuta. The open-air architecture and beachfront setting provide a peaceful and beautiful environment, giving visitors the chance to eat at different cafés and restaurants with uninterrupted ocean views. Located at the back of the shopping center, there is a basketball court with beachfront views, providing visitors with a one-of-a-kind recreational opportunity to enjoy leisure activities while looking out at the beach. Furthermore, Discovery Mall frequently features cultural performances, specifically traditional dance shows inspired by the diverse heritage of the Indonesian archipelago, in the open public areas of the mall in the late afternoon. Visitors are not only entertained by these attractions but also gain cultural value from them. Discovery Mall's appeal is boosted by its great location, with Kuta Beach, Waterbom Bali water park, and various nightlife and entertainment options nearby, making it an attractive destination for tourists. The closeness to hotels, travel agencies, and Ngurah Rai International Airport makes it easier and more convenient for both international and domestic travelers to access. The availability of tourist attractions and the quality of services in this mall can increase the number of visitors. Saidon *et al.* (2021) states that, customers with positive mall experiences are strongly believed to engage in positive behaviours, such as returning to the shopping mall, sharing their experiences through social media, recommending the mall to family members and friends, and increasing the intention to make a purchase. The satisfaction of tourists with the facilities offered at Discovery Mall is heavily dependent on the impact of tourist attractions and service quality. The mall improves visitors experiences and

encourages them to enjoy all it has to offer by offering engaging attractions and top-notch services.

Despite being located in the center of the tourist area, the low number of visitors to the mall has become a problem for workers, who have expressed concerns about the decrease in guest visits. Workers are confused about whether this is caused by poor quality goods or unsatisfactory service at the tenant. Here is data from Discovery Mall that shows a decrease in visits.

Table 1.1 Traffic July 2024

| | Foot | Car | Motorcycle |
|-------------|---------|--------|------------|
| Grand Total | 394.267 | 24.694 | 67.325 |

Table 1.2 Traffic December 2024

| | Foot | Car | Motorcycle |
|-------------|---------|--------|------------|
| Grand Total | 375.080 | 24.885 | 61.175 |

According to the visitor data collected at Discovery Mall in July and December 2024, there was a decrease in the number of visitors arriving by various modes of transportation. The pedestrian category experienced a decrease in visits from 394,267 in July to 375,080 in December, which represents a decrease of 19,187 visits. There was a comparable decrease in the motorcycle category, with a drop from 67,325 to 61,175, representing a decrease of 6,150 visits. In contrast, the amount of people coming by car saw a rise from 24,694 in July to 24,885 in December, representing an increase of 191 visits. Hence, during the period observed, only visitors who arrived by car saw an increase, while both pedestrians and motorcycle arrivals showed a decline among the three modes of arrival.

By combining the analysis of tourist attractions and service quality, this study aims to identify the optimal balance between attracting tourists and maintaining local customer satisfaction, particularly in major tourism areas such as Kuta. One way to address customer satisfaction issues at Discovery Mall Kuta is by increasing the number of tenants offering unique Balinese goods or affordable food, as well as utilizing the back area to organize various events aimed at enhancing customer satisfaction. This approach may attract researchers to conduct a study with the title **The Impact of Tourist Attractions and Service Quality on Guest Satisfaction at Discovery Mall.**

1.2 Research Questions

Based on the background explanation by the writer, the research question or problems can be formulated by the writer in the following questions:

1. Does Tourist Attractions have a significant impact on guest satisfaction at Discovery Mall?
2. Does Service Quality have a significant impact on guest satisfaction at Discovery Mall?
3. Does Tourist Attractions and Service Quality have a significant impact on guest satisfaction at Discovery Mall?

1.3 Research Objective

Based on the background and problem statement outlined earlier, the goals of this research can be articulated as follows:

1. To analyze the impact of tourist attraction on guest satisfaction at Discovery Mall.
2. To analyze the impact of quality service on guest satisfaction at Discovery Mall.
3. To analyze the impact of tourist attraction and service quality on guest satisfaction at Discovery Mall.

1.4 Research Significance

According to the writer, the benefits of research encompass both theoretical and practical advantages, which are outlined in the following description.

1. Theoretical Benefits

The theoretical benefits that the author expects from this research are that the author's work can provide a contribution of thought in the field of literature, related to tourist attractions and service quality towards customer satisfaction in Discovery Mall related to the tourism industry. Then at the end of this research, the results of this research can be used as reference material, comparison and consideration in further research.

2. Practical Benefits

a. For Bali State Polytechnic

The author hopes that the results of this research can be used as reference material or comparison in the latest research for further research on Guest Satisfaction. In order to increase insight and add to the literature at Bali State Polytechnic.

b. For Companies

The author hopes that this research can be truly useful and helpful as a source of useful information for companies in making decisions related to Guest Satisfaction at Discovery Mall.

c. For Writer

The benefits that the writer obtains from this research are increasing knowledge, experience, insight especially related to guests, as well as applying the knowledge and theories obtained during the lectures that the author obtained from the lecture bench.

1.5 Scope and Limitations Research

The scope of the study includes an explanation of the background and framework of the study, outlines the scope, variables, or aspects to be studied, and provides details on the parameters on which the study is based. Limitations in research are limitations that are applied to research. Scoping involves identifying aspects of the topic that will not be included in the study, explaining the rationale behind the selection, and the impact on the results of the study.

By narrowing down the scope and setting clear boundaries, the researcher can ensure focus in the study and avoid mistakes, so that the study remains relevant and achieves its objectives. The scope of the research is very important as it can affect the trustworthiness of the research results. However, scope is a way to limit the knowledge to be studied, so that the research will be more focused and not deviate from the main topics that the study is supposed to cover.

Based on the explanation above, the writer has set the research limitations to focus on the impact of tourist attractions and service quality specifically on guest

satisfaction and its implementation at Discovery Mall, Bali. Guest satisfaction generally encompasses service quality, product quality, perceived value, tourist attractions, and customer experience loyalty. In this study, the writer will concentrate on the influence of tourist attractions and service quality on guest satisfaction at Discovery Mall, Bali, specifically within the tourism sector.



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CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

According to the findings of the partial t-test, the tourist attraction factor has a notable and favorable impact on visitor satisfaction at Discovery Mall. The calculated t-value of 2.637 exceeds the table t-value of 1.990 at a significance level of $0.010 < 0.05$, indicating acceptance of the alternative hypothesis. This suggests that factors like the mall's natural beauty, cultural attractions, social atmosphere, and man-made facilities play a direct role in boosting visitor satisfaction.

The t-test results reveal that service quality has a partly positive and significant impact on guest satisfaction. Service quality, which includes responsiveness, empathy, assurance, physical evidence, and reliability, significantly determines visitor satisfaction with Discovery Mall services, as evidenced by the calculated t-value of 14.787 and significance level of $0.000 < 0.05$.

The F-test results show that both tourist attraction and service quality have a significant impact on guest satisfaction, as indicated by the calculated F value of 431.482 which is greater than the critical F value of 3.09, and a significance level of 0.000 which is less than 0.05. Furthermore, the R Square value of 0.899 signifies that 89.9% of the variance in guest satisfaction is attributable to the combination of tourist attraction and service quality, with the remaining 10.1% being influenced by other factors not examined in this study. This shows that both independent variables are very important factors in influencing guest satisfaction at Discovery Mall.

5.2 Suggestion

Based on the results of multiple linear regression analysis, it was found that tourist attractions had an effect of 0.163 on guest satisfaction. It can be concluded that recommendations regarding tourist attractions should be made to the management of Discovery Mall should continue to improve and publicize current tourist attractions, including hosting cultural events on a regular basis, utilizing the beachfront for public activities, and creating appealing photo opportunities that are in line with current tourism trends. Outdoor Areas with Ocean Views Leveraging the Discovery Mall's proximity to the beach, management can add amenities such as Instagram-worthy photo spots, lounge chairs, or picnic areas. This will enhance the experience for visitors seeking a relaxed atmosphere while shopping, or hosting casual and fast-paced 3-on-3 basketball competitions, ideal for those wanting to try playing without joining a major tournament. Live music can also be incorporated to make the atmosphere livelier. It is advisable for future research to investigate other factors that could impact customer satisfaction, such as pricing tactics, promotional activities, and the quality of amenities. It is also recommended to broaden the research scope to include various tourist destinations in order to gain a wider understanding and to make a meaningful contribution to the advancement of tourism and service quality studies.

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