

**BALI SPIRIT FESTIVAL ATTENDEE'S SATISFACTION AND ITS IMPACT
ON LOYALTY**

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Abstract

The objective of the present study is to analyze the effect of event satisfaction on festival area, food quality, entertainment, escapism experience and education experience towards Bali Spirit Event Attendee' loyalty. This research uses quantitative research methods which in this view point, the researchers used purposive sampling, then selected and approached the festival visitors randomly outlining the purpose of the research project and invited them to participate in the survey. The data collected processed using SPSS version 27. By processing the data using SPSS version 27, the study ensures that the analysis is thorough and adheres to rigorous statistical standards, enhancing the credibility and validity of the research findings. The research proves that event attributes have positive and significant effect towards satisfaction and followed with satisfaction also has positive and significant effect towards event festival loyalty. The study concludes that the festival area, food, entertainment, escapism experience and education experience have a direct positive effect on visitor satisfaction and satisfaction also has a direct positive effect to festival loyalty. The implication based on the findings of the study are that festival organizers need to be aware of the festival attributes and how they impact on the attendee's overall satisfaction which have a bearing on visitor loyalty.

Keywords: *visitor satisfaction, visitor loyalty, festival, Bali spirit festival, events marketing.*

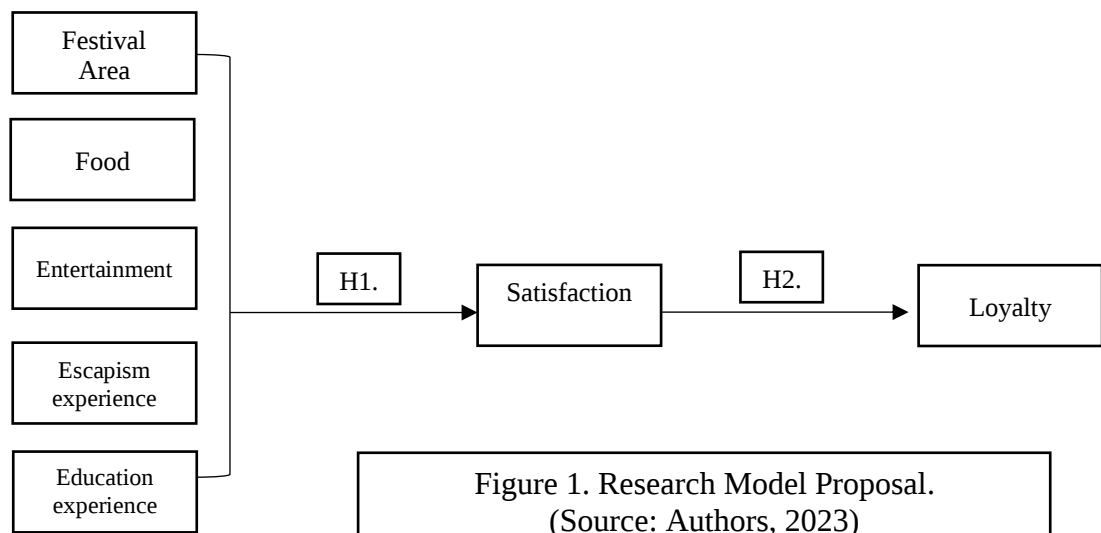
Introduction

Tourism sector that is becoming increasingly interconnected, the merging of culture and tourism has become a powerful force. Today, there is a growing interest in cultural tourism products worldwide (Pantović, 2018). Culture as a part of human lifecycle become the attractiveness on event or festival. In particular, the festival industry, which is an integral part of tourism, has been severely impacted. Festivals play a crucial role in attracting both domestic and international tourists, contributing significantly to the local economy. However, since the outbreak of the Covid-19 pandemic in 2019, festivals have experienced a drastic decline. Festivals are known for their vibrant atmosphere, cultural significance, and ability to bring people together. They showcase the unique traditions, arts, and cuisines of a region,

making them a major draw for tourists. According to Puspita, et al (2021) The development of tourism cannot be separated from the tourists' perception or assessment as an important input for the development of tourist facilities. Facilities become very important in tourism development which related to tourism marketing and influence the determination of the needs of tourism service facilities which will later be developed for the advancement of a tourist site.

Bali Spirit Festival, is an event with the aim of bringing together around the globe in a celebration of unity, spirituality, and self-discovery. Bali spirit festival served as a guiding light, inspiring individuals to embark on a journey of self-transformation and forge deeper connection with their heart. The Bali Spirit Festival held annually and held for the 14th time in 2023. Previously, in 2021, this event was held again after a hiatus during the pandemic. One of the most important aspects of planning a successful festival is carefully selecting the attributes that will define the event. Festival attributes are crucial in creating a unique and memorable experience for attendees. Hence, event organizers included Bali Spirit Festival organizer attempt to enhance the festival experience and create consistency in demand by effective management of attributes related to event performance such as festival area, food, entertainment, escapism experience and education experience.

Attributes play a crucial role in attracting festival-goers and also contribute significantly to their satisfaction and loyalty. According to previous research, various authors agree that festival satisfaction and loyalty are key indicators of a successful and sustainable event. Zargar, P., et al. (2021), Molina-Gómez, et al. (2021), and many other studies show that satisfaction has a positive impact on customer loyalty. However, there is a noticeable gap in the literature regarding which specific attributes most strongly influence these outcomes. While much of the existing research focuses on general satisfaction and loyalty, there is limited insight into how different factors, such as entertainment quality, food and beverage options, safety, and accessibility, uniquely contribute to the overall festival experience. Further research is needed to dissect these individual components and understand their specific impacts on festival-goers' satisfaction and loyalty. This deeper understanding could help event organizers tailor their offerings more precisely, enhancing both the immediate enjoyment and long-term commitment of their attendees.



Literature Review

Event quality is multifaceted. Hence, a preliminary list of measurement items was generated by referring to the measurement scale developed by Lee et al. (2008) on program content, staff, facility, food, souvenir, convenience and information. Within event tourism, event quality can be seen as “a consumer’s overall impression of a carefully crafted experience that is temporary and has a predetermined length (Shonk et al., 2017:2)”. Various dimensions of event quality have been proposed in the literature (Ho et al., 2022). To increase the quality, events also completed by varieties of attributes. Various dimensions of event quality have been proposed in the literature. Crompton and Love (1995) initiated 22 quality attributes for assessing festival quality. Most of these attributes fall into the dimensions of informational service, local environment, program quality, adequacy of facilities, food and beverages and merchandise. Efforts to measure cognitive satisfaction in any event venue have also offered insights into the relationship between customer satisfaction, sponsor identity, future attendance levels, and effects on profits (Martin, 2007). Festival is a field of basic experience in movement culture. From festival to festival, know-how can be transferred free of charge. Educational forms must be found, which relate tradition and change in a conscious way to each other and to public debate (Eichberg, 2014).

Kotler et al. (1999) make the point that customer satisfaction is the core issue in relationship marketing and a requisite for loyalty. Caruana (2002) defined satisfaction as the enthusiastic reactions with different concentrated happening after the customers’ acquiring. Hellier et al. (2003) defined the satisfaction as the generally bliss or satisfaction felt by clients as the result of benefit execution to fulfil needs and desires of clients. The present study defined satisfaction of participants about festival as the result seen some time recently and after encountering festival. Hence, it is basic to assess festival attendee satisfaction to attain a clear and noteworthy competitive advantage. The points of this think about are to survey universal visitor satisfaction with fundamental components in loyalty.

Loyalty has been one of the key zones of trade inquire about for more than four decades and created profitable experiences and research into the method of building client loyalty (Martina Donnelly, 2009). Based on the ideas of Fourie and Kru-ger (2015) in the determinist measurement loyalty is seen as an attitude whereas the operational approach loyalty is treated as behavior indicating customer buys the same brand more than once. In one kind event like music celebration, organizers combine services and merchandise to form a curiously and engaging event for the attendees (Selmi et al., 2021; Tan et al., 2020).

Methodology

The research was carried out online using google form in period of time June until August 2023. The methodology in this study refers to quantitative descriptive research methods. Data collection was conducted using questionnaire. The questionnaire was distributed to respondents (Bali Spirit Festival attendee) with a total sample of 100 respondents using purposive sampling technique. While the data analysis technique uses Multiple Linear Regression analysis with SPSS tools and hypothesis testing using F and T test.

Result and Discussion

The Bali Spirit Festival (BSF) event took place in Ubud Village, Gianyar regency, Province of Bali. Various interesting events can be witnessed at this Bali Spirit Festival event, such as music, dance, yoga and many other interesting events. Bali Spirit Festival (BSF), is an event with the aim to bring together around the globe in a celebration of unity, spirituality, and self-discovery. The Bali spirit festival is served as a guiding light, inspiring individuals to embark on a journey of self-transformation and forge deeper connections with their hearts. In their 14th festival, Bali spirit festival's visitor has increased 78% from the average festival visitor in 2023 which attended by 2500 person per day. The strategy of marketing activities like music events or exhibitions under the name of a popular idol is more likely to be successful and well-received due to targeting a specific market segment, commonly referred to as a niche market (Swandewi, N. K., et al, 2023). The festival participants come from over 60 different countries around the world with the majority of visitor are European tourist. During the massive development in the number of post-pandemic creative event activities, BSF has been able to maintain its existence with outreach programs. Believing in the concept of an event as an actor forming the image of a destination, the co-founders began to move in making events after the Bali Bombing that occurred in 2002 with the aim of bringing in tourists interested in healing activities with the aim of refreshing the tourism sector in Bali.

Previously in 2021 this event was held again after the vacuum during the pandemic took place. The continuity of this event lasts or is sustainable not only because of unique ideas and concepts, but also has a massive positive impact, especially for the people of Ubud. Numerous studies have emphasized the beneficial economic impacts of events on communities. Hosting events such as festivals, tournaments, and food fairs significantly contribute to the local economy by boosting the sale of regional products, drawing visitors who spend money at local businesses, and generating employment opportunities (Puem et al., 2020; Yeoman et al., 2021; Wulandari & Afriyanni, 2021; Kim & Dombrosky, 2016; Huang et al., 2010; Puem et al., 2020; Varnajot, 2020). These events not only provide immediate economic advantages but also promote long-term economic sustainability within the community (Giango et al., 2022). Two of the BSF corps founding team member are responsible for the creation and implementation of outreach programs. Since 2010, The Bali Spirit Festival has worked alongside partner as well as international yoga teachers and musicians to raise than USD 200.000 for the festival annual Karma (Giving Back) outreach initiatives.

Multiple Regression Analysis

Event Attributes towards Satisfaction

Multiple regression analysis is used to find out how much the independent variable in this study influence the satisfaction as dependent variable. Multiple linear regression analysis was conducted using SPSS version 27.0 and showed in the table below.

Table 1. Analysis of Multiple Linear Regressions

Model	Unstandardized Coefficients	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
Constant	5.016	1.493		3.360	0.001
Festival Area	0.085	0.075	0.077	2.144	0.006
Food	0.462	0.108	0.508	4.291	0.000
Entertainment	0.440	0.072	0.362	6.131	0.000
Escapism	0.284	0.090	0.296	3.159	0.002
Education	0.196	0.104	0.167	2.886	0.003

Source: Authors, 2023

Based on the results as shown in table 1 obtained by the multiple regression equation as follows: Satisfaction (Y) = 5.016 + 0.085X_{1.1} + 0.462X_{1.2} + 0.440X_{1.3} + 0.284X_{1.4} + 0.196X_{1.5}

From this equation can be described as follows:

1. Constants (a) = 5.016, shows constant values, if the value of the festival area, food, entertainment, escapism and education = 0 or ignored, then the level of attendee satisfaction (Y) = 5,016 units.
2. The coefficient of X_{1.1} (b₁) = 0,085 indicates that the festival area (X_{1.1}) variable positively effects the satisfaction. Therefore, every increase of one unit of festival area, will be followed by 0,085 units of festival attendee satisfaction.
3. The coefficient of X_{1.2} (b₂) = 0,462 indicates that the food (X_{1.2}) variable positively effects the satisfaction. Therefore, every increase of one unit of food, will be followed by 0,462 units of festival attendee satisfaction.
4. The coefficient of X_{1.3} (b₃) = 0,440 indicates that the entertainment (X_{1.3}) variable positively effects the satisfaction. Therefore, every increase of one unit of entertainment, will be followed by 0,440 units of festival attendee satisfaction.
5. The coefficient of X_{1.4} (b₄) = 0,284 indicates that the escapism (X_{1.4}) variable positively effects the satisfaction. Therefore, every increase of one unit of escapism, will be followed by 0,284 units of festival attendee satisfaction.
6. The coefficient of X_{1.5} (b₅) = 0,196 indicates that the education (X_{1.5}) variable positively effects the satisfaction. Therefore, every increase of one unit of education, will be followed by 0,196 units of festival attendee satisfaction.

Satisfaction towards Loyalty

Table 2. Analysis of Multiple Linear Regressions Satisfaction Towards Loyalty

Model	Unstandardized Coefficients		Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
	B		Std. Error			

Constant	3.772		0.773		4.878	0.000
Satisfaction	0.224		0.046	0.473	4.927	0.000

Source: Authors, 2023

Based on the results as shown in table X.X obtained by the multiple regression equation as follows: Loyalty (Y) = 3.772 + 0.224X₁

From this equation can be described as follows:

1. Constants (a) = 3,772, shows constant values, if the value of the satisfaction = 0 or ignored, then the level of loyalty (Y) = 3,772 units.
2. The coefficient of X₁ (b₁) = 0,224 indicates that the satisfaction (X₁) variable positively effects the loyalty. Therefore, every increase of one unit of festival, will be followed by 0,224 units of festival attendee loyalty.

F Test

The model reliability test or the model feasibility test or popularly referred to the F test (aka model simultaneous test) is the initial stage to identify a regression model estimated to be feasible or not. Reliable means that the estimated model is feasible to use to explain the effect of independent variables on the dependent variable.

If the value of prob. F-count (SPSS output shown in column sig.) is smaller than the error rate (alpha) of 0.05 (determined), it means that the estimated regression model is feasible, whereas if the value of prob. F-count higher than the error rate of 0.05, the estimated regression model is not feasible. F-test results can be seen in the ANOVA table below. Value of prob. F-count is shown in the last column (sig.)

Table 3. F Count

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	2485.893	6	414.315	144.381	.000b
Residual	336.867	93	3.622		
Total	2822.760	99			

Source: Authors, 2023

a Dependent Variable: Loyalty

b Predictors: (Constant), Satisfaction, Festival Area, Escapism, Food, Education, Entertainment

Value of prob. F count (sig.) as shown in the above table value is 0,000 less than the significance level of 0.05, so it can be concluded that the linear regression model estimated is appropriate to be used to explain the effect of event attributes and satisfaction on attendee loyalty.

T Test

Event Attributes towards Satisfaction

T test was conducted to partially test whether the event attributes variables significantly influence the level of satisfaction. The value of t-count will be obtained using SPSS software 27.0, to be compared with t-table at the level of alpha = 5%.

Table 4. T Test

Model	t	Sig.
H₁ (Event Attributes → Satisfaction)		

Constant	3.360	0.001
Festival Area	2.144	0.006
Food	4.291	0.000
Entertainment	6.131	0.000
Escapism	3.159	0.002
Education	2.886	0.003
H₂ (Satisfaction → Loyalty)		
Constant	4.878	0.000
Satisfaction	4.927	0.000

Source: Authors, 2023

Table 4 showed each effect of event attributes (festival area, food, entertainment, escapism, and education) to the satisfaction. The requirements of test criteria were as follows:

H₀ is accepted if t-count < t-count at alpha = 5%

H₀ is rejected if t-count > t-table at alpha = 5%

It also shows that the t-count of event attributes contain with festival area (X1.1) was 2.144 with the significant value of 0.001. This means that t-count 2.144 > t-table 1.985 with the significance of 0.001 < 0.05. Thus, it can be concluded that festival area variable significantly affects the satisfaction level. Food (X1.2) was 4.291 with significant value 0.006, it can be concluded that food variable also significantly affects the satisfaction level. Moreover, Table 4 showed entertainment, escapism and education variable also has a significant value < 0.05 that concluded all variable of event attributes significantly affect the satisfaction level.

H₀: partially no significant effect of festival attributes variable on satisfaction level.
Ha1: partially found a significant effect of festival attributes variable on satisfaction level.

From the test results of event attributes variable, it can be concluded that H₀ is rejected while Ha1 accepted.

It also shows that the t-count of satisfaction variable was 4,927 with the significant value of 0.001. This means that t-count 4,927 > t-table 1.985 with the significance of 0.000 < 0.05. Thus, it can be concluded that satisfaction variable significantly affects the attendee loyalty.

Coefficient of Determination (R²)

This coefficient of determination is used to find out how much the effect of independent variables can explain the variation of its dependent variable.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.938a	.881	.873	1.903

Source: Authors, 2023

Predictors: (Constant), Satisfaction, Festival Area, Escapism, Food, Education, Entertainment

Conclusion and Implication for Management

The results confirmed the impact of the event attributes on satisfaction and loyalty in the festival's context; the results gathered shows how event attributes generate satisfaction and continued to loyalty in attendees from the experience, providing attributes (festival area, food, entertainment, escapism and education) a higher level of satisfaction. Our research points out the existence of a relationship

between entertainment (event attributes) having a higher impact on satisfaction compared to the other sub variable.

The conclusions provided by this study may be used by festival organizers to discover which specific experiences and attributes generate the greater satisfaction and loyalty in attendees. This research highlights that event attributes are linked to entertainment and aesthetics experience a key element at festivals for attendees with regards to satisfaction and loyalty.

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