

## **The Influence of Tourism Infrastructure and Online Promotion Of Tourist Visit Intention (Study on the Island of Bali with Tourist Satisfaction as an Intervening Variable)**

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### **ABSTRACT**

This research investigates the influence of tourism infrastructure and online promotion on tourist visit intention, with tourist satisfaction as an intervening variable, focusing on the Island of Bali. A quantitative approach using a cross-sectional survey design was employed, gathering data from 110 tourists. The results revealed significant positive relationships between tourist infrastructure and visit intention, online promotion and visit intention, as well as tourist infrastructure and satisfaction. The mediation analysis confirmed the mediating role of tourist satisfaction. These findings highlight the interconnectedness of infrastructure, digital marketing strategies, and visitor satisfaction in shaping tourist behavior and destination experiences. The study underscores the importance of a holistic approach to destination management that integrates infrastructure development, effective online promotion, and a focus on enhancing visitor satisfaction for sustainable tourism growth.

### **Keywords:**

Tourism  
Infrastructure; Online  
Promotion; Tourist  
Visit Intention; Tourist  
Satisfaction; Bali

### **INTRODUCTION**

In recent decades, the tourism industry has emerged as a significant driver of economic growth and development for many regions worldwide (Afzal et al., 2024; Anggara et al., 2023). Particularly in tropical paradises like the Island of Bali, tourism plays a pivotal role in shaping local economies, cultural exchanges, and environmental sustainability (Viana et al., 2021). Bali, known for its pristine beaches, vibrant culture, and rich heritage, has experienced a rapid influx of tourists in the past few years, leading to substantial investments in tourism infrastructure and digital marketing strategies (Boon Liat, 2014). The synergy between traditional infrastructure development, such as hotels, transportation, and attractions, and modern online promotion techniques has become a critical area of study to understand their combined impact on tourist visit intention and satisfaction levels (Boon Liat, 2014).

Despite the growing importance of tourism infrastructure and online promotion, several challenges and gaps persist in understanding their influence on tourist behavior (Bandt et al., 2022). One of the key challenges is the need to comprehend how different aspects of infrastructure, such as accommodation, transportation networks, and recreational facilities, interact with online promotional activities, including social media campaigns, virtual tours, and travel websites, to shape tourists' decision-making processes (Toubes et al., 2021). Moreover, the evolving landscape of digital technologies and platforms presents new opportunities and complexities that require a nuanced analysis to guide sustainable tourism development strategies (Răcășan, 2015; Spencer & Shulga, 2023). Thus, there is a compelling need for empirical research that delves deeper into these dynamics to provide actionable

insights for policymakers, tourism stakeholders, and businesses operating in Bali's tourism sector (Butkowski et al., 2022).

The overarching research question that drives this study is: How do tourism infrastructure development and online promotion strategies influence tourist visit intention on the Island of Bali, with tourist satisfaction acting as an intervening variable? This research seeks to untangle the intricate relationships between tangible infrastructure investments, intangible digital marketing efforts, and the resulting tourist behavior and satisfaction levels. By focusing on Bali as a case study, this research aims to offer context-specific insights that can be generalized to similar tourist destinations facing comparable challenges and opportunities. Through rigorous data collection, analysis, and modeling techniques, this study intends to contribute to the academic literature on tourism management, marketing, and sustainable development, providing actionable recommendations for enhancing Bali's tourism experience while ensuring environmental and cultural preservation.

The primary objective of this research is to empirically investigate the causal relationships between tourism infrastructure, online promotion activities, tourist visit intention, and satisfaction levels on the Island of Bali. By employing advanced statistical methods and survey techniques, the study aims to quantify the impact of different infrastructure elements (such as accommodation quality and transportation accessibility) and digital marketing strategies (like social media engagement and website usability) on tourists' decision-making processes and overall satisfaction with their travel experience. Additionally, the research seeks to explore how tourist satisfaction mediates the relationship between infrastructure investments, online promotion efforts, and visit intention, shedding light on the mechanisms through which these factors interact to shape tourists' perceptions and behaviors.

The significance of this research extends to multiple stakeholders involved in Bali's tourism ecosystem. For government agencies and policymakers, the findings can inform strategic planning and investment decisions related to tourism infrastructure development and digital marketing initiatives. Tourist businesses, including hotels, tour operators, and restaurants, can benefit from actionable insights to tailor their offerings and promotional strategies to meet tourists' evolving preferences and expectations. Furthermore, by emphasizing the role of tourist satisfaction as an intervening variable, this study contributes to the broader discourse on sustainable tourism management, highlighting the importance of balancing economic growth with environmental preservation and cultural authenticity. Ultimately, this research aims to foster a more holistic and data-driven approach to enhancing the tourism experience in Bali and similar destinations worldwide.

## **Literature Review**

### **1. Tourism Infrastructure**

Tourist infrastructure encompasses various facilities and services crucial for tourism development, satisfying tourists' needs, and enhancing destination attractiveness (Anggara et al., 2023; Khodikova & Lapkina, 2023; Mandić et al., 2018). It includes accommodation, catering, transportation, entertainment, and information services (Mandić et al., 2018). Research highlights the importance of infrastructure in tourism development, with a focus on transport and logistics systems in tourist centers (Victorovna & Ivanovich, 2019). Studies emphasize the need for continuous innovation and modernization of tourism infrastructure to meet evolving demands and enhance competitiveness. Additionally, the role of private sector involvement in infrastructure

development is explored, indicating financial limitations and varying expectations regarding private sector contributions. Overall, understanding and improving tourist infrastructure are essential for sustainable tourism growth and regional economic development.

## **2. Online Promotion**

Online promotion refers to the use of the Internet and various online platforms to advertise products or services to attract and retain customers (Breuer & Brettel, 2012; Dogra & Kaushal, 2023; Kartika & Wahyuningrum, 2022; Labrador et al., 2014). It involves creating and distributing persuasive content such as videos, blog articles, and social media posts to generate interest in a company's offerings. Online promotion is crucial for businesses, especially in competitive environments, as it helps increase brand recognition, attract traffic to websites, and ultimately boost sales. The COVID-19 pandemic has further emphasized the importance of online promotion for businesses, as it enables them to reach customers when offline marketing channels are restricted. By utilizing online resources effectively, businesses can optimize their promotional strategies and expand their market reach.

## **3. Tourist Visit Intention**

Tourist visit intention refers to the inclination or willingness of individuals to revisit a tourist destination based on various factors. Factors influencing visit intention include attitudes towards child labor, subjective norms, perceived behavioral control, service quality, servicescape, cognitive image, tourist satisfaction, perceived image, social media influencer (SMI) dimensions like attractiveness, trustworthiness, and expertise, as well as enjoyment. Studies utilize theories like the Theory of Planned Behavior (TPB), Service Dominant Logic, and Stimuli-Organism-Response (SOR) Theory to understand and predict tourists' intentions. Analytical techniques such as text classification, negation detection, topic modeling, and structural equation modeling are employed to explore and validate these factors across different tourism contexts (Ambarwati et al., 2023; Ariffin & Susanto, 2023; Gregoriades et al., 2023; Puspokusumo et al., 2023; Ren et al., 2022).

### **Tourist Satisfaction**

Tourist satisfaction is a crucial aspect in the tourism industry, reflecting the fulfillment of tourists' needs and expectations during their travel experiences. It is influenced by various factors such as the quality of services, the uniqueness of experiences, and the overall value perceived by the tourists. Tourist satisfaction is intricately linked to tourist behavior, as it plays a significant role in shaping their preferences and decisions (Komilova et al., 2021). The concept of tourist satisfaction is closely related to the idea of tourist experiences, which are dynamic, multi-faceted, and influenced by hedonic and eudaimonic needs (Prebensen et al., 2017). Understanding and measuring tourist satisfaction is essential for destinations and service providers to tailor their offerings effectively, ensuring a positive and memorable experience for visitors (Juvan et al., 2017). In the context of India, tourist satisfaction is seen as a means to promote unity, prosperity, and international relations through the promotion of cultural diversity (Afina et al., 2022).

## METHOD

### 1. Research Design

This study employs a quantitative research design to investigate the influence of tourism infrastructure and online promotion on tourist visit intention, with tourist satisfaction as an intervening variable. A cross-sectional survey approach is utilized to collect data from tourists visiting the Island of Bali. The survey instrument includes structured questions designed to capture tourists' perceptions of various aspects of tourism infrastructure, online promotional activities, visit intention, and satisfaction levels. The data collected through the survey are then analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) technique, which is well-suited for complex models with multiple latent constructs and allows for the examination of both measurement and structural models simultaneously.

### 2. Sampling and Participants

The sampling frame for this study comprises tourists visiting Bali during a specified period (November- December of 2023), representing a diverse range of demographics, travel preferences, and trip characteristics. A convenience sampling method is employed, targeting tourists at key locations such as airports, hotels, tourist attractions, and popular beaches. The sample size is determined based on established guidelines for PLS-SEM analysis which is 6 to 10 times from the number of indicators, ensuring adequate statistical power to detect meaningful relationships and effects within the model. In this case, we use 110 participants as tourists in Bali. Participants are invited to voluntarily participate in the survey, with assurances of anonymity and confidentiality to encourage honest responses..

### 3. Data Collection Instrument

The survey instrument is developed based on a comprehensive review of existing literature on tourism infrastructure, online promotion, tourist behavior, and satisfaction. It includes validated scales and items adapted or modified to suit the specific context of Bali's tourism industry. The questionnaire comprises multiple sections, covering demographic information, perceptions of tourism infrastructure (such as accommodation quality, transportation convenience), online promotional activities (such as social media engagement, website usability), tourist visit intention, and satisfaction with the overall travel experience. Likert-type scales ranging from strongly disagree to strongly agree are used to assess respondents' opinions and perceptions.

### Data Analysis Technique

The data collected from the survey are analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) technique. PLS-SEM is a robust statistical method suitable for analyzing complex models with latent constructs, non-normal data distributions, and small to moderate sample sizes. The analysis involves two main stages: measurement model assessment and structural model evaluation.

In the measurement model assessment, the reliability and validity of the measurement scales are examined through tests such as internal consistency (Cronbach's alpha), convergent validity (average variance extracted, composite reliability), and discriminant validity (Fornell-Larcker criterion, heterotrait-monotrait ratio). Items with low loadings or poor psychometric properties are iteratively refined or removed to ensure the overall quality of the measurement model.

Once the measurement model is validated, the structural model is evaluated to assess the relationships and hypotheses specified in the research framework. Path

coefficients, indicating the strength and direction of relationships between latent constructs, are analyzed for statistical significance using bootstrapping procedures. Additionally, the mediating effect of tourist satisfaction as an intervening variable is examined to understand its role in the relationship between tourism infrastructure, online promotion, and visit intention.

## **RESULTS AND DISCUSSION**

### **1. Respondent Demographic**

The research gathered responses from a diverse sample of 110 tourists visiting the Island of Bali during the data collection period. The demographic profile of the respondents reflects a wide range of ages, with the majority falling between 26 to 35 years (31.8%), followed by 36 to 45 years (22.7%) and 46 to 55 years (18.2%). In terms of gender distribution, the sample comprised 54.5% male and 45.5% female respondents. Nationality-wise, 36.4% of the respondents were Indonesian, while the remaining 63.6% were international visitors. Regarding education, 22.7% had completed high school or below, 50% held a bachelor's degree, and 27.3% had a master's degree or higher qualification.

The purpose of the respondents' visit to Bali varied, with the majority (72.7%) indicating leisure or vacation as their primary reason, followed by business (13.6%) and cultural/heritage tourism (9.1%). A small percentage (4.5%) mentioned other purposes for their visit. In terms of the duration of stay, 40.9% stayed for less than a week, 36.4% for 1 to 2 weeks, and 22.7% for more than 2 weeks. Travel companionship also varied among the respondents, with 18.2% traveling solo, 40.9% as couples, 27.3% with family, and 13.6% with friends or in a group setting.

Furthermore, the survey captured data on the respondents' previous visits to Bali, revealing that 59.1% were first-time visitors, while 40.9% had visited the island before. This demographic diversity within the sample enhances the robustness of the study's findings, as it represents a broad spectrum of tourist backgrounds, preferences, and travel experiences, thus providing a comprehensive understanding of the factors influencing tourist behavior and satisfaction on the Island of Bali.

### **2. Measurement Model Assessment**

The measurement model assessment in this study involves evaluating several key indicators to ensure the reliability and validity of the measurement scales used in the survey instrument. Internal consistency, assessed through Cronbach's alpha coefficients, provides a measure of the reliability of the items within each latent construct. High Cronbach's alpha values (typically above 0.70) indicate strong internal consistency, suggesting that the items within a construct are measuring the same underlying concept reliably. Convergent validity is assessed through average variance extracted (AVE) and composite reliability (CR). AVE measures the amount of variance captured by the construct's indicators relative to measurement error, with values above 0.50 indicating satisfactory convergent validity. Composite reliability, akin to Cronbach's alpha, indicates the internal consistency of the construct and should ideally exceed 0.70 to ensure reliability (J. Hair et al., 2017; J. F. Hair et al., 2019).

Discriminant validity, essential for ensuring that constructs are distinct from each other, is evaluated using the Fornell-Larcker criterion and heterotrait-monotrait ratio of correlations (HTMT). The Fornell-Larcker criterion compares the square root of AVE for each construct with the correlations between that construct and other constructs in the model; constructs should have higher AVE values than their



correlations with other constructs to demonstrate discriminant validity. The HTMT ratio compares the correlations between constructs with the correlations within constructs, with values below 0.85 indicating acceptable discriminant validity (F. Hair Jr et al., 2014; J. F. Hair et al., 2019).

During the measurement model assessment, items with low factor loadings or cross-loadings are identified and either refined or removed to enhance the overall quality of the measurement model. Additionally, potential multicollinearity issues are addressed by examining variance inflation factors (VIFs) for the indicators, with VIF values below 5 indicating acceptable levels of multicollinearity. Overall, a rigorous assessment of these measurement indicators ensures that the measurement model accurately captures the underlying constructs and provides valid and reliable data for the subsequent structural model analysis using Partial Least Squares Structural Equation Modeling (PLS-SEM) technique (F. Hair Jr et al., 2014).

The results of the measurement model assessment indicate strong reliability and validity of the constructs used in the study. The Cronbach's alpha coefficients ranged from 0.725 to 0.877 across the latent constructs, demonstrating good internal consistency reliability. Similarly, the composite reliability values ranged from 0.702 to 0.901, exceeding the recommended threshold of 0.70 and indicating high internal consistency and reliability of the measurement scales.

For discriminant validity, the heterotrait-monotrait ratio of correlations (HTMT) ranged from 0.592 to 0.573, all below the threshold of 0.85, confirming acceptable discriminant validity between the constructs. The average variance extracted (AVE) values ranged from 0.631 to 0.706, surpassing the minimum threshold of 0.50, which further supports the convergent validity of the measurement model. Multicollinearity concerns were addressed, as all variance inflation factors (VIFs) were below 5, indicating no significant multicollinearity issues among the indicators. The standardized root mean square residual (SRMR) was found to be 0.079, indicating a good fit of the measurement model to the data. Additionally, the root mean square theta (rms theta) value of 0.085 suggests a satisfactory model fit, further validating the measurement model's adequacy in capturing the underlying constructs accurately.

These results affirm the robustness and reliability of the measurement model, ensuring that the data collected through the survey instrument are valid and suitable for subsequent analysis using Partial Least Squares Structural Equation Modeling (PLS-SEM) technique to investigate the relationships between tourism infrastructure, online promotion, tourist visit intention, and satisfaction levels.

### 3. Structural Model Evaluation

**Table 1. Hypothesis Testing**

	<b>T Stats</b>	<b>P Values</b>
Tourist Infrastructure to Tourist Visit Intention	3.25	0.002
Online Promotion to Tourist Visit Intention	2.98	0.004
Tourist Infrastructure to Tourist Satisfaction	2.71	0.008
Mediating Role of Tourist Satisfaction	4.12	0.000

Source: Data Analysis, 2024

The results of hypothesis testing, as depicted in Table 1, provide valuable insights into the relationships between key variables in the study. Firstly, the hypothesis regarding the influence of tourist infrastructure on tourist visit intention yielded a significant T Stats value of 3.25 ( $p = 0.002$ ), indicating a strong positive

relationship between the quality of tourism infrastructure (such as accommodation, transportation, and attractions) and tourists' intention to visit Bali. Similarly, the hypothesis concerning the impact of online promotion on tourist visit intention showed a significant T Stats value of 2.98 ( $p = 0.004$ ), highlighting the importance of digital marketing strategies (like social media campaigns and website promotion) in shaping tourists' decision to visit the island.

Furthermore, the hypothesis examining the link between tourist infrastructure and tourist satisfaction resulted in a significant T Stats value of 2.71 ( $p = 0.008$ ), emphasizing the role of quality infrastructure in enhancing tourists' overall satisfaction with their travel experience in Bali. Lastly, the hypothesis testing the mediating role of tourist satisfaction in the relationship between tourist infrastructure, online promotion, and visit intention revealed a highly significant T Stats value of 4.12 ( $p < 0.0001$ ), indicating that tourist satisfaction acts as a significant mediator, bridging the effects of infrastructure and digital promotion on visit intention.

### **Discussion**

The findings from this study shed light on the complex interplay between tourism infrastructure, online promotion, tourist visit intention, and satisfaction levels, particularly in the context of the Island of Bali. The significant positive relationship observed between tourist infrastructure and tourist visit intention underscores the crucial role that well-developed infrastructure plays in attracting and retaining tourists. Bali's investment in quality accommodation, transportation networks, and recreational facilities appears to positively influence tourists' intentions to visit, aligning with previous research highlighting the importance of infrastructure in destination attractiveness (Delvi & Saroyini, 2023; Huang, 2020; Pahrudin et al., 2023; Qian et al., 2023; Suthanaya & Suwarningsih, 2023). This finding suggests that ongoing efforts to enhance and maintain infrastructure standards in Bali are likely to contribute positively to the island's tourism growth and competitiveness.

Similarly, the significant impact of online promotion on tourist visit intention underscores the growing importance of digital marketing strategies in influencing travel decision-making processes. With the increasing reliance on digital platforms for travel planning and information gathering, Bali's effective utilization of online promotional activities, such as engaging social media campaigns and user-friendly websites, has a tangible impact on shaping tourists' intentions to visit. This finding resonates with contemporary trends in tourism marketing, emphasizing the need for destinations to leverage digital channels to reach and engage with prospective visitors effectively (Ariffin & Susanto, 2023; Dogra & Kaushal, 2023; Santos et al., 2023).

Moreover, the significant positive relationship between tourist infrastructure and tourist satisfaction highlights the intrinsic link between physical amenities and tourists' overall satisfaction with their travel experience. Bali's well-maintained infrastructure, coupled with its natural beauty and cultural attractions, contributes significantly to tourists' overall satisfaction levels. This finding reinforces the notion that investment in infrastructure not only attracts tourists but also plays a pivotal role in delivering a satisfactory destination experience, leading to positive word-of-mouth and repeat visitation (Nasution et al., 2019; Suprina et al., 2023; Suthanaya & Suwarningsih, 2023).

The mediation analysis revealing the mediating role of tourist satisfaction further deepens our understanding of the underlying mechanisms driving tourist behavior. The highly significant mediating effect suggests that tourists' satisfaction

levels act as a critical bridge between the quality of tourism infrastructure, effectiveness of online promotion, and their intention to visit Bali. This finding underscores the importance of focusing not only on attracting tourists through infrastructure and promotion but also on delivering high-quality experiences that translate into satisfied visitors who are likely to return and recommend the destination to others (Ismail & Rohman, 2019; Souhail & Darir, 2023).

Lastly, the overall findings highlight the multidimensional nature of destination management, emphasizing the interconnectedness of tangible and intangible elements in shaping tourist perceptions and behaviors. The discussion points to the importance of a balanced approach that integrates infrastructure development, digital marketing strategies, and a focus on enhancing visitor satisfaction to foster sustainable tourism growth and competitiveness for destinations like Bali. Future research could delve deeper into specific aspects of infrastructure and online promotion strategies to uncover nuanced insights that can further inform destination management practices and policies.

## CONCLUSION

In conclusion, the findings from this study underscore the critical role of tourism infrastructure, online promotion strategies, and tourist satisfaction in shaping tourist visit intention and overall destination experience, particularly in the context of the Island of Bali. The significant positive relationships observed between tourist infrastructure and visit intention, online promotion and visit intention, as well as tourist infrastructure and satisfaction, highlight the interconnectedness of physical amenities, digital marketing efforts, and visitor satisfaction levels. Moreover, the mediation analysis revealing the mediating role of tourist satisfaction further emphasizes the importance of delivering high-quality experiences that translate into satisfied visitors who are likely to return and recommend the destination. These insights have practical implications for destination management, suggesting the need for a holistic approach that integrates investments in infrastructure, effective digital marketing strategies, and a focus on enhancing visitor satisfaction to promote sustainable tourism growth and competitiveness. Future research directions could explore specific strategies for optimizing infrastructure development and online promotion efforts to further enhance the destination experience and maximize the economic and social benefits of tourism for destinations like Bali.

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