

# Attitudes of Tourism Entrepreneurship in Bali towards the Intention to Innovate in the Pandemic Time

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**ABSTRACT:** Destination quality plays important role in establishing the tourists' loyalty as sustainable competitive excellence. Tourism destination often faces problems, such as the decrease visit to some tourism objects, urbanization, traffic, garbage, and security issue. This research aims to design a model quality tourism development viewed of quality of tourism destination and quality of tourists experience, which able to answer the problems. Data analysis techniques using Importance Performance Analysis; Customer Satisfaction Index; and Interpretative Structural Modeling. Data were collected through observation, questionnaires, and interviews. This research was conducted in Bali by involving 600 tourists as a sample. The determination and assessment of elements by 16 experts. The finding of the quality indicator of tourism destination Bali showed that all indicators have not appropriate and fulfilled the tourist's expectation (<100 percent) with the main revise priority shown by the service indicator. The Customer Satisfaction Index calculation showed value on the quality tourist's experience in major indicators that were very satisfying (84.17). The quality tourism development model illustrates the linkage of elements that determine quality tourism, namely the community, educational institutions, business organizations, tourists, and the government.

**Keywords:** Attitudes, Entrepreneurship, Intention, Innovate

## I. INTRODUCTION

The COVID-19 pandemic is known as the coronavirus pandemic which is caused by the acute respiratory syndrome coronavirus 2 (SARS-CoV-2). This pandemic was first identified in Wuhan, China, in December 2019. In May 2020, this pandemic was reported to have spread to more than 200 countries. The IMF (2020) predicts that the COVID-19 pandemic will cause world economic growth to fall by three percent by 2020. Economic growth in developed countries will decline by 6.1 percent, while economic growth in developing countries will decline by one percent. World trade is expected to fall between 13% and 32% by 2020 as the COVID-19 pandemic disrupts economic activity and normal life around the world (WTO, 2020).

To reduce the spread of this pandemic, several countries have imposed lockdowns, broadly restricted international travel, and prohibited all foreign visitors, restricted travel from various places with confirmed cases of victims of COVID-19. Another limitation is suspending all commercial international flights, all travelers must complete a 14-day quarantine, and all visas are suspended. United Nations World Tourism Organization / UNWTO (2020a) found that 93% of destinations in Europe have completely closed borders to international tourism, 82% of destinations in the United States, in Asia and the Pacific 77% including Indonesia, in the Middle East 70%, and Africa 60 %.

Bali as a famous tourist attraction also has an impact on tourism businesses in Bali, this can be seen as a decrease in the number of foreign tourist arrivals, especially since February 2020. The number of foreign tourists (tourists) who came to Bali in May 2020 was recorded as many as 36 visits (down about 99.99 percent) compared to May 2019. This is the achievement of visits this month, which is the lowest in the last four decades. The COVID-19 pandemic outbreak appears to have severely affected the tourism sector, where in July, August and September 2019 there were no foreign tourists visiting Bali.

The decrease in the number of foreign and domestic tourists to Bali affects the hotel room occupancy rate one-star hotels, which amounted to 4.85 percent, were recorded as the highest ROR among other star hotel classifications. The lowest ROR was recorded at three-star hotels, reaching 1.06 percent. The decline in the number of tourists visiting forces tourism entrepreneurs to rack his brains so that the sustainability of his business is maintained and the welfare of his tourism entrepreneurs is not threatened so that creative and innovative behavior from tourism entrepreneurs needs to be done so that their tourism businesses can survive the COVID-19 Pandemic.

According to Kasmir (2011: 28), the attitudes and behavior of entrepreneurs are important parts of entrepreneurial ethics that need to be developed; self-confidence, task and result orientation, risk-taking, leadership, originality, and future orientation show the attitude of a tourism entrepreneur.

Based on the above problems, this research takes the title "The Entrepreneurial Attitudes of Tourism Entrepreneurs in Bali towards the Intention to Innovate in the COVID-19 Pandemic". The focus of research is basically a problem that originates from the experience of the researcher or the knowledge he gets through scientific research or other literature (Moleong, 2006: 65). The focus in this study is the entrepreneurial attitude of tourism entrepreneurs in Bali towards the intention to innovate tourism businesses in the COVID-19 pandemic so that the problem formulations can be known as follows: How does the attitude towards entrepreneurship affect tourism entrepreneurs in Bali on their intention to innovate in the COVID-19 pandemic?

Efforts to realize quality tourism through improving the quality of tourism destinations and the quality of tourist experience are very important and have never been done. Quality tourism in Bali is still at the discourse level. Ideally, tourism

developed in an area is expected to provide economic benefits and community welfare. So that people have high awareness to take part in maintaining and developing tourism in their area. Likewise, the quality of the experience of tourists who visit is very essential in the world of the tourism business. Every tourist product enjoyed by tourists will create an unforgettable travel experience for tourists. Considering that tourism is not only provided by one industry/service provider but various industries/service providers while traveling to a tourism destination, the role of all stakeholders in tourism is very important in creating a pleasant tourist experience for tourists. A pleasant experience will create satisfaction for tourists, thereby increasing tourist loyalty. The bad experience of tourists puts a risk on the negative image of the tourism destination.

Research on the quality of tourism destinations and the quality of the tourist experience is focused on Bali tourism destinations in six (6) tourist attractions, namely: Tirta Empul, Penglipuran Village, Tanah Lot, Sacred Mandala Wenara Wana, Lovina, and Banjar Hot Springs. The tourist attractions selected are based on variations in the dominant tourism potential that they have (cultural, natural, and manmade), trends in the number of tourist visits (increasing, decreasing, and fluctuating), the characteristics of tourists visiting by nationality, as well as variations in locations based on districts in Bali. The objectives of this study are 1) To analyze the level of conformity between performance with the importance of the quality of Bali's tourism destinations; 2) To analyze the satisfaction index of the tourist experience quality in Bali tourism destinations; 3) To compile a quality Bali tourism development model as seen in terms of the quality of tourism destinations and the quality of the tourist experience which is used as a reference for tourism stakeholders.

## II. LITERATURE REVIEW

This study examines the quality of tourism from a market point of view through two aspects, namely: the quality of tourism destinations and the quality of tourist experience, as a basis for developing a quality Bali tourism development model. Until now, no other similar research has been found, but the variables studied in this study have been used by previous researchers and referred to in this study. References and previous research examining the variable quality of tourism destinations were carried out by Gronroos (2007); Rajaratnam et al. (2015); Anjos et al. (2017); Le and Dong (2017); Mukherjee et al. (2017); and

Ryglva et al. (2017). The five dimensions with adjustment of indicator grouping and attributes/sub-indicators that are appropriate, interrelated, and relevant. The current study uses nine (9) and fifty-eight (58) attributes. Both studies use a survey method by distributing questionnaires to tourists. This study uses the same data analysis technique as Ryglva et al., 2017, namely using Importance Performance Analysis (IPA). In contrast to the research of Rajaratnam et al. (2015); Le and Dong (2017) used Partial Least Squares Structural Equation Modeling (PLS-SEM) data analysis techniques, while Anjos et al. (2017); Mukherjee et al. (2017) used exploratory factor analysis and confirmatory factor analysis. The advantages of science data analysis techniques produce detailed research between the level of interest of tourists and the level of tourist satisfaction, as well as the position of each indicator and each attribute/sub indicator in each Cartesian quadrant so that it can provide recommendations for improvements to each attribute/subindicator.

Previous research using the variable quality of tourist experience referred to in this study was conducted by Kim et al., (2012), current research has similarities regarding the variable quality of tourist experience at tourism destinations by combining indicators from previous studies resulting in fourteen (14) indicators and sixty-six (66) attributes in the tourist experience quality variable. Indicators are developed and adjusted to the characteristics and suitability of tourism destinations carried out by researchers in Bali. Another similarity is in data collection with questionnaire distribution survey techniques to visitors/tourists. In contrast to previous studies that used a qualitative data analysis/technical approaches, such as Smith et al. (2016) was analyzed with separate cross-sectional period regression. Quantitative research was conducted by Sukanthasirikul&Trongpanich (2015) and Dalimunthe et al. (2019) which uses structural equation modeling techniques (Structural Equation Modeling/SEM); Pratama&Mandaasari (2020); Sunariani et al. (2019) used the Analysis of Variance (ANOVA) and the non-parametric Kruskal-Wallis test; Aliman et al. (2016) using descriptive statistics, factor analysis, and multiple regression; Ismail et al. (2016) a quantitative approach through Exploratory Factor Analysis (EFA) techniques; and Soteriades (2017) quantitative research and convenience sampling techniques. Current research uses CSI.

Previous research based on the Bali locus that is relevant to this study is the Utama(2013);

Cole and Browne (2015); Munandar (2017); Ernawati et al. (2018); Dalimunthe et al. (2019); and Chong (2019). All of these studies become references related to research on Bali tourism and to find out that there is no similar research regarding quality Bali tourism development models, especially those seen from the aspects of the quality of tourism destinations and the quality of tourist experience. Previous research has the same locus and relevance to research, but the focus of research, approaches, variables, collection techniques, and data analysis techniques are different. The same research on the quality Bali tourism development model with the destination quality variables and the quality of the tourist experience as well as the determination and assessment of factors on the elements used in this study has never been carried out until now.

Several studies related to the Triple Helix, Quadruple Helix, Penta Helix, and Hexa Helix models which are often associated with the synergy of elements in tourism were carried out by Yunas (2019); Yuniningsih et al. (2019); and Rahim et al. (2020). This research is related to current research in terms of the elements of designing a quality tourism development model by analyzing the elements of the institutions involved in program implementation. The current research does not use the Triple Helix, Quadruple Helix, Penta Helix, and Hexa Helix models or concepts in the development of quality tourism development models, particularly concerning the analysis of the elements of the institutions involved in program implementation. The elements of the institutions involved in program implementation as stages in the formulation of the model in this study use eleven (11) factors/sub-elements, namely: The central government (Ministry of Tourism); Local Government (Bali Province, Regencies/City, Tourism Office, and related service); Manager of tourist attraction; Customary institutions/organizations; Tourism industry; Other supporting industries; Tourism organizations/associations; Educational institutions; Professional Certification Institute (LSP); Non-Governmental Organizations (NGOs); and also the mass media. Eleven (11) factors / sub-elements are found in the quality Bali tourism development model which is grouped into five (5) elements, namely: society, educational institutions, business organizations, tourists, and government. When compared to the elements used in the Triple Helix, Quadruple Helix, Penta Helix, and Hexa Helix models or concepts with the models in the current research, the tourist element is not present in the Triple Helix, Quadruple Helix, Penta Helix,

and HexaHelix models or concepts which are the main elements in the formulation of the model in this study and is the starting point for compiling a more comprehensive quality tourism development model.

This study examines the attitudes of tourism entrepreneurship towards the intention to innovate in the pandemic time. Until now, no other similar research has been found, but the variables studied in this study have been used by previous researchers and referred to in this study. References and previous research examining the variable attitudes were carried out by

Solvoll (2015) reviewed some of the literature on the development of tourism entrepreneurship, analyzing tourism trends and their relationship to entrepreneurship in general. Li (2008) notes that theoretical research on tourism entrepreneurship is still consistent at low levels, lacks theoretical foundations, has weak methodological designs, and low data quality.

The study of tourism entrepreneurship was carried out with a divergent (creative) approach by developing the characteristics of tourism entrepreneurship and converging (analytical) by building new theories in entrepreneurial endeavors. Furthermore, the entrepreneurship literature provides inspiration for further research related to tourism entrepreneurship including: entrepreneurial opportunities in tourism, development of the behavior of tourism entrepreneurs in starting a tourism business and consequences for further development of tourism companies, types of tourism entrepreneurs and implications for business development, entrepreneurial processes. in tourism companies, resource acquisition, and resource configuration.

Raposo (2011) conducted research for identify the most dominant factors regarding students in determining the intention to start a business. The proposed model includes the following constructs: personal attributes, family, demographics, and areas of training, education, barriers, motivation and propensity to start a company.

A number of interesting trends have emerged from the analysis of the data collected in this study. The first four constructs have a positive impact in motivation on the tendency to start a company, where the results of the structural analysis show that only personal attributes explain the motivation to create a business.

Particular attention should be paid to ideas, which in mind should be applied, and the systematic integration of entrepreneurship

education in engineering and scientific studies, to create an entrepreneurial culture that enables and facilitates the exploitation of research results through technology transfer activities, commercialization of new products and promotion of spin-offs of startup entrepreneurs. .

and analyzing the influence of entrepreneurial attitudes on the performance perspective with indicators, namely: income level, expansion of the marketing area, competitiveness and commitment to farming on Gayo Arabica coffee farming. The exogenous latent variables are the characteristics of the individual and the business environment, while the endogenous latent variables are entrepreneurial attitudes and farm performance perspectives.

The entrepreneurial attitude of Gayo Arabica coffee farmers is influenced by individual characteristics and the business climate where the business climate factor has the greatest positive and significant influence on entrepreneurial attitudes. The variables that contribute the most to reflecting the business climate are the variables of counseling and training support as well as business regulatory support, while the individual characteristic factors have a positive but insignificant effect on entrepreneurial attitudes, which means that there is no strong relationship between individual characteristics variables and entrepreneurial attitudes. Internal (individual characteristics) in the performance of Gayo Arabica coffee farming is running well, so a supportive business climate is needed.

Mahmood (2019) conducted research that refers to the theory of planned behavior in determining how the selected factors include innovation, proactive personality, need for achievement, internal locus of control, tendency to take risks, integration of lifestyle, networking, recognition of resources and opportunities. , Attitudes towards entrepreneurship, which influence entrepreneurial intentions and pre-startup behavior among Asnafmillennials in Malaysia.

The results confirm the indirect effect (entrepreneurial intention) of perceived entrepreneurial attitude on pre-startup behavior. The findings reveal that all antecedents have a positive and statistically significant influence on perceived attitudes toward entrepreneurship, with the exception of risk-taking tendencies. Therefore, development programs and policies are suggested to increase innovation and opportunity recognition competencies, provide access to working capital, and build a platform to promote entrepreneurial networks in increasing entrepreneurial intentions among low-income Asnafmillennials in Malaysia.

Ye (2018) examines the influence of the interaction of entrepreneurial team experiences and resources on the performance of nascent firms, from an entrepreneurial contextual point of view. The results showed that financial resources had a positive impact on the profitability of startup companies while the effect of initial firm size on profitability was negative. Startups are more profitable when small company size is at a nascent stage, have positive financial resources and greater profitability when the entrepreneurial team has strong industry experience.

The study was conducted at the University of Finance and Management in Warsaw (Poland) using the Startup Intentions Questionnaire (SuIQ), Hope Scale (HS), and Multidimensional Personal and Business data sheets. Potential entrepreneurs show stronger starting intent than those who don't plan to start a business. A positive correlation was found between initiation intention and scores on the HS subscale. Pathways score is the only variable in the regression model that is a significant predictor of initiation intention. The other independent variables - agency score, total HS score, age, and gender - did not reach the required level of significance. Deepening one's beliefs, especially about one's skills and persistence in solving problems, can be considered as one of the factors underlying the intention to start a business.

Kautonen (2015) where this study shows the relevance and strength of the Theory of planned behavior in predicting business start-up intentions and subsequent behavior, this study addresses two weaknesses in current research: the limited sample scope used in most of the previous studies and the scarcity of investigations. From entrepreneurial intentions into behavior. This article examines conceptual and methodological issues related to studying intention-behavior relationships and outlines avenues for future research.

Kurckertz (2020) in a study entitled Startups in times of crisis - A rapid response to the COVID-19 pandemic which states that the discovery of the corona virus (SARS-CoV-2) and the spread of COVID-19 have made many governments take drastic steps. The lockdown of large parts of society and economic life has been an exogenous shock to many economic actors, including innovative startups. This rapid response research combines a qualitative research design informed by entrepreneurs of the entrepreneurial ecosystem with an analysis of the required, announced, and reported policy measures implemented in the international press.

The interview from the entrepreneurial ecosystem offers a first explanation of the

difficulties that startups face during the crisis and how by leveraging the bricolage responses they are coping with, and an analysis of policy measures can serve as inspiration for designing support initiatives to protect startups from the consequences of the current lockdown and to mitigate the effects of future crises. Managerial summary: The lockdown measures in response to the spread of the new coronavirus threaten the existence of many innovative startup companies which describe the challenges faced by entrepreneurs as a consequence of the crisis and how entrepreneurs face the effects of the crisis and what is being done to protect their businesses.

Steps that policymakers can use to help entrepreneurs meet challenges. The research undertaken shows that although startup entrepreneurs successfully exploit available resources as a first response to a crisis, their growth and innovation potential is under threat. Therefore, policy measures should not only provide first aid to startup entrepreneurs by reducing the pressure caused by limited cash flow, but also involve long-term measures that are embedded and supported by the broader entrepreneurial ecosystem to ensure recovery and fast growth.

## 2.2 Concept Overview

### 2.2.1 Entrepreneurial Attitude

#### 2.2.1.1 Definition of Attitude

An individual is very closely related to their respective attitudes as their personal characteristics. Attitude in general is often defined as an action taken by an individual to respond to something. Attitude refers to the overall positive or negative evaluation of performing a behavior. Attitude towards a behavior is the extent to which behavior performance is rewarded positively or negatively (Reber, Allen, & Reber, 2009). Ajzen (1988, 1991) and Ajzen and Fishbein (2005) all state that, according to the expectation-value model (Fishbein & Ajzen, 1975), attitudes toward a behavior are determined by the total set of accessible behavioral beliefs that link behavior to various outcomes. and other attributes. In particular, the strength of each belief is weighed by the evaluation of the results or attributes.

The definition of attitude is explained by Azwar (2012: 3), Attitude is defined as a reaction or response that arises from an individual towards an object which then raises the individual's behavior towards that object in certain ways. Gerungan (2004: 160) also describes the notion of attitude, namely: Attitude as a reaction to an individual's views or feelings towards a particular object. Even though the object is the same, not all

individuals have the same attitude; it can be influenced by individual circumstances, experiences, information and different needs of each individual where a person's attitude towards objects will shape individual behavior towards objects.

Sarlito (2009: 151) states that attitude is an assessment process carried out by an individual towards an object that the individual responds to in the form of objects, humans or information. The process of one's assessment of an object can be in the form of positive and negative assessments. Based on some expert opinions regarding attitudes, it can be concluded that attitude is a reaction or response in the form of an assessment that arises from an individual towards an object. Attitude can also be said to be a manifestation of awareness of the environment. The process that initiates the formation of attitudes is the existence of objects around the individual providing a stimulus, which then hits the individual senses, the information captured about the object is then processed in the brain and causes a reaction. The assessment that appears,

#### 2.3.1.2 Factors Forming Attitudes

Human attitude is not formed since humans are born. Human attitudes are formed through social processes that occur during their lifetime, where individuals gain information and experience. This process can take place within the family, school and community. When a social process occurs, there is a reciprocal relationship between the individual and his surroundings. The existence of these interactions and relationships then forms a pattern of individual attitudes with their surroundings. Azwar (2012: 31-38) describes the factors forming attitudes, namely: strong experience, influence of other people who are considered important, cultural influence, mass media, educational institutions and religious institutions, the influence of emotional factors. Sarlito (2009: 152-154) explains the formation of attitudes, namely:

- 1) Classical conditioning, this formation process occurs when a stimulus or stimulus is always followed by another stimulus, so that the first stimulus will be a signal for the second stimulus.
- 2) Instrumental conditioning, that is, if the learning process is carried out to produce something fun, the behavior will be repeated again, but on the other hand, if the behavior brings bad results, the behavior will be avoided.
- 3) Learning through observation or observation.

This learning process takes place by observing other people, then carrying out similar activities.

- 4) Social comparison, namely comparing other people to check our view of something is right or wrong.

The formation of an individual's attitude is also influenced by the interaction with his surroundings through a complex process. Gerungan (2004: 166-173) describes the factors that influence the formation of an individual's attitude which comes from internal and external factors.

- 1) The internal factor forming attitudes is the selection of objects that will be addressed by individuals, not all objects around it will be addressed. Objects that are addressed deeply are objects that are inherent in the individual. Individuals have previously received information and experience about the object, or the object is something that is needed, wanted or liked by the individual, then this can determine the attitude that appears, positive or negative.
- 2) External factors include two main forms of human attitudes, namely:
  - a) Group interaction, when individuals are in a group there will be interactions. Each individual in the group has behavioral characteristics. These differences then provide information, or examples that are followed to form attitudes.
  - b) Communication, through communication will provide information. Information can provide suggestions, motivation and trust. Information that tends to be directed negatively will form negative attitudes, while information that is motivating and fun will lead to changes or formation of positive attitudes.

So, it can be concluded that the formation of attitudes is influenced by various factors, namely internal and external factors. Internal factors in the form of personal experiences and emotional states. Experience with an object that gives a pleasant or good impression will form a positive attitude, an unpleasant experience will form a negative attitude. While the emotional factor, more on the psychological condition of an individual, feelings of attraction, pleasure, and feelings of need will form a positive attitude, while feelings of hatred, indifference and disbelief will form a negative attitude. Meanwhile, external factors that shape attitudes include the influence of communication, group interaction, and cultural influences.

### 2.3.1.3 Attitude Characteristics

Attitude is a psychological phenomenon, which usually manifests itself in the form of action or behavior. Attitudes cannot be observed directly. To observe attitudes can be seen through behavior, but various research results show that what appears in behavior does not always indicate attitude. Vice versa, a person's attitude is not always reflected in his behavior. According to Walgito (2004: 110) there are several characteristics of attitudes which are described as follows.

- 1) A person's attitude is not carried from birth, but must be learned during the development of his life, so that attitude changes.
- 2) Attitudes in general have motivation and emotions.
- 3) This attitude can be long and brief.
- 4) This attitude contains a factor of feeling and motive.
- 5) Attitude does not disappear even though needs have been met.
- 6) Attitude does not stand alone, but is always related to an object. Attitude towards an object always accompanies it, both positive and negative. The positive and negative attitudes are described as follows:
  - a) A positive attitude is an attitude that shows and shows accepting, approving, liking, and implementing the norms that apply where individuals are.
  - b) A negative attitude is an attitude that shows or shows rejection or disapproval of the prevailing norms in which the individual is located.

Based on The opinion above clearly states that the attitude is not carried from birth, then someone at birth does not have a certain attitude, then the attitude towards certain objects is determined by the development of the individual concerned, therefore attitudes can change and can be learned. Attitude reactions can be in the form of a positive response if someone feels comfortable and happy when in the environment of an object, or the opposite is a negative response if someone feels uncomfortable being near an object. If it is linked in this study a positive attitude is shown from the tendency for entrepreneurship. This is important considering that entrepreneurial attitudes can change the mindset of tourism entrepreneurs in Bali during the COVID-19 pandemic. Other than that,

### 2.3.1.4. Attitude Scale

Attitude is the readiness and state of being ready for an action or behavior to arise. Attitudes are also the organization of one's beliefs about

objects, which provide the basis for people to respond in certain ways. Attitude is a determinant in human behavior, as a reaction attitude is always related to two things, namely like or dislike. Sarlito and Eko (2009: 152-154) explain if the forms of attitude scales that need to be known in conducting research, including those that are often used are:

#### 1) Guttman scale

The Guttman scale is a measurement of this type, will get a firm answer, namely yes-no, never-never, positive-negative and others.

#### 2) Likert scale

The Likert scale is a scale used to measure attitudes, opinions, perceptions of a person or group about an event or social symptom. In using a Likert scale, the variables to be measured are translated into indicators to be measured. This means that these indicators can be used as a starting point for instrument items in the form of questions and statements. The answer for each instrument item using the Likert scale has a gradation from very positive to very negative, from strongly agree to strongly disagree, from always to never, from very good to very bad.

#### 3) Semantic Differentiation Scale

The semantic differentiation scale is a semantic differential measurement. This scale is also used to measure attitudes, it's just that the shape is not multiple choice or  $\sqrt{\quad}$ , but is arranged in one continuum line where the very positive answers are located on the right side of the line and very negative lies on the left of the line or vice versa. The data obtained is interval data, and usually this scale is used to measure certain attitudes a person has. The indicators of positive attitudes are as follows:

- a) A person does something good with pleasure.
- b) A person likes good things.
- c) Someone always carries out the norms that apply.
- d) Someone approves of good things.
- e) One likes to participate in kindness.
- f) A person likes to do good.
- g) Someone respects the rules that apply.
- h) Someone obeys and obeys the applicable regulations.
- i) Carry out duties with responsibility.
- j) A person always fulfills his obligations.

Based on the opinion of Sarlito (2009: 152-154) it can be explained if the measurement of attitudes in this study will refer to the Likert scale. The Likert scale is a bipolar scale method that measures positive and negative responses to a

statement. There are four scales used in this study, namely SS (strongly agree) with a score of 4, S (agree) with a score of 3, TS (disagree) with a score of 2, and STS (strongly disagree) with a score of 1. The reason the researcher uses four alternative answers so that the respondent's responses are firmer in which position, and do not use neutral answers.

## 2.4 Entrepreneurial attitude

### 2.4.1 Understanding entrepreneurial attitudes

Attitude is a positive or negative belief to display a certain behavior. These beliefs are called behavioral beliefs. An individual will intend to display a certain behavior when he evaluates it positively. "Attitude is determined by a person's beliefs about the consequences of displaying a behavior that is considered based on the results of an evaluation of the consequences he may face" (Putra, 2015: 21). Meanwhile, Amin (2008: 43) states that: entrepreneurial attitudes consist of two main aspects, namely the individual's belief that displaying or not displaying certain behaviors will result in certain consequences or results, and aspects of individual knowledge about the object of attitudes can also be opinions. individual things that do not necessarily correspond to reality;

According to Suryana (2014: 33), "an entrepreneur is a person who has his own business". Entrepreneurs are people who dare to open independent productive activities. Attitudes and behavior are very much influenced by the nature and character possessed by a person. Good character and traits, oriented towards progress and positivity are the qualities and characteristics needed by an entrepreneur so that the entrepreneur can be more advanced / successful".

### 2.4.2 Factors that influence entrepreneurial attitudes

Entrepreneurial attitude is the ability that a person has for entrepreneurship, refers to the individual's response to risks in doing business and being able to face obstacles in the business world. Basically, an entrepreneur must be able to see and take advantage of opportunities to achieve benefits and benefits for himself and those around him. According to Suryana (2014: 42) there are seven reasons why people desire to become entrepreneurs, namely as follows:

- 1) The desire for higher income
- 2) The desire for a more satisfying career
- 3) The desire to be self-directed
- 4) The desire for the prestige that comes to being a business owner
- 5) The desire to run with a new idea or concept,

- 6) The desire to build long-term wealth
- 7) The desire to make a contribution to humanity or to a specific cause

Based on the description above, it can be explained if the factors that influence entrepreneurial attitudes refer to Suryana's (2014: 42) theory which includes the desire to earn high income, the desire to gain career satisfaction, the desire to control oneself, the desire to gain prestige from existence. his business, a desire to immediately realize new ideas and concepts, a desire to develop long-term wealth, and a desire to contribute to humanity or special things.

### 2.4.3 Attitude of an Entrepreneur

An entrepreneur must be able to see ahead. Looking ahead and thinking calculatingly, looking for options from various alternative problems and solutions. Alma (2011: 31) explains that to become an entrepreneur, one must have the following attitudes:

#### 1) Confidence

"Self-confidence is a belief that a person has that he is able to behave as needed to get the results as expected" (Siska&Purnamaningsih, 2003: 27). Dariyo, et al (2007: 43) say that "people who are confident usually have the characteristics of having confidence in their own abilities, dare to face challenges, think positively, be responsible, and objective". Based on this explanation, high self-confidence will help an entrepreneur believe in his abilities. An entrepreneur will consider everything that will be carried out in his business.

#### 2) Task and Results Oriented

Suryana (2014: 25) explains if "the courage to take risks, namely efforts to weigh and take risks in making decisions and face uncertainty". Alma (2011: 52) explains that an entrepreneur who is task-oriented and results-oriented is an entrepreneur who is able to prioritize his work, is full of initiative, and is diligent so that work can be done optimally and get the achievements or results obtained.

#### 3) Taking Risks

Entrepreneurs are people who organize, manage and dare to take risks to create new businesses and business opportunities "(Steinhoff D and Burgess. J. F, 1993). Courage to take risks is directly related to self-belief. Thus, the greater one's confidence in one's own abilities, the greater the courage to take risks which are calculated as innovative creative actions. Therefore, "people who dare to take risks are found in creative and innovative people and are the most important part



of entrepreneurial behavior" (Suryana, 2014: 37). The risk-taking attitude of an entrepreneur is shown by the ability to take risks and like challenges. This is important to remember, an entrepreneur must be able to take the risk of difficulties in developing or running a business that will be faced. Entrepreneurs must have careful consideration and calculation to overcome the risks that lie ahead.

#### 4) Leadership

Thoha (2010: 9) explains that "leadership is an activity to influence the behavior of others, or the art of influencing human behavior both individually and in groups". Handoko (2003: 297) explains that indicators measuring leadership include intelligence, maturity, self-motivation, expertise, and assertiveness. In other words, whether a leader is effective or not depends on how his ability to manage and apply his leadership pattern according to the situation and conditions of the organization. The nature of leadership must be attached to the entrepreneur himself. An entrepreneur is someone who will lead the course of a business, an entrepreneur must be able to lead his workers in order to run the business well.

#### 5) Originality

Alma (2011: 52) explains originality is "the ability to generate original and innovative ideas". Originality possessed by a person is shown by the characteristics of being innovative (reformer), creative, flexible, many sources, and versatile. Original does not mean completely new, but the product reflects the result of a new combination or reintegration or existing components, thus giving birth to something new. Creating innovation is very important to compete in order to launch a business, because innovation will create a new creation or thing that can be used to create a business.

#### 6) Oriented to the Future

According to Zimmerer, et al (2008: 16) is "always ambitious to look for opportunities". Entrepreneurs must have the determination to believe, be able to find opportunities and succeed in the future. This is important considering that a business is not merely seasonal, the business is run forever. Oriented to the future is shown by planning and foresight.

The importance of having an entrepreneurial attitude because people who have the ability but do not have the will and the people who have the will but do not have the ability, both of them will not be successful entrepreneurs. For example, someone who has a desire for entrepreneurship but does not have the ability to

manage it, his business will close over time. Likewise, people who have the ability to manage a business but do not have the will to open a business, then that person has never owned a business forever, in this study the business is owned or inherited by tourism entrepreneurs in Bali. The entrepreneurial attitude that tourism entrepreneurs in Bali must have are detailed in the following table.

#### 2.3.2 Intention (intention)

The word intention or intention comes from the English word "intention" which means intention, purpose, purpose or motive. Azjen (1991: 181) states intention as a motivational factor that influences behavior and is an indication of how hard an individual tries, how much effort the individual exerts in realizing a behavior. Meanwhile, Almeida (2013: 120) in Luiz, et.al (2015: 760) states that, "the intentions are the best predictors of planned behavior, especially when this behavior is rare, hard to observe and occurs in a space of time. called continuous. " That is, intention is the best predictor of planned behavior, especially when the behavior is rarely performed, difficult to observe and occurs in a continuous space of time. Based on the meaning of the stated intention,

Likewise with entrepreneurship, someone with a strong intention to start a business will have better readiness and progress than someone without the intention to start a business (Indarti and Rostiani, 2008: 4). Entrepreneurial intention refers to individual decisions to apply business concepts and lead to the creation of new businesses (Bird, (1988) in Tong, Tong and Loy (2011: 489). Meanwhile, Fini, et.al. (2009: 4) reveals that Entrepreneurial intention is a cognitive representation of actions to be carried out by individuals who will either build new independent businesses or create new values in existing companies.

In this study, entrepreneurial intention is defined as an individual's willingness to start a business. Two intention-based models that have the most influence in terms of their ability to predict entrepreneurial intentions are Ajzen's theory of planned behavior (TPB) and the Shapero Entrepreneurial Event (SEE) model (Li et al. 2008). Krueger, Reilly, and Carsrud (2000) have compared these two models and found that they overlap somewhat. Krueger (1993) used a competitive modeling approach and found that compared to SEE, TPB did a better job on details and connections. TPB is related to intention and behavior (Ajzen 1991). Intention predicts

deliberate behavior because behavior can be planned, especially in cases where the behavior is difficult to observe, rare or involves unexpected time lag. There are five dimensions suggested by Carvalho and Gonzales (2006) in Luiz, et.al. (2015: 760), namely: personality, business knowledge, entrepreneurial motivation, self-confidence in entrepreneurship, educational environment. Meanwhile, according to Luiz, et.al (2015: 760) there are five dimensions of entrepreneurial intentions, including:

1. Personal background: this dimension includes academic elements, namely demographic, family and social environment factors.
2. Business knowledge: as a fundamental basis of the skills required for the performance of the implementation of business activities, taking into account different knowledge of company management. Mainly to distinguish entrepreneurs who have the ability to identify opportunities and take full advantage of businesses that arise from time to time.
3. Entrepreneurial motivation: this skill is related to the motivation to make a personal business, taking into account four motivational factors: the need for freedom, personal development, gains wealth and the need for approval.
4. Auto entrepreneurial effectiveness: describes the extent to which a person believes in their ability to perform a given task.
5. Educational environment: individual perceptions of environmental influences, with regard to higher education institutions and how it can influence their entrepreneurial aspirations.

### 2.3.3 Tourism Business Classification

Law Number 10 of 2009 concerning Tourism classifies tourism businesses which consist of: tourist attractions, tourism areas, tourism transportation services, tour travel services, food and beverage services, provision of accommodation, organizing entertainment and recreation activities, organizing meetings, travel incentives, conferences and exhibitions, tourism information services, tourism consulting services, tour guides, water tours and spas.

### 2.3.4 Definition of Entrepreneurship

Entrepreneurship is the equivalent of entrepreneurship in English, *unternehmer* in German, *ondernemen* in Dutch. Whereas in Indonesia it is given the name entrepreneurship. The word entrepreneurship itself actually originates from French, namely *entrepreneur*, which means adventurer, creator and business manager. This

term was first introduced by Richard Cantillon (1755). This term became increasingly popular after being used by the economist JB Say (1803) to describe entrepreneurs who are able to move economic resources from low levels of productivity to higher levels and produce more. In fact, many experts have put forward the notion of entrepreneurship based on their respective perspectives. However,

Drucker PF (1985: 115) says that entrepreneurship is the ability to create something new and different. This definition is more broadly put forward by Hisrich, who said that entrepreneurship is the process of creating something different to generate value by devoting time and effort, followed by the use of money, physical, risk, and then generating monetary rewards as well as satisfaction and personal freedom. Meanwhile, Zimmerer defines entrepreneurship as a process of applying creativity and innovation in solving problems and finding opportunities to improve life (business).

Schumpeter (2002: 145) suggests that an entrepreneur or entrepreneur is someone who moves the people's economy forward, including those who take risks, coordinate investment or production facilities, who introduce new production factor functions or who have creative and innovative responses. McClelland (2009: 145) defines entrepreneurship as a person who applies his ability to regulate, control the means of production and produce excessive results which are then sold or exchanged and get income from his business.

### 2.3.5 Definition of the COVID-19 Pandemic

The COVID-19 pandemic is a spreading event coronavirus disease 2019 (English: coronavirus disease 2019, abbreviated as COVID-19) worldwide. This disease is caused by corona virus a new breed named SARS-CoV-2. The COVID-19 outbreak was first detected in Kota Wuhan, Province Hubei, China in December 2019, and was designated as pandemic by World Health Organization (WHO) on March 11, 2020. As of April 23, 2020, more than 2,000,000 cases of COVID-19 have been reported in more than 210 countries and territories, resulting in more than 195,755 people dying and more than 781,109 people recovered.

The SARS-CoV-2 virus is thought to spread between people mainly through respiratory droplets produced during cough. This spark can also result from sneezing and normal breathing. In addition, the virus can spread by touching contaminated surfaces and then touching someone's

face. The disease COVID-19 is most contagious when the person who has it has symptoms, although the spread may occur before symptoms appear. The time period between exposure to the virus and the appearance of symptoms is usually around five days, but can range from two to fourteen days.

Common symptoms include fever, coughing, and shortness of breath. Complications can include pneumonia and severe acute respiratory disease. There is no vaccine or treatment anti-virus specifically for this disease. The primary treatment given is symptomatic and supportive therapy. Recommended preventive measures include washing hands, covering the mouth when coughing, keep a distance from other people, as well as monitoring and self-isolation for people who suspect that they are infected.

Efforts to prevent the spread of the virus include travel restrictions, quarantine, enforcement of curfew, delay and cancellation of events, and closure of facilities. These efforts include Hubei quarantine, national quarantine in Italy and elsewhere in Europe, as well as curfews in China and South Korea, various national border closings or restrictions on incoming passengers, screening at airports and train stations, and travel information about areas with local transmission. Schools and universities have closed either nationally or locally in more than 124 countries and affected more than 1.2 billion students.

The pandemic has caused global socioeconomic disruption, postponement or cancellation of sporting and cultural events, and widespread concern about shortages panic buying. Misinformation and viral conspiracy theories have spread widely online, and there has been an incident xenophobia and racism towards the Chinese and people East Asia or Southeast Asia other.

### III. RESEARCH METHODS

This research is the domination of quantitative research using survey research design. Survey research provides a quantitative or numerical description of trends, attitudes, or opinions of a population by studying a sample of that population. This research includes cross-sectional and longitudinal studies using questionnaires or structured interviews for data collection to generalize from the sample to the population. However, the formulation of models, descriptions, and interpretation of the results of data analysis also uses qualitative methods. So this research is research that uses mixed methods (mixed methods) between quantitative and

qualitative, especially explanatory sequential mixed methods (explanatory sequential). Explanatory sequential mixed methods where the researcher first conducts quantitative research analyzes the results, and then builds the results to explain them in more detail with qualitative research. This is considered explanative because the results of the initial quantitative data are further explained by qualitative data.

This study compiles a quality Bali tourism development model by exploring various problems in the quality of tourism destinations and the quality of tourist experience in Bali tourism destinations, which are supported by findings on tourist attractions that are sampled in this study. The level of suitability between performance and the importance of the quality of tourism destinations, this study uses quantitative data analysis techniques of IPA; to analyze the satisfaction index of the tourist experience quality, this study uses the CSI quantitative analysis technique; and to develop a quality tourism development model this research uses ISM quantitative data analysis techniques. Qualitative data analysis techniques in this study are used to provide descriptions/narratives as interpretive data analysis results. The data in this study were collected by distributing questionnaires to 600 tourists spread over six (6) tourist attractions that are the research locations. The level of conformity between performance and the importance of the quality of tourism destinations is discussed using quality management theory and theory of competitive advantage. The tourist experience quality satisfaction index uses quality management theory and customer satisfaction theory.

To compile a quality tourism development model, a survey of experts as informants is required. The expert survey was carried out by interviewing and distributing questionnaires. There are sixteen (16) experts used in this study consisting of: government elements, tourism organizations, tourism practitioners, community leaders, academics, and non-governmental organizations. This problem is dissected with the theory of quality management, which is the main theory in this study.

#### 4.5 Types of Data

The type of data used in this research is qualitative data and quantitative data. This study uses qualitative data, namely data in the form of explanations, descriptions of certain phenomena related to research on entrepreneurial attitudes, and intention to innovate in tourism entrepreneurs in Bali. Qualitative data including from the literature

in the form of responses are also qualitative data that is the object of analysis, the results of in-depth interviews with workers, statements from previous researchers that will be used as supporting research results. Quantitative data, namely data in the form of numbers as supporting qualitative data, including quantitative data in this study are the number of entrepreneurs who own or continue a tourism business in Bali, the results of the perception table and the results of the PLS-SEM analysis.

#### 4.6 Data Sources

Sources of data used in the study are:

- a. Primary data, namely data obtained from the first source or directly obtained from the research site, either verbally or in writing from respondents in the form of questionnaires distributed to tourism entrepreneurs in Bali Province.
- b. Secondary data, namely data obtained not from the first party, but from certain parties related to this research and from documents from the Central Statistics Bureau (BPS) in the form of data on the number of tourism businesses in Bali, officers and other literature that can be used as reference material which relates to the research being carried out.

#### 4.7 Population and Sample

##### 4.7.1 Population

According to Usman (2006: 181), the population in each study must be stated explicitly, namely with respect to the size of the population members and the research area stated explicitly, namely with respect to the size of the population members and the research area covered. The population in this study was 100 tourism businesses in Bali.

##### 4.7.2 Sample

The sample is part of the population (part or representative of the population is taken as a source of data and can represent the entire population. The determination of the number of samples used in the provisions put forward by Sugiyono (2002: 61-63), So that the number of samples used is representative of the population, the number of samples used is calculated using the Malhotra formula. The sample in this study amounted to 100 respondents.

##### 4.7.3 Sampling Techniques

The sample is a part of the population that has relatively the same characteristics and is considered to be representative of the population.

The sample is part of the number and characteristics possessed by a population under study. The sampling technique used falls into the category of non-probability sampling. The non-probability sampling technique chosen is accidental / incidental technique, which is using individuals who have met the characteristics of the research and are accidentally encountered by the researcher. The reason is to increase the practicality (easy to do) and research efficiency (save time, cost, and research labor). To calculate the number of samples needed, researchers used the Malhotra formula. According to Malhotra in factor analysis, the sample size taken can be determined by multiplying the number of indicators by 5, or 5 x the number of variables, thus 5 x 20 variables = 100 respondents

#### 4.8 Research Variables

##### 4.8.1. Variable Identification

In developing a survey research instrument to measure a construct, Hair, et al (2006) suggested that if the available literature is sufficient to discuss the topic under study, then the sources from the literature can be used to operationalize a construct. The adoption of variables that are considered strong to construct a construct based on the literature should be able to increase the content validity of the measurement (Gentry and Kalliny, 2008).

The next step is to develop a reliable measurement scale in this study. The first time it is done is to focus on the measurement scale of behavior as the main focus of this study, so that the search and understanding of literature that discusses the behavior of entrepreneurs who own or continue a tourism business in Bali can be done as well as possible. Then, this research adopts things that measure content and represent the definitions and dimensions of the constructs. The variables in this study consisted of (i) endogenous latent variables, (ii) exogenous latent variables and (iii) manifest variables, with the following details:

##### 4.8.1.1 Exogenous Latent Variables

Exogenous latent variables are independent variables (free) that affect the dependent variable (endogenous latent) (Ghozali, 2014). In this study, the exogenous latent variable is attitude toward entrepreneurship.

##### Endogenous Latent Variables

Endogenous latent variables are dependent variables that are influenced by independent variables (exogenous latent) (Ghozali, 2014). In this study, the endogenous latent variables are:

a. The intention to innovate is an endogenous variable of entrepreneurial behavior

#### 4.8.2 Operational Definition of Variables

The research variable is a measurable construct; therefore it needs to be clearly defined so as not to cause different perceptions for researchers and

respondents during the data collection process. The operational definition of the variables in this study is as follows:

1) The exogenous variable (X), which can be seen in Table 4.1 as follows:

**Table 4.1**

Variables and Indicators that influence the Behavior of Tourism Entrepreneurs in Bali

Variable	Indicator	Operational definition	Source
Attitude Toward Entrepreneurs hip (Attitude) / X1	X1.1 Confidence X1.2 Task and result oriented X1.3 Dare to take risks X1.4 Have leadership X1.5 Originality X1.6 Future-oriented	Attitudes towards interests that have a level where a tourism entrepreneur who owns or continues a tourism business has a good or bad evaluation of the interest in entrepreneurship	Ajzen and Fishbein (2005), Raposo (2011), Jehane (2019), Mahmood (2019), Alma (2011)
Intention (intention) / Y1	Y1.1 Creating new challenges Y1.2 Innovation Y1.3 Cooperate to make business	The determination of a person to become an entrepreneur or to become an entrepreneur, which is also a representation of the planned actions to carry out the behavior of tourism entrepreneurs. Before someone starts a business (entrepreneurship), it takes a strong commitment to start it.	Ajzen and Fishbein (2005), Raposo (2011), Jehane (2019), Mahmood (2019)

#### 4.8.3 Research Instruments

##### 4.9.1 Types of Research Instruments

The research instrument used in this study was a questionnaire prepared based on the indicators of each previously defined variable. The questionnaire in this study consisted of questions to respondents about the research topic of the entrepreneurial attitude of tourism entrepreneurs and the intention to innovate. Furthermore, the survey method was also carried out in this study, namely by personal interviews, telephone interviews, by sending letters for research needs. Interview guide, which is an important question that can be developed and deepened in the field to collect data. In addition, field notes are also used to record what is heard, seen and thought in relation to data collection in the field.

##### 4.9.2. Research Instrument Testing

In this study, several instrument tests were carried out in the form of validity and reliability

tests, both of which aimed to test the feasibility of a questionnaire. The explanation is as follows:

##### 4.9.2.1 Validity test

According to Sugiyono (2002: 168) Validity is a measure that shows the levels of validity or validity of an instrument. Validity shows the extent to which a measuring instrument is able to measure what you want to measure (Siregar, 2010). In this study, validity testing was carried out by calculating the correlation coefficient with the Product Moment formula as follows (Arikunto, 2002).

$$r_{xy} = \frac{N \sum XY - (\sum X)(\sum Y)}{\sqrt{(N \sum X^2 - (\sum X)^2) - (N \sum Y^2 - (\sum Y)^2)}}$$

Information:

R = correlation coefficient

n = Number of respondents

x = Score of each variable in the questionnaire

y = total score of all questionnaire variables  
 rxy = Correlation between variables X and Y  
 The results of the calculation of rxy are compared with the product moment table, if rxy > r table then the item is valid. According to Siregar (2010: 164) an instrument is said to be valid if:

a. The product moment correlation coefficient exceeds 0.3;

b. Product moment correlation coefficient > r table (, where n = number of samples;

c. Significance.

In determining whether or not an item is valid, there are certain criteria to declare an item so that it is declared to support the validity of the test content. The validity criteria used are listed in the following table (Arikunto, 2002: 170).

**Table 4.10**  
 Validity Criteria

The value of r	Category
0.90 ≤ rxy ≤ 1.00	Very high validity
0.70 ≤ rxy < 0, 90	High validity
0.40 ≤ rxy < 0, 70	Medium validity
0.20 ≤ rxy < 0, 40	Low validity
0.00 ≤ rxy < 0, 20	Very low validity

#### 4.9.2.2 Reliability Test

According to Sudjana (2008: 16) Reliability is the accuracy or consistency of the assessment tool in assessing what it is judged on. That is, the assessment tool used will give relatively the same results.

An instrument has an adequate level of reliability, if the instrument is used to measure aspects that are measured several times and whenever the results are relatively the same. Reliable instruments are able to reveal reliable data. Instruments that can be trusted (reliable) will produce reliable data too. The reliability of the data collection tools was analyzed using the Alpha formula. Alpha formulas are used to find the reliability of instruments whose scores are not 1 and 0, for example, questionnaires or questions in the form of description. Then the calculation is done by entering the data into the following Alpha formula (Baskoro, 2014: 108):

$$r_{11} = \left\{ \frac{K}{(K-1)} \left( 1 - \frac{\sum \sigma_b^2}{\sigma_t^2} \right) \right\}$$

$$\text{dengan : } \sum \sigma_b^2 = \frac{\sum X^2 - \frac{(\sum X)^2}{N}}{N} \quad \text{dan} \quad \sigma_t^2 = \frac{\sum Y^2 - \frac{(\sum Y)^2}{N}}{N}$$

Keterangan :

r<sub>11</sub> = reliabilitas instrumen

K = banyaknya butir pertanyaan atau banyaknya soal

∑σ<sub>b</sub><sup>2</sup> = jumlah varians butir

σ<sub>t</sub><sup>2</sup> = varians total

The reliability criteria used are listed in the following table (Arikunto, 2013: 239).

**Table 4.11**  
 Reliability Criteria

The value of r	Category
rhitung ≤ 0.20	Very low reliability
0.20 < rcount ≤ 0.40	Low reliability
0.40 < rcount ≤ 0.70	Medium reliability
0.70 < rcount ≤ 0.90	High reliability
0.90 < rcount ≤ 1.00	Very high reliability

#### 4.10 Research Procedures

In general, the research procedure consists of 3 (three) stages, namely preparation,

implementation and evaluation. The stages of the research procedure can be seen in the following table:

**Table 4.12**  
Research Procedure Stages

No.	Stages	Analysis	Purpose
1	Stage 1	Preparation	<ol style="list-style-type: none"> <li>1. Development of research proposals and instruments</li> <li>2. Planning the data mining process</li> <li>3. Prepare a list of tourism businesses that are used as research samples</li> <li>4. Looking for surveyors or field workers capable of data collection</li> </ol>
2	Stage 2	Implementation of Research Activities	<ol style="list-style-type: none"> <li>1. Contact the tourism business where the research was carried out</li> <li>2. Distribution of questionnaires</li> <li>3. Interview with several research related parties</li> </ol>
3	Stage 3	Evaluation	<ol style="list-style-type: none"> <li>1. Conduct data selection by sorting the questionnaires and ensuring that the fields are complete as expected.</li> <li>2. Questionnaires that meet the requirements are entered into the computer with the PLS program</li> <li>3. After the data is described using PLS modeling, the data will be formed in the dissertation report</li> </ol>

#### 4.11 Data Analysis

##### 4.11.1 Partial Least Square (PLS) Analysis

The influence of entrepreneurial attitudes on intention to innovate in this study was analyzed using PLS (Partial Least Square). According to Latan and Ghozali (2012), PLS is an alternative approach that shifts from a covariance-based to variant-based SEM approach. Partial Least Square (PLS) was first developed by Herman Wold (1975). PLS-PM is a powerful analysis method because it can be used on any type of data scale (nominal, ordinal, interval and ratio) as well as more flexible assumption requirements. PLS-PM can also be said to be a PLS approach method for structural equation modeling. In the PLS community, the term "path modeling" is preferred over Structural Equation Modeling, both of which can be found in the PLS literature.

PLS-PM does not assume that the data must follow a certain distribution, for example, with a multivariate normal distribution. The PLS-PM approach is distribution free as well as flexible sample sizes. PLS can also be used when the theoretical basis of the model is tentative or the measurement of each latent variable is new. PLS-PM is based on variance or component. PLS-PM is designed with prediction goals in mind. This is an initial conceptual basis for researchers. As in regression analysis, the main objective is to identify variables that are useful for predicting outcomes.

Gaston (2009) states that PLS can also be

used for confirmation purposes (such as hypothesis testing and exploration purposes). Although PLS is prioritized as exploration rather than confirmation, PLS is also able to predict whether or not there is a relationship and then a proposition for testing. Its main purpose is to explain the relationship between constructs and emphasize the meaning of the value of these relationships. In this case, the important thing that must be considered is the existence of a theory that provides assumptions to describe the model, the selection of variables, the analysis approach, and the interpretation of the results. The main recommendation for PLS applications in testing is to go through the bootstrap validation process.

The popularity of PLS-PM use among researchers and practitioners is for four reasons. First, the PLS algorithm is not limited to the relationship between indicators and latent constructs which are reflective, but the PLS algorithm is also used for formative relationships (Diamantopolous and Winklhofer 2001). Second, PLS can be used to estimate the path model with a small sample size (Chin and Newsteed 1999). Third, PLS-PM can be used for very complex models (consisting of many latent and manifest variables) without experiencing problems in data estimation (Wold 1985). PLS-PM is a more favorable methodology than CBSEM when discrepancies or non-convergent results emerge (Heywood et al. 1998). Fourth, PLS can be used when the data distribution is very skewed (Skew)

(Bagozzi 1994).

PLS in this study is used to analyze the influence of entrepreneurial attitudes on the intention to innovate by tourism entrepreneurs in Bali. Data analysis using SMART PLS version 3.0 software.

#### 4.11.4 Qualitative Descriptive Analysis

Moelong (2001), qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior. Meanwhile, descriptive research is a form of research aimed at describing or describing existing phenomena, both natural phenomena and human engineering. The purpose of descriptive research is to make research systematically, factually and accurately regarding the facts and characteristics of a particular population or area.

This qualitative descriptive analysis is in the form of a comprehensive explanation of the problem to be studied. The purpose of this qualitative descriptive analysis also explains how to process or analyze the results of the research, namely by making the analysis using this research method. Qualitative descriptive data analysis methods in qualitative research are useful for developing theories that have been built from data that has been obtained in the field. Qualitative research methods at the initial stage the researcher conducted an exploration, then carried out the in-depth data collection, starting from observation to preparing reports. The results of the data in the form of numbers need to be interpreted in the form

of a description.

## IV. RESULTS AND DISCUSSION

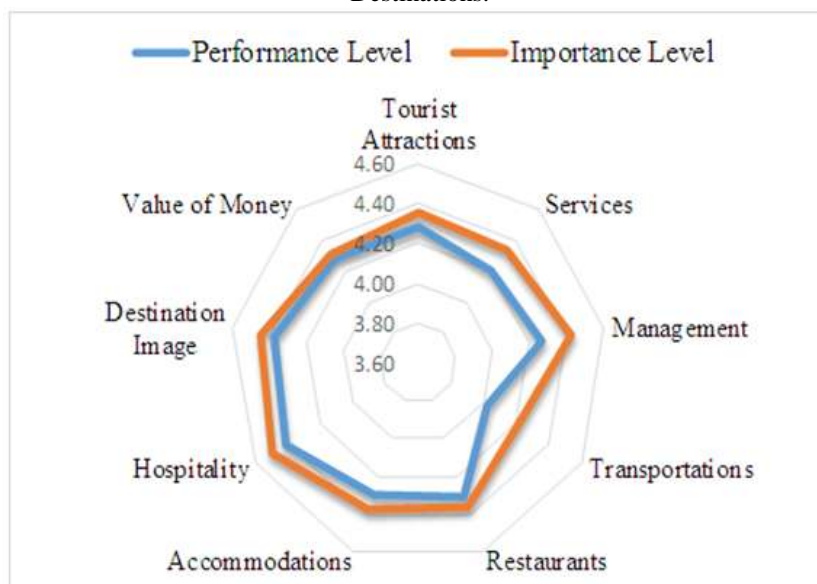
### Characteristics of tourism entrepreneur in Bali

The characteristics of tourism entrepreneur in Bali are dominated by male (69 %) and female (31 %); young adults (25-44 years reaching 53 percent and 41-55 years reaching 45 %); diploma education level (46 percent); and tourism entrepreneur from accommodation (48 %) in the form of hotels, villas, homestays, cottages and guesthouses and restaurant (21%). The tourism business operation is mostly less than 10 years (72 percent)

### Level of match between performance and quality importance of bali tourism destinations

The quality of Bali tourism destinations uses nine (9) indicators and fifty-eight (58) attributes. These indicators include tourist attractions, services, management, transportation, restaurants, accommodation, hospitality, destination image, and value for money. The score of performance and importance in Bali tourism destinations shows that the level of performance (blue) is lower on all indicators and quality attributes of tourism destinations than the importance score (in red), especially on the accommodation indicator. So it can be said that the level of performance of a tourist attraction needs to be improved because it has not met expectations or has not satisfied tourists.

**Figure 1:** Comparison of Performance Score and Importance Score Average Quality of Bali Tourism Destinations.





So based on the analysis of the level of conformity it can be seen that all indicators (<100 percent), meaning that the quality of the services provided does not fulfill what is considered important by tourists and the service is not satisfactory. Based on the quality level of Bali tourism destinations, it refers to the calculation of

the level of suitability between performance and the level of interest of tourists to the quality of tourism destinations, so it can be compared between Bali tourism destinations and tourist attractions according to the data presented in Table 1.

**Table 1:** Data tabulation of the level of conformity of the quality of Bali tourism destinations and tourist attractions.

No	Criteria (%)	Bali	Tirta Empul	Desa Penglipuran	Tanah Lot	Monkey Forest	Lovina	Air Panas Banjar
1	Tourist Attractions	98.35	96.98	97.25	93.63	94.57	95.69	92.65
2	Services	96.82	96.79	91.95	96.96	99.03	94.31	94.46
3	Management	96.46	93.20	93.00	97.87	97.18	95.25	96.20
4	Transportation	95.62	91.41	88.88	95.16	95.46	94.95	95.90
5	Restaurant	98.68	96.19	95.22	95.23	94.75	94.41	91.71
6	Accommodations	98.17	99.08	94.40	99.11	84.40	94.65	77.06
7	Hospitality	98.29	99.37	97.39	96.79	101.51	96.46	95.95
8	Destination Image	98.28	100.40	96.31	97.58	98.44	95.13	98.32
9	Value of Money	99.31	100.35	94.96	97.30	100.36	95.64	97.13
	Average	97.78	97.09	94.37	96.63	96.19	95.17	93.26

In Table 1, it can be seen that the indicators of destination quality in each tourist attraction are mostly not suitable and have not met the expectations of tourists, likewise in Bali tourism destinations, it shows that all indicators are not yet suitable and have not met tourist expectations. If a comparison between the value of the suitability of the quality of Bali tourism destinations with the tourist attractiveness used as a sample in this study, it shows that the indicators of tourist attractions and restaurants in Bali are generally considered higher than the tourist attractions used as the sample in this study. This is due to the large number of tourist attractions in Bali that can be seen not in the scope of tourist attractions. Likewise with restaurants that can be found along the way, tourism areas, or several locations in Bali or areas that develop culinary tourism.

The service indicator shows that the Monkey Forest tourist attraction is superior to Bali tourism destinations in general. This can be seen from the advantages possessed by Monkey Forest in terms of the availability of an order method via page/email (info@monkeyforestbud.com) and website (www.monkeyforestbud.com) and various information through promotional media conducted online and offline. Online by using the website, Instagram, Facebook, Google business. Meanwhile, offline assisted by magazines, newspapers, and information books/guide books. Promotion is also carried out by participating in promotional events,

such as the Bali and Beyond Travel Fair (BBTF) organized by ASITA. Likewise, other advantages are the availability of staff who provide professional services, security services, the quality of the tourism activities offered, toilets (there are also special toilets for people with disabilities) and special nursery rooms, large parking lots available, communication media/internet available Souvenir shops and quality service support facilities are available, as well as the ease of service regulation, all of which have met the expectations of visiting tourists.

The management indicators show that Tanah Lot and Monkey Forest tourist attractions are superior to Bali tourism destinations in general. This can be seen from the superiority of management found in the attractiveness of Tanah Lot in the form of unique destinations in the form of natural views of the sunset and cultural activities that have met the expectations of tourists. Likewise, the professionalism of destination management, ease of service, density, security, and cleanliness at the tourist attractions of Tanah Lot and Monkey Forest still need to be improved but are considered superior to Bali in general.

The transportation indicator shows that the tourist attraction of Banjar Hot Water is superior to Bali tourism destinations in general. Due to the availability and quality of very good access to destinations. The accommodation indicator shows that Tanah Lot and TirtaEmpul's tourist attractions are superior to Bali tourism destinations in general.

The tourist attraction of Tanah Lot has met the expectations of tourists on the quality and variety of accommodation types, as well as room prices. Likewise, the tourist attraction of TirtaEmpul has met the expectations of tourists on variations in types of accommodation and room prices.

On the indicator of hospitality, it shows that the tourist attraction of Monkey Forest and TirtaEmpul is superior to Bali tourism destinations in general. The tourist attraction of Monkey Forest and TirtaEmpul has advantages in the friendliness of service providers, the friendliness of the staff, and the friendliness of the local people which are considered very good by tourists. Even the friendliness of the service providers and the friendliness of the staff has exceeded the expectations of tourists on the tourist attractions of Monkey Forest and the friendliness of service providers at TirtaEmpul.

Monkey Forest tours, TirtaEmpul, and Banjar Hot Springs are superior to Bali tourism destinations in general. This can be seen from the superiority of the Monkey Forest tourist attraction in conservation efforts as it is designated as an important location for research activities and conservation programs. The special arrangements and management that have been carried out by these tourist attractions have encouraged researchers from various research institutions around the world to carry out research, especially regarding the behavior and social interactions of apes with the surrounding environment. In contrast to the tourist attraction of TirtaEmpul which has advantages in the existence of a destination and encourages tourist visits from the image of Bali tourism that is already attached to this tourist attraction, besides tourists who visit do not have too high expectations of the image of the destination in this tourist attraction. Likewise, the value for money indicator shows that the tourist attraction of Monkey Forest and TirtaEmpul is superior to Bali tourism destinations in general. This can be seen from the advantage of the benefits received beyond the expectations of tourists, compared to the amount of money spent. In general, the value of the suitability of tourist attractions that is superior to Bali tourism destinations, in general, can be used as a learning model for other tourist attractions in Bali by developing the potential and advantages of each tourist attraction with quality management that is applied to all indicators and attributes which exists. Quality management needs to be planned with the allocation of resources and management functions that focus on the main priority of improving indicators and attributes as well as maintaining and

improving indicators and attributes that are considered very good. These improvement efforts are not only planned, but also carried out with high commitment and hard work of all organizational components, and carry out monitoring and evaluation to ensure that the implementation of programs or activities goes according to the plans that have been prepared.

Bali as a tourism destination must understand changes in market structure and be able to choose an effective strategy based on the characteristics of tourists visiting Bali. The characteristics of tourists who visit are dominated by relatively young adults, highly educated, and mastering information and technology. It is appropriate for the tourist attraction in Bali to improve and continue to strive to improve the quality of tourism destinations continuously to achieve a competitive advantage. The low level of tourist loyalty and the unfulfilled and unsatisfactory quality of tourism destinations are weaknesses and challenges that must be overcome by highlighting the uniqueness of the tourism products or services offered, both in Bali in general and each of the tourist attractions in Bali. Based on the level of analysis of destination quality on tourist attractions, indicators of hospitality can be highlighted by making Monkey Forest tourist attractions a reference in quality tourism seen from the quality of tourism destinations. Hospitality is not only shown and conveyed by service providers, but also community hospitality as the main support for tourism activities in tourism destinations. This is in line with the results of research by Le & Dong (2017) which found that the biggest factor affecting tourist satisfaction is people's hospitality.

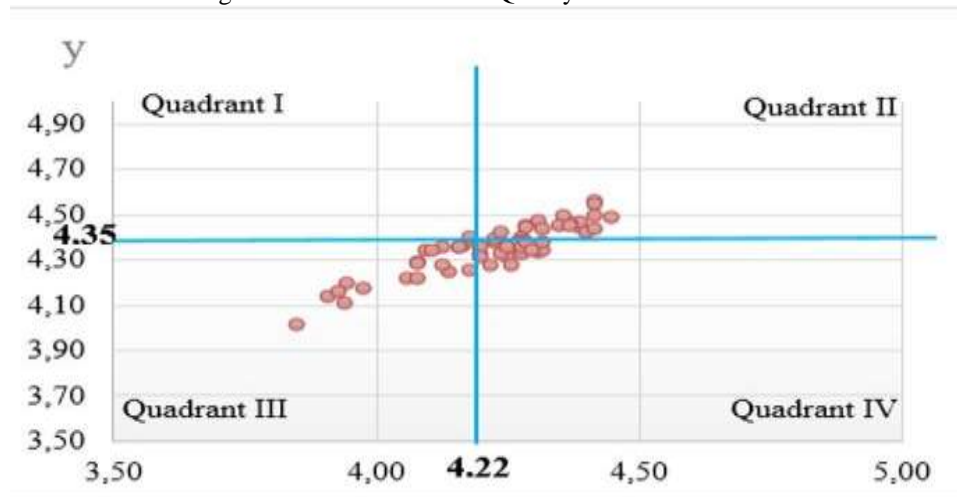
Likewise, the destination image indicator can be highlighted by making TirtaEmpul a quality tourism reference seen from the quality of tourism destinations. TirtaEmpul as a tourist attraction can instill an image in the minds of consumers as a cultural and spiritual tourist attraction. Indicators of value for money can make TirtaEmpul and Monkey Forest as references for quality tourism, that is, tourists feel that the benefits received by tourists are proportional to the value for money they pay. Given that tourists visiting are dominated by first-visit tourists, tourist attractions and Bali tourism destinations must be able to give a better impression and complete with detailed information, such as history, philosophy, the meaning of an object or activity, information signposts and directions, as well as other general information outside of tourist attraction which is very important for tourists. The information presented can be in the form of signposts, information at tourism

information centers and online which can and is easily accessed by tourists, to provide a clear and definite picture to tourists. Tourism destinations and tourist attractions must be able to create value, to increase the competitiveness and loyalty of tourists compared to its competitors. The uniqueness of tourism products is a differentiation (differentiation) of one tourist attraction from another. Differentiation in a consistent manner provides better service quality than competitors, by meeting or even exceeding the quality of service expected by tourists.

Durable or sustainable competitive advantage is achieved when tourism destinations and tourist attractions implement a value creation strategy based on existing resources following the main potential of tourist attractions, such as nature, culture, artificiality, atmosphere, and environment. Also, tourism destinations and tourist attractions must develop their capabilities, particularly in services to tourists, destination management or management, transportation that facilitates the mobility of tourists from one destination to another,

restaurants, menu tastes, and local culinary packaging, as well as comfortable and clean accommodation. The competence of service providers and the level of public awareness of tourism are very strategic to increase the competitive advantage of a tourism destination. Durability criteria of excellence include value to tourists, rare and second to none, too expensive to imitate, and no substitute product. In the future, it is hoped that the tourist attractions in Bali will be able to develop themselves and continue to move dynamically to adapt to existing changes and continue to develop their competitive advantages continuously. So based on the calculation of the average score for the level of performance and the average score for the level of importance, it can be seen that the value of the line that cuts the horizontal perpendicular (X axis = 4.22) and the value of the line that crosses the vertical perpendicular (Y axis = 4.35). ). The final stage is the translation of each attribute in the Cartesian diagram as shown in Figure2.

**Figure 2:** Cartesian Diagram of All Attributes on Quality Indicators for Bali Tourism Destinations



Based on Figure 2, it can be seen that all the attributes in the indicators that shape the quality of the destination, then the Bali Tourism Destinations which are the main priority for improvement are in service indicators, especially in the attributes of the availability of service support facilities which are very limited in number. Likewise, the availability of a tourist complaint service which is a place or forum for tourists to submit complaints to be responded to and followed up quickly. This service is very important as a means for service providers to obtain complaint information, follow up, monitor and evaluate, and carry out service recovery strategies to maintain tourist satisfaction and loyalty. This service must be well managed, synergized, and responsive so that tourists do not decide to turn to tourism

destinations or other tourist products.

### Tourist Experience Quality Satisfaction Index in Bali Tourism Destinations

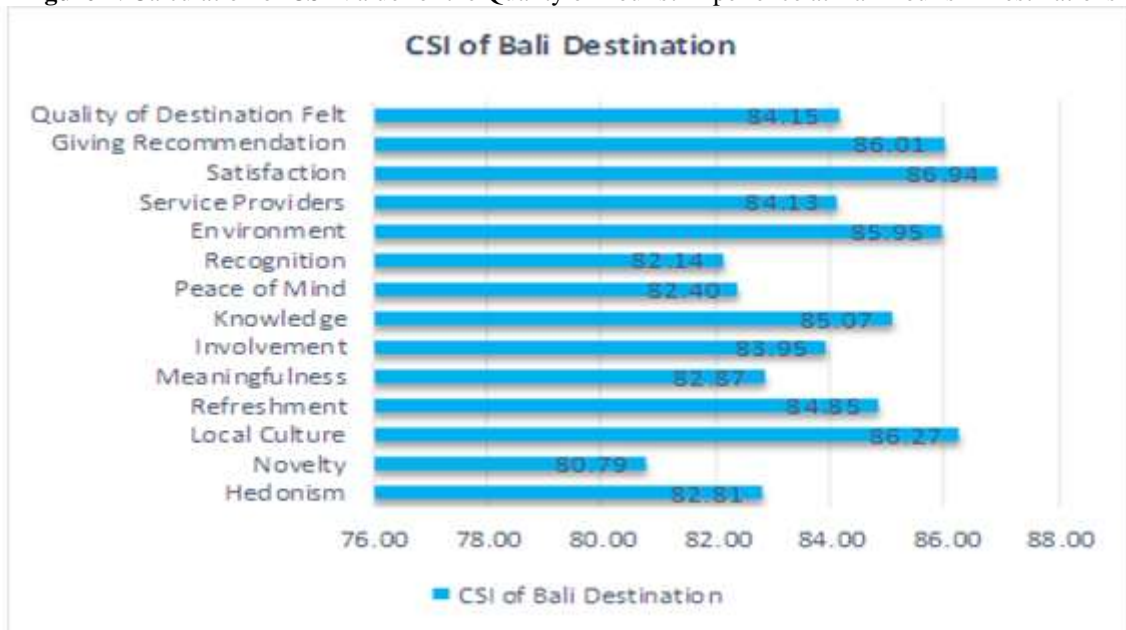
The quality of the tourist experience on a tourist attraction is measured using fourteen (14) indicators and sixty-six (66) attributes. The indicators are view of life; novelty; local culture; refreshment; meaningfulness; involvement; knowledge; peace of mind; recognition; environment; service providers; satisfaction; give recommendations; and the perceived quality of the destination. The comparison of the level of satisfaction and the level of importance on the quality of the tourist experience in Bali tourism destinations can be seen in Figure 3.

**Figure 3:** Comparison of Satisfaction Level with Interest Quality of Tourist Experience in Bali Tourism Destinations



The comparison between the level of satisfaction and importance on the quality of the tourist experience in Bali shows that the level of satisfaction (blue) on several indicators is lower (negative gap value) than the level of importance (orange).

**Figure 4:** Calculation of CSI Value for the Quality of Tourist Experience at Bali Tourism Destinations



In Figure 4, it can be seen that most of the indicators on the quality of the tourist experience show very satisfactory values, including satisfaction indicators (86.94), local culture (86.27), providing recommendations (86.01), and environment (85.95), knowledge (85.07), refreshment (84.85), destination quality (84.15), serviceproviders (84.13), involvement (83.95), meaningfulness (82.87), view of life (82.81), peace

of mind (82.40), and confession (82.14). Meanwhile, the novelty indicator obtained a satisfying value (80.79).

Based on the comparison of the quality level of the tourist experience in Bali tourism destinations with tourist attractiveness referring to the calculation of the level of satisfaction and the level of importance of the tourist experience, data is presented as shown in Table 2.

**Table 2:** Data Tabulation Quality Level of Tourist Experience at Bali Tourism Destinations and Tourist Attractions

Criteria	Bali	Tirta Empul	Desa Penglipuran	Tanah Lot	Monkey Forest	Lovina	Air Panas Banjar
- Hedonism	82.81	77.82	81.43	77.12	76.55	80.03	81.60
- Novelty	80.79	82.10	83.64	74.92	79.43	72.01	78.70
- Local Culture	86.27	88.19	88.88	82.60	85.80	82.33	83.53
- Refreshment	84.85	82.99	84.05	80.96	82.59	83.46	83.42
- Meaningfulness	82.87	84.12	81.27	78.21	76.79	74.31	79.40
- Involvement	83.95	82.68	82.99	78.50	81.19	79.95	83.03
- Knowledge	85.07	83.02	87.87	82.02	80.67	79.42	83.80
- Peace of Mind	82.40	81.06	84.19	78.48	75.76	79.57	81.92
- Recognition	82.14	79.67	77.53	77.29	81.45	78.41	80.00
- Environment	85.95	84.25	91.60	83.55	84.57	83.57	82.53
- Service Providers	84.13	79.76	84.58	80.82	84.17	81.03	81.23
- Satisfaction	86.94	85.14	87.28	83.34	86.70	85.60	82.67
- Giving Recommendation	86.01	78.73	87.81	81.69	83.17	81.30	84.36
- Quality of Destination Felt	84.15	80.17	85.89	80.25	84.77	79.81	80.35
Average	84.17	82.12	84.93	79.98	81.69	80.06	81.90

Table 2, it can be seen that based on tourist ratings of indicators of the quality of the tourist experience in Bali tourism destinations, it has an average of 84.17 (very satisfied) superior to the tourist attractions of TirtaEmpul, Banjar Hot Water, Monkey Forest, Lovina and Tanah Lot. When viewed from each indicator, Bali tourism destinations are superior in indicators of outlook on life, refreshment, involvement, and recognition compared to tourist attractiveness used as the sample in this study. However, the quality of tourist experience on indicators of novelty, local culture, knowledge, peace of mind, environment, service provider, satisfaction, giving recommendations, and perceived quality of destinations can refer to the tourist attractions of Penglipuran Village as a reference for quality tourism seen from the variable quality of tourist experience.

Meanwhile, the quality of tourist experience in the meaningful indicator can refer to the tourist attraction of TirtaEmpul as a quality tourism reference seen from the variable quality of tourist experience. The quality of the tourist experience on tourist attractions and Bali tourism destinations needs to be continuously improved, especially in the indicators of outlook on life, novelty, meaning, recognition, and perceived quality of the destination. Expectations of tourists will continue to develop the following changes in the environment that provide information and increased tourist experiences which will affect the level of satisfaction felt by tourists. Tourists have a big role in determining product quality and customer satisfaction.

There is a close relationship between determining the quality and tourist satisfaction. Tourists use their hopes as a reference standard that can be used as an evaluation of quality. The dominance of information sources through the recommendations of family/friends and the internet of tourists visiting Bali shows positive word of mouth, namely positive recommendations from trusted people (experts, friends, family, and media publications) are more quickly accepted as references, because tourists have difficulty evaluating tourism products or services that they have not felt themselves, considering that the dominant tourist is the first time visitor. This opportunity is a very potent thing to do our best to create satisfied tourists.

This study uses a contrast theory which assumes that tourists will compare actual product performance with pre-purchase expectations. If the actual performance is greater than or equal to expectations, the tourists will be satisfied.

Conversely, if the actual performance is lower than expectations, tourists will not be satisfied. However, increasing tourist satisfaction must be followed by meeting the needs and increasing the welfare of the community as hosts with various roles played in social, cultural, and economic life, as well as improving the quality of the environment for the sustainability of a superior tourism destination.

The results of the research on the level of suitability of the quality of Bali tourism destinations with the satisfaction index of the quality of the tourist experience in Bali tourism destinations show contradictory results due to differences in data analysis techniques and assessment criteria for data analysis results. However, based on the score between the level of performance and the level of importance or satisfaction, it shows the same trend of results, that is, all indicators show a lower level of performance than the level of importance/satisfaction so that all indicator gaps are negative.

#### **Quality bali tourism development model**

Based on the results of the analysis of the level of suitability between performance and the importance of tourism destination quality and measurement of the quality satisfaction index of the tourist experience in Bali tourism destinations and considering Bali Provincial Regulation Number 2 of 2012 concerning Bali Cultural Tourism, Bali Provincial Regulation Number 10 of 2015 concerning the Master Development Plan Regional Tourism of Bali Province 2015-2029, Roadmap for Strengthening (Policy Analysis) of Regional Innovation of Bali Province in 2017, as well as expert opinions in the form of answers and assessment of factors / sub-elements, a quality Bali tourism development model is compiled which aims to answer the issues the indicatorsexamined in this study have not been fulfilled. Determining a quality Bali tourism development model using ISM data analysis techniques, namely by identifying important elements that will be included in the model or program. This study uses six (6) important elements, namely:

- 1) Programobjectives;
- 2) The need for programimplementation;
- 3) Changes made possible from theprogram;
- 4) The main constraints of theprogram;
- 5) Institutions involved in program implementation;and
- 6) Benchmarks for assessing eachgoal.

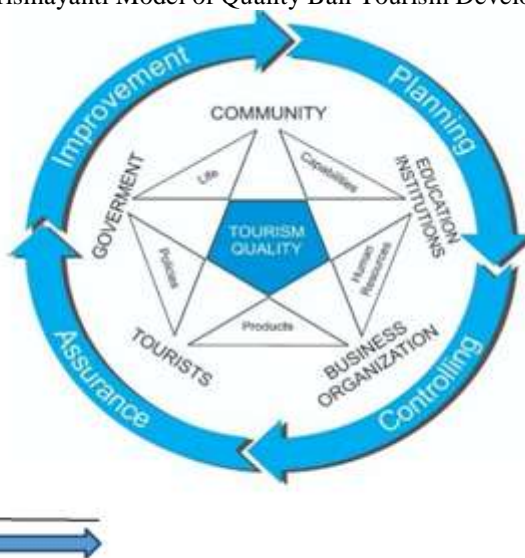
Based on the results of the ISM analysis

using the six (6) elements described above, a structural model is drawn up that describes the relationship between each of the key elements and driving elements in realizing quality Bali tourism. Community sectors affected by quality tourism programs (local communities, managers of tourist attractions, traditional institutions/organizations, the tourism industry, educational institutions, LSPs, government, tourism organizations/associations, NGOs, mass media and the press, and other supporting industries) respectively -Each has needs (natural and cultural preservation of local communities; atmosphere, cleanliness and environmental sustainability; professionalism, internationalization of service standards and destination management; availability and management of public infrastructure and facilities; competent and highly competitive human resources; community empowerment; policies and regulations; coordination between related

institutions and agencies; tourism marketing) so that the program can be implemented properly, but there are obstacles to realizing program objectives, so that support from institutions involved in program implementation that results in possible changes from the program is needed. The level of program success can be seen from benchmarks to assess each goal that can be completed or accomplished within a certain period (short, medium, and long term). Quality Bali tourism has the ultimate goal of increasing regional income through a process of community empowerment, nature and culture that is preserved, the satisfaction of visiting tourists, and the formation of the image of Bali as a quality tourism destination.

This model is theoretical, especially explanatory models, which are models designed to show how a system or subsystem works.

**Figure 5:** Arismayanti Model of Quality Bali Tourism Development



Note:

: Linkages and synergies between elements

: Stages of quality management

In the Bali tourism development model, quality describes the linkages and synergies between the determinants of quality tourism, namely the community, educational institutions, business organizations, tourists, and the government. The five elements are related to each other and have a connection to create quality tourism. The collaboration of elements is a top priority that must be considered in realizing quality tourism.

The collaboration of the community and educational institutions to realize the quality of the capabilities of individuals and organizations in supporting the realization of quality tourism. The collaboration of educational institutions and business organizations to realize the quality of human resources in supporting the realization of quality tourism. The collaboration of business and tourist organizations to create quality tourism products in support of the realization of quality tourism. The collaboration of tourists and the government regarding various government policies to improve the quality of tourism destination management and tourism infrastructure and

facilities to meet tourist standards and expectations. Collaboration between the government and the community to realize the quality of life of the community in supporting the realization of quality tourism. All elements and components in quality tourism must be supported by quality management, namely by the stages of planning, control, assurance, and quality improvement consistently and continuously.

Efforts should be made to improve the quality of life of the community from time to time. The quality of life of the community which is getting better can increase people's access to education so that it can increase knowledge and skills and provide proper education to the next generation. The community and community organizations must be involved from the beginning of tourism development so that quality capabilities are needed. Communities who are involved in tourism planning up to the evaluation stage will have a high sense of responsibility to appreciate, be proud, and have the awareness to protect the nature, culture, and local wisdom they have which is the main potential of Bali's tourism destinations. The implementation of the quality Bali tourism model is expected that the community and the younger generation in the area will have a higher level of understanding, knowledge, and skills, the more capable of increasing capabilities at the executive and management level, not only in tourism but also in other related businesses in the area that can support tourism.

Educational institutions, in this case, formal educational institutions (universities, colleges, and tourism vocational high schools) and non-formal educational institutions, as well as LSPs play an important role in their efforts to produce quality graduates according to the specified competencies and the intended occupation. Educational institutions can collaborate with business organizations in terms of mentoring, sharing knowledge, and educating students and communities related to tourism. This can also create a link and match between the competencies produced by educational institutions and the competencies required by business organizations. People who are well educated, who will be involved in tourism development, tend to educate visiting tourists so that tourists know the local nature, culture, and environment. Tourist information and knowledge related to tourist destinations raise an understanding and appreciation to better appreciate the nature and culture that exist in these tourism destinations.

Business organizations in this case industry, managers, providers of tourism products,

tourism organizations, and the mass media and the press have a very large contribution in providing tourism products and other industrial products that support tourism as well as quality tourism information. This is because tourism is not provided by one (1) industry/service provider, but by various types of industry/service providers to meet the needs and desires of tourists while in a tourism destination. Organizations and service providers are expected to have quality culture-based management capabilities that are well implemented in all lines and sectors of the economy related to tourism. People who are involved in the tourism business are expected to have the capability to manage the tourism organization or industry. All activities are well organized with the development of management functions that run integrated and systematically, and there is connectivity between organizations with one another.

Tourists have a central role and become the main focus of tourism destinations to create satisfaction and loyalty. Expectations of tourists have a big role in determining product quality and tourist satisfaction. Product evaluation can be done by using tourist expectations as a reference standard for the quality of tourism products and tourism destinations. Measuring tourist satisfaction can help business organizations understand tourist behavior, in particular, to identify and analyze tourists' expectations, needs, and wants. Measurement of tourist satisfaction is currently considered the most reliable feedback in calculating effective, direct, meaningful, and objective tourists' preferences and expectations. Traveler satisfaction is a basic performance standard and a possible standard of excellence for all business organizations.

The government has a role in the allocation of income from tourism to increase the availability and quality of products, infrastructure, and facilities that support tourism development, destination management and improve the quality of life of the community through policies and regulations issued. The allocation of funds to improve the quality of life of the community is very important considering that the community is the owner of culture, cares of nature and environmental sustainability, as well as local wisdom which is the main potential tourist attraction in tourism destinations. Also, increasing community participation and empowerment in tourism development will greatly determine the realization of quality tourism in these tourism destinations. The number of funds allocated, the level of participation and community



empowerment in tourism development greatly determines the speed at which quality tourism is realized in these tourism destinations.

The elements that shape and determine quality tourism must be supported by quality management (quality planning, quality control, quality improvement, and quality assurance) systematically and sustainably to achieve quality Bali tourism goals. A quality policy in tourism is indispensable because it can shape behavior and establish core values within a destination or organization that influence behavior as the key to satisfying stakeholder needs.

Quality is a strategic goal set to meet the needs and expectations of all stakeholders. The quality management system that is established is expected to enable a destination or organization to fulfill its goals and mission. The destination or organization must have a system that focuses on quality. The adequacy, appropriateness, and effectiveness of a management system can be judged by how well the system enables a destination or organization to achieve its objectives, operate efficiently, and fulfill its objectives and mission. Quality management functions in quality planning should have a focus on setting quality objectives, both at the strategic and operational levels. The quality of strategic planning by setting the long-term goals of the organization, vision, mission, values, and ways to achieve these goals. Operational quality planning is concerned with establishing product goals and the means for achieving those goals.

Stages of activities in quality planning can be carried out by setting goals for the destination or organization; identify the elements affected by this objective; determine stakeholder needs concerning objectives and prioritize action; developing products or services with features that respond to the needs of consumers or tourists; develop processes capable of producing, promoting and distributing featured products; and establish process control and transfer plans to operating forces. In the control function or quality control by managing organizational performance that can detect performance mismatches then quickly can take corrective action in the form of the most effective and efficient solution. This function is very dependent on the quality standards of the destination or organization that will be established as a reference and assessment of corrective actions to be taken.

Providing assurance or insurance or assurance that quality requirements will be met by relevant stakeholders. What is needed in this function is: knowledge of tourism products

provided by destinations and organizations; knowledge of the product or service to be supplied by the supplier or supplier; knowledge related to meeting the needs of consumers or tourists in a professional and certified manner; knowledge related to the fulfillment of assessments that can be carried out by internal and external organizations; as well as knowledge related to products and services that meet established standards.

The function of quality improvement is by evaluating the results of this study as the current condition and then analyzing a basis for making policies related to quality tourism development. The policies taken must be sure to bring about changes that bring positive benefits to the destination or organization. Sometimes not all changes are readily accepted by stakeholders, so the challenge going forward is to make changes that are extreme or change that can be tolerated. The quality improvement function must have quality management focus on increasing the ability to meet the quality requirements or standards set.

The implementation of a quality Bali tourism model will be able to improve the quality of tourism destinations on indicators of tourist attractions, services, management, transportation, accommodation, restaurants, hospitality, destination image, and value for money as referred to in Gronroos, 2007; Rajaratnam et al., 2015; Anjos et al., 2017; Leand Dong, 2017; Mukherjee et al., 2017; and Ryglova et al., 2017. The speed of improving the quality of tourism destinations is very dependent on the quality of existing human resources related to professionalism and internationalization of service standards; service quality and service support facilities; quality of public infrastructure and facilities; public transportation that facilitates the mobility of people, service providers and tourists; and professional waste management.

Quality tourism destinations will be able to provide increased quality of experience to tourists specifically on improving their hedonism, novelty, local culture, refreshment, meaningfulness, involvement, knowledge, peace of mind, recognition, environment, service providers, satisfaction, giving recommendations, and quality of destinations felt as referred to in research by Kim et al., 2012; Schlesinger et al. 2015; Fernandes and Cruz, 2016; Ismail et al., 2016); Soteriades, 2017; and Blazeska et al., 2018. Increasing the quality of the tourist experience has implications for increased satisfaction and high tourist loyalty. Satisfied tourists can create positive word of mouth promotion as the most effective promotion that can further strengthen the image of Bali tourism as a

quality tourism destination.

The increasing satisfaction of tourists will have implications for the opening of various job and business opportunities, profits, and the rate of economic growth, and an increase in regional income. At this stage, a policy that is impartial and highly committed to allocating funds is needed to improve the quality of life of the community and increase community participation and empowerment in tourism development. This can be realized if supported by quality management, namely quality planning, quality control, quality assurance, and quality improvement.

Tourism requires a quality tourist attraction. The development of Balinese culture tourism implicitly contains a message that the type of tourism developed in Bali is quality tourism that puts the identity of the Balinese people at stake. Bali tourism should have a strong position in filtering market share according to the characteristics of the products available. Bali has a unique and superior tourism product that is different from other tourist destinations in the world. However, it takes management, idealism, and high commitment, packaging, and continuity of efforts of all stakeholders who are tireless to implement quality tourism standards.

Tourists need a quality product with value-for-money services. The implication of quality creates tourist loyalty which has implications for the qualifications and acquisition of tourists who value tourism products, building repeat visits, increasing sales of tourist products, and referrals for potential tourists (Inskeep, 1991). This has forced many tourism sectors to invest in the delivery of higher levels of service quality as a means of achieving competitive differentiation (Zeithaml et al., 1993; Barsky, 1995; Berry, 1995; O'Neill et al., 2000; Nanda, 2005; Kachniewska, 2006). Quality Bali tourism can be realized by taking several approaches at once (Inskeep, 1991).

On a sustainable and flexible approach, it is very important to formulate tourism planning by looking at Bali tourism as a sustainable process with adjustments made to the results of monitoring and evaluation of quality policies and feedback that exist within the framework of maintaining outcome objectives and basic policies for tourism development. The systems approach sees tourism in Bali as an interrelated system that relates to one another and has a side effect on the reactions taken. The overall approach views the development of Bali tourism including institutional elements (government, tourism attraction managers, tourism organizations/associations, the tourism industry,

traditional institutions/organizations, local communities, educational institutions, LSPs, NGOs, as well as mass media and the press) and implications socio-economic and environmental analysis and planning with understanding which is a holistic approach.

Connected with a system and a comprehensive approach that covers all aspects, perspectives, and fields. Quality Bali tourism must be planned and developed as an integrated system within itself and integrated into the overall plan, as well as the total pattern of regional development examples and based on the potential of the local area where tourism is developed. An environmental and sustainable development approach, namely quality Bali tourism must be planned, developed, and regulated so that it remains available for future generations, not depleted or degrading. Approach the community by continuously increasing the involvement of local communities in tourism management. If the community has not been able to be involved in the development of tourism in Bali, it is hoped that there will be efforts and side policies to increase local community participation in tourism development management.

The implementation approach can be implemented by referring to the strategies, programs, and activities that have been planned. The application approach by applying management is implemented systematically based on a logical sequence of activities. The implementation of quality Bali tourism requires organizations to have a focus on improving quality that can generate higher profits. The implementation of quality management can reduce costs from resource efficiency. Quality management can provide high-quality services that will create a competitive advantage, encourage hospitality, and enhance the company's image (Kachniewska, 2006).

The benchmarks for the success of tourism are very much determined by the fulfillment of various interests of stakeholders following the vision and mission of tourism destinations that have been determined in overcoming various problems and creating achievements through creative and innovative achievements without sacrificing the interests of other stakeholders.

## Validity and Reliability Test Results

### 1. Validity test

The validity test is used to determine whether a measurement instrument is valid or not. Validity is the degree to which measuring instruments are able to measure what should be measured. The principle of validity contains two inseparable elements, namely accuracy and

thoroughness. A valid measuring instrument is not only able to reveal data accurately but must also provide an accurate picture (Sugiyono, 2018: 172). The validity of an instrument can be seen from the value of the correlation coefficient

between the item score and the total score. Validity testing was carried out using Pearson's correlation with a correlation coefficient of  $\geq 0.3$  (cut off  $\geq 0.3$  (Ghozali, 2011: 45).

**Table 5.2**  
**Instrument Validity Test Results**

Variable	Indicator	Pearson Correlation	Information
Attitude Toward Entrepreneurship (Attitude) / X1	High confidence is needed in overcoming problems that occur during a pandemic (X1.1)	0.938	Valid
	Task and result orientation is needed for new activities carried out during the pandemic (X1.2)	0.886	Valid
	Dare to take risks in investing and making decisions during a pandemic (X1.3)	0.909	Valid
	Leadership is needed in overcoming problems during a pandemic (X1.4)	0.829	Valid
	Originality of ideas carried out to improve company performance (X1.5)	0.892	Valid
	Orientation to the future of the company (X1.6)	0.835	Valid
Intention (Intention) / Y1	New challenges need to be created during a pandemic (Y1.1)	0.920	Valid
	Innovation needs to be done during a pandemic (Y1.2)	0.916	Valid
	New business is required during pandemic times (Y1.3)	0.857	Valid

Source: Data processed, 2020

All statement items are seen in Table 5.2 on the variables of entrepreneurial attitudes, and the intention has been tested where to meet the validity requirements, the correlation coefficient has exceeded 0.3, so the question items are valid.

## 2. Reliability Test

The questionnaire that has met the validity requirements is then re-tested using the reliability test. The value of an instrument is said to be reliable if the Cronbach alpha value is  $> 0.60$ . Reliability less than 0.6 is not good, while 0.7 is acceptable, and above 0.8 is good.

**Table 5.3**  
**Instrument Reliability Test Results**

No.	Variable	Alpha Cronbach	Information
1	Attitude to entrepreneurship (X1)	0.936	Reliable
2	Intention (Y2)	0.941	Reliable

Source: Data processed, 2020 (Attachment 3)

The whole statement items are seen in Table 5.3 on the entrepreneurial attitude variable, and the intention to innovate has been tested where to meet the reliability requirements, the

Cronbach alpha correlation coefficient has exceeded 0.6, the question items are valid.

### Descriptive analysis results

All variables are described using mean values. The scale category for each variable can be determined as follows with a range of criteria, namely:

- 1.00 - 1.79 = very bad
- 1.80 - 2.59 = not good
- 2.60 - 3.39 = good enough
- 3.40 - 4.19 = good
- 4.20 - 5.00 = very good

### Entrepreneurial Attitude Variable

The entrepreneurial attitude variable is measured by six questions related to self-confidence, task and result oriented, risk-taking, leadership spirit, originality and future-oriented where each question is measured on a scale of 1 - 5. The summary description of the respondents' answers to the questions on entrepreneurial attitudes can be seen in Table 5.4 as follows:

**Table 5.4**  
 Variable Description of Entrepreneurial Attitudes

No	Statement	Answer Classification					Average	Information
		1	2	3	4	5		
		(STS)	(TS)	(N)	(S)	(SS)		
1	High confidence is needed in overcoming problems that occur during a pandemic (X1.1)		17	18	14	65	4.11	
2	Task and result orientation is needed for new activities carried out during the pandemic (X1.2)		17	11	40	46	4.01	
3	Dare to take risks in investing and making decisions during a pandemic (X1.3)		18	11	26	59	4,1	
4	Leadership is needed in overcoming problems during a pandemic (X1.4)		9	26	45	34	3.91	
5	Originality of ideas carried out to improve company performance (X1.5)		9	29	32	44	3.97	
6	Orientation to the future of the company (X1.6)		10	21	40	43	4.01	

Source: Data processed, 2020

Table 5.4 shows that the entrepreneurial attitude towards tourism entrepreneurs is good with an average value of 4.15.

### Variable Intention (Intention)

The intention variable (Intention) is measured by four questions related to

creating new challenges, innovating and working together to create a business where each question is measured on a scale. 1 -5. The summary description of the respondents' answers to the question of Intention can be seen in Table 5.7 as follows:

**Table 5.7**  
 Intention Variable

No	Statement	Answer Classification					Average	Information
		1	2	3	4	5		
		(STS)	(TS)	(N)	(S)	(SS)		
1	New challenges need to be created during a pandemic (Y1.1)		15	17	34	48	4.01	
2	Innovation needs to be done during a pandemic (Y1.2)		11	20	51	32	3.91	
3	New business is required during pandemic times (Y1.3)		14	17	36	47	4.02	

Source: Data processed, 2020 (Attachment 4)

Table 5.4 shows that the intention of tourism entrepreneurs in Bali to provide value

**Data analysis**

**Evaluation of Outer Model Reflective Indicators**

**A. Convergent Validity Test**

Convergent validity can be seen from the Average Variance Extracted (AVE). In this study, the AVE value in Table 5.9 for all items is above 0.5, which means that the convergent validity requirements are met.

**Table 5.9**  
 Average Variance Extracted (AVE)

Variable	AVE
Attitude to entrepreneurship (X1)	0.776
Intention (Y1)	0.813

Source: Data processed, 2020 (Attachment 5)

**B. Discriminant Validity Test**

Measurement of reflexive indicators based on cross loading with latent variables. Another model by comparing the square root of Average Extracted (AVE) value of each construct with the correlation between other constructs in the model. If the initial measurement value of the two models is better than the value of the other constructs

in the model, it can be concluded that the construct has good discriminant validity or vice versa. In this connection, it is recommended that the measurement value be greater than 0.50. Table 5.10 shows that the square root value of AVE (0.776; 0.813) is greater than the respective correlation- each construct. Thus it can be said that the model has no problem seen from discriminant validity.

**Table 5.10**  
 Discriminant Validity

Variable	Attitude to Entrepreneurship (X1)	Intention (Y1)
Attitude to Entrepreneurship (X1)	0.881	
Intention (Y1)	0.918	0.902

Source: Data processed, 2020 (Attachment 5)

Ensuring that there are no problems with measurement, the final step in evaluating the outer model is to test the unidimensionality of

the model. Test composite reliability and alpha cronbach. Both of these indicators the cut-off value point is 0.7 as shown in Table 5.11

**Table 5.11**  
**Composite Reliability coefficient and Cronbach's Alpha**

Variable	Composite Reliability	Cronbach's Alpha
Attitude to entrepreneurship (X1)	0.954	0.942
Intention (Y1)	0.929	0.885

Source: Data processed, 2020 (Attachment 5)

Based on Table 5.11, it shows that the composite reliability coefficient is above the criteria limit of Wardana et al. (2016), which is  $> 0.6$  so that there are no reliability problems.

used to determine the linear relationship between constructs. The criteria used is if the Variance Inflation Factor (VIF) value is  $< 5$ , this means that the construct does not have a linear relationship between other constructs. The Variance Inflation Factor (VIF) value is presented in table 5.12 as follows.

**Multicollinearity Test**

The multicollinearity test on PLS is

**Table 5.12**  
**Variance Inflation Factor (VIF)**

VIF	
X1.1	3,394
X1.2	3,467
X1.3	3,845
X1.4	2,905
X1.5	3,266
X1.6	3,044
Y1.1	2,648
Y1.2	2,599
Y1.3	2,345

Source: Data processed, 2020 (Attachment 5)

Based on Table 5.23, all of the Variance Inflation Factor (VIF) values are  $< 5$ , this means that the construct does not have a linear relationship between other constructs.

**A. R-square (R<sup>2</sup>)**

Shows the strength and weakness of the influence caused by variations in exogenous variables on endogenous variables. The value of R-Square (R<sup>2</sup>) is greater than 0.50 in the strong model category. The R-Square (R<sup>2</sup>) value of each endogenous variable is presented in Table 5.12 as follows:

**Inner Model Evaluation**

Inner Model evaluation aims to determine the goodness of fit model with the following methods:

**Table 5.13**  
**Score R-Square (R<sup>2</sup>) Adjusted Endogenous Variables**

Variable	R-Square	
	Score	Criteria
Intention (Y1)	0.875	Strong

Source: Data processed, 2020 (Attachment 5)

Based on Table 5.13, it can be concluded that the effect of attitude and intention has an R-square value of 0.817 which is in the strong category because it is more than 0.50 (Hair et al, 2011). This shows that the construct is intention to innovate. It can be explained by the attitude to intention of 87.5% and entrepreneurial attitude of 78.7% while the rest for intention of 12.5% and intention to innovate by 21.3% were explained by other variables not examined.

**B. Q-Square (predictive relevance)**

Q-Square (Predictive Relevance) measure how good the observed value is generated by the estimation model and its parameters. The value of Q-Square > 0 indicates that the model has good predictive relevance. The Q-Square (Predictive Relevance)

value can be calculated as follows:

$$Q^2 = 1 - (1 - R^2_1)(1 - R^2_2)$$

$$Q^2 = 1 - (1 - 0.875)(1 - 0.787)$$

$$Q^2 = 1 - (0.125)(0.213)$$

$$Q^2 = 1 - (0.0027)$$

$$Q^2 = 0.997 \text{ or } 99\%$$

The calculation of Q-Square (Predictive Relevance) produces a value of 99% which means that the model has a very good value. This means that 99% of the relationship between variables can be explained by the model. Based on the results of the above calculations R<sup>2</sup> and Q<sup>2</sup>, then it can be continued with hypothesis testing analysis

**C. Statistical test of variable relationship (Path)**

**Table 5.14**  
**Path Coefficients**  
**Mean, STDEV, T-Statistics, P-Values**

Variable	Original Sample (O)	Standard Deviation (STDEV)	T-Statistics (O / STDEV)	P Value	Information
Attitude (X1) -> Intention (Y1)	0.765	0.080	9,544	0,000	Be accepted

Source: Data processed, 2020 (Attachment 5)

As previously explained, the hypotheses in this study will also be analyzed using SmartPLS. Based on the results of Table 5.14, the original sample value (O) can be seen to determine the relationship between the variables studied. To find out the significance level of the effect of the relationship between variables, it is indicated by the value of t statistics, if t statistics > t table 2.326 (Appendix 7), the result is significant. In this study, the confidence level or Q<sup>2</sup> was 99% (alpha 5%). The results of testing the hypothesis of this study are as follows:

1. The value of t-statistics on attitudes towards intention is 9.544 (t-statistics > 2.326). Thus attitudes have an influence on the intention to innovate.

Based on Table 5.13, it shows that the relationship between the entrepreneurial attitude variable (X1) and the intention (Y1) variable is positive and significant by comparing the P-Values smaller than alpha 0.05.

**Discussion of Research Results**

5.1. The influence of entrepreneurial attitudes (attitude towards entrepreneurship) of tourism

entrepreneurs on the intention to innovate from tourism businesses in Bali during the COVID-19 Pandemic

The first hypothesis (H1) states that entrepreneurial attitudes have a positive effect on intention to innovate during a pandemic. Based on the results of hypothesis testing that has been carried out using PLS, it shows that the path coefficient of the attitude towards the intention to innovate is 0.765 with a t-statistic value of 9.544 (greater than the t-table, namely 2.326) at 5% alpha. It can be concluded that attitude has a positive effect on intention to innovate so that the first hypothesis of this study is accepted.

The results of testing this first hypothesis prove that there is a positive influence on attitudes towards intention or intention to innovate for tourism entrepreneurs in Bali. Entrepreneurial attitudes can be defined as how individuals perceive the benefits or disadvantages of entrepreneurial behavior. In general, an individual will perform a behavior if he believes it can provide benefits (positive things). The results of this hypothesis prove that the more positive a person's attitude, the more positive the individual's intention to perform a behavior. So it can be said

that the more an individual has the high confidence needed in overcoming the problems that occur during the pandemic, especially in terms of marketing and employment of the tourism businesses they own.

A task and result orientation is needed to support new activities that support tourism businesses during the pandemic period which aim to maintain the sustainability of the tourism business.

Courage in taking risks in investing is carried out by all tourism entrepreneurs in Bali for their tourism businesses which is a new challenge during the COVID-19 pandemic, the courage of tourism entrepreneurs in investing, among others, is brave enough to invest in facilities and infrastructure in the health sector as a prerequisite for tourist acceptance. in accordance with the health program proclaimed by the government of the Republic of Indonesia, such as hand washing

stations, hand sanitizers, health instructions and procedures, temperature checking devices and masks.

Investments that are daring to be made by other tourism entrepreneurs are doing property development by purchasing cheap villas or property as an investment which is then developed as a tourism business in Bali, then investing in digital marketing, renovating the place of business by adding ornaments to restaurants or repairs, several facilities owned, asset maintenance, additional supporting facilities for tourism businesses such as restaurants, coffee shops and camping places, as well as opening new tourism business branches.

There are various opinions of the spirit of leadership needed to overcome problems during the pandemic, based on the research results obtained by the types of leadership in tourism entrepreneurs, including:

**Table 5.**

Tourism Entrepreneur Leadership Type during the COVID-19 Pandemic

No.	Leadership Type	Number of people	%
1	Transformational	59	52
2	Democratic	36	31
3	Authoritarian	17	15
4	Delegative	1	1
5	Transactional	0	0
6	Bureaucracy	1	1
	Total	114	100

Source: Data processed, 2020 (Attachment 8)

Facing situations that are outside of routine or habit during the Covid 19 pandemic, which he is familiar with as the Corona virus, has made many tourism businesses, large and small, decrease in turnover and even close businesses. This is due to the pandemic outbreak which makes the situation uncertain, the future of the business is unclear, because the uncertain time will end when this epidemic will end, thus making it a challenge for entrepreneurs.

This challenge poses a threat to the company so that it eventually causes the company to collapse. However, not all companies end up

closing the company. It takes a strong character in overcoming challenges or threats at this time, including leaders or business owners who have transformational abilities. A transformational leader is a leader who is charismatic, has an idealistic influence, can provide motivation and inspiration, provide intellectual stimulation, as well as individual attention to his employees. The characteristics of transformational leaders: Charismatic, providing motivation and inspiration, intellectual stimulation, individual attention, challenges, innovation and change.



Originality of ideas that are carried out to improve company performance,

No.	Originality ideas	Number of people)	%
1	Online marketing and social media	23	26
2	Indonesian local targets	10	11
3	Must be able to survive	9	10
4	Employee training and skills	5	6
5	Health protocol	4	5
6	Product quality improvement	4	5
7	Efficiency	4	5
8	Price reduction	3	3
9	Open a new business	3	3
10	Follow government policies	3	3
11	Collaboration	3	3
12	Maintain relationships with consumers	3	3
13	Adding service types	2	2
14	Innovation	2	2
15	Creativity	1	1
16	Open new markets	1	1
17	Customer service	1	1
18	Create a package	1	1
19	Distribution management	1	1
20	International hotel management	1	1
21	Product repair	1	1
22	Business maintenance	1	1
23	System upgrade	1	1
24	Virtual tour	1	1
	Total	88	100

Orientation to the future of the company

No.	Orientation to the future of the company	Number of people)	%
1	Keep up the effort	19	17
2	New normal	17	15
3	Profit	13	11
4	Recovery plan	11	10
5	Business development	10	9
6	Digital marketing	10	9
7	Business and brand existence	9	8
8	Quality of human resources	4	4

9	Expanding the market	4	4
10	Better quality	3	3
11	Make the price cheaper	2	2
12	Look at the situation	2	2
13	Change marketing strategy	2	2
14	Back to operation	2	2
15	Interaction with consumers	1	1
16	Promotion	1	1
17	Comfort and trust	1	1
18	Got more consumers	1	1
19	Good asset management	1	1
20	Risk management	1	1
	Total	114	100

Source: Data processed, 2020

### Research Implications

Based on the research results that have been described, this research is expected to be able to enrich the development of accounting science and theory of innovation, where the results of this study contribute to increasing empirical evidence regarding the effect of entrepreneurial attitudes on the intention to innovate.

For agencies or companies, they are expected to pay attention to instilling positive values so that tourism entrepreneurs have the belief that innovation is one of the moral actions that must be taken. Companies can also develop innovative systems and provide socialization to tourism entrepreneurs about the importance of innovation. It is hoped that the government and state law enforcers can strengthen the Law regarding the protection of innovative actions so as to minimize doubts when an individual intends to innovate.

### Research Limitations

There are several limitations to this study. The limitations in this study are due to the limited distribution of questionnaires to online media which are distributed via Whatsapp, Line, BBM. Therefore, the reach of respondents is limited to those who have this access.

## V. CONCLUSIONS

Based on the results and discussion, it can be concluded:

- 1) The level of suitability between performance and the importance of the quality of Bali's tourism destinations shows a conformity value of less than 100 percent, which means that the quality of tourism destinations does not fulfill

what is considered important by tourists and the service is not satisfactory. Indicators of the quality of Bali tourism destinations and tourist attractions show that all indicators are not suitable and have not met tourist expectations. If a comparison between the value of the suitability of the quality of Bali tourism destinations with the tourist attractiveness used as a sample in this study, it shows that the indicators of tourist attractions and restaurants in Bali are generally considered higher than the tourist attractions used as the sample in this study.

- 2) The satisfaction index for the quality of the tourist experience shows an average value of 84.17 (very satisfied). Tourist ratings of indicators of the quality of the tourist experience in Bali tourism destinations are superior to the tourist attractions of TirtaEmpul, Banjar Hot Springs, Monkey Forest, Lovina, and Tanah Lot, but lower than the tourist attractions of Penglipuran Village. When viewed from each indicator, Bali tourism destinations are superior in indicators of outlook on life, refreshment, involvement, and recognition compared to tourist attractiveness used as the sample in this study. However, the quality of tourist experience on indicators of novelty, local culture, knowledge, peace of mind, environment, service provision, satisfaction, giving recommendations, and perceived quality of destinations can refer to the tourist attractions of Penglipuran Village as a reference for quality tourism seen from the variable quality of tourist experience. . Meanwhile, the quality of tourist experience in the meaningful indicator can refer to the tourist

attraction of TirtaEmpul as a quality tourism reference seen from the variable quality of tourist experience. The quality of the tourist experience on tourist attractions and Bali tourism destinations needs to be continuously improved, especially in the indicators of outlook on life, novelty, meaning, recognition, and perceived quality of the destination.

The results of the research on the level of suitability of the quality of Bali tourism destinations with the satisfaction index of the quality of the tourist experience in Bali tourism destinations show contradictory results due to differences in data analysis techniques and assessment criteria for data analysis results. However, based on the score between the level of performance and the level of importance or satisfaction, it shows the same trend of results, that is, all indicators show a lower level of performance than the level of importance/satisfaction so that all indicator gaps are negative.

3) The quality Bali tourism development model describes the linkages and synergies between the determinants of quality tourism, namely the community, educational institutions, business organizations, tourists, and the government. The five elements are related to each other and have a connection to create quality tourism. The collaboration of elements is a top priority that must be considered in realizing quality tourism. The collaboration of the community and educational institutions to realize the quality of the capabilities of individuals and organizations in supporting the realization of quality tourism. The collaboration of educational institutions and business organizations to realize the quality of human resources in supporting the realization of quality tourism. The collaboration of business and tourist organizations to create quality tourism products in support of the realization of quality tourism. The collaboration of tourists and the government regarding various government policies to improve the quality of tourism destination management and tourism infrastructure and facilities to meet tourist standards and expectations. Collaboration between the government and the community to realize the quality of life of the community in supporting the realization of quality tourism. All elements and components in quality tourism must be supported by quality management, namely by the stages of planning, control, assurance, and quality improvement consistently and continuously.

## VI. SUGGESTIONS

Based on the results of the research analysis, recommendations as follows:

- 1) Control quality by setting standards through the preparation of assessment indicators, forming an assessment team, measuring or assessing the quality of tourism products with a certification label to determine the position and clustering, so that the guidance, education, and training needed by tourism service providers can be carried out. To improve the quality of tourism products from time to time. Quality standards must also pay attention to and comply with the standard protocols for the life order of the new era of tourism.
- 2) To make regulatory efforts with regulatory and investment policies by increasing the availability and quality of public facilities, as well as encouraging the active participation of the private sector in the development of public infrastructure and facilities by prioritizing the principles of a fair, open, transparent, competitive and mutually beneficial partnership.
- 3) To design a one (1) gate tourism information management system on Bali tourism that can be accessed by all parties and relevant stakeholders can contribute to inputting data to complement the available features. The information management system is expected to increase the efficiency and effectiveness of work; increasing synergy and coordination between agencies and fields; display data accurately; data transparency; facilitate the organization in carrying out management functions and market analysis, decision making; suppress leaks, and reduce promotional costs. Considering that the characteristics of visiting tourists are the dominance of first-time visitors, it is suggested to the importance of information, meaning, and directions that can easily be accessed by tourists, both offline (signs and markers) and online (barcodes, websites, and social media) to provide a clear picture of Bali's tourism destinations.
- 4) To maximize the performance of the quality of tourism destinations, service providers, safety, and comfort of tourists while in destinations, as well as to create innovations in tourism activities based on local culture.
- 5) It is better to create a link and match between the curriculum and the needs of the business world, to produce ready-to-use and professional human resources in the tourism

sector. The curriculum is not only based on competence but also based on the intended occupation, as well as the sharing of knowledge from practitioners, organizations, and the tourism industry in learning.

- 6) To increase mutual awareness of the importance of environmental cleanliness, sorting waste, and minimizing the use of single-use packaging. Suggestions especially for the government, namely: provision of systems and facilities for integrated and information technology-based waste management, waste reduction regulations and policies, character building through the early childhood education, availability of sorted trash cans in places that are frequently passed; as well as synergy between related offices.

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