

Investigating The International Solo Traveller Satisfaction In Bali For The Sustainable Development Of The Tourism Industry

Seungha Kim

Management Department, BINUS Business School Master
Program, Bina Nusantara University, Jakarta, Indonesia

Roozbeh Babolian Hendijani, Ph.D

Management department, BINUS Business School Master
Program, Bina Nusantara University, Jakarta, Indonesia

Htike Chit Su

Management Department, BINUS Business School Master
Program, Bina Nusantara University, Jakarta, Indonesia

Abstract: The tourism industry is a major contributor to the economy of many countries, including Indonesia. Although solo travel has gained popularity and holds significance in word-of-mouth recommendations, few studies have been conducted to understand it. This study investigates the factors influencing the satisfaction of international solo travellers. This study examines how destination factors (nature, safety, culture, social interactions, and superstructure) affect the satisfaction of international solo travellers visiting Bali. Additionally, the study explores whether gender plays a role in moderating this relationship. To collect data, a self-administered questionnaire was distributed to 282 participants in some touristic areas by using judgment sampling. Structural Equation Modeling (SEM) was utilized to analyze the responses. The findings identified that nature, culture, and social interactions are significant factors influencing the satisfaction of international solo travellers. Gender does not moderate the relationship between destination factors and the satisfaction of travellers. These findings can contribute to the existing literature on customer satisfaction and gender differences and provide valuable information for Indonesia's tourism industry stakeholders to create effective marketing strategies and promote long-term sustainability.

Keywords: Solo travellers, Satisfaction, International travellers, Bali, Gender

I. INTRODUCTION

The development of tourism has been identified as one of the most potent ways to boost economic growth, attract investments, and generate job opportunities (Hassan & Meyer, 2022). Indonesia also heavily relies on its tourism industry, with Bali being a world-renowned travel destination (Handayani, Sylvina & Lestari, 2021). In 2019, Indonesia's tourism industry contributed to 4.97% of the country's GDP (Zulvianti, Aimon & Abror, 2022). Particularly, international tourism has been a major contributor to the development of Indonesia since it provides significant foreign currency revenues (Antara & Prameswari, 2018; Nurhasanah, Salsabila & Kartikasari, 2022). The Indonesian government has a target

of 7.4 million international visitors in 2023 by waiving visitor visa requirements for 169 countries and accelerating the construction of infrastructure in travel areas (Antara Indonesian News Agency, 2023). Among Indonesia's many travel destinations, Bali is the most famous travel destination for international travellers. In 2022, of the 3.3 million international visitors who arrived in Indonesia by air transport, approximately 2.2 million landed at Ngurah Rai Airport in Bali. This statistic indicates that a significant number of international visitors choose Indonesia as their travel destination primarily due to Bali (BPS, 2023).

Among the travel modes, solo travel is growing at one of the fastest paces in the travel industry, driven by changing attitudes toward marriage, an increase in single-person

households, and technological development (Yang, Liang & Lin, 2023). Solo travellers have increased by almost 50 percent since 2015, which is expected to continue (Agustina, Julio & Argapura, 2022). The solo travel information website also reported that single-traveller flight searches in 2023 increased by 36 percent from 2022 (Solo Traveler World, 2023).

Popova (2019) revealed that solo travellers can be categorized into four profile groups: adventurers, escapers, professionals, and empty-nesters. Among these, adventurers are likely to constitute the largest segment of solo travellers and often include social influencers and bloggers (Popova, Malcheva & Marinov, 2019). Given that many potential travellers have limited information about travel products prior to their journeys, they tend to rely on the experiences shared by these influencers. Hence, the satisfaction of solo travellers is crucial as their experiences will have a significant impact on word-of-mouth recommendations (Khuo, 2020).

Traveller satisfaction is vital as it is not only connected to the purchases of products and services at the destination, but also the level of satisfaction has an impact on the likelihood of a return visit to a destination, which could lead to an increase in income for the destination (Adinegara, 2018). In addition, the feedback and experiences of previous travellers about travel destinations also influence the decision-making of potential travellers, who often have very limited knowledge about their destinations. According to the Kano model, not all factors related to a destination lead to traveller satisfaction. Therefore, it is crucial to identify the most relevant factors for the development of the tourism industry (Medne, Berzina & Van, 2019). However, identifying and measuring traveller satisfaction is a complex process that involves various factors since traveller satisfaction is determined subjectively by a range of events and experiences. These factors might include nature, safety, culture, social interactions, food, accommodations, and transportation (Adinegara, 2018; Hendijani, 2018; Mcnamara & Prideaux, 2010; Truong & King, 2009).

The satisfaction of solo travellers might need to be addressed separately because solo travellers have distinct characteristics compared to people who travel accompanied (Radojevic, Stanisic & Stanic, 2015). According to a previous study, solo travellers place great importance on new and unplanned experiences and highly value social networks (Laesser, Beritelli & Bieger, 2009). In addition, they may have different demands for accommodations, transportation, and food and pay more attention to price and convenience (Yang et al., 2023). Among solo travellers, factors influencing satisfaction differ based on gender; they may have different motivations, priorities, and safety standards for travelling (Otegui-Carles, Araújo-Vila & Fraiz-Brea, 2022; Seow & Brown, 2018).

Despite the solo travellers' distinctive characteristics, few studies have been conducted on solo travellers because solo travel is a relatively new trend (Otegui-Carles et al., 2022). Furthermore, while a few research studies have explored the key factors affecting the satisfaction of solo travellers visiting destinations other than Bali or domestic travellers in Bali, there seems to be no research that has examined the crucial drivers that influence the satisfaction of international solo

travellers visiting Bali (Agustina et al., 2022; Bianchi, 2016; Rahmiati, Othman & Bonavisi, 2018). Therefore, this study aims to find the destination factors that impact the satisfaction of international solo travellers visiting Bali and examine how gender plays a role in the relationship between destination factors and satisfaction. This study attempts to fill in the limitations of the previous studies and provide valuable insights to stakeholders in Indonesia's tourism industry to develop effective marketing strategies for the future and achieve sustainable development of the tourism industry in Indonesia.

II. LITERATURE REVIEW

A. SOLO TRAVEL

While a previous study defined solo travellers as individuals who travel alone without companionship, there is no agreed-upon definition of a solo traveller in the published literature (Bianchi, 2016; Otegui-Carles et al., 2022). The discussion includes whether solo travellers should be defined as individuals who arrive at a destination alone and remain by themselves throughout their travels or if it should also include those who arrive alone but then take part in a group (Otegui-Carles et al., 2022). Although solo travel with various definitions has been a relatively under-researched area of tourism, the popularity and volume of solo travel are growing rapidly (Yang et al., 2023).

Since solo travellers are a heterogeneous group, their features differ from those who travel accompanied (Otegui-Carles et al., 2022). However, various viewpoints exist among research studies regarding the characteristics of solo travellers, as other research contradicts the characteristics previously defined by earlier studies. For instance, some research shows that people who travel alone have fewer complaints than group travellers (Bacik, Fedorko, Gavurova, Olearova & Rigelsky, 2020). On the other hand, another study suggests that solo travellers have more requirements for indoor environmental quality, leading to lower satisfaction levels during their travels than those who travel accompanied (Shen, Yang & Li, 2021). In addition, even though solo travellers are more vulnerable and insecure than group travellers, some studies have even challenged previous research on tourism, arguing that solo travellers may have lower security or health concerns compared to group travellers (Otegui-Carles et al., 2022). Therefore, the present study is expected to contribute to better defining solo travellers' characteristics by investigating the drivers of their satisfaction.

B. DESTINATION FACTORS

Assessing traveller satisfaction can be challenging as it is influenced by various events that may not be related to each other (Maunier & Camelis, 2013). For this reason, the factors to be considered in measuring traveller satisfaction and categorizing the factors vary across different research studies. According to Truong and King (2009), the key factors of satisfaction for travellers include the beauty of the nature, an interesting culture, the friendliness of the local people, the

overall safety, and restaurants and accommodations. Arashi and Baradarani (2014) also revealed that the drivers of satisfaction are food, attractions, the environment, and safety. Hendijani (2018) acknowledged that the satisfaction of travellers can be directly or indirectly affected by three main elements of the superstructure: accommodation, transportation, and restaurants. Bianchi (2016) revealed that those who travel alone value social engagement with locals or other travellers, demonstrating the significance of social factors for solo travellers. Based on the above literature review, this study identified that the nature, safety, social interactions, culture, food, accommodations, and transportation should be taken into account when measuring solo travellers' satisfaction.

a. NATURE

Researchers (Ettema et al., 2017; Suanmali, 2014) in the field of tourism have paid much attention to how nature affects travellers' experiences at their chosen locations. Bali, an internationally renowned destination in Indonesia, boasts breathtaking natural beauty, making it a popular traveller attraction (Kusumawati, Utomo, Suharyono & Sunarti, 2021). Bali is also famous as an island where travellers enjoy various outdoor activities, including sightseeing, hiking, and many types of water sports, such as swimming, snorkelling, scuba diving, and surfing (Wonderful Indonesia, 2022). Although the natural attractiveness of Bali is exceptional, pollution may affect the beauty of the island's landscape. Furthermore, the quality of air and noise pollution at the destination has a significant impact on travellers' satisfaction (Bagri & Kala, 2015). According to an earlier study on destination satisfaction, solo travellers enjoyed stunning landscapes, including mountains and beaches (Alegre & Garau, 2010). These findings suggest that solo travellers also prefer destinations that offer opportunities for natural exploration. Therefore, based on the literature review mentioned above, this study postulates that:

H1: Nature has a significant effect on the satisfaction of international solo travellers visiting Bali.

b. SAFETY

Establishing a secure environment and ensuring safety are essential requirements for developing the tourism industry (Trimurti & Utama, 2019). Travellers can fully enjoy their experiences without worrying about potential dangers only when these requirements are fulfilled. When safety and security are not met, the higher requirements of travellers, such as self-actualization or personal fulfilment through travel, cannot be met. Instead, they may focus more on meeting their basic needs rather than exploring new experiences (Rindrasi, 2018). For this reason, some countries with poor public safety records are often eliminated from consideration as potential travel destinations despite their many attractions. Moreover, poor safety and security may impact a country's reputation due to negative word-of-mouth publicity (Kozak, Crofts & Law, 2007).

Travellers' safety issues encompass not only hazards that can arise in socially and politically unstable societies but also

risks stemming from the natural environment. Bali's beautiful marine environment attracts many travellers who enjoy various outdoor marine sports (Mudana et al., 2021). However, participating in these activities inevitably increases the risk of accidents or health issues. Therefore, it is also essential for travel providers to guarantee adequate medical treatment in case of an accident. Concerns about safety are particularly noticeable to family or solo travellers (Otegui-Carles et al., 2022). According to previous research, those who travel alone may have more serious health and safety issues, such as crime or injury, due to their vulnerability (Wilson & Little, 2008). Based on the literature review mentioned above, this study puts forward that:

H2: Safety has a significant effect on the satisfaction of international solo travellers visiting Bali.

c. SOCIAL INTERACTIONS

Social interactions are the dynamic exchanges and engagements between individuals or groups within a social context (Kusumawati et al., 2021). These social interactions involve meeting local people and other travellers at places, including local festivals, historical landmarks, or community events. Previous studies have characterized solo travellers as individuals who enjoy learning about different cultures, increasing their self-confidence through travel experiences, and building social networks through interactions with others (Bianchi, 2016; Laesser et al., 2009). Therefore, the travel destination can enhance solo travellers' satisfaction by providing them with an opportunity to understand the local culture more deeply and to exchange cultures with people from different backgrounds. For this reason, the previous studies pointed out that the contributions of local people should be explored for the development of the tourism industry, especially if the characteristics of the destination are closely linked to the local culture and traditions (Mudana et al., 2021). In addition, a previous study recommended that tourism businesses should provide social-oriented activities to improve the satisfaction of solo travellers (Bianchi, 2016). Therefore, based on the literature review mentioned above, this study hypothesizes that:

H3: Social interactions have a significant effect on the satisfaction of international solo travellers visiting Bali.

d. CULTURE

Previous research demonstrated that cultural attractions are one of the most vital aspects of travel (Hakim, Kim & Hong, 2009). From travellers' perspectives, cultural tourism offers opportunities to acquire knowledge or expand their experiences of destination's arts, traditions, history, and religion. Simultaneously, cultural tourism can be advantageous for the local community by boosting the economy as well as preserving the culture itself (Handayani et al., 2021).

In the 1970s, the Indonesian government invited Societe Centrale pour l'equipeent Touristique Ouetre-Mer (SCETO), a French consultant, to evaluate Bali's potentials to generate income as a travel destination. The findings of the study revealed that Bali's culture, which emphasizes harmony

between a belief in God, humans, and the natural environment, was the primary attraction for travellers (Hakim et al., 2009). This unique culture may have made Bali a must-visit place for travellers, providing the Balinese people with a primary source of income. It demonstrates that Bali's cultural, social, and natural environments correlate with the overall satisfaction of travellers. Therefore, based on the literature review mentioned above, this study conjectures that:

H4: Culture has a significant effect on the satisfaction of international solo travellers visiting Bali.

e. SUPERSTRUCTURE

One of the most crucial elements for the overall satisfaction of a destination attribute is its superstructure (Hendijani, 2018). Earlier studies identified that the most apparent examples influencing travellers' experiences related to the superstructure include the accommodations, transportation, and food (Araslı & Baradarani, 2014; Maunier & Camelis, 2013; Truong & King, 2009; Virkar & Mallya, 2018).

Food at the destination significantly influences the overall satisfaction level of travellers (Almohaimmed, 2017; Araslı & Baradarani, 2014). According to a survey conducted by Hilton Worldwide, approximately 36 percent of travellers who visit the Asia-Pacific region consider food an essential factor in deciding their travel destination (Angelakis et al., 2023). However, there are diverse perspectives regarding the impact of food on solo travellers' experiences. One study demonstrated that solo travellers tend to feel uncomfortable dining alone, leading them to choose full-board tours where meals are included (Yang et al., 2023). On the other hand, another study indicated that trying local foods as a part of the local culture or visiting local restaurants and pubs to meet new people are some of the most enjoyable experiences for solo travellers (Bianchi, 2016).

While previous studies revealed that the quality of accommodations plays a crucial role in determining travellers' satisfaction, few studies have focused on solo travellers' accommodation needs and satisfaction with the result of such needs (Araslı & Baradarani, 2014; Truong & King, 2009). For instance, most accommodations are designed for double occupancy as the fundamental unit of consumption (Seow & Brown, 2018). This implies that solo travellers may pay additional costs for their accommodations that could negatively affect their satisfaction.

Previous studies showed that the availability and quality of transportation services greatly influence traveller satisfaction (Kozak et al., 2007; Virkar & Mallya, 2018). In particular, Kozak (2007) found that transportation quality, including destination airport services, is a key factor for people visiting coastal destinations. Due to this direct link between superstructure attributes and the level of traveller satisfaction, many stakeholders in the tourism industry strive to enhance their superstructure quality to attract more travellers. Therefore, based on the literature review mentioned above, this study makes the following assumption:

H5: A superstructure has a significant effect on the satisfaction of international solo travellers visiting Bali.

C. GENDER DIFFERENCES IN TRAVEL

Although the solo travel market has proliferated regardless of gender, this trend has particularly gained popularity among female solo travellers (Agustina et al., 2022). This phenomenon can be attributed to a delay in the marriage age and the empowerment of women through greater participation in social and economic activities (Otegui-Carles et al., 2022). Hence, in recent times, many tourism stakeholders have considered the market niche of female solo travel while developing their marketing strategies (Seow & Brown, 2018).

Female travellers tend to have more concerns about their safety and the problems they may face in unfamiliar circumstances (Mcnamara & Prideaux, 2010). For this reason, some places deemed unsafe are excluded from female solo travellers' choices as travel destinations despite having many attractive features. Furthermore, travel patterns also differ by gender due to safety concerns while travelling. Female solo travellers might be reluctant to walk around or visit pubs and restaurants alone at night to keep themselves safe (Seow & Brown, 2018). This difference could directly impact their choices of accommodations, transportation, and restaurants, as well as activities, which might decrease their satisfaction at a destination.

Among solo travellers, males and females may have different travel purposes and motivations. The previous study indicated that female solo travellers are likely to travel alone to find their identity, feel independent, and seek freedom (Seow & Brown, 2018). On the other hand, male travellers primarily seek to gain new experiences, explore new places, and try different foods or meet new people from other cultures (Otegui-Carles et al., 2022). Considering their different characteristics, this paper addresses the moderating effects of gender in identifying the factors that influence the satisfaction of international solo travellers. Therefore, based on the literature review mentioned above, this study suggests that:

H6a-H6e: Gender moderates the relationship between destination variables (nature, safety, social interactions, culture, and superstructure) and the satisfaction of international solo travellers visiting Bali.

D. TRAVELLER SATISFACTION

As the tourism industry has rapidly developed, there has been an increase in research focusing on evaluating travellers' satisfaction with the products and services offered by travel destinations (Alegre & Garau, 2010). Even though various research has produced different definitions of traveller satisfaction, the consensus is that it is the combination of their emotions and subjective evaluations of their travel experiences (Ettema, Friman, Olsson & Gärling, 2017; Mudana, Ernawati & Voda, 2021).

Several studies (Araslı & Baradarani, 2014; Carvache-Franco, Carvache-Franco, Carvache-Franco & Villagómez-Buele, 2020; Maunier & Camelis, 2013; Shahriyar, 2012) have affirmed that understanding traveller satisfaction is significant for the sustainability of tourism businesses. Over the past few decades, the Kano model has been widely used to study traveller satisfaction in tourism research (Medne et al., 2019).

The Kano model (1984) discovered that the factors that drive customer satisfaction differ from those that lead to customer dissatisfaction. Basic factors can cause dissatisfaction when they are not fully met, but their fulfilment may not generate satisfaction (Alegre & Garau, 2010). In contrast, excitement factors influence satisfaction but do not lead to dissatisfaction even if they are not fulfilled (Alegre & Garau, 2010). Finally, performance factors generate both satisfaction and dissatisfaction based on their performance (Alegre & Garau, 2010). Hence, to enhance product and service performance efficiently in the tourism industry, tourism providers and marketers need to select appropriate factors to improve in order to maximize the satisfaction of their customers.

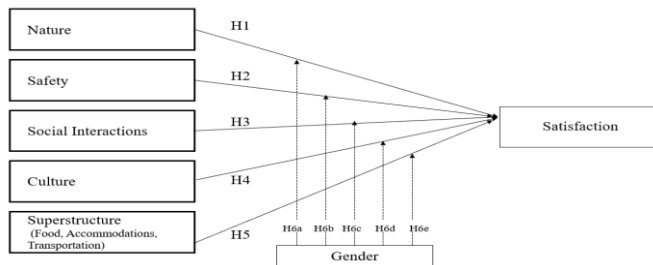


Figure 1: Conceptual Model of the Study

III. RESEARCH METHODOLOGY

To identify the destination factors influencing international solo travellers in Bali, the sample population consisted of international travellers who visited Bali alone. A quantitative approach was employed to elaborate the findings. This study used a self-administered questionnaire, which was developed by reviewing previous literature and modified for content validity.

The researchers collected data at popular tourist destinations such as Ubud, Kuta, and Seminyak in Bali. For this research, a judgment sampling method was used in line with Sekaran and Bougie's (2016) viewpoint that it is suitable when the desired information is possessed by a specific group of individuals; in this case, the group was solo travellers. To confirm whether a respondent was a solo traveller, a filter question was included from a diverse range of participants, and a cross-sectional survey was used to collect data. The general rule of thumb suggests that the minimum sample size should be 10 times the maximum number of arrowheads pointing at a latent variable anywhere in the PLS-SEM path mode (Hair, Ringle & Sarstedt, 2011). After excluding 38 incomplete questionnaires, 282 valid questionnaires (response rate=88%) were utilized for the data analysis.

The questionnaire consisted of seven parts using a five-point Likert scale (1="strongly disagree" to 5="strongly agree"). The first part comprised three questions measuring the nature aspects (Ambrož & Ovsenik, 2011; Bagri & Kala, 2015; Truong & King, 2009). The second part contained four questions measuring safety factors as adapted from Arasli and Baradarani (2014), Suanmali (2014), and Yağmur and Doğan (2017). The third part had six questions measuring social interaction factors based on Hendijani (2018) and Tian, Wang, Law and Zhang (2020). The fourth part was comprised of five questions measuring cultural aspects as adapted from

Hendijani (2018) and Tian et al. (2020). The fifth part had eight questions that incorporated variables related to the superstructure, including food, accommodations, and transportation, which were adapted from Jalis, Zahari, and Othman (2009), Arasli and Baradarani (2014), and Truong and King (2009). The sixth part of the questionnaire measured international solo travellers' overall satisfaction in Bali with three questions adapted from Tian et al. (2020). The seventh part of the questionnaire contained eight socio-demographic information of the respondents. The survey questionnaire for this study was prepared in English.

A pilot test was conducted with 30 randomly chosen international solo travellers to ensure the questionnaire's reliability (Composite Reliability) and validity (Average Variance Extracted). The results of the pilot tests were compiled for nature (CR=0.839, AVE=0.637), safety (CR=0.851, AVE=0.541), social interactions (CR=0.871, AVE=0.642), culture (CR=0.900, AVE=0.644), superstructure (CR=0.925, AVE=0.638), and overall satisfaction (CR=0.931, AVE=0.817). Smart PLS-4 was used for the data analysis (path coefficient and descriptive analysis) since PLS-SEM makes almost no assumptions about the underlying data and performs well with small sample sizes and complex models (Cassel & Westlund, 1999).

IV. RESULTS

A. PROFILE OF THE RESPONDENTS

There is no significant difference between the number of male and female respondents; 56.4% (N=159) were male, while 43.6% (N=123) were female. This study attempted to balance the gender of the respondents as one of its objectives was to identify the moderating effect on gender. Thirty-three percent (N=93) of the population falls in the age range of 34 to 43. In terms of education, the majority (60.6%, N=171) held a bachelor's degree. Data on the marital status indicated that 49.6% (N=140) of the participants were single. According to the data provided, around 33.3% (N=94) of the participants travelled alone once a year. The majority of the participants (34%, N=97) stayed in Bali for 1 to 2 weeks, and thirty-six percent (N=104) of the participants were employees.

Categories	Number	Percentage
Gender		
Male	159	56.4%
Female	123	43.6%
Age		
18-24	22	7.8%
25-34	87	30.9%
34-44	93	33.0%
45-54	49	17.4%
55 and above	31	11.0%
Education		
High school or below	41	14.5%
Non-degree (Diploma)	27	9.6%
University Degree	171	60.6%
Post Graduate Degree	43	15.2%
Frequency of solo		

travel (per year)		
1time	94	33.3%
2times	62	22.0%
3times	46	16.3%
4 times and above	80	28.4%
Period of staying in Bali		
Less than 1 week	74	26.2%
1 to 2 weeks	97	34.4%
3 to 4 weeks	69	24.5%
More than 4 weeks	42	14.9%
Marital Status		
Single	140	49.6%
Married	124	44.0%
Separate/divorced	17	6.0%
Widow/widower	1	0.4%
Occupation		
Employee	104	36.9%
Self-employed	86	30.5%
Student	30	10.6%
Seeking opportunities	5	1.8%
Retired	19	6.7%
Housewife	38	13.5%

Table 1: Profile of the Respondents

B. MEASUREMENT MODEL

The two-stage approach proposed by Anderson and Gerbin (1988) was employed in this study. The measurement model was used to evaluate the reliability and validity of the variables, and the structural model was used to evaluate the relationships between variables.

For the reliability test, the internal consistency reliability was tested, as suggested by Hair et al. (2011), wherein composite reliability (CR) should be higher than 0.7. As seen in Table 2, CR exceeded the recommended threshold. To assess the validity, convergent validity and discriminant validity tests were performed, as suggested by Hair et al. (2011). In terms of the convergent validity, Table 2 shows that AVE values exceed 0.5, indicating the fulfilment of convergent validity criteria. Regarding the discriminant validity test, the heterotrait-monotrait ratio (HTMT) of correlation and Fornell-Larcker tests were conducted. As depicted in Table 3, HTMT values are below 0.85, indicating strong discriminant validity. Furthermore, the Fornell-Larcker tests, as shown in Table 4, confirm discriminant validity by showing that the square root of each construct's Average Variance Extracted (AVE) exceeds the correlation with any other construct (Fornell & Larcker, 1981).

This study also conducted a confirmatory factor analysis to assess the measurement model. According to Hair, Hult, Ringle, and Sarstedt (2013), an indicator should be retained if its related item loading is high (i.e., 0.50) or statistically significant, even if its weight is not statistically significant. As a result, four items (Safety 3, Social Interactions 4, Culture 4, and Superstructure 3) were removed due to low factor loading values (< 0.5), and as seen in Table 2, the remaining factor loadings range from 0.573 to 0.893.

	Mean	Standard Deviation	Factor loadings	CR	AVE
Nature				0.748	0.502
1. Bali is free from pollution.	2.521	1.240	0.607		
2. Bali has a beautiful marine environment.	3.936	0.858	0.677		
3. Bali has a beautiful landscape.	4.489	0.712	0.824		
Safety				0.810	0.518
1. I do not worry about crime (theft, robbery, pickpockets) in Bali.	3.436	0.964	0.710		
2. I do not worry about terrorism in Bali.	3.840	1.033	0.692		
4. The accommodations are safe to stay in Bali.	4.110	0.749	0.818		
5. The transportation is safe to use in Bali.	3.613	1.031	0.648		
Social Interactions				0.871	0.530
1. I enjoy interacting with the local people in Bali.	4.372	0.800	0.797		
2. I enjoy interacting with other travellers in Bali.	4.035	0.860	0.688		
3. The local people are helpful in Bali.	4.351	0.769	0.763		
5. The local people are friendly in Bali.	4.482	0.707	0.685		
6. There are many places where I can interact with the local people in Bali.	4.032	0.866	0.764		
7. There are many places where I can interact with other travellers in Bali.	4.099	0.776	0.660		
Culture				0.831	0.501
1. There are various cultural attractions in Bali.	4.252	0.678	0.816		
2. I enjoy experiencing the traditional culture of Bali.	4.319	0.662	0.838		
3. I enjoy visiting historical sites in Bali.	4.096	0.765	0.639		
5. Cultural and traditional events are easy to access.	3.989	0.771	0.573		
6. I enjoy experiencing the local people's lifestyles.	4.113	0.936	0.632		
Superstructure				0.898	0.523
1. The accommodations have value for the money.	4.046	0.819	0.770		
2. The accommodation facilities are convenient.	4.078	0.649	0.670		
4. The transportation has value for the money.	4.032	0.862	0.711		
5. The transportation in Bali is convenient.	3.734	1.105	0.758		
6. Bali provides various transportation options to travellers.	3.610	1.183	0.691		
7. Food and beverages have value for the money.	4.167	0.729	0.755		
8. The restaurant environments are clean.	3.755	0.881	0.729		
9. Bali provides various ranges of food to travellers.	4.206	0.755	0.696		
Overall (Satisfaction)				0.895	0.741

1. I have a memorable experience with my travel in Bali.	4.472	0.701	0.840
2. Overall, I am satisfied with my solo travel in Bali.	4.277	0.792	0.893
3. This destination is similar to my ideal destination.	4.167	0.903	0.848

Table 2: Standardized Factor Loadings, Composite Reliability, and Average Variance Extracted (AVE) of the Measurement Model

	Culture	Overall Satisfaction	Social Interactions	Safety	Super Structure	Nature
Culture						
Overall (Satisfaction)	0.467					
Social Interactions	0.487	0.518				
Safety	0.424	0.442	0.725			
Superstructure	0.517	0.416	0.670	0.728		
Nature	0.371	0.515	0.335	0.495	0.389	

Table 3: Discriminant Validity by Using the Heterotrait-Monotrait Ratio (HTMT)

	Culture	Overall (Satisfaction)	Social Interactions	Safety	Superstructure	Nature
Culture	0.708					
Overall (Satisfaction)	0.374	0.861				
Social Interactions	0.375	0.431	0.728			
Safety	0.334	0.369	0.550	0.720		
Superstructure	0.424	0.383	0.578	0.572	0.723	
Nature	0.197	0.354	0.074	0.223	0.159	0.708

Table 4: Discriminant Validity by Using Fornell-Larker

C. STRUCTURAL MODEL

The evaluation criteria for the structural model include R² measures and the significance of path coefficients (Hair et al., 2011). High R² levels, which indicate how well independent variables explain dependent variables, may vary depending on the research disciplines, with consumer behaviour having a value of 0.20 (Hair et al., 2011). Table 5 shows that the R² score was 0.327, which suggests a significant relationship between the two variables. This result reveals that the model's exogenous constructs account for approximately 32.7% of the variation in the endogenous construct, indicating a significant relationship between the two.

	R-square	R-square adjusted
Satisfaction	0.327	0.315

Table 5: R-square

The path coefficient measures the strength and direction of the relationship between two constructs. The significance of each route coefficient was assessed using a bootstrapping procedure, as recommended by Hair et al. (2011). The results of the path coefficient, T-statistics, and P-values are presented in Table 6 indicating the relationships between the destination factors and satisfaction. The findings indicated that “nature → satisfaction” ($\beta = 0.276$, T-statistics = 4.792, $\rho = 0.000$), “social interactions → satisfaction” ($\beta = 0.270$, T-statistics =

4.126, $\rho = 0.000$) and “culture → satisfaction” ($\beta = 0.165$, T-statistics = 2.916, $\rho = 0.004$) were significant factors affecting international solo travellers' overall satisfaction. On the other hand, “safety → satisfaction” ($\beta = 0.057$, T-statistics = 0.749, $\rho = 0.427$) and “superstructure → satisfaction” ($\beta = 0.081$, T-statistics = 1.292, $\rho = 0.197$) did not have a significant impact on their overall satisfaction.

	β	T-statistic	P-value
Nature → Satisfaction	0.276	4.792	0.000
Safety → Satisfaction	0.057	0.794	0.427
Social Interactions → Satisfaction	0.270	4.126	0.000
Culture → Satisfaction	0.165	2.916	0.004
Superstructure → Satisfaction	0.081	1.292	0.197

Table 6: Path Coefficient Analysis

As this study also aimed to investigate whether gender played a moderating role in this relationship between the destination factors and satisfaction, a multigroup analysis (MGA) was conducted. Table 7 presents the results of the moderating effects. The most commonly used alpha level is 0.05, and a p-value lower than 0.05 indicates a relationship between the variables (Easily, 2023). According to the results, gender does not have a significant effect on the relationship between the endogenous and exogenous constructs as all factors have a p-value greater than 0.05. Therefore, hypotheses H6a to H6e are not supported.

	Difference (male-female)	1-tailed (male vs female)	2tailed (male vs female) p-value
Nature → Satisfaction	0.059	0.298	0.597
Safety → Satisfaction	0.023	0.430	0.860
Social Interactions → Satisfaction	0.002	0.498	0.996
Culture → Satisfaction	-0.075	0.746	0.508
Superstructure → Satisfaction	-0.014	0.545	0.909

Table 7: The Moderating Role of Gender

V. DISCUSSION AND CONCLUSION

This study found that “nature” and “culture” factors are significant to international solo travellers who visit Bali. This is consistent with previous research which has shown that that nature and interesting culture are the most important factors that determine travellers' satisfaction (Adinegara, 2018; Antara & Prameswari, 2018; Suwena & Arismayanti, 2022; Trimurti & Utama, 2019). This result is also supported by previous research, which indicated that solo travellers prefer destinations with beautiful landscapes and natural exploration (Alegre & Garau, 2010). Bali's unique environment, which blends natural and cultural elements, appeals to international travellers who seek to experience new things and appreciate the beauty of nature, particularly attractive to solo travellers, many of whom are adventure-seekers (Popova et al., 2019). The study also found that “social interactions” have an impact

on solo travellers' satisfaction. This finding is in line with the previous research suggesting that one of the main motivations for solo travelling is the opportunity to meet new people (Laesser et al., 2009).

According to the findings, the satisfaction of international solo travellers was not impacted by the "safety" factor. This finding contradicts some previous studies which have suggested that safety is one of the fundamental conditions to guarantee tourism (Araslı & Baradarani, 2014; Mani & Jose, 2020; Trimurti & Utama, 2019; Wilson & Little, 2008). However, if a travel destination is already considered safe, travellers might not view it as an advantage. Since Bali is generally considered a safe travel destination, safety concerns may not be a significant factor in determining satisfaction for solo travellers (Travel Safe-Abroad, n.d.). This is in line with the Kano model's concept of "basic factors", which explains that some elements may lead to dissatisfaction if they are not met, while not necessarily generating satisfaction even if they are fulfilled (Alegre & Garau, 2010). This finding aligns with Bianchi's research (2016), which found that solo travellers were dissatisfied with the lack of safety, whereas they did not select safety as a driver of travel satisfaction.

According to the findings of this study, the superstructure, including accommodations, transportation, and food, does not play an important role in determining the satisfaction of international solo travellers. It could be possible that single travellers may need to pay extra costs due to the single supplement, particularly for accommodations and transportation (Seow & Brown, 2018). In addition, some solo travellers have reported that they often receive uncomfortable stares while dining alone in crowded restaurants (Bianchi, 2016). This finding is supported by Adinegara (2018) who indicated that hotel facilities are not a priority for travellers visiting Bali. The finding is also consistent with Bianchi's research (2016), which showed that transportation and accommodations were the main causes of traveller dissatisfaction rather than satisfaction. Bali's transportation, in particular, has been the subject of complaints from travellers due to the absence of public transportation (Arismayanti, Budiarsa & Pitana, 2020). Additionally, many travellers have criticized newly built hotels for not incorporating a Balinese style, making them unattractive to travellers.

This study investigated whether gender has a moderating effect on the relationship between travel destination factors and the satisfaction of international solo travellers. This is crucial for two reasons. Firstly, from a theoretical perspective, most previous research on solo travel has focused on female solo travellers, with little empirical research comparing the satisfaction of male and female solo travellers (Agustina et al., 2022; Otegui-Carles et al., 2022; Seow & Brown, 2018). Secondly, from a practical perspective, developing management strategies without considering the moderating role of gender may lead to tourism providers making incorrect decisions. The result found no evidence to suggest that gender moderates the effects of destination factors on solo traveller satisfaction.

Although female travellers are generally more concerned about safety compared to males, this may not be a major issue in Bali, as it is considered a relatively safe destination (Agustina et al., 2022; Mani & Jose, 2020; McNamara &

Prideaux, 2010). According to a travel information website, Bali received a low or medium risk rating in all risk categories except for natural disaster risk, and particularly it received a low risk rating in the category of women's travel risk (Travel Safe-Abroad, n.d.). This implies that female solo travellers may have fewer constraints to enjoy their journey in Bali, including natural attractions, cultural experiences, and social interactions, leading to minimal gender differences in satisfaction. This finding is supported by McNamara and Prideaux (2010) who found that safety concerns of solo female travellers are often due to security issues in specific destinations rather than a general inclination toward fear while travelling. This result also aligns with previous studies suggesting that travellers' satisfaction does not depend on gender, and interaction effects on satisfaction are equally important for both males and females (Karatepe, 2011; Mahasuweerachai & Qu, 2011).

Despite the increasing popularity of solo travel, there have been limited studies conducted on solo travellers and the drivers of their satisfaction (Agustina et al., 2022; Bianchi, 2016; Rahmiati et al., 2018). This study aimed to identify the key destination factors that contribute to the satisfaction of international solo travellers visiting Bali. The findings have confirmed that nature, culture, and social interactions have a significant impact on the overall satisfaction of international solo travellers. Furthermore, gender does not moderate the relationship between these destination factors and satisfaction. This indicates that the factors that impact satisfaction are equally important for both male and female solo travellers. These findings provide valuable insights into the international solo travel market organizations.

A. PRACTICAL IMPLICATIONS

The findings of this research have significant implications for stakeholders in Bali's tourism industry. Tourism industry stakeholders and marketers should invest in efforts to maintain and enhance the natural beauty, cultural authenticity, and opportunities for social interactions in Bali. This can be achieved through responsible destination management and conservation efforts.

Particularly, as "nature" is the key factor influencing the satisfaction of international solo travellers visiting Bali, it is important to prioritize the preservation and enhancement of the island's natural attractions. This can be achieved by investing in eco-tourism initiatives, outdoor adventure opportunities, educational experiences, sustainability efforts, and nature-centric marketing. Emphasizing Bali's natural beauty in marketing and providing solo travellers with eco-friendly options can enhance their satisfaction and contribute to the long-term sustainability of Bali's tourism industry. For instance, motorcycles are a popular transportation option for solo travellers because rental cars charge the same price regardless of the number of passengers (Made Priyantha Wedagama & Wishart, 2019). Therefore, transportation providers can consider offering electric motorcycles for rent. Similarly, accommodation providers can offer environmentally friendly facilities. The Balinese culture values living in harmony with nature, which many solo travellers around the world find satisfying. Hence, if

accommodation providers offer eco-friendly facilities that align with Balinese culture, it could improve the satisfaction level of many international solo travellers. Additionally, as solo travellers value engaging with others during their travel, restaurants or hotel service providers can offer a space or activities that facilitate social interactions with other travellers or local people. Improving opportunities for socializing could encourage more international solo travellers to choose a particular service provider and ultimately enhance Bali's position as a top travel destination.

Furthermore, the study found that overall satisfaction is not significantly affected by gender. This suggests that tourism industry stakeholders can adopt gender-neutral marketing and service strategies when targeting international solo travellers. This approach might be effective and appealing, allowing for inclusive and equitable experiences for all visitors.

B. THEORETICAL IMPLICATIONS

The findings of this study contribute to the theoretical landscape of customer satisfaction in several ways. Firstly, the study identifies nature, social interactions, and culture as significant determinants of traveller satisfaction in Bali, thereby reinforcing the applicability of established marketing models, including the Kano model, within the context of the tourism industry. Secondly, the results of this study enrich the broader discussion of gender dynamics in the tourism sector. This study has examined the role of gender within the tourism industry, and these findings contribute to the development of theories and models related to gender differences.

Furthermore, while previous research has studied various types of travellers, such as backpackers, mass tourists, business travellers, holiday travellers, and male and female travellers, solo travel has remained a relatively unexplored area in the tourism industry. By analyzing multiple variables, this paper sheds light on defining the characteristics of international solo travellers.

C. LIMITATIONS AND FUTURE SUGGESTIONS

Although this research offers some useful insights, it also has a few limitations that need to be taken into account. As this study employed a quantitative approach, future studies could adopt a qualitative approach to explore in greater depth the key factors that influence the satisfaction of solo travellers. Since the findings of this research are limited to international solo travellers who specifically visit Bali, it is advised that this study be replicated in other countries and regions that have 3S attributes (sun, sea, and sand) for future research. While this study employed judgment sampling to identify international solo travellers, future research could utilize a probability sampling method to make samples more generalizable. This research focused on five destination factors, including nature, safety, culture, social interactions, and superstructure. However, future research could explore other factors such as service quality, recreation, and shopping attributes that may impact international solo travellers' satisfaction.

REFERENCES

- [1] Adinegara, G. N. J. (2018). Modeling of tourist satisfaction in Bali. *Binus Business Review*, 9(3), 261–276. <https://doi.org/10.21512/bbr.v9i3.5019>
- [2] Agustina, N. K. W., Julio, I. K. N., & Argapura, K. K. (2022). Exploring travel for work-life balance: A study on solo woman travellers in Bali. *Journal of Business on Hospitality and Tourism*, 8(1), 244-257. <https://dx.doi.org/10.22334/jbhost.v8i1>
- [3] Alegre, J., & Garau, J. (2010). Tourist satisfaction and dissatisfaction. *Annals of Tourism Research* 37(1): 52-73. <https://doi.org/10.1016/j.annals.2009.07.001>
- [4] Almohaimmed, B. M. (2017). Restaurant quality and customer satisfaction. *International Review of Management and Marketing*, 7(3), 42-49. Retrieved from <https://dergipark.org.tr/en/download/article-file/367679>
- [5] Ambrož, M., & Ovsenik, R. (2011). Tourist origin and spiritual motives. *Management: Journal of Contemporary Management Issues*, 16(2), 71-86. Retrieved from <https://hrcak.srce.hr/74893>
- [6] Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin*, 103(3), 411. <https://doi.org/10.1037/0033-2909.103.3.411>
- [7] Angelakis, G., Vecchio, Y., Lemonakis, C., Atsalakis, G., Zopounidis, C., & Mattas, K. (2023). Exploring the behavioral intentions of food tourists who visit Crete. *Sustainability*, 15(11), 8961. <https://doi.org/10.3390/su15118961>
- [8] Antara Indonesian News Agency. (2023). Ministry targets up to 7.4 mln international tourist arrivals in 2023. Retrieved from <https://en.antaranews.com/news/266010/ministry-targets-up-to-74-mln-international-tourist-arrivals-in-2023>
- [9] Antara, M., & Prameswari, Y. A. (2018). Push and pull factors of tourists visit the tourism destination of Bali, Indonesia. *Journal of Tourism and Hospitality Management*, 6(1), 112-120. <https://doi.org/10.15640/jthm.v6n1a11>
- [10] Araslı, H., & Baradarani, S. (2014). European tourist perspective on destination satisfaction in Jordan's industries. *Procedia - Social and Behavioral Sciences*, 109, 1416–1425. <https://doi.org/10.1016/j.sbspro.2013.12.645>
- [11] Arismayanti, N. K., Budiarsa, M., Bakta, I. M., & Pitana, I. G. (2020). Model of quality Bali tourism development based on destination and tourists experience. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 17(2), 185-207. Retrieved from <https://mail.palarch.nl/index.php/jae/article/view/199>
- [12] Bacik, R., Fedorko, R., Gavurova, B., Olearova, M., & Rigelsky, M. (2020). Hotel marketing policy: Role of rating in consumer decision making. *Marketing and Management of Innovations*, 2, 11–25. <https://doi.org/10.21272/mmi.2020.2-01>
- [13] Badan Pusat Statistik. (2023). Statistical yearbook of Indonesia 2023.
- [14] Bagri, S., & Kala, D. (2015). Tourists' satisfaction at Trijuginarayan: An emerging spiritual and adventure

- tourist destination in Garhwal Himalaya India. *Turizam*, 19(4), 165–182. <https://doi.org/10.5937/turizam1504165b>
- [15] Bianchi, C. (2016). Solo holiday travellers: Motivators and drivers of satisfaction and dissatisfaction. *International Journal of Tourism Research*, 18(2), 197-208. <https://doi.org/10.1002/jtr.2049>
- [16] Carvache-Franco, M., Carvache-Franco, O., Carvache-Franco, W., & Villagómez-Buele, C. (2020). From satisfaction in eco-tourism to loyalty in a national park. *Geo Journal of Tourism and Geosites*, 28(1), 191-202. <https://doi.org/10.30892/gtg.28115-462>
- [17] Cassel, C., Hackl, P., & Westlund, A. H. (1999). Robustness of partial least squares method for estimating latent variable quality structures. *Journal of Applied Statistics*, 26, 435–446. <https://doi.org/10.1080/02664769922322>
- [18] Easily, L. S. (2023). When the p-value is less than 0.05: Understanding statistical significance. Retrieved from <https://statisticseasily.com/when-p-value-is-less-than-005/>
- [19] Ettema, D., Friman, M., Olsson, L. E., & Gärling, T. (2017). Season and weather effects on travel-related mood and travel satisfaction. *Frontiers in Psychology*, 8, 140. <https://doi.org/10.3389/fpsyg.2017.00140>
- [20] Fornell, C. & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39-50.
- [21] Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, 19(2), 139–152. <https://doi.org/10.2753/mtp1069-6679190202>
- [22] Hair, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2013). *A primer on partial least squares structural equation modeling (pls-sem)*. SAGE.
- [23] Hakim, L., Kim, J. E., & Hong, S. K. (2009). Cultural landscape and ecotourism in Bali island, Indonesia. *Journal of Ecology and Environment*, 32(1), 1-8. <https://doi.org/10.5141/jefb.2009.32.1.001>
- [24] Handayani, F., Sylvina, V., & Lestari, A. (2021). Toward new normal: Bali tourism goes extra mile. *IOP Conference Series: Earth and Environmental Science*, 704(1), 012025. <https://doi.org/10.1088/1755-1315/704/1/012025>
- [25] Hassan, A. S., & Meyer, D. F. (2022). Does countries' environmental, social and governance (ESG) risk rating influence international tourism demand? A case of the Visegrád Four. *Journal of Tourism Futures*, 8(1), 1-20. <https://doi.org/10.1108/jtf-05-2021-0127>
- [26] Hendijani, R. (2018). Perception of inbound backpackers towards urban superstructure: A case in Jakarta (Indonesia). *Turizam*, 22(3), 71–83. <https://doi.org/10.5937/22-17529>
- [27] Jalis, M. H., Zahari, M. S., Zulkifly, M. I. & Othman, Z. (2009). Malaysian gastronomic tourism products: Assessing the level of their acceptance among the western tourists. *South Asian Journal of Tourism and Heritage*, 2(1), 31-44.
- [28] Karatepe, O. M. (2011). Service quality, customer satisfaction and loyalty: The moderating role of gender. *Journal of Business Economics and Management*, 12(2), 278-300. <https://doi.org/10.3846/16111699.2011.573308>
- [29] Khoo, K. L. (2020). A study of service quality, corporate image, customer satisfaction, revisit intention and word-of-mouth: Evidence from the KTV industry. *PSU Research Review*, 6(2), 105–119. <https://doi.org/10.1108/PRR-08-2019-0029>
- [30] Kozak, M., Crofts, J. C., & Law, R. (2007). The impact of the perception of risk on international travelers. *International Journal of Tourism Research*, 9(4), 233–242. <https://doi.org/10.1002/jtr.607>
- [31] Kusumawati, A., Utomo, H. S., Suharyono, S., & Sunarti, S. (2021). The antecedents of behavioural intention for island tourism across traveller generations: a case of Bali. *Leisure/Loisir*, 45(1), 53–74. <https://doi.org/10.1080/14927713.2021.1872405>
- [32] Laesser, C., Beritelli, P., & Bieger, T. (2009). Solo travel: Explorative insights from a mature market (Switzerland). *Journal of Vacation Marketing*, 15(3), 217–227. <https://doi.org/10.1177/1356766709104268>
- [33] Made Priyantha Wedagama, D., & Wishart, D. (2018, October 24–25). Investigating the risky behavior of international tourists riding motorcycles in Bali. *MATEC Web of Conferences*, 276, 03007. (pp.1-8). Bali, Indonesia
- [34] Mahasuweerachai, P., & Qu, H. (2011). The impact of destination image on value, satisfaction, and loyalty: Moderating effects of tourist characteristics and involvement. Retrieved from https://scholarworks.umass.edu/gradconf_hospitality/2011/Presentation/96/
- [35] Mani, G., & Jose, S. (2020). Solo Travel: A transformative experience for women. *Empower–The Journal of Social Work*, 1(1), 44-56. Retrieved from <http://kaps.org.in/wp-content/uploads/2020/12/Solo-Travel-A-Transformative-Experience-for-Women-by-Gilda-Mani-and-Sonny-Jose.pdf>
- [36] Maunier, C., & Camelis, C. (2013). Toward an identification of elements contributing to satisfaction with the tourism experience. *Journal of Vacation Marketing*, 19(1), 19–39. <https://doi.org/10.1177/1356766712468733>
- [37] McNamara, K. E., & Prideaux, B. (2010). A typology of solo independent women travellers. *International Journal of Tourism Research*, 12(3), 253–264. <https://doi.org/10.1002/jtr.751>
- [38] Medne, I., Berzina, K., & Van der Steina, A. (2019). Tourism product/service attribute influence on overall tourist satisfaction level in Riga. Retrieved from <https://dspace.lu.lv/dspace/handle/7/54133>
- [39] Mudana, I. G., Ernawati, N. M., & Voda, M. (2021). Analysis of the evolving cultural tourism implementation in Bali Indonesia. *Multicultural Education*, 7(6), 608-619. <https://doi.org/10.5281/zenodo.5035637>
- [40] Nurhasanah, D., Salsabila, A. M., & Kartikasari, M. D. (2022). Forecasting international tourist arrivals in Indonesia using SARIMA model. *Enthusiastic : International Journal of Applied Statistics and Data Science*, 2(1), 19–25. <https://doi.org/10.20885/enthusiastic.vol2.iss1.art3>

- [41] Otegui-Carles, A., Araújo-Vila, N., & Fraiz-Brea, J. A. (2022). Solo travel research and its gender perspective: A critical bibliometric review. *Tourism and Hospitality*, 3(3), 733-751. <https://doi.org/10.3390/tourhosp3030045>
- [42] Popova, K., Malcheva, M., & Marinov, F. (2019, August 26-September 1). Bulgaria as a solo traveler destination: Assessment of available resources. In 6th SWS International Scientific Conferences on social sciences. (pp.33-40). Albena, Bulgaria.
- [43] Radojevic, T., Stanisic, N., & Stanic, N. (2015). Solo travellers assign higher ratings than families: Examining customer satisfaction by demographic group. *Tourism Management Perspectives*, 16, 247-258. <https://doi.org/10.1016/j.tmp.2015.08.004>
- [44] Rahmiati, F., Othman, N. A., & Bonavisi, V. (2018). Travel motivation and domestic tourist satisfaction in Bali, Indonesia. *International Journal of Business Studies*, 2(2), 105-110. <https://doi.org/10.32924/ijbs.v2i2.58>
- [45] Rasoolimanesh, S. M. (2022). Discriminant validity assessment in PLS-SEM: A comprehensive composite-based approach. *Data Analysis Perspectives Journal*, 3(2), 1-8.
- [46] Rindrasih, E. (2018). Tourist's perceived risk and image of the destinations prone to natural disasters: The case of Bali and Yogyakarta, Indonesia. *Jurnal Humaniora*, 30(2), 192. <https://doi.org/10.22146/jh.v30i2.32239>
- [47] Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach* (7th ed.). John Wiley & Sons.
- [48] Seow, D., & Brown, L. (2018). The solo female Asian tourist. *Current Issues in Tourism*, 21(10), 1187-1206. <https://doi.org/10.1080/13683500.2017.1423283>
- [49] Shahriyar, R. B. (2012). Factors that influence tourist satisfaction. *Journal of Travel and Tourism Research* (Online), 12(1), 61.
- [50] Shen, Z., Yang, X., Liu, C., & Li, J. (2021). Assessment of indoor environmental quality in budget hotels using text-mining method: Case study of top five brands in China. *Sustainability*, 13(8), 4490. <https://doi.org/10.3390/su13084490>
- [51] Solo Travel World. (2023). Solo travel statistics, data 2023. Retrieved from https://solotravelerworld.com/about/solo-travel-statistics-data/#2023_Travel_Sustainability_Survey
- [52] Suanmali, S. (2014, December 9-11). Factors affecting tourist satisfaction: An empirical study in the northern part of Thailand. (pp.1-9). SHS Web of Conferences, 12, 01027. Kota Kinabalu, Malaysia <https://doi.org/10.1051/shsconf/20141201027>
- [53] Suwena, I. K., & Arismayanti, N. K. (2022). The factors affecting the level of tourist satisfaction using travel agents and destinations of choice: Case study in Bali. *Jurnal IPTA*, 10(1), 132. <https://doi.org/10.24843/ipta.2022.v10.i01.p15>
- [54] Tian, D., Wang, Q., Law, R., & Zhang, M. (2020). Influence of cultural identity on tourists' authenticity perception, tourist satisfaction, and traveler loyalty. *Sustainability*, 12(16), 6344. <https://doi.org/10.3390/su12166344>
- [55] Travel safe - abroad. (n.d.). Find the safest places for your travel. Retrieved from <https://www.travelsafe-abroad.com/indonesia/bali/>
- [56] Trimurti, C. P., & Utama, I. G. B. R. (2019). An investigation of tourism motivation and tourist attraction of tourists to Bali. *Jurnal Manajemen dan Kewirausahaan*, 21(2), 130-133. <https://doi.org/10.9744/jmk.21.2.130-133>
- [57] Truong, T., & King, B. (2009). An evaluation of satisfaction levels among Chinese tourists in Vietnam. *International Journal of Tourism Research*, 11(6), 521-535. <https://doi.org/10.1002/jtr.726>
- [58] Virkar, A. R., & Mallya, P. D. (2018). A review of dimensions of tourism transport affecting tourist satisfaction. *Indian Journal of Commerce and Management Studies*, 9(1), 72-80. <https://doi.org/10.18843/ijcms/v9i1/10>
- [59] Wilson, E., & Little, D. E. (2008). The solo female travel experience: Exploring the 'geography of women's fear'. *Current Issues in Tourism*, 11(2), 167-186. <https://doi.org/10.2167/cit342.0>
- [60] Wonderful Indonesia. (2022). 5 best places to enjoy your summer in Bali. Retrieved from <https://www.indonesia.travel/gb/en/trip-ideas/5-best-places-to-enjoy-your-summer-in-bali>
- [61] Yağmur, Y., & Doğan, O. (2017). Foreign tourists' risk perceptions about Turkey: An application in Antalya region. *Turizam*, 21(2), 90-101. <https://doi.org/10.5937/turizam1702090y>
- [62] Yang, E. C. L. (2020). What motivates and hinders people from travelling alone? A study of solo and non-solo travellers. *Current Issues in Tourism*, 24(17), 2458-2471. <https://doi.org/10.1080/13683500.2020.1839025>
- [63] Yang, E. C. L., Liang, A. R. D., & Lin, J. H. (2023). A market segmentation study of solo travel intentions and constraints. *Journal of Hospitality & Tourism Research*, 109634802311635. <https://doi.org/10.1177/10963480231163517>
- [64] Zulvianti, N., Aimon, H., & Abror, A. (2022). The influence of environmental and non-environmental factors on tourist satisfaction in halal tourism destinations in west Sumatra, Indonesia. *Sustainability*, 14(15), 9185. <https://doi.org/10.3390/su14159185>