

HARMONIZING THE CONCEPT OF LOVE TO ENHANCE TOURIST SATISFACTION AT KERTA GOSA TOURIST ATTRACTION, KLUNGKUNG

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Abstract

This study examines the harmonization of the concept of love with facility quality and Sapta Pesona to enhance tourist satisfaction at Kerta Gosa Tourist Attraction, Klungkung, Bali. Utilizing a quantitative approach and Partial Least Square (PLS) analysis, data from 93 tourists were assessed. The results reveal that the sense of love towards the tourist attraction significantly strengthens the positive influence of facility quality on tourist satisfaction (P-Values 0.001; original sample 0.282). In contrast, the sense of love does not significantly affect the relationship between Sapta Pesona and tourist satisfaction (P-Values 0.943). These findings indicate that, in the context of harmonization, physical facility quality combined with an emotional connection (sense of love) has a greater impact on tourist satisfaction than Sapta Pesona alone. Further research is needed to clarify how these factors can be optimally integrated to support sustainable tourism development.

Keywords: Physical Quality, Sapta Pesona, Sense of Love, Tourist Satisfaction.



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INTRODUCTION

The arrangement of tourist attractions often focuses on physical development without being accompanied by the management of community behavior that supports environmental conservation. In the Kerta Gosa tourist area, Semarapura, tourism management prioritizes infrastructure development rather than empowering local communities. As a result, there are still people who do not understand the importance of maintaining cleanliness and environmental sustainability around tourist areas. If this condition continues, the quality of the tourist experience may decrease, the aesthetic appeal of Kertagosa will decrease, and the sustainability of the destination as a cultural icon of Bali will be threatened.

The sustainable tourism approach is a relevant solution (Baloch et al., 2022; Strippoli et al., 2024; Grizane, 2023; Bisht et al., 2025). According to UNWTO, sustainable tourism is a tourism program that preserves the environment by paying attention to the balance between environmental sustainability and economic benefits (Chirieleison & Rizzi, 2020; Grandcourt, 2020; Baloch et al., 2022; Aydin et al., 2025; Amoiradis et al., 2023). Sustainable tourism can enhance memorable experiences for travelers, which ultimately adds to traveler satisfaction. This concept aims to avoid excessive consumption, support nature conservation, respect local traditions, and preserve them. By adopting sustainable tourism, the negative

impact of tourism development can be minimized, respect for local culture increases, respect for community culture increases, and resources such as water, nature, and culture are maintained.

Community-based tourism is very much in line with the concept of sustainable tourism (Dangi & Jamal, 2016; Sutresna et al., 2019; Han et al., 2019; Mtapuri et al., 2021; Krittayaruangroj et al., 2023; De Abreu et al., 2024). Community-based tourism uses a bottom-up approach, where development initiatives originate from local communities. In contrast, sustainable tourism often adopts a top-down approach, where policies are controlled by the government. Collaboration between these two approaches is needed to ensure ecological, economic, and social tourism development.

The application of the concept of tourism awareness through *Sapta Pesona* and the provision of quality physical facilities is an important step in realizing sustainable tourism. *Sapta Pesona* includes cleanliness, security, beauty, hospitality, coolness, order, and memories, which create a conducive atmosphere for tourists. Quality physical facilities, such as parking lots, clean toilets, and information boards, will make it easy for tourists to enjoy the tourist attractions. Together, they affect tourist satisfaction (Wang, Tran, & Tran, 2017; Sunerlan, Safari, & Riyanti, 2023).

The success of the implementation of sustainable tourism is inseparable from the feeling of love for tourist attractions. As the love for destinations grows, efforts to maintain, care for, and promote will be more optimal. Love as a travel motivation can promote a satisfying travel experience and a better understanding of travelers' satisfaction after a visit (Filep & Matteucci, 2020). A destination that captivates travelers through good service and a pleasant experience will increase loyalty. Travelers who feel comfortable and happy tend to give positive reviews and recommend destinations to others (Hosany & Prayag, 2013; Bayih & Singh, 2020; Chen, Cheng, & Kim, 2020; Marques, Da Silva, & Antova, 2021; Papadopoulou, Ribeiro, & Prayag, 2022; Jimenez-García et al., 2025).

Furthermore, deep emotional bonds such as the traveler's desire, longing, and commitment fortify their attachment to a destination. This emotional connection can increase satisfaction while encouraging repeat visits and generating positive word-of-mouth (Shaykh-Baygloo, 2021). For example, an intense emotional experience at Kertagosa might inspire visitors to return and share positive stories with others. Factors such as romance, imagination, and comfort experienced during the visit also contribute to tourists' love for a destination.

In conclusion, managing tourist attractions involves more than aesthetics and facilities; it also depends on how destinations foster deep emotional connections with the local community and visitors. Achieving tourism sustainability in Kertagosa demands the collective commitment of all stakeholders to harmonize environmental, economic, and socio-cultural conservation efforts.

RESEARCH METHOD

This research was conducted in the Kertagosa Tourist Attraction, Klungkung, Bali Province. The approach used is a quantitative approach with respondents being tourists who visit Kertagosa, with an average visit of around 1,400 tourists per month. Based on calculations using the Slovin formula with an error rate of 10%, a sample of 93 respondents was obtained. The object of the study includes independent variables consisting of Facility Quality and '*Sapta Pesona*', while the intervening variable is Love for Tourist Attraction, and the dependent variable is Sustainable Tourism. Data was collected using a questionnaire with a Likert scale, and analyzed using the Partial Least Square (PLS) method.

RESULTS AND DISCUSSION

Kertagosa Overview

Tourism is the result of the interaction between Supply and Demand that affect each other. If a country does not have Supply, then there will be no Demand coming, and vice versa. Supply includes everything that the receiving country has for tourists, while Demand is tourists who travel to a place. The balance between tourism supply and demand is an important indicator to assess the health of the tourism industry in a region. The relationship between supply and demand can help in the development of sustainable tourism (Li, 2020; Lan & Zhang, 2021). Kertagosa tourism potential can be seen from these two aspects, namely Supply which includes tourist attraction, accessibility, and amenities, and Demand which includes foreign and Indonesian tourists.

In terms of tourist attraction, Kertagosa has historical buildings left by the Klungkung Kingdom and the Dutch colonial, such as the Kertagosa Hall, Gili Park, the Great Medal, and the Semarajaya Museum. The Kertagosa Hall is decorated with Balinese ornaments and puppet paintings that tell traditional stories such as Tantri and Bhima Swarga, which contain moral messages about the law of

karma. Gili Park also has a ceiling decorated with Kamasan-style paintings depicting stories such as Sutasoma and Pan Brayut. Meanwhile, the Semarajaya Museum displays a collection of historical items that show a combination of traditional Balinese architecture and Dutch style. In terms of accessibility, Kertagosa has a good road network and is easily accessible from Denpasar with a travel time of about one hour. Although parking facilities are limited, this tourist attraction area is supported by integrated land accessibility. In terms of amenities, the area is equipped with commercial facilities such as markets, shops, and art shops, as well as various lodgings, restaurants, and public services such as banks, money changers, and health facilities. This supports the comfort of tourists who visit.

The role of the local community around Kertagosa is very significant in supporting the sustainability of this tourist attraction. The community is actively involved in activities such as the provision of tour guide services, the management of arts and crafts shops, and the organization of cultural events that attract tourists. This involvement not only provides economic benefits for local residents, but also strengthens the cultural identity that is the main attraction of Kertagosa.

From the Demand aspect, tourists who visit Kertagosa come from various backgrounds, both foreign and domestic. Foreign tourists are generally interested in the uniqueness of the culture and history offered, such as traditional architectural art, Kamasan paintings, and stories contained in local artworks. Meanwhile, many domestic tourists visit Kertagosa to learn about Bali's rich historical and cultural heritage, while enjoying the calm and beautiful atmosphere of the area.

Kertagosa tourism marketing strategy also plays an important role in increasing the attractiveness of this tourist attraction. The use of digital technology through social media platforms, official tourism websites, and collaborations with travel agencies have expanded the reach of promotions to the global market. In addition, the organization of cultural events and festivals around Kertagosa is a magnet that is able to attract the attention of tourists while introducing local culture to a wider audience.

However, there are several challenges that need to be overcome to maximize the potential of Kertagosa as a leading tourist attraction. Problems such as waste management, the arrangement of public facilities, and improving the quality of tourism services need more attention. With collaborative efforts between the government, local communities, and tourism industry players, these challenges can be overcome so that Kertagosa can develop into a tourist attraction that is not only alluring, but also sustainable. Collaboration between the government, local communities, and tourism industry players is very important to develop Kertagosa as a sustainable tourist attraction. With a collaborative model that engages all stakeholders, open innovation, and collaborative design, challenges in tourism development can be overcome, creating a more sustainable and viable future (Liburd, Duedahl, & Heape, 2020; Paristha, Arida, & Bhaskara, 2022; Achmad, Prambudia, & Rumanti, 2023).

The role of the concept of love in tourism development

A love of tourist attractions plays an important role in creating a deep emotional connection between tourists, local communities, and the tourist attraction itself. When people have a love for tourist attractions in the surrounding environment, this encourages greater concern in maintaining, caring for, and preserving these attractions, both in terms of the environment, culture, and local values. This love also affects the satisfaction of tourists. Tourists who have positive feelings and love for a tourist attraction tend to feel comfortable, satisfied, and have a desire to visit again. This loyalty contributes to the sustainability of the visit while strengthening the image of tourist attractions. This is also in line with Hosany & Gilbert (2010); Prayag, Hosany, Muskat, & Chiappa (2016) which states that the emotional experiences of travelers, such as love and joy, act as a precursor to the overall perceived image and evaluation of traveler satisfaction. This overall image then affects the satisfaction of tourists and the intention to recommend the tourist attraction to others.

Table 1. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Physical Quality -> Love -> Satisfaction	0.282	0.305	0.084	3.359	0.001
'Sapta Pesona' ->Love -> Satisfaction	-0.004	-0.018	0.056	0.071	0.943

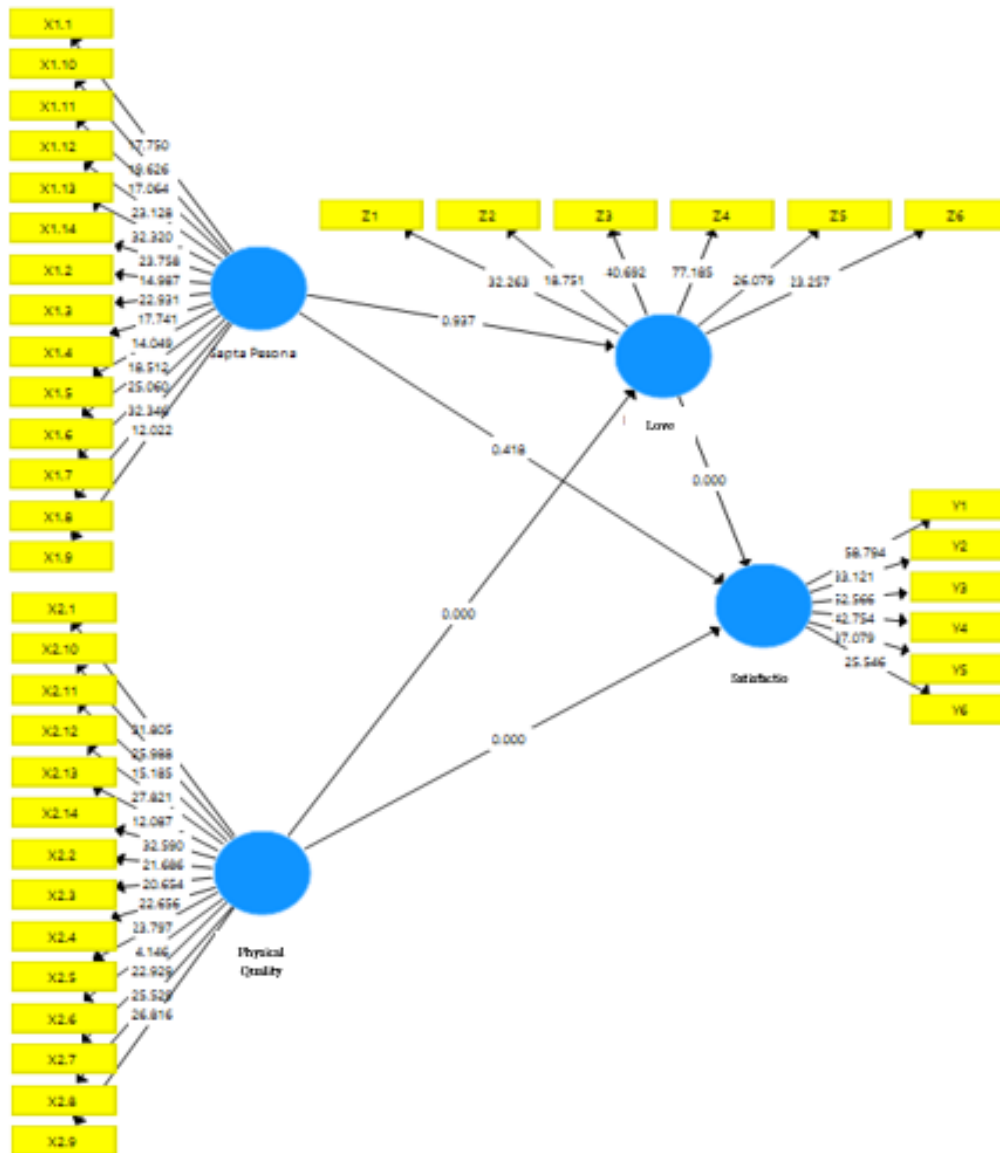


Figure 1. Bootstrapping Intervening Love

The increase in tourist satisfaction is greatly influenced by the love for tourist attractions, especially in increasing the influence of physical quality on tourist satisfaction. The analysis showed that the love for tourist attractions had a significant positive contribution with a P-Values of 0.001 (<0.05) and an original sample of 0.282. On the other hand, the love for tourist attractions did not have a significant influence on the relationship between the application of charm and tourist satisfaction, which was shown by a P-Values value of 0.943 (>0.05). This indicates that physical quality has a stronger relationship with love for tourist attractions than the application of sapta pesona in influencing tourist satisfaction in Kertagosa tourist attractions.

The love for tourist attractions not only influences tourist satisfaction, but also encourages tourists to share positive experiences through reviews or recommendations, which naturally increases the promotion of tourist attractions (Hosany et al., 2017; Ahmad et al., 2023; Yüksel et al., 2010; Vada et al., 2019; Šagovnović et al., 2023). In addition, this love encourages all parties, both the community, managers, and the government to manage tourism attractions in a sustainable manner by paying attention to the balance between environmental preservation, culture, and the local economy.

Tourists who have deep emotional experiences tend to create meaningful memories, make the attraction the first choice, and support innovation in the development of tourist attractions. Tourism managers can leverage this love to create unique experiences, such as introducing new attractions or preserving local art and culture.

The love for tourist attractions also strengthens respect for local traditions and cultural heritage. Both the public and tourists are encouraged to maintain the authenticity of tourist attractions, which in

turn reduces the negative impacts of tourism, such as environmental damage or loss of cultural values. With a strong sense of love, tourist attractions are not only a local pride but also an asset that provides sustainable economic, social, and cultural benefits.

The impact of the implementation of the concept of love on the sustainability of tourism

The implementation of the concept of love for tourist attractions has a significant positive impact on tourism development. One of the impacts is the increase in awareness and concern of local communities for the preservation of the environment, culture, and the uniqueness of tourist attractions. When people have a deep love for tourist attractions in their area, active involvement in maintaining the cleanliness, beauty, and sustainability of tourist attractions tends to increase. This creates synergy between the community, tourists, and managers in realizing sustainable tourism.

For tourists, love for tourist attractions increases satisfaction and the desire to revisit. The positive experiences and comfort felt by tourists encourage the formation of emotional attachment to the destination. Factors such as recreation, relaxation, natural beauty, and accessibility are the main elements influencing tourist satisfaction, as they are the primary reasons for deciding to visit (Putriningsih, Suwintari, & Widada, 2023). High expectations also become an important factor influencing satisfaction levels, as experiences that meet or exceed expectations strengthen the positive impression of the destination (Wijanarko, Febianti, & Arcana, 2023). The loyalty that arises from satisfaction and emotional attachment has a direct impact on the stability of tourist visits, thereby supporting the sustainability of the local tourism economy. In addition, tourists who have a love for a tourist attraction often act as informal ambassadors who promote the destination through reviews, stories, or recommendations, thus expanding the reach of promotion without additional costs. Therefore, improvements in facility maintenance and the continuity of human resource training programs are needed to ensure higher quality tourist experiences and increased satisfaction in the future (Pantiyasa, Sutiarto, & Suprpto, 2023).

Another impact is the realization of tourism development that is more inclusive and environmentally friendly. The love for tourist attractions encourages managers and governments to innovate in creating tourism experiences that focus on cultural and environmental sustainability. Tourist attractions designed with this aspect in mind not only attract more tourists, but also make a real contribution to the preservation of local cultural and natural heritage.

Furthermore, the implementation of this concept helps create a harmonious relationship between the local community and tourists. Tourists who feel the warmth and appreciation of the local community will have more respect for the local culture and values. The impact is the creation of more meaningful tourism experiences, while reducing the potential for conflicts that may arise from cultural differences. Overall, a love of tourist attraction serves as an important foundation in creating tourism that is sustainable, authentic, and beneficial for all parties involved. With this approach, tourism development is not only oriented towards economic benefits, but also on cultural and environmental sustainability, thus providing a positive long-term impact on local communities and future generations.

CONCLUSION

The findings indicate that love for tourist attractions significantly enhances the influence of physical quality on tourist satisfaction, with a P-Value of 0.001 (<0.05). Conversely, the charm (Sapta Pesona) shows no significant relationship with tourist satisfaction, as indicated by a P-Value of 0.943 (>0.05). This result implies that, within the Kertagosa tourist attraction, physical quality demonstrates a stronger relationship with the sense of love for the attraction than the application of Sapta Pesona in influencing tourist satisfaction. The integration of love for tourist attractions plays a crucial role in promoting sustainable tourism development. This emotional connection fosters greater community awareness toward environmental and cultural preservation, encourages active participation in maintaining the uniqueness and sustainability of tourist sites, and enhances tourists' satisfaction, loyalty, and intention to revisit. Furthermore, this sense of attachment contributes to economic stability through organic promotion while supporting inclusive and eco-friendly tourism management. It also encourages innovation that respects local cultural and natural preservation, fostering harmonious relationships between local communities and tourists, strengthening cultural respect, and reducing potential conflicts. Overall, love for tourist attractions serves as a foundation for creating authentic, sustainable, and mutually beneficial tourism that ensures social, cultural, and environmental sustainability for future generations. By employing a mixed-method approach, future studies could further explore the manifestation of love within the Kertagosa context particularly how cultural artifacts such as the traditional court, Kamasan

paintings, Bale Kambang, and the spatial symbolism of the Mandala zones (nista, madya, and utama) reflect the enduring heritage of the Klungkung Kingdom.

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AUTHOR CONTRIBUTIONS

Conceptualization, I Made Trisna Semara; Methodology, I Made Trisna Semara; Software, Moh Agus Sutiarto; Validation, I Made Trisna Semara, and Moh Agus Sutiarto; Formal Analysis, I Made Trisna Semara; Investigation, I Made Trisna Semara; Resources, I Made Trisna Semara; Data Curation, Moh Agus Sutiarto; Writing – Original Draft Preparation, I Made Trisna Semara; Writing – Review & Editing, I Made Trisna Semara; Visualization, Moh Agus Sutiarto; Supervision, Moh Agus Sutiarto; Project Administration, I Made Trisna Semara; Funding Acquisition, Moh Agus Sutiarto.

CONFLICTS OF INTEREST

The author(s) declare no conflict of interest.

USE OF ARTIFICIAL INTELLIGENCE (AI)-ASSISTED TECHNOLOGY

The authors declare that no artificial intelligence (AI) tools were used in the generation, analysis, or writing of this manuscript. All aspects of the research, including data collection, interpretation, and manuscript preparation, were carried out entirely by the authors without the assistance of AI-based technologies.

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