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Easy Access, Sense of Security: The Foundation of Tourist Satisfaction in Bali's Coastal Areas

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ABSTRACT

This study investigates the influence of easy access and sense of security on tourist satisfaction in the Bali coastal area. A quantitative approach was employed, involving 350 domestic and international tourists who responded to a structured questionnaire using a 5-point Likert scale. Data were analyzed using Structural Equation Modeling - Partial Least Squares (SEM-PLS 3). The results indicate that both easy access and sense of security significantly and positively impact tourist satisfaction. The coefficient of determination shows that these two variables explain of the variance in satisfaction. The model also demonstrated good reliability and predictive relevance. These findings suggest that enhancing accessibility infrastructure and ensuring visitor safety are key strategies for increasing satisfaction and encouraging return visits. Bali's tourism stakeholders should prioritize both transportation convenience and comprehensive safety measures to maintain competitiveness in the global tourism market.

Keywords: *Tourist Satisfaction, Easy Access, Sense of Security, Bali Coastal Tourism, Foundation.*

1. INTRODUCTION

Tourism plays a vital role in the economic and socio-cultural development of many regions, particularly in destinations like Bali, Indonesia. As one of the world's most popular tourist destinations, Bali is renowned for its natural beauty, rich cultural heritage, and warm hospitality. Its coastal areas are especially attractive to both domestic and international tourists due to their scenic beaches, water-based activities, and vibrant local communities. Tourism serves as a cornerstone of Bali's economy, contributing over 31% to the region's GDP and engaging more than 51% of the workforce in the tertiary sector as of 2014 [1]. To maintain its competitiveness in an increasingly global tourism market, Bali must continue to enhance the quality of tourist experiences through improved infrastructure, skill development, and environmental sustainability [2]. The Indonesian government supports these efforts by boosting connectivity and vocational training, aiming for more inclusive and sustainable tourism growth. Furthermore, global recognitions such as the UNESCO World Heritage designation, along with cultural events like the Bali Beyond Travel Fair and the Bali Arts Festival, enrich Bali's international appeal and generate economic opportunities for local communities [3], [4]. However, globalization also poses challenges in maintaining development control and preserving local culture, making sustainable tourism practices essential to mitigate environmental impacts and ensure long-term viability [5].

Tourist satisfaction is a critical determinant of destination loyalty, positive word-of-mouth, and repeat visits, particularly in the context of coastal tourism where two foundational factors—easy access and a sense of security—significantly shape the overall experience. Easy access refers to the efficiency and reliability of transportation infrastructure, the proximity of amenities, and the clarity of directional information, all of which contribute to travelers' convenience and comfort [6]–[8]Meanwhile, a sense of security encompasses tourists' perceptions of physical safety, protection

from crime, and the reliability of local services such as emergency response and healthcare, which are essential in fostering a positive and reassuring environment [8], [9]. These tangible and intangible aspects collectively enhance the quality of the tourism experience, increase satisfaction, and ultimately encourage tourists to revisit and recommend the destination to others.

Despite their significance, there remains a gap in the empirical understanding of how easy access and a sense of security directly influence tourist satisfaction, particularly within the unique sociocultural and environmental context of Bali's coastal zones. Previous studies have predominantly concentrated on broader constructs such as destination image, service quality, and cultural experiences, often overlooking these foundational aspects. To address this gap, the present study investigates the direct impact of easy access and perceived security on tourist satisfaction in Bali's coastal areas. Using a quantitative approach, data were collected from 350 respondents and analyzed through Structural Equation Modeling - Partial Least Squares (SEM-PLS 3), providing empirical insights that are valuable for local governments, tourism stakeholders, and policymakers. The findings highlight that improving accessibility and safety not only enhances immediate tourist satisfaction but also supports the long-term growth, competitiveness, and resilience of coastal tourism in Bali.

2. LITERATURE REVIEW

2.1 Tourist Satisfaction

Tourist satisfaction in coastal destinations like Bali is a multifaceted concept shaped by various factors, including environmental quality, accessibility to facilities, hospitality, safety, and cultural experiences, all of which are essential for retaining tourists and maintaining long-term destination competitiveness. The literature emphasizes that tourist satisfaction encompasses both tangible and intangible dimensions, often evaluated through models that consider expectations, service quality, and cultural influences [10]. Beyond service delivery, emotional responses—such as happiness and life satisfaction during travel—also play a pivotal role [11]. Evaluation frameworks like the American Customer Satisfaction Index (ACSI) and SERVQUAL are commonly used to assess the gap between expectations and actual experiences, incorporating perceptions of quality and the personal sacrifices made by tourists [12], [13]Moreover, emotional and social factors such as fairness, equity, and attribution significantly contribute to satisfaction by shaping tourists' perceptions of performance and disconfirmation, highlighting that satisfaction is not only about what is delivered, but also how it is experienced [14].

2.2 Easy Access

Easy access in tourism refers to the convenience and efficiency with which tourists can reach and navigate destinations, playing a vital role in shaping overall tourist satisfaction. This concept encompasses transportation infrastructure, road conditions, signage, and the accessibility of facilities such as beaches, parking areas, restrooms, and food outlets—elements especially crucial in coastal tourism settings. Destinations that invest in accessible infrastructure are better positioned to accommodate a wider range of visitors, including seniors, individuals with disabilities, and families, thereby strengthening their competitiveness. Accessibility is a key determinant of destination attractiveness, influencing both external and internal access to attractions and

accommodations [15], [16]. Empirical studies support this, showing that improved accessibility and facilities enhance visitor comfort and encourage repeat visits, as observed in Parai Tenggiri Beach and Nyang Nyang Beach [17], [18]. Moreover, the concept of inclusive tourism highlights the importance of universally designed tourism products and services that cater to diverse access needs, promoting tourism for all and reinforcing the destination's appeal [19].

2.3 Sense of Security

The sense of security in tourism is a multifaceted concept that plays a crucial role in shaping tourists' destination choices and overall satisfaction, encompassing perceptions of safety from crime, accidents, and natural disasters, as well as confidence in emergency response systems and visible security measures. Even minor security concerns can deter tourists from visiting or revisiting a destination, making perceived safety a key determinant of travel decisions, especially in post-crisis or densely populated areas. Several factors influence this perception, including crime and violence, as exemplified by the 2016 Rio de Janeiro Olympic Games, where concerns over crime and the Zika virus significantly affected tourist interest [20]. Natural disasters such as tsunamis and earthquakes also pose substantial threats to tourist safety, requiring destinations to implement risk mitigation strategies to ensure visitor confidence [21]. Additionally, public order, environmental conditions, and the quality of services play a vital role in shaping a secure tourism environment, directly impacting tourist satisfaction [22]. Effective crisis management, including proactive planning and recovery strategies, is essential not only for maintaining a destination’s image but also for ensuring the long-term viability of tourism by addressing potential safety challenges [23].

2.4 Research Gap

Although many studies have focused on broader dimensions of tourism experiences, including service quality, destination image, and cultural authenticity, limited empirical research has isolated the foundational roles of accessibility and safety in coastal tourism contexts. Moreover, there is a scarcity of studies that quantitatively measure the impact of these variables on tourist satisfaction using advanced methods such as SEM-PLS. Based on the reviewed literature, the following conceptual framework is proposed:

H1: Easy access has a significant positive effect on tourist satisfaction.

H2: Sense of security has a significant positive effect on tourist satisfaction.

3. METHODS

3.1 Research Design

The research design is explanatory in nature, aiming to test and confirm the causal relationships between independent variables (easy access and sense of security) and the dependent variable (tourist satisfaction). A cross-sectional survey method was used to collect primary data from respondents who had visited coastal tourism destinations in Bali.

3.2 Population and Sample

The population of this study consists of domestic and international tourists visiting major coastal destinations in Bali such as Kuta, Sanur, Nusa Dua, Jimbaran, and Seminyak. A purposive

sampling technique was employed to ensure the inclusion of respondents with relevant experiences of coastal tourism. A total of 350 valid responses were collected and analyzed.

3.3 Data Collection Instrument

The instrument used for data collection was a structured questionnaire developed based on validated constructs from previous studies, designed to capture comprehensive insights into tourist experiences. The questionnaire consisted of three main sections: demographic information (including age, gender, nationality, travel frequency, and length of stay); Easy Access (assessing factors such as ease of reaching destinations, quality of road infrastructure, clarity of signage, and accessibility of facilities); Sense of Security (measuring perceptions of crime risk, safety in public areas, and emergency preparedness); and Tourist Satisfaction (evaluating overall experience, satisfaction with services, and likelihood to return or recommend the destination). All items were measured using a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), allowing for nuanced analysis of respondents' perceptions and attitudes.

3.4 Validity and Reliability Testing

Before conducting the full analysis, the questionnaire underwent content validation by tourism and hospitality experts to ensure the relevance and clarity of each item. A pilot test involving 30 respondents was then carried out to assess the instrument's preliminary reliability. Following data collection, the main dataset was evaluated for construct validity using factor loadings, with a minimum acceptable value of 0.70. Internal consistency reliability was assessed through Cronbach's Alpha and Composite Reliability, both requiring threshold values of at least 0.70. Convergent validity was examined using the Average Variance Extracted (AVE), with an acceptable threshold of 0.50. Lastly, discriminant validity was evaluated using the Fornell-Larcker criterion to ensure that each construct was distinct from the others within the measurement model.

3.5 Data Analysis Technique

The analysis was conducted using Structural Equation Modeling - Partial Least Squares (SEM-PLS) with the aid of SmartPLS 3 software, selected for its robustness in handling complex models, suitability for small-to-medium sample sizes, and its capacity to simultaneously estimate both the measurement model (outer model) and the structural model (inner model). The analytical procedure included several key steps: first, descriptive statistics were used to understand the demographic profile of the respondents; second, the measurement model was evaluated to confirm the validity and reliability of the constructs; third, the structural model was assessed to test the proposed hypotheses and determine the significance of the path coefficients; and fourth, hypothesis testing was conducted using a bootstrapping procedure with 5,000 subsamples, where t-values greater than 1.96 and p-values less than 0.05 were considered statistically significant.

4. RESULTS AND DISCUSSION

4.1 Demographic Profile of Respondents

The demographic profile of the respondents provides essential context for interpreting the findings of this study, with a total of 350 valid questionnaires collected from tourists visiting prominent coastal areas in Bali, such as Kuta, Sanur, Seminyak, Jimbaran, and Nusa Dua. In terms of gender, the sample comprised slightly more female tourists (54%) than male (46%), indicating a relatively balanced gender representation. Regarding age, the majority of respondents (60%) were between 18 and 35 years old, highlighting Bali's strong appeal to young adult travelers. When classified by nationality, domestic tourists constituted the majority (60%), reflecting high local interest in Bali's coastal attractions, especially in the context of post-pandemic tourism recovery.

The data also revealed that 58% of the respondents were repeat visitors, suggesting a strong level of destination loyalty and satisfaction among returning tourists. In terms of length of stay, most tourists (63.1%) chose to spend between 3 to 7 days in Bali, indicating a preference for medium-

length vacations when visiting coastal destinations. This demographic insight not only informs the interpretation of the study's results but also provides valuable guidance for tourism planners and stakeholders in tailoring experiences and services to the profiles and preferences of their primary visitor segments.

4.2 Measurement Model Evaluation (Outer Model)

The measurement model evaluation, also known as the outer model, aims to assess the reliability and validity of the constructs used in this study: Easy Access (EA), Sense of Security (SS), and Tourist Satisfaction (TS). This process includes testing indicator reliability, internal consistency reliability, convergent validity, and discriminant validity using SmartPLS 3 software.

1. Indicator Reliability (Outer Loadings)

Indicator reliability is determined by the outer loading values of each item. According to Hair et al. (2019), indicators with loadings ≥ 0.70 are considered acceptable. All indicators in this study met this criterion.

Table 1. Loading Factor

Construct	Indicator Code	Outer Loading
Easy Access (EA)	EA1	0.812
	EA2	0.721
	EA3	0.856
	EA4	0.745
Sense of Security (SS)	SS1	0.734
	SS2	0.889
	SS3	0.798
	SS4	0.751
Tourist Satisfaction (TS)	TS1	0.892
	TS2	0.760
	TS3	0.874
	TS4	0.811

All indicators had outer loadings above the 0.70 threshold, confirming strong individual item reliability.

2. Internal Consistency Reliability

Internal consistency was assessed using Cronbach's Alpha and Composite Reliability (CR), with both metrics required to exceed the threshold of 0.70 to confirm construct reliability. The results showed that all three constructs—Easy Access (EA), Sense of Security (SS), and Tourist Satisfaction (TS)—demonstrated strong internal consistency, with Cronbach's Alpha values of 0.813, 0.837, and 0.864, respectively, and Composite Reliability values of 0.875, 0.894, and 0.910. These results confirm that each construct reliably measures its intended concept, meeting the recommended reliability standards.

3. Convergent Validity (Average Variance Extracted - AVE)

Convergent validity assesses the extent to which a construct explains the variance of its indicators, typically measured using the Average Variance Extracted (AVE), which should exceed the threshold of 0.50. In this study, all three constructs demonstrated adequate convergent validity, with AVE values of 0.637 for Easy Access (EA), 0.678 for Sense of Security (SS), and 0.717 for Tourist Satisfaction (TS). These values confirm that a substantial portion of the variance in the observed variables is captured by their respective latent constructs, thus supporting the validity of the measurement model.

4. Discriminant Validity (Fornell-Larcker Criterion)

Discriminant validity assesses whether each construct is distinct from others. According to the Fornell-Larcker Criterion, the square root of AVE for each construct must be higher than the correlations with other constructs.

Table 2. Discriminant Validity

Construct	EA	SS	TS
Easy Access (EA)	0.798		
Sense of Security (SS)	0.582	0.823	
Tourist Satisfaction (TS)	0.617	0.641	0.846

The diagonal values (bold) represent the square roots of AVE, and they are greater than the off-diagonal values, confirming discriminant validity among all constructs.

4.3 Structural Model Evaluation (Inner Model)

The structural model (inner model) evaluation assesses the hypothesized relationships between the constructs: Easy Access (EA) and Sense of Security (SS) as independent variables, and Tourist Satisfaction (TS) as the dependent variable. The evaluation includes assessment of collinearity, path coefficients, coefficient of determination (R^2), effect size (f^2), and predictive relevance (Q^2). The analysis was conducted using SmartPLS 3 with bootstrapping (5,000 resamples) to test the significance of path relationships.

1. Collinearity Assessment (VIF Values)

To ensure that multicollinearity does not bias the model, the Variance Inflation Factor (VIF) for each predictor should be below the threshold of 5.

Table 3. VIF

Predictor	VIF
Easy Access (EA)	1.711
Sense of Security (SS)	1.711

All VIF values are well below 5, indicating no multicollinearity issue among the predictor variables.

2. Path Coefficients and Hypothesis Testing

Path coefficients represent the strength and direction of relationships between constructs. Hypothesis testing was conducted using bootstrapping to generate t-statistics and p-values.

Table 4. Hypothesis Testing

	Path	Path Coefficient (β)	t-Statistic	p-Value	Conclusion
H1	Easy Access → Tourist Satisfaction	0.384	5.612	0.000	Supported
H2	Sense of Security → Tourist Satisfaction	0.446	6.218	0.000	Supported

Both hypotheses are supported at the 95% confidence level ($t > 1.96$, $p < 0.05$), indicating significant and positive effects of easy access and sense of security on tourist satisfaction in Bali's coastal areas. The hypothesis testing results reveal that easy access (H1) has a path coefficient of 0.384 ($t = 5.612$, $p < 0.001$), showing that improved accessibility to transportation, tourist attractions, and facilities significantly enhances the overall tourist experience. Similarly, sense of security (H2) exhibits a stronger impact with a path coefficient of 0.446 ($t = 6.218$, $p < 0.001$), emphasizing that a safe and secure environment is critical for visitor comfort and trust. These findings confirm that both accessibility and security are fundamental drivers of tourist satisfaction, reinforcing the importance

of integrated tourism planning that prioritizes infrastructure development and public safety to ensure sustainable and competitive tourism growth.

3. Coefficient of Determination (R^2)

The R^2 value represents the proportion of variance in the endogenous variable—Tourist Satisfaction—that is explained by the exogenous variables, namely Easy Access and Sense of Security. In this study, the R^2 value for Tourist Satisfaction is 0.543, indicating that 54.3% of the variance in tourist satisfaction can be attributed to the combined influence of these two factors. This level of explanatory power is considered moderate to substantial, suggesting that accessibility and perceived safety are key contributors to shaping tourists' overall satisfaction in Bali's coastal areas.

4. Effect Size (f^2)

Effect size evaluates the individual contribution of each exogenous variable to the R^2 value.

Table 5. Effect Size

Relationship	f^2	Interpretation
Easy Access → Tourist Satisfaction	0.189	Medium effect
Sense of Security → Tourist Satisfaction	0.254	Medium to large effect

Sense of Security has a stronger impact on Tourist Satisfaction compared to Easy Access, although both exhibit practical and meaningful effect sizes. The evaluation of effect size (f^2) offers further insight into the relative influence of each exogenous variable on the endogenous construct, tourist satisfaction. Easy access demonstrates a medium effect size (f^2 = 0.189), indicating that enhancements in accessibility moderately contribute to increasing satisfaction levels. In contrast, sense of security presents a medium to large effect size (f^2 = 0.254), highlighting its more prominent role in shaping tourists' overall experiences. This indicates that while convenient access to destinations is important, tourists tend to place slightly higher value on feeling safe and protected during their stay. These findings underscore the importance for destination managers in Bali to invest in both transportation infrastructure and robust security strategies, with particular emphasis on fostering a secure environment to optimize tourist satisfaction.

5. Predictive Relevance (Q^2)

The Stone-Geisser's Q^2 value, obtained through blindfolding procedures, was used to assess the model's predictive relevance, with a Q^2 value greater than 0 indicating that the model has predictive capability. In this study, the Q^2 value for Tourist Satisfaction is 0.382, confirming that the model possesses good predictive relevance in explaining how easy access and sense of security influence tourist satisfaction. This result reinforces the robustness of the model in predicting outcomes related to the tourist experience in Bali's coastal areas.

Discussion

The results of this study demonstrate that both easy access and sense of security significantly and positively influence tourist satisfaction in the Bali coastal area. These findings align with prior research and further emphasize the foundational role these two factors play in shaping positive tourist experiences.

The first hypothesis (H1), which posits that easy access positively affects tourist satisfaction, is supported by the findings, highlighting that the availability and convenience of access to Bali's coastal destinations—such as quality road infrastructure, clear signage, reliable transportation services, and proximity to facilities—play a crucial role in enhancing the overall tourist experience. Tourists who can easily reach and navigate areas like Kuta, Seminyak, or Nusa Dua tend to feel more comfortable, less stressed, and ultimately more satisfied with their visit. This aligns with the views of Kozak (2001) and Gunn (1994), who emphasized that accessibility is a foundational element of

destination competitiveness and satisfaction. Empirical studies further support this, such as those conducted at Nyang Nyang Beach and Broken Beach, where improved accessibility significantly increased tourist satisfaction, with p-values of 0.001 and 0.025 respectively [24], [25]Moreover, infrastructure development, when paired with strategic marketing, enhances not only satisfaction but also tourist intention to revisit, underscoring the importance of a holistic approach to destination management [26], [27]. Additionally, community involvement and the integration of cultural tourism further contribute to Bali's appeal, suggesting that accessibility must be developed in harmony with local participation and heritage to sustain its attractiveness on a global scale.

The second hypothesis (H2), which posits that sense of security positively influences tourist satisfaction, received strong empirical support and was found to have a greater impact than easy access, underscoring the critical role of safety in shaping tourists' travel experiences. When visitors feel protected from crime, health risks, accidents, or other threats, they are more likely to engage in recreational activities with confidence and enjoy their stay without anxiety, thereby enhancing their overall satisfaction. This finding aligns with previous studies emphasizing that perceived safety is a key determinant of both satisfaction and destination loyalty, particularly in leisure tourism contexts [28], [29]. For example, research on Vietnamese domestic tourists showed that perceived safety moderates the relationship between destination image and loyalty, reinforcing its strategic value in tourism marketing [29]. Moreover, leisure travelers generally prioritize safety more than business tourists, as evidenced in ecotourism destinations like Punti Kayu, where perceived safety—along with perceived value and destination image—significantly contributes to satisfaction and [30], [31]. In response, tourism destination managers are urged to incorporate safety into their operational and promotional strategies by implementing effective risk mitigation and communicating a secure destination image, particularly in competitive tourism markets where a safe and positive experience is essential for encouraging repeat visits and tourist recommendations [32].

The R^2 value of 0.543 indicates that 54.3% of the variance in tourist satisfaction can be explained by the combined effects of easy access and sense of security. This shows a strong explanatory power for a behavioral model in tourism research. Furthermore, the effect size (f^2) values for both predictors suggest that these two variables have medium to large practical effects on satisfaction outcomes. Importantly, the Q^2 value of 0.382 confirms that the model possesses good predictive relevance, reinforcing its validity for future applications.

These findings offer several important implications. First, destination managers and policymakers in Bali should prioritize infrastructure development, particularly around coastal areas, including the improvement of road quality, pedestrian accessibility, public transport, and clear navigational signage. Second, continuous investment in safety and security systems—including the presence of security personnel, emergency response protocols, lighting, health services, and crime prevention measures—can greatly enhance visitors' confidence and comfort.

Moreover, as Bali seeks to recover and grow in the post-pandemic era, maintaining tourist confidence is crucial. These results suggest that tourists not only seek memorable and cultural experiences but also value basic needs such as safety and convenience, which serve as enablers of more complex enjoyment.

CONCLUSION

This study concludes that easy access and sense of security are critical determinants of tourist satisfaction in the Bali coastal area. The empirical findings confirm that when tourists can conveniently reach and navigate their destinations and feel safe during their visit, their overall satisfaction significantly increases. The stronger effect of sense of security suggests that in today's tourism climate, physical and psychological safety is paramount. The research model, supported by a substantial R^2 value and strong path coefficients, highlights the importance of fundamental service elements as foundations of tourist experiences. For Bali to sustain and grow its coastal tourism sector, stakeholders must continually invest in infrastructure development and maintain a safe

environment. These efforts not only enhance immediate satisfaction but also foster long-term destination loyalty and positive word-of-mouth, both vital in the competitive global tourism landscape.

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