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The Influence of Environment on Tourist Satisfaction Seeing from Management, Linguistics and Social Cultural Aspects

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Abstract. Customer satisfaction is the center for managers' attention to increase customer loyalty. In this study, we explore the roles of physical and non-physical environment on tourist satisfaction. The analysis technique used is multiple linear analysis techniques. The results show that the effect of the physical environment on tourist satisfaction has a positive effect of 0.653, and is significant at the 0.05 level. This means that the better the physical environment, the more satisfaction of tourists. The influence of non-physical environment on positive tourist satisfaction is 0.096 but not significant. This means that the better the non-physical environment, the tourist satisfaction will increase but not significant. The physical environment has more influence on tourist satisfaction and is reflected most strongly by the indicators of the type of sea attractions provided and transportation facilities. Tourist satisfaction can be improved if the physical environment is more enhanced than non-physical environment.

Keywords: Non-physical environment; physical environment; tourist satisfaction

1. Introduction

Tourism has repeatedly been reported as a powerful activity that can have significant impacts on the nation's life, often concerning a country's economy, society and culture, and environment [1]. Culture and tourism have always been inextricably linked to each other [2]. Tourism is a sector with significant economic relevance in several countries [3]. Tourists being consumers would prefer to visit a certain destination where they believe they can easily derive satisfaction without much effort [4]. The senior population is of interest to the tourism industry because of its growing size and increasing participation in travel activities [5].

Tourism contributes enormously towards the economic development of host countries [6]. Sustainable development is increasingly becoming a priority issue in tourism development in the modern world [7]. In its progress, tourism world has shown sustainable growth over the last few decades, leading to the development of multiple tourism-related industries throughout Bali[8]. The anticipated experience is marked by the ways in which ecotourism companies employ ecotourism ideology for their marketing, and the lived experience is marked by tourists after their interaction with the place (landscape) [9]

Tourism is the main source of income for people in Bali. Almost all districts in Bali have tourist destinations. Karangasem, one of the districts located in the East of Bali Province also has some very interesting areas. Unfortunately, it's tourism development has not been able to

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