

Analyzing User Behavioral Intention Toward Hotel Reservation Systems in Bali: An Integrated TAM-UX-Trust-Satisfaction Approach

Kadek Dwi Pradnyani Novianti^{1✉}, I Gusti Agung Mirah Sanjiwani², Putu Gita Suari Miranti³
^{1,2,3} Tourism Departmen, Politeknik Negeri Bali, Badung, 80364, Indonesia
pradnyaninovianti@pnb.ac.id

Abstract

The digitalization of self-reservation systems has become a crucial strategy for mid-scale hotels in Bali to maintain competitiveness and reduce third-party commissions. This study aims to analyze the adoption of room reservation systems in mid-scale hotels (non-starred to three-star hotels) in Bali by integrating the Technology Acceptance Model (TAM), User Experience (UEQ), Trust, and Satisfaction frameworks toward users' Behavioral Intention. Utilizing an associative quantitative approach, data collection was conducted through a total sampling (census) method directed at all active users of the local reservation system at Hotel X, yielding 35 respondents (N=35). The data were analyzed using multiple linear regression via Jamovi software. The results indicated that the integrated model simultaneously possesses high predictive capability with an R^2 value of 79.3%. Partially, Satisfaction was proven to be the strongest and most significantly positive driver of Behavioral Intention ($p = 0.010$). Conversely, the Dependability variable showed a significant negative effect ($p = 0.029$), indicating that overly rigid control systems actually reduce users' adoption intention. Meanwhile, the core TAM variables (Perceived Ease of Use and Perceived Usefulness) as well as Trust were found to have no partial significant effect. The managerial implications of this study recommend hotel management prioritize simplifying the reservation workflow to minimize operational friction and maximize users' transactional satisfaction.

Keywords: Behavioral Intention, Hotels in Bali, Satisfaction, TAM, User Experience

JPTI Journal is licensed under a Creative Commons Attribution-Share Alike 4.0 International License.



1. Introduction

The accelerated digitalization of the tourism and hospitality industry has significantly transformed the operational landscape and consumer interaction patterns [1], [2], [3]. One of the primary manifestations of this transformation is the implementation of digital-based hotel reservation systems. As Indonesia's premier global tourism destination, Bali faces highly intensive competition in its accommodation sector [4]. For accommodation service providers in Bali, a reliable reservation system has become essential for maintaining competitiveness, accelerating operations, and reducing cart abandonment rates among domestic and international tourists.

The need for an effective digital system presents a significant challenge for the mid-scale hotel segment in Bali. Unlike large-scale international chain hotels supported by integrated global systems, mid-scale hotels in Bali generally rely on self-developed, limited reservation systems designed to reduce dependence on Online Travel Agents (OTAs). In this segment, user expectations are highly sensitive to efficiency and practicality [5]. A complex booking process or a local system prone to technical glitches can immediately

diminish user interest in completing transactions, prompting them to switch to competing accommodations widely available across Bali.

Understanding successful reservation system adoption requires evaluation from multiple perspectives. Traditionally, the Technology Acceptance Model (TAM) has been utilized to measure users' psychological aspects through the variables of perceived ease of use and perceived usefulness [6]. However, TAM is frequently criticized for overemphasizing pre-adoption or adoption intentions while overlooking the quality of actual interactions during system use [1], [3]. Consequently, integrating dimensions of User Experience (UX)—encompassing pragmatic aspects such as dependability and hedonic aspects—is essential to address this theoretical gap [7], [8]. Beyond UX, advanced psychological factors such as trust and ultimate user satisfaction following system usage also play a significant role in determining the sustainability of technology adoption [9], [10].

Although comprehensive models integrating TAM, UX, Trust, and Satisfaction have been widely proposed conceptually, their empirical implementation as direct evaluation tools within the mid-scale hotel ecosystem in Bali remains very limited. Addressing this gap is

crucial, as user characteristics, tourist vacation patterns in Bali, and the technological infrastructure of mid-scale hotels possess distinct dynamics. An objective evaluation is required so that hotel management can obtain data-driven recommendations grounded in sound conceptual frameworks, rather than relying on operational assumptions alone.

Based on this gap, this study aims to conduct an empirical analysis of reservation systems in mid-scale hotels in Bali using an integrated model comprising TAM, UX, Trust, and Satisfaction. Through regression testing on active user data, the analysis focuses on how interactions among user experience dimensions and the variables of technology acceptance, trust, and satisfaction shape users' behavioral intention. The findings of this research are expected to provide significant practical contributions for mid-scale hotel managers in Bali and system developers, helping optimize reservation features that directly impact user retention.

2. Methods

This research was conducted through a structured workflow to ensure the validity of the analytical results. The research stages are depicted in the flowchart in Figure 1.



Figure 1. Research Workflow

Stage 1: Problem Identification and Instrument Development
Conducting a literature review regarding reservation issues in mid-scale hotels in Bali. At this stage, the questionnaire is developed by integrating indicator items from TAM, UEQ, Trust, and Satisfaction.

Stage 2: Data Collection (Census Sampling)

Questionnaires are distributed online and offline to the entire population of active reservation system users at Hotel X. Data collection is concluded upon achieving saturation/census sampling, resulting in a total of 35 respondents (N = 35).

Stage 3: Data Tabulation and Pre-processing

Raw questionnaire data are entered into Jamovi software. To mitigate the threat of multicollinearity among raw indicators, a composite scoring transformation is performed using the MEAN function formula to aggregate the indicators into continuous single-variable mean scores.

Stage 4: Classical Assumption Testing

Performing diagnostic testing for the regression model in Jamovi. This stage includes residual normality testing using the Shapiro-Wilk test (considered passed if $p > 0.05$) and a linear Q-Q plot, and multicollinearity testing by ensuring that all Variance Inflation Factor (VIF) values remain below the tolerance threshold (< 10.00) [11].

Stage 5: Multiple Regression Analysis

Executing multiple linear regression analysis in Jamovi with Behavioral Intention as the Dependent Variable and the composite mean variables of TAM-UX-Trust-Satisfaction as Covariates. This stage evaluates the R^2 value for model

goodness of fit, as well as the regression coefficients (Estimate) and p -values for testing partial hypotheses.

Stage 6: Discussion and Conclusion Drawing

Interpreting statistical findings into a scientific narrative, discussing why specific variables (such as Satisfaction and Dependability) exert a significant effect, and formulating practical recommendations for hotel management.

2.1 Research Design and Research Object

This study adopts a quantitative approach with a causal associative design to examine the influence of Trust, Satisfaction, User Experience (UX), and the Technology Acceptance Model (TAM) on users' Behavioral Intention, as illustrated in Figure 2. The research object is a self-service, digital-based room reservation system operated by a mid-scale hotel in Bali. To preserve corporate data confidentiality, the identity of the institution is anonymized and designated as "Hotel X" throughout this paper.

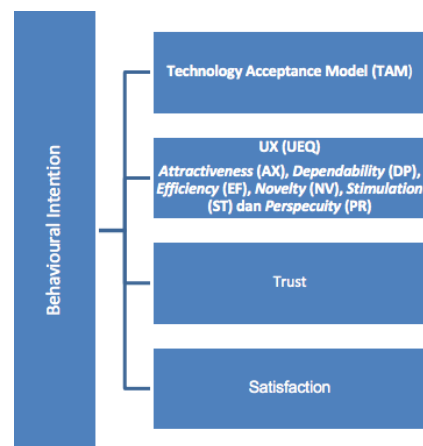


Figure 2. Integrated Model of User Experience, Technology Acceptance, Trust, and Satisfaction

To comprehensively measure reservation system adoption, this study integrates four major theoretical frameworks operationalized into Likert-scale questionnaire indicators as follows:

a. Technology Acceptance Model (TAM)

The technology acceptance dimension is measured using two core variables from Davis (1989), namely Perceived Ease of Use (PEOU)—to gauge the extent to which users find the reservation system clear and effort-free—and Perceived Usefulness (PU)—to measure users' belief that the system enhances efficiency and booking performance.

b. User Experience Questionnaire (UEQ)

The user experience evaluation is adopted from the User Experience Questionnaire framework by Laugwitz et al. [12], [13], which categorizes interaction quality into pragmatic and hedonic aspects. Pragmatic dimensions (task-oriented goals) are measured via Efficiency (EF) to evaluate system response speed, Perspicuity/Pragmatic

Quality (PR) for operational clarity, and Dependability (DP) for user control and system reliability. Meanwhile, hedonic dimensions (emotional aspects) are measured through Attractiveness (AX) for visual appeal, Stimulation (ST) for elements that drive user interest, and Novelty (NV) for interface design creativity.

c. Trust

The Trust (TR) variable measures the level of confidence, sense of security, and perceived credibility felt by users when conducting transactions, submitting personal data, and making payments through Hotel X's local reservation system.

d. Satisfaction

Drawing upon expectation-confirmation theory [9], the Satisfaction (SA) variable in this study measures users' final affective evaluation following their interaction with the system—specifically, the extent to which the reservation system's performance meets or exceeds their actual expectations.

2.2 Population and Sampling Technique

The target population for this study comprises active users who directly interact with Hotel X's reservation system. Because the system's implementation is restricted to a single hotel management entity, the available population size is relatively small. Consequently, this study employs a saturated sampling method (census), wherein all members of the population are included as research respondents. A total sample of 35 respondents ($N = 35$) was successfully collected and fully analyzed. The use of saturated sampling with this targeted sample size is deemed valid and objective, as it comprehensively represents the entire active user ecosystem of the research object.

2.3 Research Variables

This study involves independent variables consisting of integrated dimensions of Trust, Satisfaction, UX, and TAM, as well as one dependent variable. The UX dimension is operationalized through six variables: Attractiveness (AX), Dependability (DP), Efficiency (EF), Novelty (NV), Stimulation (ST), and Perspicuity (PR). The TAM dimension is operationalized through two variables: Perceived Ease of Use (PEOU) and Perceived Usefulness (PU). The dependent variable is Behavioral Intention (BI). Each latent variable is broken down into several indicators measured using questionnaire items on a 1-to-5 Likert scale.

2.4 Data Analysis Technique

Data analysis was conducted electronically using Jamovi software for macOS. To avoid severe multicollinearity issues that may arise from analyzing raw item indicators individually, the data were processed using a composite scoring method. The items

constituting each variable were averaged using the MEAN function within Jamovi's Data Manipulation tab. This transformation produced single, continuous-scale variables suitable for subsequent regression analyses.

2.5 Statistical Testing Procedures

The statistical testing procedure comprises the following steps:

a. *Classical Assumption Testing*

This step includes testing residual normality using the Shapiro-Wilk test along with visual inspection via Q-Q plots. Additionally, multicollinearity is assessed by examining the Variance Inflation Factor (VIF) and Tolerance values in the model.

b. *Model Fit Evaluation*

Evaluating the coefficient of determination (R^2) to assess the proportion of variance in Behavioral Intention that the independent variables of TAM, Trust, Satisfaction, and UX can simultaneously explain.

c. *Hypothesis Testing (Multiple Linear Regression)*

Estimating model parameters through regression estimates (coefficients), t-statistics, and significance values (p-values) to test the pure partial effects of each TAM, Trust, Satisfaction, and UX variable on.

3. Results and Discussions

3.1 Data Analysis Result

a. *Classical Assumption Testing and Model Diagnostics*

Prior to hypothesis testing using the multiple linear regression model, classical assumption tests were conducted to ensure that the estimated parameters were unbiased, efficient, and consistent (Best Linear Unbiased Estimator). This evaluation utilized two primary indicators: the residual normality test and the multicollinearity test.

1) *Residual Normality Test*

Evaluated using the Shapiro-Wilk method, the test yielded a statistic of 0.950 with a significance value (p-value) of 0.110 ($p > 0.05$). Because the significance value exceeds the 0.05 threshold, the null hypothesis is accepted, indicating that the residuals in this regression model are normally distributed.

Normality Test (Shapiro-Wilk)	
Statistic	p
0.950	.110

Figure 3. Residual Normality Test Results

This finding is further corroborated by the visual inspection of the Quantile-Quantile Plot (Q-Q Plot), which shows data points closely aligned with and distributed along the diagonal, as shown in Figure 4.

2) *Multicollinearity Test*

Performed to ensure the absence of strong linear correlations among the independent variables in the model. Based on composite score calculations, the Variance Inflation Factor (VIF) values for all independent variables ranged from 3.13 to 5.98. The Dependability (DP) variable exhibited the lowest VIF value at 3.13, whereas Satisfaction (SA) recorded the highest VIF value at 5.98. As all VIF values remain well below the critical tolerance threshold of 10.00, the regression model is confirmed to be free of multicollinearity.

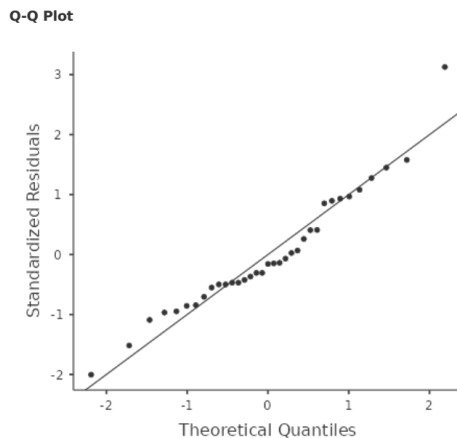


Figure 4. Q-Q Plot Diagram

b. Model Fit Measures

The predictive accuracy of the regression model regarding the dependent variable was evaluated using the coefficient of determination (R^2). The model fit results are presented in Figure 5.

Based on Figure 5, the model achieved an R^2 value of 0.793. This indicates that the proposed integrated model of TAM, UX, Trust, and Satisfaction accounts for 79.3% of the variance in Behavioral Intention. The remaining 20.7% of the variance is attributable to other factors outside the scope of this study.

Model Fit Measures		
Model	R	R^2
1	0.890	0.793

Note. Models estimated using sample size of N=35

Figure 5. Model Fit Measure Result

c. Regression Coefficients and Partial Significance Testing (Hypothesis Testing)

Hypothesis testing was conducted to assess the partial effect of each independent dimension on users' Behavioral Intention toward the room reservation system at Hotel X in Bali. A summary of the estimated model coefficients is presented in Figure 6.

According to the multiple linear regression results in Table 2, the integrated model successfully predicts 79.3% of the variance in Behavioral Intention. This high coefficient of determination demonstrates that

combining the psychological factors of technology adoption with the quality of direct interaction experiences provides a powerful framework for explaining users' decisions to re-use Hotel X's reservation system.

Despite the model's strong simultaneous explanatory power, partial testing reveals unique dynamics specific to the mid-scale hotel ecosystem, where only two variables demonstrated statistically significant effects: Satisfaction (SA) and Dependability (DP).

Model Coefficients - Behavioural Intention

Predictor	Estimate	SE	t	p
Intercept	0.57127	0.539	1.06034	.300
PR	0.22748	0.166	1.36701	.184
AX	0.11780	0.151	0.78263	.441
EF	0.00103	0.240	0.00429	.997
DP	-0.36712	0.158	-2.32888	.029
ST	0.23724	0.162	1.46847	.155
NV	0.20451	0.175	1.16881	.254
PEOU	-0.15931	0.173	-0.92123	.366
PU	-0.09720	0.186	-0.52188	.607
TR	0.02228	0.192	0.11596	.909
SA	0.70864	0.255	2.77713	.010

Figure 6. Regression Coefficients and Partial Significance Test Results

1) Positive Significance of the Satisfaction Variable

The Satisfaction variable emerged as the strongest and most statistically significant positive driver of Behavioral Intention (Estimate = 0.70864, $p = 0.010$, $p < 0.05$). This empirical finding indicates that users' behavioral intention to return to Hotel X's reservation system is primarily determined by post-usage affective evaluation. When system performance meets or exceeds user expectations, the resulting satisfaction directly fosters intentions to perform future transactions. In Bali's highly competitive tourism sector, tourists booking mid-scale accommodations prioritize certainty and efficiency. The satisfaction derived from completing a frictionless reservation acts as a crucial psychological bridge. This finding reinforces Oliver's (2010) expectation-confirmation theory. It aligns with Pratama & Sukaatmadja (2024), who noted that in transactional local applications, user satisfaction plays a more decisive role than visual aesthetic appeal alone.

2) Negative Significance of the Dependability Variable

An intriguing anomaly emerged regarding the Dependability variable (representing control and system reliability), which exhibited a statistically significant yet negative relationship (Estimate = -0.36712, $p = 0.029$). Theoretically, dependability is

expected to have a positive linear relationship with behavioral intention. However, this negative coefficient suggests that excessive emphasis on rigid control procedures or stringent reliability checks actually diminishes users' intention to use the system. A logical explanation lies in the profile of mid-scale hotel guests in Bali, who seek rapid and instant booking experiences. If Hotel X's local system enforces overly rigid dependability mechanisms—such as multi-step verifications, tedious authentication routines, or delayed room availability confirmations intended to ensure data validity—users perceive them as operational friction. Rather than feeling secure, users view the system as impractical and time-consuming, thereby reducing their behavioral intention to engage with it.

3) Non-Significant Variables

A prominent statistical finding is the non-significance of the core Technology Acceptance Model (TAM) variables: Perceived Ease of Use (PEOU) ($p = 0.366$) and Perceived Usefulness (PU) ($p = 0.607$). In contemporary digital technology adoption, ease of use and usefulness in web- or app-based reservation systems are no longer perceived as novel value-adds, but rather as baseline expectations. Tourists view these functional attributes as mandatory minimum standards. Consequently, these aspects no longer directly drive partial behavioral intention unless accompanied by actual satisfaction during the transaction.

The targeted sample size ($N = 35$) focused on a single specific object also confirms that respondents' assessments of ease and usefulness were largely homogeneous. As a result, the statistical engine in Jamovi indicated that fluctuations in behavioral intention are driven primarily by post-use satisfaction and frictionless operational efficiency. This context similarly explains why Trust ($p = 0.909$) was not statistically significant; user trust in modern digital ecosystems is largely anchored to third-party payment gateways used by the platform rather than to the hotel's proprietary reservation system itself.

Based on these findings, management at Hotel X in Bali should prioritize two key strategies:

- 1) Optimize Satisfaction Factors: Ensure real-time room inventory integration to prevent overbooking, and accelerate the automated dispatch of post-payment e-vouchers via messaging platforms (e.g., WhatsApp) or email.
- 2) Balance Dependability Attributes: Streamline the booking form workflow and remove redundant verification steps that create friction, keeping the system reliable while remaining flexible, fast, and user-friendly for tourists.

4.

Conclusions (10 PT)

Based on the data analysis and discussion regarding reservation system adoption using the integrated TAM, UX, Trust, and Satisfaction model, it can be concluded that the integrated framework demonstrates exceptionally high predictive capability and model fit, simultaneously explaining 79.3% of the variance in users' Behavioral Intention.

Satisfaction emerged as the primary driver, exerting a significant positive effect on users' intention to use the reservation system. This proves that tourists using the reservation system prioritize the successful and seamless fulfillment of transactional expectations. Conversely, the Dependability variable exhibited a statistically significant negative effect on Behavioral Intention. This indicates that implementing overly rigid or convoluted security controls and reliability procedures within the local system creates operational friction that ultimately reduces user behavioral intention.

Furthermore, the core variables of TAM (Perceived Ease of Use and Perceived Usefulness) and Trust were found to have no significant partial effects. Modern users perceive system ease and usefulness as basic baseline requirements (must-be requirements) rather than key drivers of behavioral intention, unless accompanied by actual post-usage satisfaction.

Acknowledgments

The authors express their deepest gratitude to the management and staff of Hotel X in Bali for granting permission to conduct this study and for supporting the smooth data collection process. Sincere appreciation is also extended to all respondents who generously took the time to participate and complete the questionnaire. Additionally, the authors wish to thank their academic colleagues and all parties who provided invaluable moral support, constructive feedback, and suggestions that helped refine and finalize this research paper.

Funding Information

This research was funded by the DIPA Politeknik Negeri Bali (PNB) under the Flagship Research Scheme (Skema Penelitian Unggulan) with a total grant amount of IDR 11,000,000.

Author Contributions Statement

The contributions of each author to this article are as follows:

Name of Author	C	M	So	Va	Fo	I	R	D	W
Kadek Dwi Pradnyani	✓	✓	✓	✓	✓	✓			✓

Novianti						
I Gusti Agung Mirah Sanjiwan	✓			✓	✓	✓
Putu Gita Suari Miranti	✓	✓	✓		✓	✓

C : Conceptualization I : Investigation
M : Methodology R : Resources
So : Software D : Data Curation
Va : Validation W : Writing - Review
Fo : Formal analysis

Conflict of Interest Statement

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper. The authors state no conflict of interest.

Data Availability

The data supporting the findings of this study are archived and accessible at https://docs.google.com/spreadsheets/d/1LiNIqgnwd28ooG8DJW8JgaVr9xrJqt9p60z7-u1R6Wk/edit?usp=drive_link. Access to the dataset is restricted and will be provided by the corresponding author upon reasonable request.

References

- [1] A. Amobonye, J. Lalung, G. Mheta, and S. Pillai, "Writing a Scientific Review Article: Comprehensive Insights for Beginners," *The Scientific World Journal*, vol. 2024, pp. 1–13, Jan. 2024, doi: 10.1155/2024/7822269.
- [2] S. Nundy, A. Kakar, and Z. A. Bhutta, "How to Write the Introduction to a Scientific Paper?," in *How to Practice Academic Medicine and Publish from Developing Countries?*, Singapore: Springer Nature Singapore, 2022, pp. 193–199. doi: 10.1007/978-981-16-5248-6_17.
- [3] C. Busse and E. August, "How to Write and Publish a Research Paper for a Peer-Reviewed Journal," *Journal of Cancer Education*, vol. 36, no. 5, pp. 909–913, Oct. 2021, doi: 10.1007/s13187-020-01751-z.
- [4] L. F. Azevedo, F. Canário-Almeida, J. Almeida Fonseca, A. Costa-Pereira, J. C. Winck, and V. Hespanhol, "How to write a scientific paper—Writing the methods section," *Rev Port Pneumol*, vol. 17, no. 5, pp. 232–238, Sep. 2011, doi: 10.1016/j.rppneu.2011.06.014.
- [5] S. K. Arora and D. Shah, "Writing methods: How to write what you did?," *Indian Pediatr*, vol. 53, no. 4, pp. 335–340, Apr. 2016, doi: 10.1007/s13312-016-0847-7.
- [6] S. R. N. Reis and A. I. Reis, "How to write your first scientific paper," in *2013 3rd Interdisciplinary Engineering Design Education Conference*, IEEE, Mar. 2013, pp. 181–186. doi: 10.1109/IEDEC.2013.6526784.
- [7] Yuhefizar, R. Watrianthos, and R. Komalasari, "An LDA Analysis for Topic Modeling of the RESTI Journal," in *2024 2nd International Symposium on Information Technology and Digital Innovation (ISITDI)*, IEEE, Jul. 2024, pp. 46–52. doi: 10.1109/ISITDI62380.2024.10796703.
- [8] Ronal Watrianthos and Y. Yuhefizar, "Exploring Research Trends and Impact: A Bibliometric Analysis of RESTI Journal from 2018 to 2022," *Jurnal RESTI (Rekayasa Sistem dan Teknologi Informasi)*, vol. 7, no. 4, pp. 970–981, Aug. 2023, doi: 10.29207/resti.v7i4.5101.
- [9] IEEE, "IEEE Editorial Style Manual for Authors," *IEEE Editorial*, 2019.
- [10] O. Tur, A. Tur, V. Shabunina, and E. Chernaia, "The IEEE Style: Peculiarities of the Format and Application Prospects," in *2020 IEEE Problems of Automated Electrodrive. Theory and Practice (PAEP)*, IEEE, Sep. 2020, pp. 1–4. doi: 10.1109/PAEP49887.2020.9240790.
- [11] D. J. S. Montagnes, E. I. Montagnes, and Z. Yang, "Finding your scientific story by writing backwards," *Mar Life Sci Technol*, vol. 4, no. 1, pp. 1–9, Feb. 2022, doi: 10.1007/s42995-021-00120-z.
- [12] D. R. Hess, "How to Write an Effective Discussion," *Respir Care*, vol. 68, no. 12, pp. 1771–1774, Dec. 2023, doi: 10.4187/respcare.11435.

Biographies of Authors

Biographies of Authors

	Kadek Dwi Pradnyani Novianti works at Politeknik Negeri Bali as a lecturer and researcher. Shee was born on November, 11, 1990, in Singaraja. She was majoring in information technology and pursuing a bachelor's degree at Universitas Pendidikan Ganesha, and master's degree at Universitas Gadjah Mada. That university awarded her a S.Pd and M.Eng in Electrical Engineering and Information Technology. She can be reached by email at pradnyaninovianti@pnb.ac.id. Her office is located in Kampus Bukit Jimbaran, Badung, Bali Indonesia, at Politeknik Negeri Bali. Her areas of specialisation are tourism digital transformation and technology.
--	---

	I Gusti Agung Mirah Sanjiwani     has been a full-time lecturer in the Diploma 3 Hospitality Program at Politeknik Negeri Bali since 2022. She began her career as a full-time lecturer at the International Tourism and Business Institute and as an instructor at Sekolah Perhotelan Bali from 2020 to 2022. Her areas of expertise include Tourism, Hotel Operations, and Hotel Digital Marketing. She earned her Master's degree in Tourism Studies from Udayana University. Prior to pursuing an academic career, she gained practical industry experience working in five-star hotels across Bali within the Front Office, Housekeeping, and Reservation departments. In 2016, she served as a Guest Service Agent (GSA) at a star-rated hotel in Sanur. Her background in Front Office and hospitality operations equips her with valuable knowledge and insights to share, providing students with a clear understanding of hotel management and operations. She also holds a Professional		Certification in Front Office Operations. Putu Gita Suari Miranti     is a lecturer in the Tourism Business Management Study Program, Department of Tourism, at Politeknik Negeri Bali, Indonesia. She currently teaches Tourism Statistics and Business Mathematics. She was born in Kupang, Indonesia, on November 29, 1986. She earned her Bachelor's degree (S.Si.) from Udayana University and her Master's degree (M.Si.) from Institut Teknologi Sepuluh Nopember (ITS). Her research interests include tourism management, business management, quantitative data analysis, tourism statistics, sustainable tourism, and menu engineering. Her publications can be accessed through her Google Scholar profile at https://scholar.google.com/citations?user=NXkuxQcAAAAJ&hl=en. Her SINTA ID is 6825767. She can be contacted via email at gitasuari@pnb.ac.id.
---	--	--	--