Tourism Satisfaction Analysis in Bali's Glamping as Tourism Packages: Women Solo Traveller's Perspective

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ABSTRACT

Bali continues to diversify its tourism offerings, glamping—glamorous camping that blends nature with modern comfort—has emerged as a favored choice among women solo travelers. This study investigates the satisfaction levels of women traveling alone who participated in glamping experiences in Candi Kuning Village, Tabanan, Bali. Using a mixed-method approach, data were gathered through questionnaires from 30 respondents and in-depth interviews with 10 participants. Quantitative analysis was conducted using the Customer Satisfaction Index (CSI) and Importance-Performance Analysis (IPA), while qualitative insights were explored through thematic analysis. The CSI score of 83.5% places traveler satisfaction in the "very satisfied" category. IPA results highlighted that the most valued aspects were interpersonal interactions, cultural storytelling, and the perceived safety and empathy of service providers. Conversely, operational elements such as food service procedures and pricing transparency were deemed less critical. Notably, environmental cleanliness—while highly rated—was considered excessive by some travelers who preferred deeper cultural authenticity. This study concludes that women solo travelers seek personalized, emotionally engaging, and culturally immersive experiences over standardized service components. Recommendations are offered to optimize glamping tourism packages through flexible, co-created, and transformative experiences that align with the evolving preferences of this demographic.

Keywords :

Glamping; Satisfaction; Tourist; Traveler; Women

A. PENDAHULUAN

Bali continues to be a leading destination for innovative and sustainable tourism. Among its emerging trends is glamping—a blend of "glamorous" and "camping"—which combines immersive nature-based experiences with the comforts of modern accommodation. Glamping aligns with the increasing global demand for experiential and eco-conscious travel, and Indonesia has responded to this trend with notable growth. According to data from the Ministry of Tourism and Creative Economy (2023), glamping sites in Indonesia increased by 35% from 2021 to 2023, with Bali ranking among the top three provinces for such developments.

This innovative form of tourism has attracted a rising segment of women solo travelers, a demographic characterized by strong preferences for safety, autonomy, emotional wellness, and authentic cultural interaction (Wilson & Little, 2008). A 2022 survey by Solo Female Travelers Club indicates that 64% of their members identify Southeast Asia, particularly Bali, as a preferred destination for solo travel, citing a balance of spiritual energy, community hospitality, and safety. However, while the growth of this demographic is significant, limited research has examined the specific satisfaction factors influencing their experiences—especially within community-based glamping environments.

This study proposes Candi Kuning Village in Tabanan, Bali, as a relevant case. Known for its community-based tourism (CBT) initiatives, the village offers glamping accommodations that emphasize sustainability, local engagement, and cultural immersion. Visitors are encouraged to participate in farming, cooking, spiritual ceremonies, and traditional arts, which align closely with the transformative travel experiences sought by women solo travelers. As Lean (2016) noted, transformative tourism fosters personal growth, self-reflection, and intercultural empathy—key motivations among this demographic.

In recent years, researchers such as Kim and Brown (2012) have also advocated for the inclusion of emotional and experiential variables in satisfaction models, especially when analyzing niche tourism such as ecotourism, wellness retreats, and cultural travel. This broader understanding aligns with the values of travelers who are not just buying a product but are engaging in a holistic life experience.

The solo female traveler has emerged as a significant and understudied demographic in global tourism. According to Bianchi (2020), this group is characterized by high levels of self-efficacy, cultural curiosity, and social consciousness. However, they also face distinct challenges such as safety concerns, social stigma, and service misalignment with their needs.

Pritchard and Morgan (2000) argue that tourism services have traditionally been shaped by male-centric perspectives, often neglecting the emotional and safety needs of women travelers. Recent studies (Khoo-Lattimore & Mura, 2016) emphasize that women traveling alone seek safe, empowering environments where they can engage with culture without fear or judgment. Their

satisfaction is often enhanced by the presence of female guides, gender-sensitive accommodations, and narratives that respect their independence and emotional journeys.

From a transformative travel perspective, solo female tourists often seek more than leisure—they seek personal growth, identity exploration, and empowerment through new experiences (Lean, 2016). These motivations require destinations and tourism providers to rethink their design, communication, and community engagement strategies to better cater to this segment.

Women traveling alone represent a distinctive market segment. They often prioritize emotional and physical safety, meaningful experiences, and social connection (Bianchi, 2020). Their satisfaction is tied not only to comfort but also to personal transformation and engagement with local culture (Wilson & Little, 2008).Glamping has evolved in Bali as a sustainable and experiential tourism form. According to Noviani et al. (2021), glamping accommodations in Bali combine eco-friendliness, local aesthetics, and comfort—characteristics particularly appealing to female solo tourists. Glamping in Bali is not merely a luxury trend but part of a broader sustainable tourism evolution. The island's natural beauty, combined with spiritual and artistic traditions, creates fertile ground for the integration of comfort-driven tourism with cultural education. Noviani et al. (2021) describe glamping sites in Bali as intentionally designed to support eco-aesthetics and local identity, often using bamboo structures, composting toilets, solar power, and local storytelling to enrich the guest experience.

As glamping matures, it is increasingly embedded within community-based tourism models. In villages like Candi Kuning, glamping becomes a gateway to engage in farming, craft-making, temple rituals, and nature treks. This form of tourism not only decentralizes tourism benefits but also enables inclusive development, particularly for women in the local host communities who serve as facilitators, storytellers, and culinary hosts (Wijaya et al., 2022).

From the perspective of solo female travelers, glamping satisfies multiple desires: safety through controlled environments, wellness through nature immersion, and connection through cultural interaction. According to a global report by Booking.com (2023), women travelers increasingly favor experiences that are low-impact, emotionally fulfilling, and socially.

responsible—three characteristics that glamping, especially when integrated with local traditions, readily provides.

From a theoretical standpoint, this study integrates three key frameworks:

1. SERVQUAL Model (Parasuraman, Zeithaml, & Berry, 1988), to assess service quality through dimensions such as tangibles, reliability, responsiveness, assurance, and empathy.

2. Transformative Learning Theory (Mezirow, 1991), which supports understanding the inner transformation women experience through solo and immersive travel.

3. Staged Authenticity (MacCannell, 1973), to explore how culturally curated experiences are perceived by travelers as "authentic" or "constructed," influencing satisfaction and trust.

Problem Statement.

Despite the growing popularity of glamping and the rise of solo female travelers in Bali, empirical data on what drives satisfaction in this niche remains scarce. Most existing studies generalize tourist satisfaction without considering the intersecting influence of gender, travel style, and tourism setting. There is also a lack of destination-specific insights on how community-based tourism environments like those in Candi Kuning cater to the unique preferences of this group. This gap inhibits the development of tailored tourism strategies and products.

Novelty of the Study

This research presents a novel combination of focus and methodology:

1. It is one of the first studies in Indonesia to explore women solo travelers' satisfaction specifically in the context of glamping in a tourism village.

2. It employs a mixed-method approach, combining quantitative Customer Satisfaction Index (CSI) and Importance-Performance Analysis (IPA) with qualitative insights drawn from in-depth interviews.

3. It also bridges multiple theoretical frameworks (SERVQUAL, Transformative Learning, and Staged Authenticity) to holistically assess both the practical and emotional dimensions of glamping experiences.

Research Objectives

1. To identify and analyze key satisfaction factors for solo female travelers engaging in glamping experiences in Candi Kuning Village.

2. To assess how well glamping services align with their expectations using SERVQUAL and CSI-IPA methods.

To provide recommendations for tourism managers and policymakers on how to better design and market glamping experiences for this emerging segment.

B. METODE PENELITIAN

This study employed a mixed-methods approach, integrating quantitative and qualitative strategies to comprehensively assess the satisfaction of solo female travelers engaging in glamping experiences in Candi Kuning Village, Bali. The integration of methods was chosen to enable data triangulation, combining measurable satisfaction

scores with contextual and experiential insights (Creswell & Plano Clark, 2011). This approach was particularly suitable given the multi-dimensional and subjective nature of tourist satisfaction, especially within niche segments like women solo travelers.

Population and Sampling

The population consisted of solo female travelers who had participated in glamping tour packages within the community-based tourism setting of Candi Kuning Village. Given the specific and relatively limited size of this population, a non-probability incidental sampling technique was used. This technique involves selecting participants who were readily available and willing to respond during the data collection period.

Justification for Incidental Sampling: This approach was deemed most appropriate due to the unpredictable and spontaneous nature of traveler arrivals in tourism villages. Random or stratified sampling was not feasible, given the limited population size and episodic nature of glamping visits. Moreover, incidental sampling is commonly used in exploratory and applied tourism research when working with specific, hard-to-reach populations (Veal, 2011).

1. Total survey respondents (quantitative): 30 solo female travelers
2. In-depth interviews (qualitative): 10 selected participants, representing diversity in age, nationality, and length of stay
3. Stakeholder interviews: 3 tourism actors (glamping operators, village tour organizers, and local community leaders)

Research Instruments

Questionnaire

A structured questionnaire was developed based on the SERVQUAL model (Parasuraman et al., 1988), which includes five dimensions of service quality: Tangibles, Reliability, Responsiveness, Assurance, and Empathy. From these, 10 satisfaction indicators were constructed, two for each dimension:

SERVQUAL Dimension	Derived Indicators
Tangibles	Glamping facilities quality; cleanliness and aesthetics
Reliability	Accuracy of service schedule; consistency in service
Responsiveness	Speed of service; willingness to help
Assurance	Staff professionalism; safety during activities
Empathy	Personal attention; understanding solo traveler needs

1. Responses were measured using a 5-point Likert scale, from 1 (Strongly Disagree) to 5 (Strongly Agree).
2. Validity and Reliability: The questionnaire was reviewed by tourism academics and pilot-tested with 10 respondents. Cronbach's Alpha yielded a reliability score of 0.84, indicating strong internal consistency.
3. Semi-Structured Interviews
   Interviews were conducted to gain deeper insights into motivations, emotional reactions, perceived authenticity, and subjective expectations. Interview guides were flexible, allowing for thematic exploration across cultural interaction, personal empowerment, and service experience.
4. Participant Observation
   Field observations were carried out during key glamping activities (e.g., farming, local cooking, storytelling, and meditation). The aim was to observe the interactional dynamics, emotional engagement, and the degree of immersion experienced by participants.

Data Analysis

Customer Satisfaction Index (CSI)

CSI was used to quantify overall satisfaction based on the 10 indicators. The calculation followed the formula:

$$\text{CSI} = \left(\frac{\sum (W_i \times P_i)}{\sum W_i} \right) \times 100$$

Where:

- W_i = Weight of importance for each indicator
- P_i = Performance score for each indicator

CSI values were then interpreted as:

- 85–100: Very Satisfied
- 70–84: Satisfied
- 55–69: Neutral
- < 55: Dissatisfied

Importance-Performance Analysis (IPA)

IPA was used to map service attributes into four quadrants:

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Importance-Performance Analysis (IPA)
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Quadrant	Description
I – Concentrate Here	High Importance, Low Performance (needs immediate attention)
II – Keep Up the Good Work	High Importance, High Performance (maintain quality)
III – Low Priority	Low Importance, Low Performance (less concern)
IV – Possible Overkill	Low Importance, High Performance (may be over-resourced)

Criteria for High/Low importance and performance were based on the mean scores of each. Attributes above the average were considered "high," while those below were "low."

Qualitative Data Analysis
Thematic analysis was employed to analyze interview and observational data.
1. All interviews were audio-recorded, transcribed verbatim, and coded manually and digitally using NVivo 12 software.
2. Coding followed inductive and deductive techniques, allowing both theory-driven and emergent themes to be identified.
3. Themes were organized around key constructs: safety, authenticity, emotional resonance, cultural participation, and personal empowerment, aligned with Transformative Learning Theory and Staged Authenticity.

Ethical Considerations
All participants provided informed consent prior to participation. Ethical principles of confidentiality, anonymity, and voluntary participation were upheld throughout the research process. Special attention was given to the vulnerabilities of solo female travelers, ensuring sensitivity to issues of gender, privacy, and cultural context, in alignment with best practices recommended by Wilson & Little (2008) and Khoo-Lattimore & Mura (2016).

C. HASIL DAN PEMBAHASAN
Customer Satisfaction Index (CSI)
The CSI score was calculated based on 10 indicators derived from the five SERVQUAL dimensions: Tangibles, Reliability, Responsiveness, Assurance, and Empathy. Each item was rated on a Likert scale from 1 (strongly disagree) to 5 (strongly agree). The overall CSI score reached 83.5%, indicating that respondents fell into the "satisfied" to "very satisfied" category.

Dimension	Mean Score (out of 5)	Weight (%)
Tangibles	4.1	20
Reliability	4.2	20
Responsiveness	4.4	20
Assurance	4.5	20
Empathy	4.6	20
Total CSI	—	83.5%

2. Importance-Performance Analysis (IPA)
The IPA framework classified attributes into four quadrants based on average importance and performance scores:
- Quadrant I – Concentrate Here (High Importance, Low Performance): None of the indicators fell into this quadrant.
- Quadrant II – Keep Up the Good Work (High Importance, High Performance):
  o Friendliness and hospitality of hosts and guides
  o Cultural storytelling and immersion
  o Sense of personal safety and staff responsiveness
- Quadrant III – Low Priority (Low Importance, Low Performance):
  o Food and beverage service procedures
  o Pricing transparency and clarity
- Quadrant IV – Possible Overkill (Low Importance, High Performance):
  o Environmental cleanliness and tidiness

3. Qualitative Findings
Thematic analysis from interviews with 10 participants and 3 tourism stakeholders revealed the following themes:
- Flexibility and Autonomy: Many participants preferred modular, self-paced experiences.
  "I don't want to be rushed from one activity to another. I want to feel the place on my own terms."
- Desire for Deeper Cultural Immersion: Travelers valued participatory over observational activities, such as cooking, farming, and craft-making.
- Authenticity vs. Sterility: Some respondents noted that excessive cleanliness and order reduced the sense of cultural rawness and realism.

"It was too polished, like being in a showroom. I wanted something a bit more... real."

4. Interpretation of CSI Results

The CSI score of 83.5% suggests a high level of satisfaction among women solo travelers. This aligns with Kotler et al. (2017), who define tourist satisfaction as a psychological state resulting from fulfillment of expectations—both functional and emotional.

The highest mean scores were in Empathy (4.6) and Assurance (4.5). According to the SERVQUAL model (Parasuraman et al., 1988), these dimensions reflect personal attention, emotional comfort, and perceived safety—all of which are particularly relevant for female solo travelers, a group known to prioritize respectful communication, personal security, and interpersonal warmth (Wilson & Little, 2008; Khoo-Lattimore & Mura, 2016).

These findings also reinforce the gendered dimensions of travel satisfaction, showing that emotional and humanistic factors are often more influential than operational efficiency.

5. IPA and Theoretical Integration

Attributes in Quadrant II ("Keep Up the Good Work")—such as hospitality, storytelling, and safety—align strongly with the Experience Economy framework proposed by Pine & Gilmore (1999). These elements represent emotional engagement, personalization, and immersion, which are the cornerstones of memorable and transformative travel.

This also supports Lean's (2016) perspective on transformative tourism, which emphasizes meaningful cross-cultural encounters and personal growth. For solo women travelers, the opportunity to interact authentically with local hosts fosters both emotional satisfaction and self-development.

In contrast, attributes in Quadrant III ("Low Priority"), such as F&B service and pricing transparency, were not significant drivers of satisfaction. This resonates with Bianchi (2020), who argues that solo female travelers tend to prioritize relational and cultural aspects over standardized service metrics.

Meanwhile, Quadrant IV ("Possible Overkill")—environmental tidiness—highlights a paradox. While cleanliness is expected, an overemphasis on neatness may reduce the perceived authenticity of the experience. This tension reflects MacCannell's (1976) theory of Staged Authenticity, where curated environments may alienate tourists seeking unfiltered cultural realities.

6. Strengthening the Qualitative Narrative

Qualitative data plays a critical role in interpreting the quantitative results. The quote,

"I don't want to be rushed from one activity to another. I want to feel the place on my own terms," demonstrates the importance of agency and reflective learning, which aligns with Transformative Learning Theory (Mezirow, 2000). This theory posits that adult learning and satisfaction often emerge from self-directed, emotionally resonant experiences.

Additionally, the expressed desire for deeper cultural immersion—through storytelling, rituals, and co-creation—underscores a need for authentic participation, not passive observation. This supports both Lean (2016) and MacCannell (1976) in suggesting that tourism becomes transformative when travelers are not mere spectators, but engaged actors in cultural performance.

E. SIMPULAN

This study confirms that glamping in community-based tourism settings like Candi Kuning Village provides a high level of satisfaction for women solo travelers. The strongest satisfaction drivers are linked to emotional connection, cultural immersion, and safety, rather than technical aspects like pricing or facilities.

Recommendations:
1. Expand co-creation activities that allow travelers to design their own experience paths (e.g., choose-your-own-adventure itineraries).
2. Train local hosts in empathetic, gender-sensitive communication, and intercultural storytelling.
3. Balance environmental hygiene with rustic authenticity, using natural materials and resident-led narratives to avoid the perception of over-curation.

In an era of post-pandemic recovery, destinations that deliver transformative, emotionally rich, and authentic experiences will be best positioned to attract and retain discerning female travelers seeking more than just comfort—they seek connection, meaning, and empowerment.

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