

## THE ROLE OF PERCEIVED RISK AND SATISFACTION AS MEDIATORS BETWEEN SERVICE QUALITY AND TOURIST LOYALTY IN SPA TOURISM IN UBUD

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Article Info	Abstract
<b>Keywords:</b> service quality, satisfaction, perceived risk, loyalty.  <b>Received:</b> December 4, 2024 <b>Approved:</b> June 24, 2025 <b>Published:</b> June 30, 2025	The spa tourism industry in Ubud has grown rapidly, with 96 spas operating in both Day Spa and Hotel or Resort Spa categories. The Spa industry as a tourist attraction in Ubud is expected to provide satisfactory quality of services and make tourists as their loyal customers. This study investigates the mediating roles of tourist satisfaction and perceived risk in the relationship between service quality and tourist loyalty. The aim of this research is to ensure that the marketing of Spa tourism as a developed industry in Ubud is always able to provide quality services that satisfy the tourists' expectations by confirming the dimension of Spa services in Ubud. Using a quantitative approach with Structural Equation Model (SEM) among variables of service quality; Tourist loyalty; Perceived risk and satisfaction, data were collected from 213 foreign tourists through purposive sampling . The findings reveal that service quality significantly influences satisfaction, which in turn significantly affects loyalty. Satisfaction fully mediates the effect of service quality on loyalty, whereas perceived risk does not play a significant mediating role. These insights highlight the importance of delivering consistently high-quality spa services to enhance tourist satisfaction and loyalty in wellness tourism

### How to cite:

Kiskenda, D. P., Wiranatha, A. A. S. (2025). The Role of Perceived Risk and Satisfaction as Mediators Between Service Quality and Tourist Loyalty in Spa Tourism in Ubud. *Jurnal Kepariwisata Indonesia: Jurnal Penelitian dan Pengembangan Kepariwisata Indonesia*, 19(1), 81-94. <https://doi.org/10.47608/jki.v19i12025.81-94>

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## INTRODUCTION

The Spa tourism industry in Ubud has grown significantly, with 96 spa businesses operating under the categories of Day Spa and Hotel & Resort Spa (Putra et al., 2015; Yilmaz, 2010). In 2016, the 96 Spa businesses were identified to be centered in (a) Ubud district, (b) Kedewatan and (c) Campuhan. Tourist demand for Spa tourism activities has surged with a notable increase of 57.5% for the Day Spa category and 43.5% for the Hotel & Resort Spa category accumulated since 2014 (Kiskenda, 2016). However, the rapid development of spa tourism in Ubud calls for an evaluation of service quality (Widjaya, 2011). This refers to the finding that there are tourists reported the Spa services were not up to their expectations (Putra et al., 2015). Such concerns include (a) the therapists were dominated by women thus it limits the options for customer to choose from, (b) different standard of expertise and friendliness from the therapists, (c) Spa equipment that is still incomplete such as Jacuzzi / sauna, and (d) venue location and ambience (Putra et al., 2015; Trihas & Konstantarou, 2016). These findings confirm that tourists place high importance on service dimension when choosing Spa services (Chang & Chen, 2008; Maciejewski, 2011). Some tourists assume that Spa services in Ubud are not in accordance with tourist expectations. The findings are accumulated from several guest reviews obtained through interviews and experiences told on Tripadvisor.

The experience told by Edmund, a tourist from Australia who was interviewed at one of the Day Spas in Ubud is described as follows.

“.....This is my 4th times visited Ubud just to enjoy the Spa. I had well arranged to come here eventhough not always stay here. I always get new energy with a good masseur. I'm very enjoy the ambience which side of river, and enjoyable sounds. But this most expensive for a Day Spa, but for me this accordingly to.....”

The experience told on Tripadvisor by Kate, a tourist from Australia (2020) at one of the Day Spas in Ubud is as follows:

“.....Staffs are all very nice but I'm a little mystified as to why this place get quite such good reviews. As for being “peaceful”, “calm”, or “quite” it is none of these things particularly mainly because of the set-up. The treatment areas are raised platforms which are separated only by curtains, so it doesn't feel particularly peaceful or private, and it's certainly very busy. There is only one shower and toilet, which is a little inconvenient to say the least for such a busy place! I prefer a private room with shower and there are many other places in Ubud which offer this.....”

This research aims to ensure that the marketing of Spa tourism as a developed industry in Ubud always able to provide quality services that satisfy the tourists' expectations by complying to all dimensions of Spa services in Ubud. This study takes a hedonistic perspective, assuming that people are driven by looking for something that can give the impression of prestige (Boohene & Agyapong, 2011). The attention was also focused on tourists' perceptions of the risk for the Spa services (Maciejewski, 2011; Tho et al., 2017). The perceived risk regarding the price of Spa products, physical injuries and allergies caused by therapists or technology that tend to interfere during the Spa consumption process. When tourists' perceptions of risk are confirmed and transformed into trust, they tend to overlook potential risks and feel more confident in purchasing spa services (Chang & Chen, 2008; Maciejewski, 2011). Previous research found that spa

purchases in Ubud are often made impulsively, without much consideration or comparison of alternative options (Putra et al., 2015). This behavior may influence tourists' attitudes and intentions after the purchase. It is therefore important to prevent negative impressions that can lead to disappointment and a lack of trust in the product or service during future visits (Armstrong et al., 2014). By exploring the mediating roles of satisfaction and perceived risk, this research contributes to a better understanding of tourist behavior in spa tourism, particularly in developing destinations like Ubud.

## METHODOLOGY

The current research applied the associative-causal method, in order to discover the causal effect of service quality, satisfaction, perceived risk and customer loyalty. The research was conducted in several places around Ubud mainly centered in (a) Ubud district, (b) Kedewatan and Campuhan. The data collected in this study consisted of quantitative data with causality research design. Samples in this study were collected through purposive sampling with total 213 foreign tourists who have bought Spa products in Ubud area specified. The data were then analysed using multivariate analysis techniques with structural equations or SEM (Structural Equation Modeling). Data were collected using a questionnaire measured on a five-point Likert scale. The indicator items were adapted from previous studies relevant to each research variable (Miremadi et al., 2012; Lo et al., 2015; Yang & Nair, 2014; Tho et al., 2017). **Conceptual Model and Research Hypotheses**

### a. Service Quality and Customer satisfaction

Service quality is service that consistently meets or exceeds consumer expectations (Wahyuningsih, 2011). The service quality is popular by the concept of Parasuraman, Zeithaml, and Berry in (Mohajerani & Miremadi, 2012), that service quality has five dimensions which are presented according to their importance, including (a) reliability, (b) responsiveness, (c) assurance, (d) empathy and (e) tangible (Astina, I Gede, 2017).

The predictors of customer satisfaction can be evaluated by products or services and be the significant variables that become a reference for the intention for next tourist behavior. Disconfirmation expectation theory explains the customer's perception of differences in product expectations and performance (Oliver, 1980). During the post-consumption of Spa services in the Ubud, tourists will evaluate the performance during the service process. When the performance of Spa services exceeds the expectations of foreign tourists on Spa tourism products, then tourists tend to be satisfied. Likewise, when the performance of Spa tourism services was below than tourist expectations, there will be discontent of foreign tourists on Spa services.

H<sub>1</sub>: Service Quality positively influences Satisfaction.

### b. Satisfaction and Customer Loyalty

Customer Satisfaction is the concept of post-consumption behavior. Tourist satisfaction is closely related to being a predictor of satisfaction and customer loyalty relationship. Customer satisfaction is defined as a post-consumption evaluative assessment of a particular product or service. Customer satisfaction has a positive effect on increasing customer loyalty, influencing repurchase intentions and leading to positive words or Word of Mouth (WOM) (Mohajerani & Miremadi, 2012).



The hierarchy of consumer behavior proposed by Mowen and Minor (2002), the model of expectation disconfirmation, that consumer behavior will be formed through a process of cognition - affection - conation - behavior. That means when tourists have met their expectations / cognition and feel the pleasure after consuming, it will have a positive effect on the intention of positive behavior also on subsequent purchases (MacKinnon et al., 2007).

H<sub>2</sub>: Satisfaction positively influences Customer Loyalty.

c. Service Quality and Customer Loyalty

Tourist loyalty, influenced by service quality through satisfaction, can be explained using the Theory of Reasoned Action (Astina, 2017). This theory suggests that loyal behavior reflects a tourist's conscious intention to remain committed to spa services. Wan-Jin, 2009 (Boohene & Agyapong, 2011) concluded that service quality has a direct and positive influence on loyalty. The quality of a product or service that is able to meet expectations and / or be able to exceed consumer expectations when post-consumption is a long term benefit for a company. The loyal behavior is predicted by the attitude of tourists towards a service quality. The attitude of the tourist will contain a cognitive component in which there is a tourist's perception about the quality of service that they will buy. In other words, service will always be the main consideration for consumers when determining certain attitudes and behaviors on subsequent purchases and leads to positive words or Word of Mouth (WOM). The service quality will affect the intention to behave loyal (Lo et al., 2015). If the quality of Spa tourism services is perceived positively, then the intention of tourists to behave loyal to Spa tourism products will be high. Otherwise if the quality of tourism services perceived negative / bad, then the intention of tourists to behave loyal Spa products will be low (Tho et al., 2017). Research conducted by Marinkovic et al (2014); Wahyuningsih (2011) stated the mediating role of customer satisfaction on the service quality and customer loyalty relationship. Tourist satisfaction is closely related to being a predictor of satisfaction and customer loyalty relationship. The indirect effect of service quality on customer loyalty through customer satisfaction found stronger than the direct effect of service quality on customer loyalty.

H<sub>3</sub>: Service Quality positively influences Customer Loyalty.

H<sub>4</sub>: Satisfaction positively mediating on Service Quality and Customer loyalty

d. Perceived Risk and Spa Consumption

Jacoby and Kaplan, 1972 (Maciejewski, 2011) classify the typology of consumer on perceived risk into (1) functional risk, (2) physical risk, (3) financial risk, (4) social risk, and (5) time risk. The concept of perceived risk includes at least two aspects, adverse consequences and uncertainty (Suardana, 2017). Risks can be encountered during the consumer buying process, or when they face potential uncertainties and unintended consequences (Tho et al., 2017).

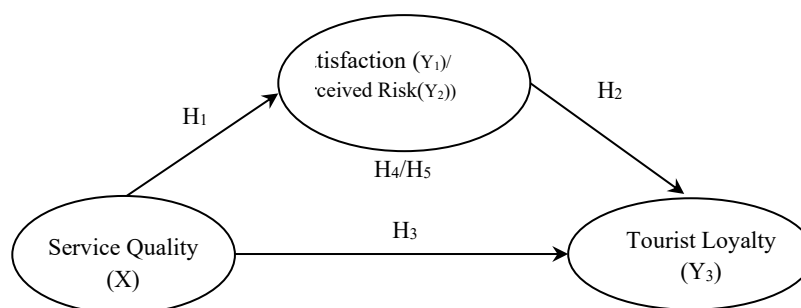
In consuming Spa as a tourism product with high prestige and high prices, there will be a perception of risks that tend to interfere during the Spa consumption process. There is a perception that the money (financial) that has been spent does not match the tourist expectations or worries about the high price of the Spa products. Then the process of consuming Spa services tends to arise concerns about the risks such as physical injury

and allergies caused by therapists, the technology used or Spa processed ingredients. Likewise, the perception of social status and the effect that will appear after consumption of the Spa. Therefore, if the purchase is not profitable, then the customer will lose their budget, waste their time, damage their social position and so on.

Perceived risk has an important role as a control for consumers to determine their choice of purchase in the theory of planned behavior by Ajzen (2005). The consumers with less perceived risk, tend to repurchase the products or services (Jarvenpaa et al., 1999). Otherwise, when the consumer felt more perceived risk, they will not make any purchase or have the intention to repurchase for a product or service. When perceived risk to services increases, customers tend to close their positive Word of Mouth intention, or opposite to spread negative Word of Mouth (Tho & Tuu, 2012). Thus the role of perceived risk as a mediator in relation to the influence of service quality and tourist loyalty to Spa tourism products in the Ubud tourism area, as stated by (Bitner, 1992).

H<sub>5</sub>: Perceived risk positively mediating on Service Quality and Customer loyalty

Based on the literature review and relevant empirical evidences conceptual model of present study is shown on Figure.1



**Figure 1.** Conceptual Hypothesis Framework

Source: Research result, 2024

## FINDINGS AND DISCUSSION

### Result

Spa businesses being identified were centered in the Ubud district, Kedewatan and Campuhan. In this study the location was determined at 20 Spa businesses that are visited by many foreign tourists by referring to the 10 best spas on Tripadvisor (Anonim, 2018) consisting of 10 spas with the category of Hotels and Resorts namely (1) Ibah Luxury villas & Spa, (2) Komaneka Spa, (3) Kori Ubud Resort and Spa (4) Kajane Mua Spa, (5) Hotel Tjampuhan Spa, (6) Ubud Inn & Spa, (7) Pertiwi Resort & Spa, (8) Cendana Resort & Spa, (9) Plataran Ubud Hotel & Resort Spa, and (10) Sahadewa Resort & Spa. Then 10 spas with the category of Day Spa such as Day Spa yaitu (1) Jaens Spa, (2) Putri Bali Spa, (3) Sang Spa, (4) Taksu Spa, (5) Bali Botanica Day Spa, (6) Bali Ethnic Spa, (7) Verona Spa, (8), Modena Day Spa (9) Ubud Wellness Spa, and (10) Shangrila Spa.

**Table 1.** Tourist Characteristics consumed Spa in Ubud

No	Tourist Characteristics	Numbers	
		Person	Percentage (%)
	<b>Tourist Country</b>		
1	Amerika	39	18,3%
2	Eropa	133	62,5%



3	Australia	16	7,5%
4	Asia	25	11,7%
<b>Tourist Sex</b>			
1	Male	71	33,3%
2	Female	142	66,7%
<b>Tourist Age</b>			
1	11-20	9	4,2%
2	21-30	76	35,7%
3	31-40	81	38,0%
4	41-50	39	18,3%
5	>51	8	3,8%
<b>Tourist Education</b>			
1	< High School	1	0,5%
2	High School	78	36,6%
3	Bachelor	121	56,8%
4	> Bachelor	13	6,1%
<b>Tourist Motivation</b>			
1	Holiday	146	68,5%
2	Wellness tourism	10	4,7%
3	Business	40	18,8%
4	Other	17	8,0%
<b>Frequency of Purchase</b>			
1	Two times	119	55,9%
2	Three times	59	27,7%
3	More than three times	35	16,4%
<b>Total</b>		<b>213</b>	<b>100%</b>

Source: Primary data, 2024

Table 1 showed that respondents in this study were predominantly tourists coming from the European with numbers of 133 tourists or 62.5 percent. There are Russia, Italy, Sweden, Denmark, Norwegian, the Netherlands, Belgian, England, German, French, Switzerland, Spain and Hungary. In terms of gender, it was dominated by female with a percentage of 66.7 percent and 33.3 percent of male respondents, The women tourists are more involved in wellness activities, since women concerned more on physical appearance, weight problems, beauty and hair treatment than men. In terms of age, the majority of respondents were within the age of 31 to 40 years with a percentage of 38.0 percent, and respondents within the age of 21 to 30 years with a percentage of 35.7 percent. That showed tourists who buy Spa products in Ubud are dominated by tourists in the age category of baby boomers (born after the second world war around the 1970s), namely the age of 30-49 years (Yilmaz, 2010). Most of the respondents in this study hold Bachelor degree (S1) with a percentage of 56,8 percent. The second is the respondent with last education at High school level with a percentage of 36.6 percent. In term of tourist motivation who came to Bali were dominated by holiday motives, with a percentage 68.5 percent, when the tourists with the motive of wellness tourism with a percentage of 4.7 percent only. (Trihas & Konstantarou, 2016) who identified there are two types of wellness travelers based on their motivation, (1) primary wellness travelers and (2) secondary wellness travelers, which is wellness activities as part of the trip. Secondary wellness traveler is the largest segment, which is 87% compared to the motivation of primary visits for wellness only.

**Table.2.** Validity Reliability Test

No	Variable	Indicator	KMO	Total Varians Kumulatif	Loading Faktor	Sig.	Vailidity	Cronbach's Alpha	Reliability
1.	Service Quality (X)	X <sub>1</sub> -X <sub>21</sub>	,565	78,373	> ,50	,000	Valid	0,951	Reliabel



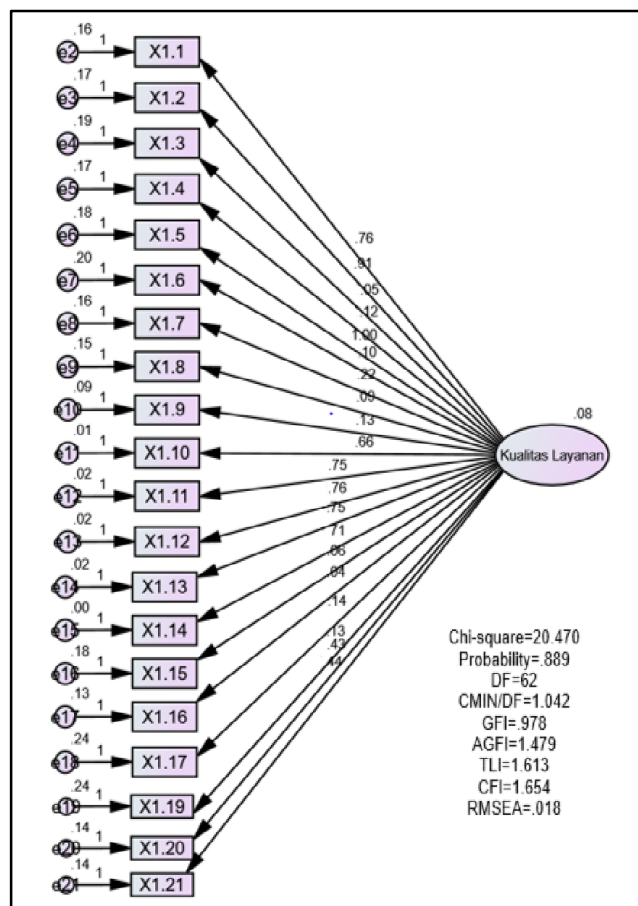


2.	Satisfaction (Y <sub>1</sub> )	Y <sub>1.1</sub> -X <sub>1.25</sub>	,586	82,412	>,50	,000	Valid	0,943	Reliabel
3.	Perceived Risk (Y <sub>2</sub> )	Y <sub>2.1</sub> -Y <sub>2.11</sub>	,715	73,086	>,50	,000	Valid	0,889	Reliabel
4.	Loyalty (Y <sub>3</sub> )	Y <sub>3.1</sub> -Y <sub>3.4</sub>	,730	75,463	>,50	,000	Valid	0,870	Reliabel

Source : Primary Data, 2024

The results of the validity test in table 2, all variables have a value of Kaiser–Meyer–Olkin (KMO)  $\geq 0.05$ , significant at  $\leq 0.05$ , total cumulative variance  $\geq 50\%$  and factor loading value  $\geq 0.50$ . Thus all data from the research variables were valid. In reliability showed these variables reliable due all the coefficient Cronbach Alpha were more than the standard of 0.60.

The latent variables of service quality, also known as exogenous constructs, consist of 21 indicators which are observed as their constituents. The results of data processing are shown in Figure 2.



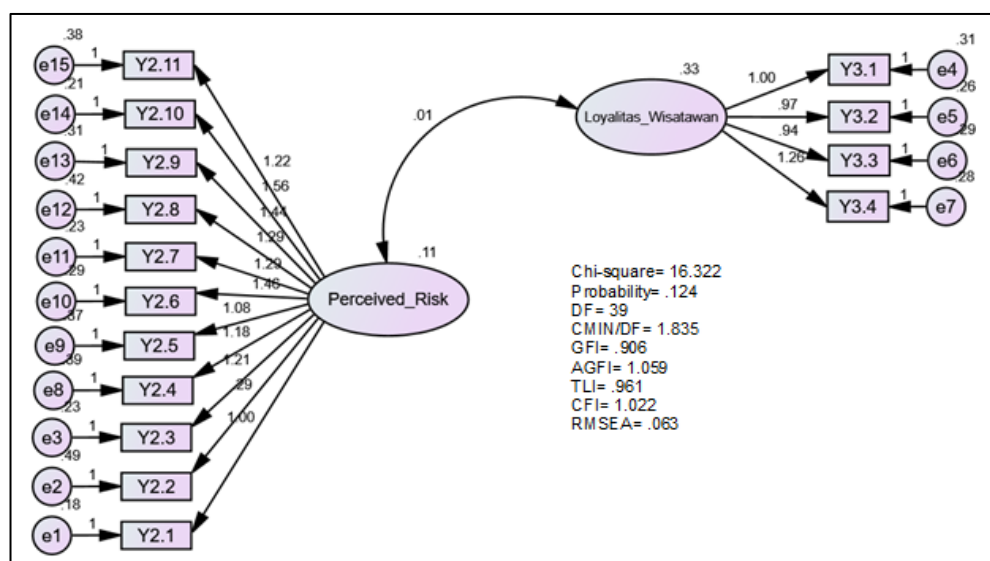
**Figure 2.** The structure of CFA model of service quality (exogenous constructs)

Source: Research result, 2024

These latent variables also represent endogenous variables consisting of 2 variables with 29 observed constructs as their constituents. The results of the measurement model test of the satisfaction variable towards the loyalty variable are then shown in Figure 3.



The results of testing the measurement model on the variable of risk perception towards loyalty consist of 2 endogenous variables with 15 observed constructs as its constituents, shown in Figure 5.5.



**Figure 4.** The structure of CFA model relations for risk perception towards loyalty (standardised coefficients)

Source: *Research result, 2024*



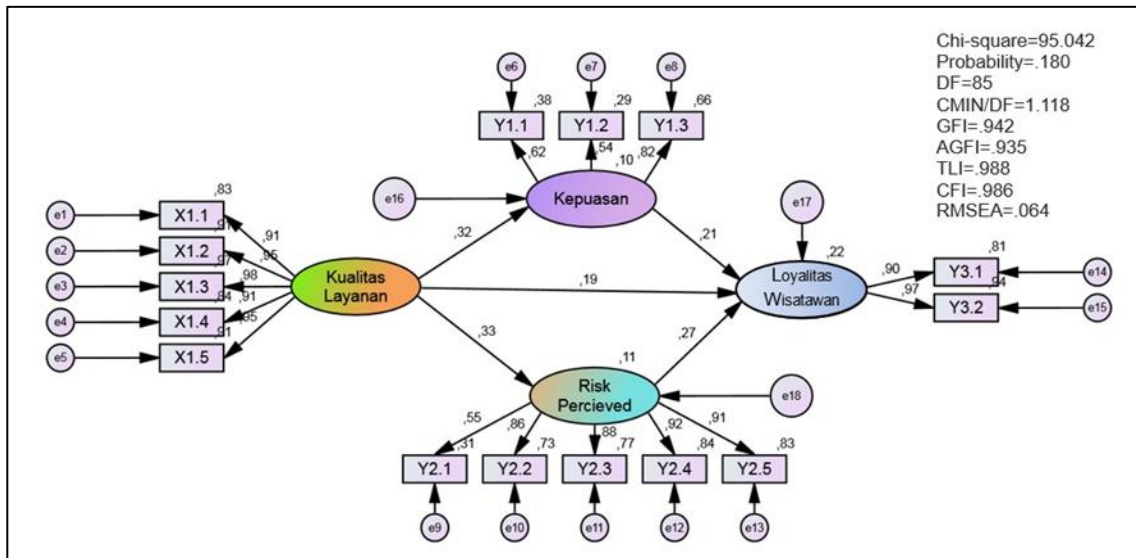


Figure 5

Model Effect of Service Quality Variable (X) on Satisfaction (Y<sub>1</sub>), Perceived risk (Y<sub>2</sub>) and Tourist Loyalty (Y<sub>3</sub>)  
Source: Research result, 2024

The results of the AMOS program analysis on structural tests to measure the mediating role of satisfaction and perceived risk variables on the influence of service quality to the customer loyalty which is described as follows.

Tabel.3 Full Model Test for the Goodness of Fit Index

Goodness of Fit Index	Cut off Value	Value	Remark
Chi Square ( $\lambda^2$ )	X <sup>2</sup> with df : 85; p: 5% = 107,521	95,042	√
Significance Probability ( p )	≥ 0,05	,180	√
RMSEA	≤ 0,08	,064	√
GFI	≥ 0,90	,942	√
AGFI	≥ 0,90	,935	√
CMIN/DF	≤ 2,00	1,118	√
TLI	≥ 0,95	,988	√
CFI	≥ 0,95	,986	√

Source: Primary data, 2024

Tabel.4 Full Model Test for the Structural Equation Model

Regression Weight	Standardized Regression Weight	S.E.	C.R.	P	Remark
Satisfaction < Service_Quality	,517	,049	3,667	***	Significant
Tourist_Loyalty < Satisfaction	,487	,135	2,175	,030	Significant
Tourist_Loyalty < Service_Quality	,328	,256	2,243	,025	Unsignificant

Source: Primary data, 2024

Table.5 Mediation Test through the Indirect effect

Regression Weight	Mediator Variabel	Standardized indirect effect	Total Effect
Tourist_Loyalty <--- Service_Quality	Satisfaction	,429	,757
Tourist_Loyalty <--- Service_Quality	Perceived Risk	,000	,328

Source: Primary data, 2024



(1) The effect of service quality (X) on satisfaction ( $Y_1$ ) has C.R.  $3,667 > 1,666$  (the value of t table at the 0.05 level with df 85 is 1.666) and  $P^{***}$  indicates a value smaller than 0.05. This indicates there is an influence of service quality variables on tourist satisfaction. Standardized regression weight ( $\lambda$ )  $0.517 > 0.40$  indicates a strong influence (significant) and a positive direction. (2) The effect of satisfaction ( $Y_1$ ) on tourist loyalty ( $Y_3$ ) has C.R.  $2,175 > 1,666$  (the value of t table at the 0.05 level with df 85 is 1.666) and a P value of .030, which indicates that the probability value is smaller than 0.05. These results indicated if the satisfaction variable ( $Y_1$ ) has a positive and significant direct effect on tourist loyalty ( $Y_3$ ). (3) The effect of service quality (X) on loyalty ( $Y_3$ ) with C.R. of  $2,243 > 1,666$  and a P value of 0,025 < from 0,05. Standardized regression weight or regression coefficient ( $\lambda$ )  $0.328 < 0.40$  indicates a positive and weak effect (not significant) thus indicating that the service quality (X) have not a significant direct effect on the tourist loyalty ( $Y_3$ ).

The SEM test showed the indirect effect (standardized indirect effect) that service quality (X) on tourist loyalty ( $Y_3$ ) through (4) satisfaction has increased from 0.328 to be 0.429 with a total effect of 0.757, whereas through (5) the perceived risk has not any increase of 0,000 with the total effect still being 0.328. These results indicated that tourist satisfaction played the role of mediation in full (complete mediation) in the relationship of service quality (X) to tourist loyalty ( $Y_3$ ). However, the perceived risk does not have a mediating role in the relationship of service quality (X) to tourist loyalty ( $Y_3$ ).

## Discussion

The service quality of Spa has a significant effect on the satisfaction of foreign tourists on Spa tourism products in Ubud. These results mean the better the quality of the service the higher consumer satisfaction. On the post-consumption of Spa services in Ubud, tourists will conduct an evaluation of the performance during the Spa service process. When the Spa performance exceeded the foreign tourist expectations, they tend to be satisfied, as mentioned in the Disconfirmation Expectation Theory (Oliver, 1980). This result was also supported by Mohajerani & Miremadi (2012), who found that service quality has a positive and significant effect on customer satisfaction in the hospitality industry on Kish Island. Similarly another research conducted by (Han & Ryu, 2009) stated the quality services of wellness tourism in building loyalty to destinations in Thailand, and (Snoj & Mumel, 2002) state the quality of Spa services to consumer satisfaction in Slovenia.

Satisfaction has a positive and significant effect on the loyalty of foreign tourists to Spa tourism products in the tourist area of Ubud. Consumer behavior will be formed through a process of cognition - affection - conation – behaviour, as a hierarchy of customer expectation (Mowen, J; Minor, 2002), that meaning when tourists have met their expectations / cognition and feel pleasure after consuming a product or service, it will have a positive effect on the intention of positive behavior also on subsequent purchases. Research by (Mohajerani & Miremadi, 2012) stated the customer satisfaction has a positive effect on increasing customer loyalty, influencing repurchase intentions and leading to positive words or Word of Mouth.

Interestingly, service quality alone did not influence the loyalty of foreign tourists. This contradicts the previous research findings (Astina, 2017; Lo et al, 2015). That the intention of loyal tourist behavior tends to be predicted as conscious intention and attitude



of tourists towards service quality as cognitive components. It may be caused by the intention of tourist behavior that will appear as a consequence when evaluating Spa services and predicting the tourists behavior in future. Tourists find it difficult to behave when faced with products or services that they have not tried. However, this study is in line with empirical studies which showed a service quality has no significant effect on customer loyalty (Hoare and Butcher, 2008; Polyrat & Sophonsiri, 2010; Sandy Ny et al, 2011).

The indirect effect analysis showed a change in the effect of the quality of tourist services on the loyalty of foreign tourists by involving the satisfaction variable as a mediator. The mediating role of the satisfaction showed an increase to be 0.429. There is a positive and significant influenced of tourist satisfaction as a mediator on the effect of service quality on tourist loyalty of Spa tourism products in Ubud. The role of satisfaction (Y1) is proven to play a role as a mediator in the relationship of service quality (X) to tourist loyalty (Y3) expressed as a complete mediation variable according to Mackinnon et al., (2007). The analysis of this study is consistent with the results of empirical studies that showed if the satisfaction is a mediating variable in the relationship of service quality with customer loyalty. Astina (2017) has found that customer satisfaction can mediate the influence of the quality of services of employees on the intention of loyal behavior of foreign tourists in non-star hotels in Bali.

There is no change in the indirect effect of the service quality on the loyalty of foreign tourists by involving the perceived risk as a mediator. The perceived risk did not increase, remaining at 0,000 with the total effect still being 0.328. This indicates that perceived risk does not significantly mediate the relationship between service quality and tourist loyalty in the context of spa tourism in Ubud. This study contradicts with research conducted by (Chang & Chen, 2008) which stated that perceived risk acts as a mediator that determines the intention to repurchase (repurchase intention) for a service. One possible explanation is that tourists who have prior experience or sufficient knowledge of spa services are less likely to perceive risk. As a result, they tend to feel more confident and are less likely to worry about potential negative outcomes from spa service consumption in Ubud.. The perceived risk by the customer depends on the knowledge, previous experience and the level of risk perceived or suffered by the customer by (Bobâlcă, 2014). In case of Ubud's area, the purchase of spa services is often impulsive, driven by situational factors such as the need for relaxation after a full day of activities. Spa providers actively promote their services through direct sales and attractive brochures. This environment limits the extent of information search, leading to spontaneous (impulsive) decisions in which potential risks are often overlooked.

## CONCLUSION

Based on the results of the research analysis and the results of the discussion, several conclusions can be drawn, namely: (1) service quality of Spa has a positive and significant impact on the satisfaction of foreign tourists on Spa tourism products in Ubud, (2) Satisfaction of foreign tourists has a positive and significant effect on the loyalty of foreign tourists on Spa tourism products in the tourist area of Ubud. (3) The service quality of Spa insignificantly influence the loyalty of foreign tourists to Spa tourism products in Ubud, (4) satisfaction is significantly considered as a full mediator on the influence of the service quality on the loyalty of foreign tourists on Spa tourism products in Ubud. (5)



Perceived risk did not have a significant effect as a mediator on the effect of service quality on the loyalty of foreign tourists on Spa tourism products in Ubud.

Suggestions: perceived risk was found to trigger tourist satisfaction and behavioral intentions in travel decisions. The role of perceived risk reinforces the intrinsic need of individuals in travel decisions. When tourists have a low perceived risk of Spa services, it will affect the satisfaction and intention to tourist behavior. The justification for the perceived risk is considered to be played as a moderator on the variable of tourist satisfaction on tourist loyalty in further research.

## ACKNOWLEDGEMENT

The authors would like to thank the anonymous peer reviewers who generously invested their time and expertise to review and offer valuable feedback on this research paper. The authors also greatly appreciate the Master of Tourism Studies Program at Udayana University for providing the crucial academic foundation and support needed for this research. Additionally, heartfelt thanks are given the Spa business actors and stakeholders in Ubud who furnished the vital data and information that enabled the completion of this study.

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