



The Influence of Leisure and Recreation Activities on Visitor Satisfaction at Sanur Kaja Beach, Sanur Kaja Village, South Denpasar, Bali

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ABSTRACT

The specialty of the Sanur Beach tourist area is that it is a calm place, close to the sea but not too far from Denpasar city center. Sanur is very popular with all ages because of the recreational activities that can be done there, namely entertainment activities, relaxation and healing, and personal development. In this case, the researcher conducted a study at Sanur Beach, precisely in Sanur Kaja Village, which related to visitor satisfaction with leisure and recreation activities at Sanur Beach. This research discusses the satisfaction of visitors carrying out leisure and recreation activities at Sanur Beach and its influence. Aspects of the quality of the "Recreation" tourism product on visitor satisfaction at Sanur Beach.

Data collection techniques use observation, interviews, questionnaires, literature study and documentation methods. The data analysis technique uses Likert scale analysis, descriptive analysis, and analysis of aspects of the quality of "recreation" tourism products on visitor satisfaction at Sanur Beach. The identification of the results offered by Sanur Beach are watersport activities, culinary delights, natural beauty and adequate shopping places. The average score of 23 statements regarding visitor satisfaction is that many visitors feel very satisfied in spending their time at Sanur Beach. The average score of 12 statements regarding the quality of tourist activities at Sanur Beach is that many visitors feel quite satisfied with the quality of activities at Sanur Beach.

Keywords: Leisure and Recreation Activities, Visitor Satisfaction, Sanur Beach.

1. Introduction

The development of tourism in Bali was initiated by the Indonesian government before 1972. Even before Indonesia gained independence and during the Dutch colonial period, Bali continued to develop its tourism sector. Foreign parties, such as the Dutch, played a role in this development. The growth of the tourism industry in Bali was a response to the wounds inflicted by the Dutch in the "puputan" war. The Dutch colonization in 1908 was a consequence of the warfare (Malbos, 2010).

Europeans heavily dominated the rapidly growing tourism scene. With the initial intention of building hotels and souvenir shops along the Sanur beach area, which served as a distribution point for paintings and sculptures. The souvenir shops were controlled by two brothers from Germany. In 1935, Hans and Rolf Neuhus left Germany to travel the world and start their business activities (Vickers, 2012).

The rapid development of tourism occurred in the 1930s, with around a hundred tourists visiting Bali every month. In 1940, the number of tourists increased to 250 per month. Tour packages for a 5-day stay were introduced. The arrival route started in Buleleng, then proceeded to Denpasar. Denpasar offered traditional Balinese dances for tourists to enjoy. The arrival of tourists in Sanur or East Denpasar was well-received by the local community. However, there was no significant connection between tourists and the local community, except for those who had the motive to accompany tourists on their journey (Vickers, 2012).

The government adjusted its tourism policies in Bali after Indonesia declared independence. The goal was to contribute to the welfare of the surrounding communities. The selection of an appropriate theme, such as cultural tourism, was made in alignment with the existing tourism development in Bali in 1971 (Picard, 2006). The main development plan for Bali was designed by the Bali government and French consultants in 1971, known as the Société Centrale pour l'outre-Mer Touristique Equipment (SCETO). SCETO's recommendation at that time was to prepare several areas for development into tourist destinations in Bali, such as Lovina, Nusa Dua, and Sanur.

Areas outside the coastal region will remain more expensive and need to be well-controlled to preserve the character of the local Balinese community and avoid disparities resulting from tourism policies (Gregorius, 2008). Bali remains one of the world's most famous tourist destinations, attracting both foreign and domestic tourists. Bali offers natural, cultural, and alternative tourist spots. One recognized tourist area is the Sanur tourism zone. The

uniqueness of Sanur lies in its relatively secluded location, close to the sea yet not too far from the city center of Denpasar. Sanur has many restaurant options and other entertainment facilities. It is considered suitable for relaxation and entertainment, especially for tourists who have visited Sanur Beach.

In Sanur, we often encounter both domestic and foreign tourists, and from the researcher's observation, despite the dense development and heavy traffic, Sanur is consistently chosen as a place to stay. Sanur is popular among people of all ages because of the recreational activities that can be done there, such as:

a. Entertainment activities:

1. Canoeing
2. Banana boat riding
3. Jet skiing
4. Strolling along Sanur beach
5. Biking along Sanur beach
6. Playing in the beach sand
7. Playing in the water and swimming at the beach
8. Kite flying
9. Jogging on the Sanur beachfront
10. Beach volleyball
11. Takraw (a Southeast Asian sport)
12. Pose for photos
13. Vlogging
14. Pre-wedding photoshoots

b. Relaxation and healing:

1. Yoga exercises
2. Sitting while enjoying the surroundings of Sanur beach
3. Sunbathing on the beach
4. Watching the sunrise

c. Personal & development:

1. Outbound activities
2. Camping
3. Yoga & Meditation
4. Banyu Pinaruh (symbolic self-purification with water)

Leisure and recreation are universal, flexible activities that can have positive impacts on participants. The benefits include self-development, strengthening social bonds, fulfilling dreams and escapism, self-reflection, increasing awareness of the surrounding environment and respecting the interests of others, exploration, building self-confidence, appreciating aesthetics, overcoming boredom, and improving mental health (Suryasih, 2019).

In this context, the researcher conducted a study at Sanur Beach, specifically in Sanur Kaja village, regarding visitor satisfaction with leisure and recreation activities at Sanur Beach. The researcher aimed to delve deeper into the level of tourist satisfaction in engaging in activities at Sanur Beach, which would be a separate evaluation of the attractiveness of tourism, especially Sanur Beach in Bali. The researcher conducted brief interviews regarding the issues and facts about Sanur Beach, Sanur Kaja, and the researcher's findings.

The culinary industry has led to the accumulation of waste and debris on the coastline, mainly due to a lack of proper waste disposal facilities. Additionally, hotels discharging liquid waste into the sea, particularly from jet ski boats, the Sanur-Nusa Penida ferry, and fishing boats with waste-producing engines, became an issue from 2011 to 2018. The second issue revolves around the insufficient parking facilities for both four-wheeled and two-wheeled vehicles, making it challenging for visitors to park their private vehicles. This issue focuses on the inadequate organization of parking spaces. The third issue is security, with reports of helmets and visitors' belongings being lost or stolen.

On the positive side, the first fact is that the residents of Sanur actively separate their waste at home. Sanur itself has three temporary waste disposal sites (TPS) utilized by residents for composting and waste banking.

As for the hotels along the Sanur coastline, specifically in Sanur Kaja village, they have been practicing sustainable tourism and implementing Tri Hita Karana, which involves harmonizing with nature and not disposing of waste into the natural environment, particularly Sanur Beach. The second fact acknowledges the reality of inadequate parking space, making it difficult for visitors, especially those with four-wheeled vehicles, to park. The third fact, based on field observations, confirms instances of lost items such as helmets in the Sanur Beach parking area in Sanur Kaja.

The issues and facts at Sanur Beach are connected to the level of visitor satisfaction regarding the enjoyment of leisure and recreation activities provided by Sanur Beach. This motivates the researcher to analyze and study visitor satisfaction in activities related to leisure and recreation at Sanur Beach, with the output of understanding visitor satisfaction at Sanur Beach and identifying weaknesses. This leads to positive improvements or evaluations for the international presence of tourism at Sanur Beach. The analysis of satisfaction will also contribute to the sustainability of tourism at Sanur Beach.

2. Methodology

The analysis techniques serve as instruments to draw conclusions in the form of results from the conducted research. Data analysis techniques are performed using:

a. Likert Scale Analysis

According to Sugiono (2018: 226), descriptive statistics are used to analyze data by describing or portraying the collected data as it is, without intending to make conclusions that apply universally or generalize. In this method, the researcher will only present the figures resulting from the processing of instrument data, making the conveyed information more easily understood in its meaning.

This method is divided into three types:

1. Calculating the frequency of the values of a variable (Data Portrait Analysis).
2. Calculating the mean, median, and mode values.
3. Analyzing the variation of values, which functions as an observation tool for the distribution of values in the overall variable distribution from its central value.

The Likert scale analysis in this research involves assessments of each indicator. After completing the data analysis phase, a descriptive discussion will be conducted.

b. Descriptive Analysis

Processing questionnaire data provided to visitors using descriptive statistical analysis to draw conclusions. Descriptive statistics are an analysis technique used to process data collected from all respondents (Santoso, 2014), which includes:

1. Summarizing raw data into organized and useful data using tabulation tables. The purpose of processing data with this method is to determine scores for each obtained data so that the influence of leisure and recreation activities on visitor satisfaction at Sanur Beach can be determined.
2. Diagrams serve as a presentation of data, tables, or graphs to facilitate the researcher in reading data.
3. Explaining the meaning of diagrams, tables, or graphs presented with narrative analysis. Using this analysis, the researcher can explain conclusions regarding the influence of leisure and recreation activities on visitor satisfaction at Sanur Beach.

3. Results

Overview

The Island of a Million Charms is a nickname for the island of Bali, particularly the enchanting destination of Sanur Beach. Both domestic and international tourists enjoy spending time witnessing sunsets or watching the sunrise along its shores. In the city of Denpasar, the sunrise at Sanur Beach can be easily observed. Sanur is one of the favorite beaches for tourists in Bali, and its popularity is not far behind the famous Kuta Beach. The atmosphere at Sanur Beach is much calmer than Kuta Beach, with gentle waves, making it suitable for tourists seeking tranquility away from the hustle and bustle of Denpasar city. The "Morning of the World" is a captivating symbol that attracts tourists from around the globe. This is the message and impression given by visitors when they visit the tourist destination of Sanur Beach.

As a renowned tourist destination, Sanur Beach is considered by tourists as a natural gift when its environment forms naturally. Hearing the word "Sanur," history or grammar has never precisely revealed the meaning of the word. It is included in the existing list. However, it can be assumed that the word "Sanur" originates from the acronym "Saha Nuhur," meaning a request to go to a place believed to be the current Sanur Kaja village. This is similar to what is mentioned in the Ekalikita manuscript from the village of Adta Sanur (1990), where a high official or Bendeda in that place requested the arrival

of a Brahmana with extensive chemical knowledge. Later, he came searching for a place to stay, and finally, he mentioned that there was a piece of land that was quite high and emitted light that flew into the sky like a coconut leaf, "Sar Tinuwun Tejane Sekadi Janur."

Many tourists are drawn to Sanur Beach and consider it a must-visit when in Bali. Its beautiful natural panorama has existed for a long time. In ancient Balinese history, Sanur Beach was renowned for its beauty, as evidenced by the Kasari Warmadewa King inscription. Currently, this inscription has been found in the Blanjong area, specifically south of Sanur Beach. During the Dutch colonial period, Sanur Beach was known as the landing site for Dutch troops when they wanted to attack the Kingdom of Badung. The war that occurred in 1906 was called the Puputan Badung, meaning a spirit of fighting to the death. During this war, the entire Balinese community led by King Badung VII, I Gusti Ngurah Made Agung, chose to preserve the puputan tradition or total war against the Dutch.

In the tourism world, Sanur Beach was first introduced by a Belgian painter named A.J. Le Mayeur and his wife Ni Polok, who had been living there since 1937 and organized their own painting exhibition. The interesting part of the northern Sanur Beach is its round shape like a half-circle, and its southern part curves from east to west, where the waves are not too big, and the surface of the water is shallow, revealing colorful and sharp coral reefs. As the month of death approaches, the sea level rises, and the waves become quite large. In the southeast, we can see the cluster of Nusa Penida islands in the middle of the sea, and in the east, we can see the panorama of the southern beaches of Bali with its mountains.

Sanur Beach gained international recognition thanks to a Belgian painter named A.J. Le Mayeur, who came to Bali in 1932. He saw the beautiful and captivating allure of Sanur Beach. Le Mayeur then decided to stay there, set up a studio, and eventually married a Balinese woman, the famous Legong dancer Ni Nyoman Pollok, who was also one of his painting models. At that time, Le Mayeur was 15 years old, and Ni Nyoman Pollok was also 15 years old. They then formed a relationship and got married. In 1958, Adrean Jean Majeor Markpres passed away, and in 1985, Ni Nyoman Polok also passed away. Thanks to Le Mayeur's paintings, Sanur Beach eventually became known worldwide. The former painting studio, now functioning as the Le Mayeur Museum, is still located in the Sanur Beach tourist area and is open to the public.

The historical value, inscribed in Sanur Beach, is documented in writing regarding the narrative and existence of the island of Bali, particularly the Blanjong Inscription. The inscription, in the form of a stone pillar standing at a height of 177 cm, was found near Sanur Kauh around the year 913 AD. It is said to have been issued by the Balinese king named Sri Kesari Warmadewa and refers to the oldest written history on the island of Bali. The historical evidence of Sanur Beach can now be found at Blanjong Temple.

Sanur Beach is one of the most beautiful beaches on the island of Bali. Stretching for 3 km along the eastern coastline, Sanur Beach is renowned for its white, clean, and soft sand. Additionally, it features rocky shores, giving it a distinctive charm. The beach is famous for its stunning views in the evening when the tide recedes, creating small ripples in the gentle waves. The cluster of Serangan Islands and the coral hills protruding into the sea are visible from Sanur Beach in the south. The best panoramic view of Sanur Beach facing south is observed in the morning, with strategic observation points located to the east, particularly in Semawang and Mertasari. The air is fresh, and the sea breeze is comfortable. The atmosphere along Sanur Beach is bright and lush due to the abundance of tall trees.

Sanur Beach is an ideal place to witness the sunrise and sunbathe along its stretch of white sandy shores. As a tourist destination, Sanur Beach is one of the most famous beaches in Bali, second only to Kuta Beach. Located to the east of Denpasar, approximately 17 km away, Sanur Beach extends from north to south, featuring black and a hint of white sand. To reach Sanur Beach, which is 6 km from the city center of Denpasar, one can use a car, motorcycle, or public transportation connecting Sanur Beach with the city.

With its calm atmosphere and gentle waves, Sanur Beach has become a favorite entertainment spot for family vacations in Bali, both for local residents and tourists. Activities range from swimming, boating, jogging, water sports, yoga, strolling, meditation, cycling/e-biking, kite flying, sand play, beach volleyball, spiritual activities like banyu pinaruh (sea water purification), to pre-wedding photoshoots, camping, scuba diving, and watching the sunrise in the morning.

The development of tourism in Bali began in the Sanur area, which initially offered international standard hotel facilities, such as the Grand Bali Beach Hotel, Hyatt Hotel, Sanur Beach Hotel, Sindu Beach Hotel, and many others in the east and southeast of Sanur Beach. Sanur Beach is also home to numerous art stands and art shops. You can visit familiar establishments like McDonald's, KFC, and Dunkin Donuts at any time. Additionally, there are restaurants and warungs (local eateries) selling various local and traditional dishes to satisfy your taste buds. Many places cater to tourists at affordable prices and are always ready to meet their needs.

Since the establishment of the Bali Beach Hotel in the 1960s, Sanur has evolved into one of the most popular and beloved tourist areas in Bali. Its magical allure has gained worldwide recognition, attracting tourists to enjoy the attractions in the area. Local visitors include residents within the Bali Province, domestic tourists, and international tourists. Foreign visitors come from various parts of the world, including countries in Europe, America, Africa, Australia, and Asia. The majority of tourists in this area are still predominantly from Asian countries compared to other continents. Sanur Beach can be considered a pioneer of tourism in Bali, contributing to Bali's tourism reputation to this day. In addition to being a tourist destination, Sanur Beach is often used as a venue for both domestic and international festivals.

Sanur, as a resort tourism destination developed specifically to attract foreign tourists, caters to an elite group of tourists from their own countries. The term "elite" refers to those who live in their own country, are considered successful and wealthy economically, and choose Bali and Sanur as a place to fully enjoy their travels. The existence of hotels is a primary focus of accommodation needed for travel activities. The characteristics of tourists in Sanur somewhat differ from the development of tourism areas in Kuta, Nusa Dua, Ubud, and other tourist areas in Bali. Similarly, the Sanur Tourism Area has become one of the National Tourism Strategic Areas (KSPN) in Bali. The presence of KSPN is a central government policy regarding the regulation of

tourism development and management nationwide. Through KPN, the central government has issued guidelines to identify national strategic tourism areas as tourist attractions, making them year-round tourist destinations. Therefore, regulations on the development and planning of tourism as a smokeless industry in Bali, in general, and the Sanur area, in particular, are based on the exotic natural and cultural panorama. This unique potential needs to be developed by the Sanur community, as well as other areas in Bali, with more innovation and creativity to maximize these opportunities.

The respondents in this study are predominantly male, accounting for 60% or 90 people, while females make up 40% or 60 people. This indicates that there are more male respondents than female respondents.

In terms of age, respondents in this study are dominated by those aged 17-25, constituting 46.7% or 70 people. Those aged 0-17 account for 2% or 3 people, 26-35 years old make up 24% or 36 people, 35-45 years old represent 10% or 15 people, 46-65 years old constitute 6.7% or 10 people, and those above 65 years old are 10.7% or 16 people. This shows that there are more respondents in the 17-25 age group compared to other age groups.

Regarding occupation, the majority of respondents in this study work as employees, comprising 30.7% or 46 people. Those who work as entrepreneurs make up 25.3% or 38 people, students account for 22.7% or 34 people, civil servants (PNS) represent 11.3% or 17 people, retirees make up 9.3% or 14 people, while others, aside from those mentioned, constitute 0.7% or 1 person. This indicates that the majority of respondents work as employees.

In terms of visits to Sanur Beach, the majority of respondents have visited it 2-3 times, making up 58.7% or 88 people. Those who have visited Sanur Beach for the first time represent 10% or 15 people, while those who have visited it more than 3 times constitute 31.3% or 47 people. This shows that the majority of respondents have visited Sanur Beach 2-3 times.

Visitor Satisfaction in the "Recreation" Category for "Leisure" Activities at Sanur Beach.

The age group of 17-25 years is commonly found in the Sanur Beach area. The rapid development of Sanur Beach is driven by the construction of shopping facilities, restaurants, and accommodations. The growth of Sanur Beach has led to the majority of visitors aged 17-25 years choosing to spend their leisure time at Sanur Beach. The majority of those visiting Sanur Beach are employees spending their vacation and days off in Bali. Visitors coming to Sanur Beach have visited it before, with the majority having visited 2-3 times.

Visitors aged 17-25 prefer activities that involve relieving stress from work. For the chosen leisure activities, generally, active leisure activities are the preferred choice for tourists in this age range. They will opt for outdoor activities because the temperature in Indonesia is warm and suitable for outdoor activities. The possession of a tropical climate is one of the reasons why foreign tourists come to enjoy the warmth offered by Sanur Beach, making it very suitable for tourists to spend their leisure time. Tourists choose to come to Sanur Beach because of the variety of holiday activities available, such as swimming, water sports, and festivals. Additionally, Sanur Beach also offers diverse natural scenery that attracts visitors of various ages.

The arrival of tourists is to try new things that serve to fill their leisure time to create memories that can lead to personal satisfaction and enjoyment. Leisure and recreation continue to grow because tourists are becoming aware of enjoying life simultaneously with other productive economic activities and new activities that have never been done before. The variety of outdoor activities at Sanur Beach contributes to the increased satisfaction of visitors. The completeness of facilities such as hotels, accommodations, and culinary options is also a major factor that attracts many tourists to visit Sanur Beach multiple times. Some other tourists also enjoy passive leisure, such as appreciating the natural atmosphere at Sanur Beach, such as enjoying the sunset, feeling the beach breeze, and appreciating the beauty of nature.

According to Triatmoko (2007), Relaxation Activity includes activities such as repairing household appliances or cleaning the house, or fixing a motorcycle. Activities that can enhance skills and self-esteem are considered effective. Additionally, you can relax passively by watching TV, listening to music, and reading light literature. However, engaging in too many passive relaxation activities can result in the waste of time that could be spent on more useful activities.

The first statement: "I visit Sanur Beach to relieve stress." One respondent strongly disagreed, accounting for 0.7%, 10 respondents disagreed, accounting for 6.7%, 18 respondents slightly disagreed, accounting for 12%, 31 respondents agreed, accounting for 20.7%, and 90 respondents strongly agreed, accounting for 60%. This indicates that respondents mostly strongly agree that they visit Sanur Beach to relieve stress.

The second statement: "I prefer to enjoy the natural atmosphere at Sanur Beach, such as enjoying the sunset, the sea breeze, and the beauty of nature." Three respondents strongly disagreed, accounting for 2%, nine respondents disagreed, accounting for 6%, 24 respondents slightly disagreed, accounting for 16%, 36 respondents agreed, accounting for 24%, and 78 respondents strongly agreed, accounting for 52%. This indicates that respondents mostly strongly agree that they prefer to enjoy relaxation activities, such as enjoying the natural atmosphere at Sanur Beach.

The third statement: "If I go to Sanur Beach, I prefer to staycation (vacation in accommodation)." Three respondents strongly disagreed, accounting for 2%, 11 respondents disagreed, accounting for 7.3%, 18 respondents slightly disagreed, accounting for 12%, 40 respondents agreed, accounting for 26.7%, and 78 respondents strongly agreed, accounting for 52%. This indicates that respondents mostly strongly agree that they prefer staycation (vacation in accommodation).

According to Broderick and Blewitt (2006), Entertainment Activity is an interest that can foster skill mastery, such as participating in sports, hobbies, and the arts, or perhaps more pure interests such as playing video games, daydreaming, or spending time with friends.

In the fourth statement: "I enjoy going to Sanur Beach because there are various water sports." Three respondents strongly disagreed, accounting for 2%, 10 respondents disagreed, accounting for 6.7%, 24 respondents slightly disagreed, accounting for 16%, 30 respondents agreed, accounting for 20%, and

83 respondents strongly agreed, accounting for 55.3%. This indicates that respondents mostly strongly agree that they enjoy going to Sanur Beach because there are various water sports.

In the fifth statement: "I enjoy visiting Sanur Beach because I can do many activities, such as cycling, exercising, or just playing." Three respondents strongly disagreed, accounting for 2%, eight respondents disagreed, accounting for 5.3%, 21 respondents slightly disagreed, accounting for 14%, 35 respondents agreed, accounting for 23.3%, and 83 respondents strongly agreed, accounting for 55.3%. This indicates that respondents mostly strongly agree that by visiting Sanur Beach, they can engage in many activities, such as cycling, exercising, or just playing.

In the sixth statement: "I visit Sanur Beach for recreational purposes with family, relatives, or friends." Two respondents strongly disagreed, accounting for 1.3%, 13 respondents disagreed, accounting for 8.7%, 16 respondents slightly disagreed, accounting for 10.7%, 29 respondents agreed, accounting for 19.3%, and 90 respondents strongly agreed, accounting for 60%. This indicates that respondents mostly strongly agree that visiting Sanur Beach is for recreational purposes with family, relatives, or friends.

In the seventh statement: "I enjoy visiting Sanur Beach when there is an event at a certain time." One respondent strongly disagreed, accounting for 0.7%, six respondents disagreed, accounting for 4%, 27 respondents slightly disagreed, accounting for 18%, 38 respondents agreed, accounting for 25.3%, and 78 respondents strongly agreed, accounting for 52%. This indicates that respondents prefer visiting Sanur Beach when there is an event at a certain time.

In the eighth statement: "I enjoy taking selfies at Sanur Beach." Two respondents strongly disagreed, accounting for 1.3%, six respondents disagreed, accounting for 4%, 23 respondents slightly disagreed, accounting for 15.3%, 60 respondents agreed, accounting for 40%, and 59 respondents strongly agreed, accounting for 39.3%. This indicates that respondents mostly agree that they enjoy taking selfies at Sanur Beach.

According to Anonim (2009), Personal Development Activity is one of the activities in leisure time that includes activities that enhance self-awareness and identity, develop talents and potentials, strengthen human resources, facilitate work, improve living standards, contribute to the realization of dreams and aspirations, and spiritual development. This can involve making friends, socializing, and participating in activities at home, school, or those related to college preparation.

In the ninth statement: "I often swim at Sanur Beach." Three respondents strongly disagreed, accounting for 2%, six respondents disagreed, accounting for 4%, 15 respondents slightly disagreed, accounting for 10%, 59 respondents agreed, accounting for 39.3%, and 67 respondents strongly agreed, accounting for 44.7%. This indicates that respondents mostly strongly agree that they often swim at Sanur Beach.

In the tenth statement: "I always participate in watersports when at Sanur Beach." Two respondents strongly disagreed, accounting for 1.3%, four respondents disagreed, accounting for 2.7%, 19 respondents slightly disagreed, accounting for 12.7%, 24 respondents agreed, accounting for 16%, and 101 respondents strongly agreed, accounting for 67.3%. This indicates that respondents mostly strongly agree that they always participate in watersports at Sanur Beach.

In the eleventh statement: "I have visited Sanur Beach for work purposes." Nineteen respondents strongly disagreed, accounting for 12.7%, 29 respondents disagreed, accounting for 19.3%, 47 respondents slightly disagreed, accounting for 31.3%, 18 respondents agreed, accounting for 12%, and 37 respondents strongly agreed, accounting for 24.7%. Regarding the visit to Sanur Beach for work demands, many respondents disagree.

In the twelfth statement: "I have participated in social activities at Sanur Beach." Thirty-seven (24.7%) respondents strongly disagreed, and 52 (34.7%) respondents disagreed, 36 (24%) respondents slightly disagreed, 10 (6.7%) respondents agreed, and 15 (10%) respondents strongly agreed. Many respondents express disagreement with the statement regarding participating in social activities at Sanur Beach.

The Influence of the Quality of Tourist Activities on Visitor Satisfaction at Sanur Beach.

Translation:

This concerns the consistency of the variety of products offered to consumers or visitors. Visitors can choose tourist products; this aspect avoids visitor boredom in engaging in tourist activities, offering a variety of activity options at a tourist destination, thus creating satisfaction for visitors.

Based on Table 4.2, for the first statement: According to the researcher, there are many holiday activities that can be done at Sanur Beach (e.g., swimming, watersports, festivals). Six respondents strongly disagreed, accounting for 4%, 14 respondents disagreed, accounting for 9.3%, 75 respondents agreed, accounting for 50%, and 55 respondents strongly agreed, accounting for 36.7%. This indicates that more respondents agree that there are many holiday activities that can be done at Sanur Beach.

For the second statement: According to the researcher, besides various holiday activities, Sanur Beach also has diverse and attractive natural features. Six respondents strongly disagreed, accounting for 4%, 16 respondents disagreed, accounting for 10.7%, 91 respondents agreed, accounting for 60.7%, and 37 respondents strongly agreed, accounting for 24.7%. This indicates that more respondents agree that Sanur Beach also has diverse and attractive natural features.

For the third statement: According to the researcher, there is a variety of culinary options around Sanur Beach tourist attractions. Three respondents strongly disagreed, accounting for 2%, three respondents disagreed, accounting for 2%, one respondent disagreed, accounting for 0.7%, 103 respondents agreed, accounting for 68.7%, and 40 respondents strongly agreed, accounting for 26.7%. This indicates that more respondents agree that there is a variety of culinary options around Sanur Beach tourist attractions.

For the fourth statement: According to the researcher, there is accommodation with adequate facilities near Sanur Beach tourist attractions. Six respondents disagreed, accounting for 4%, 25 respondents disagreed, accounting for 16.7%, 51 respondents agreed, accounting for 34%, and 68 respondents strongly agreed, accounting for 45.3%. This indicates that more respondents strongly agree that there is accommodation with adequate facilities near Sanur Beach tourist attractions.

For the fifth statement: According to the researcher, there are shopping places that provide souvenirs and other needs for visitors. Six respondents disagreed, accounting for 4%, 26 respondents disagreed, accounting for 17.3%, 41 respondents agreed, accounting for 27.3%, and 77 respondents strongly agreed, accounting for 51.3%. This indicates that more respondents strongly agree that there are shopping places that provide for the needs of visitors.

For the sixth statement: According to the researcher, Sanur Beach often holds events/festivals at certain times. Three respondents strongly disagreed, accounting for 2%, three respondents disagreed, accounting for 2%, 28 respondents disagreed, accounting for 18.7%, 23 respondents agreed, accounting for 15.3%, and 93 respondents strongly agreed, accounting for 62%. This indicates that more respondents strongly agree that Sanur Beach often holds events/festivals at certain times.

Reliability refers to the consumer's belief that the product provider has the ability to consistently, accurately, and meet the quality standards promised for both products and services.

For the seventh statement: According to the researcher, Sanur Beach provides adequate holiday facilities. Three respondents strongly disagreed, accounting for 2%, three respondents disagreed, accounting for 2%, two respondents disagreed, accounting for 1.3%, 68 respondents agreed, accounting for 45.3%, and 74 respondents strongly agreed, accounting for 49.3%. This indicates that more respondents strongly agree that Sanur Beach provides adequate holiday facilities.

For the eighth statement: According to the researcher, the watersports available at Sanur Beach are safe to use. Three respondents strongly disagreed, accounting for 2%, four respondents disagreed, accounting for 2.7%, 29 respondents disagreed, accounting for 19.3%, 75 respondents agreed, accounting for 50%, and 39 respondents strongly agreed, accounting for 26%. This indicates that more respondents agree that the watersports available at Sanur Beach are safe to use.

For the ninth statement: According to the researcher, tourist attractions at Sanur Beach are very interesting and have extraordinary talent. Three respondents strongly disagreed, accounting for 2%, three respondents disagreed, accounting for 2%, 29 respondents disagreed, accounting for 19.3%, 52 respondents agreed, accounting for 34.7%, and 63 respondents strongly agreed, accounting for 42%. This indicates that more respondents strongly agree that tourist attractions at Sanur Beach are very interesting and have extraordinary talent.

For the tenth statement: According to the researcher, accommodations in the Sanur Beach tourist area have very adequate facilities with excellent service. Three respondents strongly disagreed, accounting for 2%, three respondents disagreed, accounting for 2%, 20 respondents disagreed, accounting for 13.3%, 55 respondents agreed, accounting for 36.7%, and 69 respondents strongly agreed, accounting for 46%. This indicates that more respondents strongly agree that accommodations in the Sanur Beach tourist area have very adequate facilities with excellent service.

For the eleventh statement: According to the researcher, Sanur Beach has unique souvenirs made by local craftsmen. Seven respondents disagreed, accounting for 4.7%, 19 respondents disagreed, accounting for 12.7%, 50 respondents agreed, accounting for 33.3%, and 74 respondents strongly agreed, accounting for 49.3%. This indicates that more respondents strongly agree that Sanur Beach has unique souvenirs made by local craftsmen.

For the twelfth statement: According to the researcher, Sanur Beach always pays attention to the safety of its visitors. Three respondents strongly disagreed, accounting for 2%, three respondents disagreed, accounting for 2%, 26 respondents disagreed, accounting for 17.3%, 47 respondents agreed, accounting for 31.3%, and 71 respondents strongly agreed, accounting for 47.3%. This indicates that more respondents strongly agree that Sanur Beach always pays attention to the safety of its visitors.

For the thirteenth statement: According to the researcher, Sanur Beach always provides excellent service for the comfort of its visitors. Three respondents strongly disagreed, accounting for 2%, nine respondents disagreed, accounting for 6%, 15 respondents disagreed, accounting for 10%, 81 respondents agreed, accounting for 54%, and 42 respondents strongly agreed, accounting for 28%. This indicates that more respondents agree that Sanur Beach always provides excellent service for the comfort of its visitors.

For the fourteenth statement: According to the researcher, there is customer service available to accommodate criticism and suggestions from visitors. Three respondents strongly disagreed, accounting for 2%, three respondents disagreed, accounting for 2%, 30 respondents disagreed, accounting for 20%, 92 respondents agreed, accounting for 61.3%, and 12 respondents strongly agreed, accounting for 14.7%. This indicates that more respondents agree that there is customer service available to accommodate criticism and suggestions from visitors.

For the fifteenth statement: According to the researcher, Sanur Beach has staff/employees with extensive knowledge related to Sanur Beach and Bali. Six respondents disagreed, accounting for 4%, 21 respondents somewhat disagreed, accounting for 14%, 41 respondents agreed, accounting for 27.3%, and 82 respondents strongly agreed, accounting for 54.7%. This indicates that more respondents strongly agree that Sanur Beach has staff/employees with extensive knowledge related to Sanur Beach and Bali.

For the sixteenth statement: According to the researcher, skilled officers use safety equipment for visitors. Three respondents strongly disagreed, accounting for 2%, four respondents disagreed, accounting for 2.7%, eight respondents somewhat disagreed, accounting for 5.3%, 81 respondents agreed,

accounting for 54%, and 54 respondents strongly agreed, accounting for 36%. This indicates that more respondents agree that skilled officers use safety equipment for visitors.

For the seventeenth statement: According to the researcher, Sanur Beach officers are very friendly and always provide information effectively. Seven respondents disagreed, accounting for 4.7%, 32 respondents somewhat disagreed, accounting for 21.3%, 37 respondents agreed, accounting for 24.7%, and 74 respondents strongly agreed, accounting for 49.3%. This indicates that more respondents strongly agree that Sanur Beach officers are very friendly and always provide information effectively.

For the eighteenth statement: According to the researcher, Sanur Beach has easy and smooth access. One respondent strongly disagreed, accounting for 0.7%, six respondents disagreed, accounting for 4%, 26 respondents somewhat disagreed, accounting for 17.3%, 40 respondents agreed, accounting for 26.7%, and 77 respondents strongly agreed, accounting for 51.3%. This indicates that more respondents strongly agree that Sanur Beach has easy and smooth access.

For the nineteenth statement: According to the researcher, Sanur Beach has a spacious parking area. Four respondents strongly disagreed, accounting for 2.7%, six respondents disagreed, accounting for 4%, 21 respondents somewhat disagreed, accounting for 14%, 35 respondents agreed, accounting for 23.3%, and 84 respondents strongly agreed, accounting for 56%. This indicates that more respondents strongly agree that Sanur Beach has a spacious parking area.

For the twentieth statement: According to the researcher, Sanur Beach provides a place of worship for visitors. Six respondents strongly disagreed, accounting for 4%, nine respondents disagreed, accounting for 6%, 14 respondents somewhat disagreed, accounting for 9.3%, 35 respondents agreed, accounting for 23.3%, and 86 respondents strongly agreed, accounting for 57.3%. This indicates that more respondents strongly agree that Sanur Beach provides a place of worship for visitors.

For the twenty-first statement: According to the researcher, cleanliness and security at Sanur Beach are always maintained for the comfort of visitors. Five respondents strongly disagreed, accounting for 3.3%, three respondents disagreed, accounting for 2%, 28 respondents somewhat disagreed, accounting for 18.7%, 30 respondents agreed, accounting for 20%, and 84 respondents strongly agreed, accounting for 56%. This indicates that more respondents strongly agree that cleanliness and security at Sanur Beach are always maintained for the comfort of visitors.

For the twenty-second statement: According to the researcher, in the Sanur Beach tourist area, it is very easy to find halal food for Muslim visitors. Two respondents strongly disagreed, accounting for 1.3%, nine respondents disagreed, accounting for 6%, 23 respondents somewhat disagreed, accounting for 15.3%, 34 respondents agreed, accounting for 22.7%, and 82 respondents strongly agreed, accounting for 54.7%. This indicates that more respondents strongly agree that in the Sanur Beach tourist area, it is very easy to find halal food for Muslim visitors.

For the twenty-third statement: According to the researcher, officers and residents around the Sanur Beach tourist area have a high tolerance for various races, ethnicities, and cultures of visitors. Fourteen respondents disagreed, accounting for 9.3%, 16 respondents somewhat disagreed, accounting for 10.7%, 36 respondents agreed, accounting for 24%, and 84 respondents strongly agreed, accounting for 56%. This indicates that more respondents strongly agree that officers and residents around the Sanur Beach tourist area have a high tolerance for various races, ethnicities, and cultures of visitors.

4. Conclusion

Conclusion that can be drawn from the analysis and discussion in this research are as follows:

1. The identified offerings of Sanur Beach include watersport activities, culinary experiences, natural beauty, and adequate shopping facilities. The development of leisure and recreation at Sanur Beach is supported by sufficient facilities and a variety of activities, providing satisfaction to visitors when they visit Sanur Beach.
2. The average score from 23 statements regarding visitor satisfaction indicates that many visitors feel very satisfied spending their time at Sanur Beach. The lowest score is on the statement "There is customer service available to accommodate criticism and suggestions from visitors," indicating that customer service at Sanur Beach is somewhat challenging to find. Meanwhile, the highest score is on the question "Sanur Beach provides adequate holiday facilities," indicating that Sanur Beach has very satisfying holiday facilities for respondents.
3. The average score from 12 statements regarding the quality of tourist activities at Sanur Beach indicates that many visitors are quite satisfied with the quality of activities at Sanur Beach. The lowest score is on the statement "I have participated in social activities at Sanur Beach," indicating that respondents rarely participate in social activities at Sanur Beach. On the other hand, the highest score is on the question "I always engage in watersports when at Sanur Beach," indicating that respondents enjoy watersport activities at Sanur Beach, likely because the majority of respondents are males aged 17-25.

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