



ANALYSIS OF TOURIST PERCEPTIONS ON SERVICE QUALITY AND LANGUAGE PROFICIENCY AT LA BRISA BALI

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ABSTRACT

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Tourism is a strategic sector that significantly contributes to Indonesia's economy, especially in Bali as an international destination. Service quality and staff language proficiency are important factors in shaping a satisfying tourist experience. This study aims to analyze tourists' perceptions of service quality and staff language proficiency at La Brisa Bali, a popular beach club in Canggu, Bali. A quantitative approach with a descriptive-verification method and purposive sampling technique was used to collect data from 80 tourist respondents. Service quality measurement refers to the five SERVQUAL dimensions (tangibles, reliability, responsiveness, assurance, empathy), while language proficiency was assessed based on fluency, clarity of communication, and the use of foreign languages, particularly English. The results show that tourists rate La Brisa Bali's service quality as good to very good, with an average score of 4.25. The reliability dimension received the highest score, indicating consistent and dependable service that satisfies visitors. Staff language proficiency also received a good rating (average 4.10), supporting effective interaction with international tourists. However, there remains room for improvement in staff responsiveness, empathy, and communication skills. These findings provide a strategic basis for La Brisa's management to enhance service quality and staff language proficiency, aiming to strengthen tourist loyalty and maintain its reputation as a premium tourism destination in Bali.

Keywords: Tourism, service, quality, quality language proficiency

INTRODUCTION

Tourism is one of the strategic sectors in Indonesia's economic development, particularly in contributing to foreign exchange earnings, creating employment opportunities, and driving local economic growth (Hariyani, 2018) and (Murtono, Utama, & Ardana, 2024). As the number of tourists increases, the demand for quality service also rises. Nowadays, tourists evaluate a destination not only based on natural beauty or physical facilities but also on how they are treated and served during their visit. Therefore, service quality becomes a crucial factor in shaping a satisfying and memorable tourist experience.



Besides service quality, the language proficiency of staff at tourism destinations is also an important factor influencing tourist satisfaction (Caruana, Money, & Berthon, 2002) and (Djunaid, 2023). Effective communication and appropriate language use can enhance visitor comfort, facilitate fulfillment of needs, and reduce misunderstandings between tourists and service providers (Anggara, Sudiarta, & Arismayanti, 2023) and (Hakim, Mulyani, rulia, & paramarta, 2025). Especially in Bali, as an international tourist destination that welcomes diverse visitors from many countries, staff ability to communicate in foreign languages, particularly English, is vital for providing optimal and personalized service.

Bali Island, as an international tourist destination, has long been renowned for its natural beauty, rich culture, and the friendliness of its people. Behind these attractions, Bali is also home to the growth of various tourism businesses, including beach clubs (Dewi, Subadra, Mekarin, Prawira, & Sudarsana, 2024) and (Murtono Putu A, 2024). A beach club is a beachfront entertainment destination offering a combination of culinary experiences, entertainment, and a relaxing atmosphere with a tropical vibe. One of the popular beach clubs in Bali is La Brisa, located in the Canggu area, Badung Regency. La Brisa is known for its unique architectural design, views of Echo Beach, and the tropical ambiance it offers (Putri, Suardana, & Arismayanti, 2024).

However, along with the rising popularity of La Brisa as a tourist destination, various reviews and complaints have emerged from tourists who felt dissatisfied with the service they received. According to Tripadvisor data (2024), there are negative reviews concerning long service times, staff attitudes perceived as less friendly, and inflexible reservation policies. Some visitors even mentioned La Brisa as one of the places with the worst service they have experienced in Bali (Putri, Suardana, & Arismayanti, 2024). These criticisms indicate a gap between tourist expectations for high-quality service and the reality they face on-site. Service quality is an essential element that significantly affects tourists' satisfaction levels and their decisions to revisit. Quality service includes speed, accuracy, friendliness, and staff responsiveness in fulfilling tourists' needs. When tourists feel poorly served, it directly impacts their perception of the destination and the likelihood of recommending or returning to it (Putri, Suardana, & Arismayanti, 2024).

Moreover, adequate language skills of service staff are one aspect that can enhance tourist experiences, particularly in communicating, explaining products or services, and handling complaints. Inability to speak foreign languages can be a barrier that reduces visitor comfort and satisfaction, so destination managers need to consider this as part of improving service quality. Several previous studies, such as those by (Putri, Suardana, & Arismayanti, 2024), have proven that service quality significantly influences tourist satisfaction and intention to revisit. Mau's research (2022) also shows that high service quality increases the likelihood of tourists returning to the destination. Therefore, improving and enhancing service quality, including staff language proficiency, is not only an operational necessity but also a crucial strategy in building tourist loyalty.

Although the importance of service quality has been widely discussed in various tourism destination contexts, research specifically focusing on tourists' perceptions of service quality and language proficiency at La Brisa Bali remains very limited. Thus, this study was conducted to gain a deeper understanding of how tourists view and assess these two aspects and their implications for the overall tourist experience. The findings

of this research are expected to provide a foundation for La Brisa management in formulating service improvement strategies to create more satisfying tourist experiences.

METHOD

This study employs a quantitative approach using a descriptive-verificative research design, particularly following a confirmatory research framework. The objective of this research is to analyze and examine tourists' perceptions regarding service quality and staff language proficiency at La Brisa Bali, as well as to confirm whether the indicators used for service quality and language ability align with and are consistent within their theoretical constructs. The research model is based on the SERVQUAL framework by (Tjiptono, 2014), which measures service quality across five core dimensions: tangibles, reliability, responsiveness, assurance, and empathy. In addition, the study adopts dimensions of language proficiency, encompassing fluency, clarity of communication, and the ability of staff to use foreign languages, particularly English, as a crucial component of effective service delivery to international tourists. This research does not examine causal relationships between variables but instead focuses on analyzing tourists' perceptions of the two main variables: service quality and staff language proficiency.

The study was conducted at La Brisa Bali, a popular beach club located on Jalan Pantai Batu Mejan, Canggu, North Kuta District, Badung Regency, Bali. The site was selected based on the significant number of tourist complaints related to service quality, as documented on various online review platforms, such as Tripadvisor. Accordingly, this study is expected to offer an objective overview of tourists' perceptions of service quality and language abilities of staff at La Brisa. The types of data collected include both quantitative and qualitative data. Quantitative data consisted of tourists' perception scores regarding service quality and staff language proficiency, collected through a structured questionnaire. Qualitative data were obtained through field observations, structured interviews, and user-generated reviews sourced from online media, reflecting tourists' descriptions of service and communication at La Brisa (Murtono, Utama, & Ardana, 2024).

The data collection techniques applied in this research include: Questionnaire comprising closed-ended statements developed based on the five SERVQUAL dimensions and several indicators of language proficiency. A Likert scale (1–5) was used to assess responses. Questionnaires were distributed both in person and online to selected tourist respondents. Structured interviews conducted to explore in-depth perceptions and direct experiences of tourists regarding service and communication at La Brisa, especially in cases where they provided negative feedback on digital platforms (Sugiyono, 2022). The population of this study consists of all tourists (both domestic and international) who have visited or are currently visiting La Brisa Bali. The sampling technique used is purposive sampling, with the following criteria: Respondents are tourists who have directly experienced service and interacted with staff at La Brisa Bali, including aspects of communication and language ability and willing to complete the questionnaire in full.

The sample size in this study comprises 80 respondents, representing tourists who were willing to participate during the data collection period. Although this number is slightly below the general minimum threshold recommended by (Hair & et,al, 2021) and (slovin; (Sugiyono, 2022), it is considered sufficiently representative to provide an initial insight into tourists' perceptions of service quality and language proficiency at La Brisa Bali.

RESULTS AND DISCUSSION

General Overview of the Research Location

La Brisa Bali is one of the renowned beach clubs located on Jalan Pantai Batu Mejan, Canggu, North Kuta District, Badung Regency, Bali. Since its establishment in 2017, La Brisa has become an iconic destination with a tropical restaurant concept infused with unique artistic design, largely constructed using reclaimed wood from over 500 old fishing boats (Mertha & Respati, 2022) and (Putri, Suardana, & Arismayanti, 2024). The main attractions of La Brisa not only come from the stunning views of Echo Beach but also from its tourist-friendly atmosphere, artistic architecture, and complete facilities such as a swimming pool, lounging areas, a restaurant, and event spaces. La Brisa also regularly hosts La Brisa Farmer's Day every Sunday, showcasing local handicrafts, traditional food, and various creative attractions <https://sita.badungkab.go.id/industri/la-brisa-bali-beach-club-eksotis-di-tepi-echo-beach>. With opening hours from 10:00 AM to 11:00 PM (WITA) daily and a minimum spending policy in certain areas, La Brisa offers a premium beachside experience that attracts both domestic and international tourists (Putri, Suardana, & Arismayanti, 2024) and <https://labrisa-bali.com/>

Respondent Characteristics

This study involved 80 tourist respondents who were currently visiting or had previously visited La Brisa Bali. The general profile of respondents is shown below:

Table 1. Respondent Characteristics

Characteristic	Category	Number of Respondents	Percentage (%)
Gender	Male	34	42.5%
	Female	46	57.5%
Age	< 25 years	21	26.25%
	25–34 years	36	45.0%
	35–44 years	16	20.0%
	> 45 years	7	8.75%
Nationality	Domestic tourists	19	23.75%
	International tourists	61	76.25%
Visit Frequency	First-time visitors	48	60.0%
	Repeat visitors	32	40.0%

Source: Research Findings, 2024

The demographic characteristics of the respondents in this study reveal significant insights into the composition and diversity of visitors participating in the

tourism experience. A total of 80 respondents were surveyed, and their profiles are summarized and analyzed as follows.

The gender distribution shows a slightly higher participation rate from female respondents, with 46 individuals (57.5%) identifying as female and 34 (42.5%) as male. This indicates that women may be more engaged or more likely to participate in community-based or cultural tourism activities within the studied area. The higher percentage of female respondents also reflects a broader trend in global tourism where women increasingly dominate the decision-making process in travel planning and experiential tourism.

The age composition demonstrates that the majority of respondents fall within the productive adult age range. The largest group (45%) comprises individuals aged 25–34 years, followed by those under 25 years old (26.25%), suggesting strong participation from younger tourists. This age group is typically characterized by high mobility, interest in new experiences, and digital literacy, which may influence the ways in which they engage with tourism destinations. The 35–44 age group represents 20% of respondents, while older tourists above 45 years account for only 8.75%, indicating a relatively low senior engagement in this type of tourism setting.

An overwhelming majority of respondents (76.25%) were international tourists, while only 23.75% were domestic visitors. This suggests that the destination or tourism program under study has a strong international appeal, possibly due to the uniqueness of cultural, environmental, or community-based tourism offerings. The dominance of international visitors also highlights the importance of providing multilingual interpretation services, cross-cultural communication training for guides, and global-standard hospitality practices.

In terms of visit frequency, the data shows that 60% of respondents were first-time visitors, whereas 40% were repeat visitors. A high proportion of first-time visitors may indicate the effectiveness of promotional efforts or the novelty of the destination. However, the 40% of returning tourists is a positive indicator of visitor satisfaction and loyalty, suggesting that the tourism experience was compelling enough to encourage repeat visits. This balance between new and returning tourists reflects both the potential for growth and the sustainability of the destination's tourism offerings.

The demographic data provides several implications for tourism planning and service improvement. The predominance of younger and international visitors emphasizes the need for adaptive interpretation methods that appeal to tech-savvy and culturally diverse audiences. Additionally, the high rate of female and first-time visitors suggests a demand for safe, inclusive, and memorable tourism experiences. Tourism managers and local stakeholders should consider these insights in designing future programs, marketing strategies, and training modules for local guides, particularly in relation to cross-cultural understanding and experiential engagement.

Descriptive Statistics of Service Quality Variables

Service quality was measured based on the five SERVQUAL dimensions: Tangibles, Reliability, Responsiveness, Assurance, and Empathy.

Table 2. Service Quality Assessment Results

Dimension	Key Indicators	Mean Score	Interpretation
Tangibles	Area aesthetics, staff appearance, professionalism	4.22	Very Good
Reliability	Service consistency, fulfillment of promises, timeliness	4.34	Good
Responsiveness	Staff promptness, speed of service	4.22	Good
Assurance	Sense of safety, courtesy, staff competence	4.24	Very Good
Empathy	Guest attention, personalized service	4.24	Good
Overall Avg.		4.25	Very Good

Source: Research Findings, 2024

The analysis shows that tourists perceive La Brisa Bali’s service quality positively. The Reliability dimension received the highest score (4.34), indicating strong trust in consistent and punctual service. Tangibles and Assurance also scored highly, reflecting positive impressions of the venue's aesthetics and staff professionalism. Despite some critical reviews online, most respondents rated the Responsiveness and Empathy dimensions favorably, although these areas still present opportunities for improvement in personal attention and faster response times.

Descriptive Statistics of Language Proficiency Variables

Language proficiency was assessed using three main indicators: fluency, communication clarity, and foreign language ability (especially English), with ratings provided by 80 tourist respondents.

Table 3. Staff Language Proficiency Assessment

Language Indicator	Average Score	Interpretation
Staff speaking fluency	4.12	Good
Communication clarity	4.08	Good
Foreign language (English) skill	4.10	Good
Overall Average	4.10	Good

Source: Research Findings, 2024

These results suggest that staff at La Brisa Bali demonstrate good language proficiency overall. Fluency received the highest score (4.12), indicating that staff can communicate smoothly, which is critical in ensuring comfort and clarity for

tourists. Clarity of communication and foreign language abilities also scored well, underscoring the staff's competency in facilitating interactions with international guests. While scores were positive, improvements in language skills especially in interpersonal communication and sensitivity to individual needs could further enhance guest satisfaction.

Synthesis and Implications

This study examined tourist perceptions of two key aspects contributing to a satisfying tourism experience at La Brisa Bali: service quality and staff language proficiency. Overall, both variables received good evaluations from tourists: Service Quality: Rated between Good to Very Good with a mean score of 4.25. The highest-rated dimension was Reliability (4.34), indicating trust in consistent and timely service. Other dimensions such as Tangibles and Assurance also reinforced the positive perception of La Brisa's staff and environment.

Language Proficiency: Scored an average of 4.10, with high ratings across fluency, communication clarity, and foreign language usage. These skills are crucial for ensuring smooth interaction with La Brisa's predominantly international clientele. However, some online reviews and individual feedback highlighted areas needing attention, particularly in Responsiveness and Empathy. Strengthening staff training in these areas along with improving foreign language and interpersonal communication skills will be essential for optimizing service quality.

This research reaffirms the findings of previous studies, (Anggara, Sudiarta, & Arismayanti, 2023), (Syukri & Suciandhani, 2024), (Putri, Suardana, & Arismayanti, 2024) and (Hakim, Mulyani, rulia, & paramarta, 2025), which emphasize the significant impact of service quality and communication effectiveness on tourist satisfaction and loyalty. In conclusion, this study highlights the importance of a holistic approach to tourism service management, integrating both tangible service aspects and communication competence. La Brisa Bali's management can use these findings as a foundation to develop strategic human resource improvements and maintain its reputation as a premium, inclusive destination offering memorable tourism experiences.

CONCLUSIONS

Based on the results of the research on tourists' perceptions of service quality and staff language proficiency at La Brisa Bali, it can be concluded that, in general, tourists provided good to very good ratings for the services they received. The service quality which includes physical aspects, reliability, responsiveness, assurance, and personal attention was perceived as meeting the expectations of most visitors. In particular, the reliability aspect was highly rated, with tourists feeling that the services delivered were consistent and aligned with the promises made, thereby building strong trust in the destination. Staff communication skills, especially in foreign languages such as English, also received positive responses. The fluency, clarity of communication, and ability to use foreign languages were generally considered sufficient to facilitate effective interaction with international tourists, who constitute the majority of La Brisa's visitors. The combination of good

service quality and adequate language proficiency created a more comfortable, enjoyable, and memorable experience for guests.

Although the overall results were positive, the study also revealed several criticisms and suggestions for improvement, particularly in terms of staff responsiveness and personalized service tailored to individual visitor needs. Enhancing communication skills and providing training to better understand the diverse needs of tourists from different backgrounds should become a focus of future development. Overall, this study underscores the vital role of service quality and language skills in creating a satisfying tourism experience at an international destination like La Brisa Bali. In the face of increasing competition in the tourism sector, management must continue to raise standards in service and communication to maintain a positive image and ensure visitor loyalty.

The findings of this study are expected to serve as a valuable reference for La Brisa Bali's management in formulating strategies for human resource development and service quality enhancement. Through a holistic and sustainable approach, La Brisa can continue to grow as a premium destination that not only offers beauty and amenities, but also friendly, responsive, and communicative service. In the future, further research that incorporates other aspects, such as digital service innovation or tourism product quality, may provide a more comprehensive picture to support the development of sustainable and highly competitive tourism.

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