ANALYSIS OF DETERMINANTS INFLUENCING PREMIUM PRICING OF GUEST HOUSES IN WEST DENPASAR, BALI

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Abstract: This study aims to test the hypothesis regarding the variables that form premium pricing for guesthouses in West Denpasar, Bali. The theories applied in this research are service marketing theory, with an in-depth analysis of the Flower of Services and Shostack's Molecular Model. The study employs Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM). Data was collected through the distribution of structured questionnaires. The population of this study consists of visitors to Andakasa Residence guesthouse during the 2022-2023 period, totaling 178 individuals. The sample size was 124 respondents, determined through probability sampling using the simple random sampling technique with a 5% margin of error. The results indicate that the indicators Information, Hospitality, Safekeeping, Exceptions, Essential Evidence, Distribution Strategy, Pricing Strategy, and Service Elements contribute to premium pricing. In contrast, Order Taking, Billing, Payment, Consultation, Advertising Strategy, and Product Elements do not form premium pricing for guesthouses in West Denpasar, Bali. It is hoped that these findings can provide insights for guesthouse owners in West Denpasar, particularly Andakasa Residence, to improve their services and establish premium pricing based on the variables examined in this study.

1. Introduction

The Indonesian tourism sector involves various services needed by tourists during their travels at their destination. In Indonesia, one of the services that has experienced growth is hospitality, which offers rooms and various other accommodations (Kartika, 2010; Hatane, 2007). Bali is one of the main tourist destinations that is popular with both international and domestic tourists because of its natural beauty, cultural richness, and the variety of accommodation facilities and tourist activities available (Mantra, 2008:36). This makes it a significant attraction for tourists. Thus, it can be said that Bali consistently contributes to the growth of Indonesia's tourism sector, making it one of the main drivers of foreign exchange earnings for the country. Information about tourist visits to Bali can be found in Figure 1.
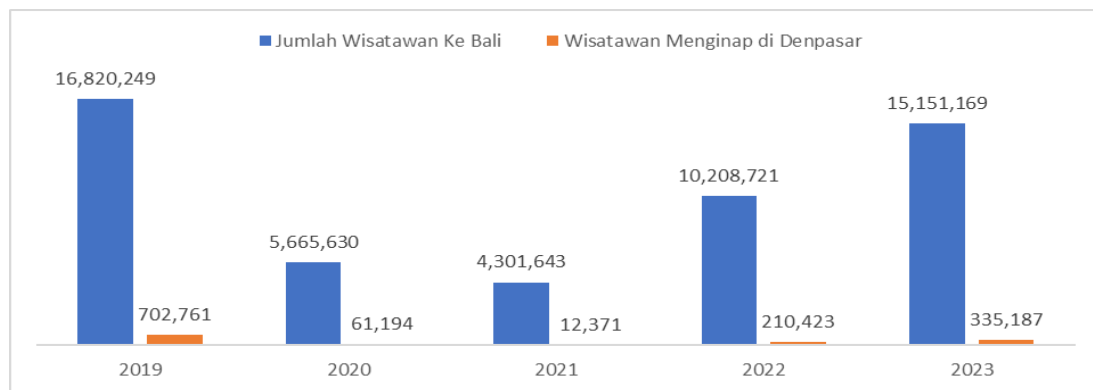
Figure 1. Tourist Visits to Bali and Denpasar
Source: Central Statistics

The figure above shows that the number of tourists visiting Bali peaked in 2019 at 16,820,249 tourists, a 6.27% increase from the previous year. In 2020 and 2021, there was a decline of 66.32% and 24.07%, respectively, due to the COVID-19 pandemic, which affected almost all sectors of the global market. Then there was an increase of 137.32% in 2022, reaching 10 million tourists, accompanied by *the New Normal* after COVID-19, and continuing to grow in 2023 to around 15 million tourists or around 48.41%.

The surge in tourist numbers in Bali is influenced by many factors, but the main one is that Bali can offer new *experiences* for tourists. Research conducted by Audina et al. (2022) states that the reasons tourists come to Bali are *novelty seeking, cultural experiences, adventures, social contracts,* and *relaxation.* In addition, other reasons include the ease of obtaining residence permits and e-Visas for foreigners (Adrian et al., 2023). One of the most popular destinations visited by tourists is Denpasar.

The number of tourists visiting the Denpasar area, as shown in Figure 1, has declined sharply since the COVID-19 pandemic began. However, accompanied by a period *of recovery*, the number of tourists staying in Denpasar has slowly increased. This situation has led accommodation providers in the Denpasar area to continue to strive for a strong competitive advantage. This advantage is crucial in order to compete with other companies, and can be achieved if the company is able to satisfy its customers (Kuntjara, 2007). There are several accommodations operating in the tourism sector in West Denpasar that offer high-quality facilities and services. The main facilities provided by these hotels include rooms with various amenities, such as air conditioning, television, *water heater,* telephone, swimming pool, food, and other facilities (Winarti, 2011). According to Tara (2011), competition in the tourism sector requires service providers to attract tourists to choose to stay.

Research conducted by Ihsannudin (2022) explains that hotel marketing strategies that can increase sales are influenced by the marketing mix. Another study by Blengini & Heo (2020) on hotel *pricing strategies* involves adapting to changes in macroeconomic conditions. Their study found that hotel pricing reacts fluctuatively to the macroeconomy. Changes in chain hotel prices are influenced by macroeconomic changes, franchise hotels are adjusted to market conditions, and independent hotels are adjusted to available *supply*. This research is based on the Service Marketing theory, which explains the relationship between service fulfillment between businesses and consumers who adhere to *Meeting Need Profitability* (Kotler & Armstrong, 2014). Based on the above background, research is needed on the formation of *premium guesthouse* prices in West Denpasar, Bali.

2. Research Method

This study aims to explore the factors that determine *premium* prices at *guesthouses* in West Denpasar, Bali. The approach used is a *confirmatory* quantitative approach. The population used is tourists who stayed at Taman Andakasa Residence in 2022-2023, totaling 178 tourists. The sample was determined using *probability sampling* with *simple random sampling*. The *sample* size was determined using the Slovin formula with a standard error of 5%, resulting in a required sample size of 124 respondents. The data was collected using a structured questionnaire distributed to the respondents.

3. Results and Discussion

3.1. Results

Respondent Characteristics

The research data was obtained from 124 respondents based on customer visit data at Taman Andakasa Residences from 2022 to 2023 through the distribution of structured questionnaires. The characteristics classified include gender, age, year of stay, domicile, occupation, and income. These characteristics are shown in the table below:

Table 4. Characteristics Based on Gender, Age, Residence, and Visit Time

Gender	Frequency	Percentage
Female	69	56
Men	55	44
Total	**124**	**100**
Age	**Frequency**	**Percentage**
<20	3	2
21 -25	17	14
26–30	24	19
31 - 35	49	40
36–40	13	10
41–45	10	8
46–50	5	4
>51	3	2
Total	**124**	**100%**
Residence	**Frequency**	**Percentage**
Domestic	94	76
International	30	24%
Total	**124**	**100**
Time	**Frequency**	**Percentage**
2022	48	39
2023	76	61
Total	**124**	**100%**

Source: Processed data (2025)

Based on the table above, it is known that characteristics based on gender are dominated by female respondents, with 69 respondents (56%) out of a total of 124 respondents. The rest are male respondents (44%). Then, for characteristics based on age, it is known that 49 respondents are aged 31-35 years (40%), 24 respondents are aged 26-30 years (19%), followed by 17 respondents or 14% aged 21-25 years, and the lowest frequency is aged <20 years old and >51 years old, each with 3 respondents (2%). In terms of domicile, the majority of guests who became respondents were domestic guests at 76%, with the rest being foreign guests. The

year of stay was limited to visitors in 2022 and 2023. Based on the table above, the number of guests who stayed in 2023 who became respondents was 76 respondents (61%), while the rest were guests who stayed in 2022.

Table 5. Characteristics based on Occupation and Income

Occupation	Frequency	Percentage
Business Owner	29	23
Employee	39	31
Self-employed	26	21
Investor	20	16
Other	10	8
Total	**124**	**100%**
Revenue	**Frequency**	**Percentage**
< Rp. 5,000,000	4	3
Rp. 5,000,001 - Rp. 10,000,000	8	6
IDR 10,000,001 - IDR 50,000,000	33	27
IDR 50,000,001 - IDR 100,000,000	52	42
> Rp. 100,000,001	27	22
Total	**124**	**100%**

Source: Processed data (2025)

Furthermore, based on job characteristics, the majority of respondents worked as *employees*, totaling 39 people (31%), while the smallest minority were unknown or not listed in the questionnaire, totaling 10 respondents (8%). Finally, based on income characteristics, it was found that 52 respondents (42%) had an income in the range of IDR 50,000,001 - IDR 100,000,000. The least frequent guests were those in the range of < IDR 5,000,000.

Validity Test

The validity test in the *confirmatory analysis* method is a stage to measure *the indicators* of a research *instrument*. An indicator is considered valid if the *standardized factor loading* value is > 0.70. The test results in this study can be seen in the figure below:
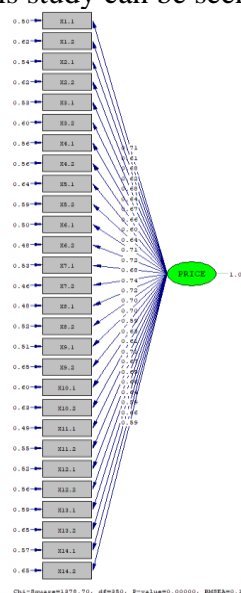

Figure 3. Path Diagram
Source: Processed data (2025)

Table 6. Validity Test

Indicator	SLF	Validity	Indicator	SLF	Validity
X1.1	0.71	Valid	X8.1	0.72	Valid
X1.2	0.61	Invalid	X8.2	0.70	Valid
X2.1	0.68	Invalid	X9.1	0.70	Valid
X2.2	0.62	Invalid	X9.2	0.59	Invalid
X3.1	0.68	Invalid	X10.1	0.68	Invalid
X3.2	0.64	Invalid	X10.2	0.61	Invalid
X4.1	0.67	Invalid	X11.1	0.71	Valid
X4.2	0.66	Invalid	X11.2	0.67	Invalid
X5.1	0.60	Invalid	X12.1	0.69	Invalid
X5.2	0.64	Invalid	X12.2	0.66	Invalid
X6.1	0.71	Valid	X13.1	0.69	Invalid
X6.2	0.72	Valid	X13.2	0.59	Invalid
X7.1	0.68	Invalid	X14.1	0.66	Invalid
X7.2	0.74	Valid	X14.2	0.59	Invalid

Source: Processed data (2025)

Based on the table above, it can be seen that the average *standardized loading factor* of the indicators is above 0.70. This shows that several indicators have met the validity criteria set, while several indicators that do not meet the validity criteria need to be modified/deleted.

Reliability Test

In this test, an indicator is considered reliable if it meets two main criteria, namely having a *composite reliability* (CR) value greater than 0.70 and an *average variance extracted* (AVE) value greater than 0.5. By meeting these criteria, it can be concluded that the indicators used in the study are able to describe latent variables validly and consistently. The AVE and CR values can be seen in the following table:

Table 7. Reliability Test

Latent	AVE	CR	Reliability	Laten	AVE	CR	Reliability
Information	0.44	0.61	Not Reliable	Exceptions	0.50	0.67	Not Reliable
Order Taking	0.42	0.59	Not Reliable	Essential Evidence	0.42	0.59	Not Reliable
Billing	0.44	0.61	Not Reliable	Distribution Strategy	0.40	0.57	Not Reliable
Payment	0.44	0.61	Not Reliable	Pricing Strategy	0.48	0.65	Not Reliable
Consultation	0.38	0.56	Not Reliable	Service Elements	0.53	0.69	Not Reliable
Hospitality	0.51	0.68	Not Reliable	Advertising Strategy	0.40	0.57	Not Reliable
Safekeeping	0.51	0.67	Not Reliable	Product Elements	0.39	0.56	Not Reliable

Source: Processed Data (2025)

Based on the table above, it can be concluded that the variables and indicators of this study have met the established reliability criteria.

Hypothesis Testing

The t-statistic value can indicate whether the relationship between the indicators and latent variables is statistically significant. This value is illustrated in the test results below:

Table 8. Hypothesis Testing

Indicator	t-values	Significant	Indicator	t-values	Significant
X1.1	8.90	Significant	X8.1	9.12	Significant
X1.2	7.44	Significant	X8.2	8.71	Significant
X2.1	8.47	Significant	X9.1	8.85	Significant
X2.2	7.49	Significant	X9.2	7.13	Significant
X3.1	8.51	Significant	X10.1	7.71	Significant
X3.2	7.75	Significant	X10.2	7.35	Significant
X4.1	8.22	Significant	X11.1	9.04	Significant
X4.2	8.19	Significant	X11.2	8.31	Significant
X5.1	7.18	Significant	X12.1	8.69	Significant
X5.2	7.84	Significant	X12.2	8.22	Significant
X6.1	8.89	Significant	X13.1	7.88	Significant
X6.2	9.17	Significant	X13.2	7.13	Significant
X7.1	8.51	Significant	X14.1	8.12	Significant
X7.2	9.45	Significant	X14.2	7.09	Significant

Source: Processed data (2025)

The t-statistic value shows that each indicator has a significant effect on the latent variables. The latent variables of *facilitating services, enhancing services, distribution system, cost and price of entity*, and *image of entity* can be used as factors that influence the *premium* price of guesthouses.

Model Fit Test (*Goodness of Fit Test*)

In *confirmatory factor analysis* (CFA) testing, a *goodness of fit* test is required to determine how the model as a whole can conclude the research results. The following are the results of the *goodness of fit* test using LISREL 8.0:

Table 9. Goodness of Fit

Model Fit	Criteria	*Value*	Description
Chi-Square	Insignificant	1378.70	*Not significant*
p-value	≥0.05	0.00	*Poor Fit*
RMR	< 0.05	0.047	*Poor Fit*
RMSEA	$0.05 \leq RMSEA \leq 0.08$	0.15	*Poor Fit*
GFI	≥0.90	0.56	*Poor Fit*
AGFI	≥0.90	0.48	*Poor Fit*
CFI	≥0.90	0.92	*Good Fit*
IFI	≥0.90	0.92	*Good Fit*
NNFI	≥0.90	0.91	*Good Fit*

Source: Processed Data (2025)

The results of the *goodness of fit test* table above show that there are several model fit criteria that are not met. In *confirmatory factor analysis,* if the results do not produce a suitable model, model modification is required to produce a better model. Modifications in this study were based on Arbuckle's theory. Arbuckle stated that model modification can be done using *modification indices* that appear in statistical programs. The results of *modification indices* are recommendations to add lines that connect and produce a fit model (Hanike, 2018).
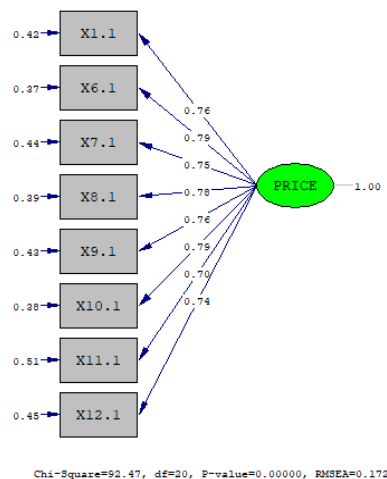
Model Modification

Figure 4. Model modification
Source: Processed data (2025)

Modifications to the research model were made by eliminating a number of indicators that were originally used in the measurement. The reduction of these indicators was based on the results of a series of validity and reliability tests conducted in stages. Each testing stage aimed to obtain the most statistically and theoretically appropriate model structure. Through this process, the final arrangement of variables and indicators was obtained, as shown in the model figure above, which represents the final refined research model. In the image *output*, the *goodness of fit* test is presented in the table below:

Table 10. Goodness of Fit Modification

Model Fit	Criteria	Value	Description
Chi-Square	Insignificant	71.66	*Good Fit*
p-value	≥ 0.05	0.00	*Poor Fit*
RMR	< 0.05	0.025	*Good Fit*
RMSEA	$0.05 \leq$ RMSEA ≤ 0.08	0.14	*Poor Fit*
GFI	≥ 0.90	0.87	*Moderate Fit*
AGFI	≥ 0.90	0.77	*Good Fit*
CFI	≥ 0.90	0.95	*Good Fit*
IFI	≥ 0.90	0.95	*Good Fit*
NNFI	≥ 0.90	0.93	*Good Fit*

Source: Processed Data (2025)

The *goodness of fit* test results show that several values meet the criteria. This means that the model used in this study can be declared valid. The *standardized loading factor* values and the *average variance extracted* and *composite reliability* values from the study are described in the table below:

Table 11. *Standardized Loading Factor*

Variable	Indicator	SLF	Error
Information	X1.1	0.76	0.42
Hospitality	X6.1	0.79	0.37
Safekeeping	X7.1	0.75	0/44
Exceptions	X8.1	0.78	0.39
Essential Evidence	X9.1	0.76	0.43

Variable	Indicator	SLF	Error
Distribution Strategy	X10.1	0.79	0.38
Pricing Strategy	X11.1	0.70	0.51
Service Elements	X12.1	0.74	0.45

Source: Processed Data (2025)

3.2. Discussion

The flower of services and *molecular model* of service marketing theory are used as *the framework* for this study. These two concepts describe how two services, namely *facilitating services* and *enhancing services,* can be strengthened and increase value in a competitive market.

Information

In *facilitating services*, there are several indicators to increase company value. The first is *information*. The *loading factor* results produced in the test show that the *information* indicator has a value of 0.76. This means that *the information* indicator can be used as one of the indicators to determine the premium price at *guesthouses* in West Denpasar. By providing additional services in the form of accurate and *up-to-date* information, the quality of *guesthouse* services can be improved.

This is in line with the model developed by Lovelock (2011). Lovelock states that ancillary services play an important role in enhancing the value of the primary services offered by companies. According to him, the delivery of accurate information falls under the category of ancillary services that support the overall customer experience. Accurate and *up-to-date* information helps build customer trust in the company. In addition, these ancillary services can be a competitive differentiator that increases the company's attractiveness in the market.

Thus, companies that pay more attention to the quality of additional services tend to have stronger long-term relationships with their customers. Based on the research, *guesthouses* in West Denpasar must improve the accuracy and timeliness of the information provided to maintain service quality if they want to offer premium prices and keep customers choosing *guesthouses* as their place to stay.

Order Taking

The indicator of the factor that supports the latent variable *of facilitating services* is *order taking*. The results of the study show that *order taking* has *a factor loading* below 0.70. This means that *order taking* is not one of the indicators used to measure the factors that determine the premium price in *guesthouses*. The *order taking* process is a process where customers are ready to use the service. This tends to be administrative in nature and may be considered standard or common, so it does not sufficiently create a perception of exclusivity or high added value in the eyes of customers.

Billing

The next indicator is *billing*. Based on the research results, the *standardized loading factor* value for the *billing* indicator is 0.68. These results indicate that the *billing* indicator does not form the premium price of *the guesthouse*. In other words, the existence of a good billing system does not necessarily have a significant effect on customers' perceptions of the reasons for paying higher prices at the guesthouse.

In general, billing is a process related to recording and delivering invoices to customers. Although this process is important to ensure smooth transactions, customers usually consider it a standard part of the service, not a key differentiator that creates an exclusive or premium impression.

Payment

Smooth billing payments can be supported by several factors, such as payment method options. The variety of payment methods offered not only makes it easier for customers to make transactions but also provides flexibility that can increase their satisfaction. Based on the results of the study, payment is not a valid indicator used to determine premium prices. This is evidenced by a standardized loading factor value below 0.70.

Consultation

Unlike simply providing information, *consultation* involves giving advice tailored to the specific needs and circumstances of the customer. This process involves direct interaction between the customer and the service provider, where the service provider offers relevant solutions or recommendations to enhance the customer experience. Based on the results of the study, *consultation* is not a valid indicator used to determine premium pricing. This is evidenced by a standardized loading factor value below 0.70.

Hospitality

Another indicator that customers may consider when choosing *a* premium-priced *guesthouse* is *hospitality*. The *loading factor* value generated by this indicator is 0.75. In other words, *hospitality* is one of the indicators that determine the premium price of *a guesthouse*.

Lovelock (2011) defines *hospitality* as the efforts of service providers to welcome new and returning customers. *Hospitality* takes many forms, ranging from a warm welcome upon arrival, the provision of comfortable public facilities, to the provision of food and beverages as part of additional services. All of these elements not only complement the core services but also create a more satisfying customer experience.

Customers tend to believe that high standards of service and professional management in guesthouses can improve the overall quality of service. Superior *hospitality* reflects the service provider's commitment to delivering a personalized and memorable experience, which in turn strengthens customers' reasons for choosing premium-priced services. Therefore, focusing on good *hospitality* management is a strategic step in building customer trust, increasing loyalty, and creating a reputation *for the guesthouse* as the top choice in the premium market segment.

Safekeeping

Safekeeping is the next indicator tested in this study. Based on the test results, this indicator has a *loading factor* value of 0.75, which indicates that *safekeeping* contributes significantly to the formation of premium prices. In other words, service providers' efforts to improve security are one of the important elements that customers consider when choosing to stay at *a guesthouse*.

Enhanced security from service providers includes various measures, such as 24-hour surveillance systems, in-room safes, controlled door access, and strict privacy policies. All of these are designed to provide customers with a sense of security, both in terms of safeguarding their personal belongings and ensuring their safety during their stay. When customers feel that their safety is a top priority, they are more likely to appreciate the services they receive. Not only does it provide a sense of security, *safekeeping* also contributes to increased customer comfort, which is an important factor in their stay experience. With guaranteed security, customers can enjoy core services and additional facilities without worrying about potential risks.

Exceptions

Exceptions are a form of additional service that supports service providers in delivering core services. The focus of *exceptions* is to provide special requests or address customer complaints. The results of the study show that the *loading factor* value is 0.78. This means that

the ability of service providers to handle unexpected situations or meet special customer needs is one of the important elements that influence customer perceptions of the value of the services provided.

The better a guesthouse is at providing *exceptional* service, the greater the customer's appreciation for that service. Service that focuses on *exceptions* not only helps create a more personalized experience but also demonstrates the service provider's flexibility and commitment to meeting customer needs. By paying extra attention to details like this, guesthouses can increase customer trust and loyalty.

Essential Evidences

The next model used in this study is the *molecular model* proposed by Shostack (1982). In this model, service is described as an interconnected element, shaped like atoms in a molecule. This model can illustrate how service providers can organize the services they deliver to customers. This is because each element in the service contributes to the customer experience. There are three parts to the elements of service, namely *the distribution system, cost and price of the entity,* and *image of the entity*.

In *the distribution system*, there are two indicators used, namely *essential evidence* and *distribution strategy.   s* are key elements in decision-making by service providers regarding building design and layout, especially in the construction of accommodations such as *guesthouses.* In this study, *s* was shown to have a significant influence on the formation of premium prices, with a *factor loading* value of 0.76. This indicates that design and layout elements are not merely aesthetic s, but also important indicators that influence customer perceptions of service value.

This not only strengthens customer loyalty but also allows service providers to set higher prices, as customers are willing to pay more for services they consider to be of superior value. In a competitive market, service providers must understand that investing in building design and layout can be an effective differentiation strategy. When customers feel that their needs and comfort have been prioritized through intuitive design, they are more likely to recommend the service to others. Thus, *essential evidence* becomes one of the important pillars in creating a superior customer experience while supporting business sustainability through premium pricing.

Distribution Strategy

In addition to *essential evidence*, the *distribution system* variable also plays an important role in influencing the formation of premium prices. One of the main indicators of *the distribution system* is *the distribution strategy*, which refers to how services are distributed or delivered to customers. This distribution strategy covers various aspects, such as the selection of strategic physical locations, ease of digital access, and the speed of service in reaching customers. In the study, this indicator showed a *loading factor* value of 0.79, which means that *the distribution system* has a significant contribution to the formation of premium prices. This shows that service providers must strategically design distribution systems in order to optimally meet customer needs and expectations. An effective distribution system provides customers with easy access to services, both through strategic physical locations and user-friendly digital platforms. For example, guesthouse locations close to city centers, public transportation, or major tourist destinations will increase their appeal to customers. On the other hand, digital access such as responsive websites or applications that provide *real-time* booking features will add to customer convenience.

Pricing Strategy

Another indicator that plays an important role in premium pricing is *pricing strategy*. With a *loading factor* value of 0.70, this indicator has proven to have a very significant influence. *Pricing strategy* encompasses the approach used by service providers to determine prices that are in line with the value perceived by customers. In the context *of guesthouses,* this strategy involves offering dynamic prices based on the season, demand levels, or specific periods such as holidays and weekends. This approach allows service providers to attract more customers while still maximizing revenue.

One effective *pricing strategy* is to offer attractive deals at certain times, such as discounts during low season or special packages that combine accommodation with additional services. Customers tend to feel more valued when they get more than what they pay for, thereby increasing their loyalty to the service.

Service Elements

Service elements are one of the indicators that influence the formation of premium prices. This is evidenced by statistical results showing a value of 0.74. Service elements cover various aspects of service, such as staff friendliness, speed of response to customer needs, cleanliness, and flexibility in tailoring services to individual preferences. These elements directly influence the customer experience while using the service, thereby creating perceptions about the quality and exclusivity of the guesthouse.

The excellence of service elements allows service providers to set premium prices because customers tend to be willing to pay more for a superior experience. For example, friendly personal interactions and attention to small details, such as greeting customers by name or offering quick solutions to complaints, create positive emotional connections. In addition, additional services such as concierge services, shuttle facilities, or the provision of local specialties can increase added value for customers.

Advertising Strategy

Advertising strategy includes various promotional efforts undertaken by guesthouses to convey information to customers, such as digital advertising, social media campaigns, or creative content on online platforms. Based on the results of the study, *advertising strategy* is not a valid indicator used to determine premium prices. This is evidenced by a standardized loading factor value below 0.70.

Product Elements

The last indicator that plays an important role in premium pricing is *product elements*. Based on factor analysis, this indicator has a *loading factor* value below 0.70, which indicates no significant effect on customer perceptions of the value of the services offered. *Product elements* refer to the quality of the core products provided by the guesthouse, such as room facilities, cleanliness, and bed comfort.

4. Conclusion

This study examines the factors that determine *premium* pricing at guesthouses in West Denpasar, Bali. Based on the results of *confirmatory factor analysis,* it is known that *Information, Hospitality, Safekeeping, Exceptions, Essential Evidences, Distribution Strategy, Pricing Strategy,* and *Service Elements* can form *premium* prices*,* while *Consultation, Order Taking, C Billing, Payment, Advertising Strategy*, and *Product Elements* do not form *premium* prices at *guesthouses* in West Denpasar, Bali.

Based on the results of this study, it is hoped that *guesthouse* owners in West Denpasar will strengthen *the services* they offer by providing services in accordance with the indicators

studied in this research to develop guests' perception of *premium* prices. Given the limitations of this study, it is hoped that future researchers will be able to update the research with other indicators or methods so that it can continue to benefit *guesthouse* owners.

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