Heritage and Hospitality: A Tourist Loyalty Model in a Historic Hotel of Inna Group Bali

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Abstract: Bali's tourism sector is facing increasing competition, underscoring the need for empirical insights into tourist loyalty within heritage accommodations to support sustainability and cultural preservation. This study explores the influence of brand attributes and travel motivation on tourist loyalty, with service quality as a mediating factor, using Inna Group Bali's heritage hotels as a case. A sequential mixed-methods approach was used, combining 400 survey responses analyzed through Structural Equation Modelling (SEM) with qualitative data from in-depth interviews. The results reveal that brand associations and pull motivation are key drivers of loyalty. Service quality fully mediates the effects of motivation and satisfaction. The proposed BHALIDEL model shows that combining architectural authenticity with modern service standards creates a competitive advantage. Recommendations include (1) partnering with heritage bodies to institutionalize conservation, (2) training staff in cultural intelligence, (3) curating thematic experiences with digital storytelling, and (4) applying adaptive reuse technologies to maintain heritage aesthetics while improving efficiency.

Keywords: loyalty; tourists; historic accommodation; Inna Group Bali

1. Introduction

The historical accommodations refer to lodgings situated in buildings of notable historical or cultural significance, offering guests an immersive heritage experience (Gunasekaran & Anandkumar, 2012; Pertiwi & Sulistyawati, 2020). These establishments are often housed in ancient structures that have been restored and repurposed for tourism, maintaining their original character while serving modern functions (Kubiszyn, 2021). Architectural features such as period-specific design, interior decor, and structural elements are central to the appeal of historic accommodations, serving as key attractions for culturally

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motivated travelers (Cuccia & Cellini, 2007; Lezcano González & Novo Malvárez, 2023). Restoration and preservation are fundamental aspects, as the process of rehabilitating and adapting these buildings not only supports tourism but also contributes to safeguarding cultural and historical heritage.

In historic accommodations, delivering high-quality service is essential to meeting tourist expectations and building loyalty (Kaewnuch, 2019; Ye et al., 2019). Loyal guests are more likely to return, supporting long-term sustainability (Campón et al., 2012; Priporas et al., 2017; Suhaeni et al., 2019). Research consistently links loyalty to service quality, satisfaction, and motivation. Satisfied tourists often form emotional ties to accommodations (Subrahmanyam, 2017). Many seek cultural and historical value in their stay, with motivations grounded in local heritage and authentic experiences (Chick, 1998; Richards, 2002; Waldron, 2002; Walker, 2009), which ultimately strengthen emotional connections and guest loyalty.

Conversely, the presence of historic accommodations confronts challenges, including the failure to modernize products and human resources related to service quality, which can adversely impact tourist satisfaction (Morrison et al., 1996; Thomazi & Baptista, 2018). Accommodations with historical, cultural, and unique values have been shown to provide a strong attraction in comparison to more generic accommodations (Falah, 2012; Lestari, 2001; Meng & Cui, 2020; Morrison et al., 1996; Thomazi & Baptista, 2018). One area that has historically maintained a significant number of buildings with high historical value is Bali Province.

According to Vickers (2013), Bali's hospitality industry has developed over the past century, beginning in 1927 with the establishment of the Bali Hotel (now Inna Bali Heritage Hotel) by the Dutch-owned KPM shipping company. This hotel, along with the later Inna Bali Beach Hotel, became iconic as the oldest and tallest accommodations of their time in Bali. These historic properties highlight the importance of preserving cultural heritage through quality accommodation rooted in Bali's tourism history.

Historic accommodations in Bali, particularly those managed by Inna Group, face increasing competition from newer, modern hotels, leading to declining occupancy rates and diminished market visibility. Despite their rich cultural and historical significance, these properties struggle to maintain relevance and customer loyalty in a rapidly evolving tourism landscape. The urgency of this research stems from the need to understand and leverage the unique historical and cultural values of these accommodations to enhance their competitive positioning, ensure business sustainability, and support Bali's broader goals of quality and sustainable tourism rooted in heritage.

The primary purpose of this study is to examine the relationship between tourist loyalty, satisfaction, and service quality, focusing on the roles of branding and tourist motivation in the context of Inna Group Bali's historic accommodations. Specifically, the research aims to analyze how brand attributes and travel motivations, particularly those linked to historical and cultural values, influence tourist loyalty, with service quality and satisfaction as mediating variables. The study addresses a gap in the existing literature by exploring these dynamics within the unique context of Bali's heritage hotels, providing insights for developing effective marketing strategies and enhancing the sustainability of historic accommodations.

The research focus is as follows: (1) What is the effect of the Hotel Inna Group Bali brand on service quality, level of satisfaction, and loyalty of staying tourists? (2) What is the effect of travel motivation on service quality, level of satisfaction, and loyalty of staying tourists? (3) How do service quality and level of satisfaction affect the loyalty of staying tourists? (4) What is the mediating effect of service quality and tourist satisfaction on the causal relationship of brand and travel motivation on tourist loyalty? and (5) What is the marketing strategy by utilizing the tourist loyalty model at Hotel Inna Group Bali?

2. Literature Review

2.1 Brand Attributes

Branding has long served to differentiate products and services across companies (Keller et al., 2010). Brand equity theory explains how brands create value for both firms and consumers (Herr et al., 1994; Keller et al., 2010; Kotler et al., 2023). Herr et al. (1994) identified five key dimensions: brand awareness, associations, perceived quality, loyalty, and ownership. Keller et al. (2010) emphasized brand knowledge awareness and image as central to brand equity. These attributes influence tourist perceptions, decisions, and loyalty.

In global hospitality, major hotel chains use branding to expand market reach and distinguish services (Goedertier et al., 2015; O'Neill & Mattila, 2010), often employing brand extensions to attract varied segments (Kwun & Oh, 2007). Integrating historical identity as a symbolic brand attribute (Table 1) illustrates how heritage narratives shape brand image. Aligned with brand equity theory, stronger cultural brand associations are expected to boost satisfaction and loyalty.

2.2 Theory of Motivation

Deci & Ryan (2013) stated that a person's motivation in carrying out an activity can generally be classified into two types: (a) intrinsic motivation, which is driven by internal needs and desires, and (b) extrinsic motivation, which is

influenced by external factors and stimuli from the person's environment. Deci & Ryan (2013) provide a perspective within the field of tourism that aligns with the views expressed by Dann (1977) and Crompton (1979) regarding the push and pull factors of traveling. The push motive is used to explain the desire to travel, while the pull motive is used to explain the choice of travel destination (Correia et al., 2013; Utama & Junaedi, 2017). The dominant push factor is related to the decision to explain the motive for traveling, while the pull factor tends to be related to the decision to choose a destination and/or service product offered by the tourism industry (Crompton, 1979; Utama, 2016). Crompton (1979) also distinguishes the motivation to travel in the holiday tourism segment into two types of motives, namely socio-psychological motives and cultural motives.

The present study posits that a heightened motivation to patronize a historic hotel, stemming from an interest in its distinctiveness, will result in an elevated perception of quality, enhanced satisfaction, and, consequently, heightened loyalty.

2.3 Quality of Service

In general, the output offered by producers to consumers can be categorized into two types: products and services. As business competition intensifies and the variety of similar offerings increases, companies are required to deliver high-quality output to remain competitive (Castillo Canalejo & Jimber del Río, 2018). Unlike products, service quality is more difficult to evaluate (Parasuraman et al., 1985; Subrahmanyam, 2017). These authors argue that objective measures used for products, such as product lifespan or defect rate, are not suitable for services due to three key characteristics: intangibility, variability in individual evaluations (heterogeneity), and the inseparability of service production and consumption (Castillo Canalejo & Jimber del Río, 2018; Parasuraman et al., 1985; Subrahmanyam, 2017). Kotler et al. (2023) further define service quality as the extent to which the delivered service meets consumer expectations. The closer the service performance aligns with expectations, the higher the perceived quality, making it a critical factor for achieving a competitive advantage.

The present study hypothesizes that the provision of high-quality service will result in an increase in satisfaction and encourage loyalty. The fundamental premise of this study is that a heightened motivation to patronize a historic hotel, stemming from an interest in its uniqueness, will result in an elevated perception of quality, greater satisfaction, and, consequently, higher loyalty.

2.4 Satisfaction

In examining consumer satisfaction, the dominant theory that is often used as a basis for study is the Expectancy Disconfirmation Theory proposed

by Oliver (1980). The study he undertook investigated the relationship between consumer expectations as pre-purchase variables and the disconfirmation (or confirmation) of these expectations in relation to perceptions after consumption, categorized as post-purchase variables. This study employed a quantitative approach, with the analysis technique applied to be a structural equation model (SEM) based on covariance. Measuring consumer satisfaction, particularly within the context of accommodation business services, presents significant challenges (Wahyudi & Maradona, 2021). This condition is inseparable from satisfaction, which is an abstract concept that must be measured across various dimensions (Adinegara, 2018; Julita et al., 2022).

Utilizing the typology of tourists as delineated by Cadotte & Turgeon (1988), Pizam & Ellis (1999) identified a total of 26 measurement items pertinent to accommodation businesses. These measurement indicators encompass various aspects, including availability of comfortable space, operating hours, cleanliness, neatness, portion of dishes, employee appearance, handling guest complaints, hotel service quality, food quality, helpful attitude of employees, number of services available, price of food and drinks, knowledge of serving guests, availability of food offered, quality of fruits and vegetables provided, variety of services offered, employee uniforms, quality of advertising, ease of reaching services, tranquility of environment, accuracy of financial transactions, litter in the hotel's outdoor environment, and reservation system.

2.5 Loyalty

Tourist loyalty can be approached from two sides: the supply side, where accommodations strive to offer quality service and satisfaction, and the demand side, where loyalty stems from tourist motivation and brand attachment (Castillo Canalejo & Jimber del Río, 2018; Sánchez-Sánchez et al., 2021). According to Durmaz et al. (2018), a tourist's perception of a brand is a key factor in building satisfaction and long-term loyalty. With increased access to information, tourists now value brands more than the product itself. Therefore, accommodations must align brand attributes with service quality to foster tourist satisfaction and enhance loyalty (O'Neill & Mattila, 2010).

The present study hypothesizes that satisfied guests will be more likely to become loyal. Additionally, it is hypothesized that the impact of quality and brand on loyalty may be moderated by satisfaction and quality, respectively.

2.6 Research Hypothesis

Based on theoretical and empirical studies, the hypotheses of this study are as follows; Figure 1 presents the conceptual model of these hypotheses:
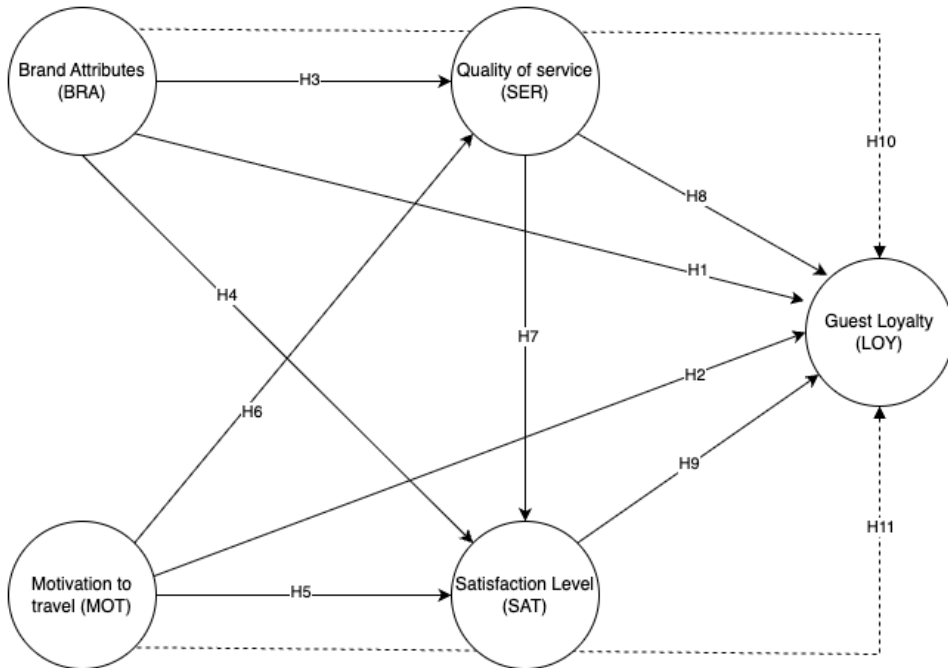
Figure 1. Conceptual Model of Hypothesis (Source: Research Result, 2025)

3. Method and Theory

3.1 Research Design and Scope

This research was conducted using a mixed method approach, a method that combines quantitative and qualitative approaches (Creswell & Creswell, 2017). In the quantitative approach, instruments in the form of questionnaires were developed, tested, and distributed to a number of selected respondents, foreign and domestic tourists, regarding their perceptions of the five research constructs: (a) brand attributes of the two study hotels, (b) motivation to stay at one of the three study hotels, (c) quality of service received during the stay, (d) level of stay satisfaction, and (e) loyalty to the hotel where to stay while traveling in Bali.

The quantitative approach focused on examining the demand-side perspective of tourists regarding the star accommodation industry in Bali. In the qualitative approach, the researchers conducted interviews and gathered documentation to obtain additional information about the historic accommodation industry in Bali from the supply side and justify or verify tourist preferences based on the results of the quantitative analysis conducted previously.

3.2 Data Collection

Tourist perception data for the five constructs in this study were collected over a three-month period (April–June 2024) through on-site survey distribution at two historic hotels: Inna Sindhu Beach Hotel and Inna Bali Heritage Hotel, Denpasar. Respondents were accompanied by trained surveyors to ensure clarity of questionnaire items and reduce the risk of misinterpretation. Each respondent completed the instrument within a maximum of 15 minutes to minimize disruption to their travel activities. Surveyors also verified the completeness of responses upon submission. Based on Slovin's formula, the minimum required sample size was calculated at approximately 400, which was then proportionally allocated according to the distribution of guests: 238 tourists (60%) at Inna Sindhu Beach and 162 tourists (40%) at Inna Bali Heritage.

Furthermore, in-depth interviews were also conducted with 10 informants, including a member of the hotel management. The respondents interviewed were randomly selected. The interviews aimed to obtain additional information beyond what was covered in the questionnaire. The interviews were conducted by the researcher using a recorder with the knowledge of the interviewed respondents.

3.3 Data Analysis

This study examines five latent constructs: brand attributes and tourist motivation as exogenous variables, tourist loyalty as endogenous variables, and service quality and satisfaction as mediators. Data were collected using questionnaires and interview guides. A variance-based Structural Equation Modeling (SEM) approach was employed to assess both formative and reflective constructs, using outer and inner models to analyze measurement validity and causal relationships (Hair Jr et al., 2020).

To complement SEM, Importance Performance Map Analysis (IPMA) was applied to evaluate not only the effects of each construct on loyalty but also their performance levels. By integrating path coefficients with mean scores, IPMA identifies key areas for strategic improvement in heritage hotel management (Ringle & Sarstedt, 2016). This dual analysis offers practical insights for enhancing service and branding in historic accommodations.

3.4 Participants and procedures
3.4.1 Population and Sample

The study's sample size was determined using the Slovin formula (1960), which is suitable for large, variable populations when exact parameters are unknown (Hair Jr et al., 2014; Sugiyono, 2016; Waluyo, 2012). The total population comprised 12,931 tourists who stayed in 2023 at Inna Sindhu Beach (7,699; 60%)

and Inna Bali Heritage (5,232; 40%). With a 5% margin of error, the minimum sample size was calculated as 399.99 and rounded to 400 respondents. The sample was allocated in proportion to the distribution of tourists, comprising 238 tourists (60%) from Inna Sindhu Beach and 162 tourists (40%) from Inna Bali Heritage.

3.4.2 Operational Definition of Variables

There are five constructs or latent variables involved. Latent variables or constructs are defined as variables that are difficult and/or cannot be measured directly, and their measurement must be carried out through several indicators or measuring items that are considered appropriate (Hair Jr et al., 2020). The five latent variables in the research model are planned to be operationalized according to the following items:

Table 1. Operational Definition of Variables

No	Construct	Dimension	Measuring Item	Source
1	**Brand Attributes**	Brand Awareness	1. The hotel brand is considered 2. Tourist commitment 3. Familiarity-liking 4. Brand recall	(Foroudi et al., 2018; Herr et al., 1994; Kwun & Oh, 2007)
		Perceived Brand Quality	1. Product/service variety 2. Price affordability 3. Service recognizability 4. Product recognizability	
		Brand Association	1. Tourist pride 2. Tourist attachment 3. Positive tourist attitude	
		Brand Symbolic Attribute	1. Brand name 2. Brand logo 3. Brand slogan/tagline 4. Brand historical identity	
2	**Motivation**	Push Factors	1. Novelty seeking 2. Prestige fulfilment 3. Relaxation 4. Social status enhancement 5. Strengthening social relationships	(Crompton, 1979; Dann, 1977; Deci & Ryan, 2013)
		Pull Factors	1. Theme and ambience 2. Decoration and layout 3. Amenities and facilities 4. Price 5. Value for money	

No	Construct	Dimension	Measuring Item	Source
3	**Service Quality**	Received Service	1. Service delivery 2. Standard service realization 3. Emergency service realization 4. Disaster response service	(Parasuraman et al., 1985)
		Expected Service	1. Service expectation 2. Standard service expectation 3. Emergency service expectation 4. Disaster service expectation	
4	**Tourist Satisfaction**		1. Hotel service quality 2. Food quality 3. Staff attitude 4. Cleanliness 5. Tidiness 6. Food portion 7. Staff appearance 8. Number of services 9. Complaint handling 10. F&B price	(Cadotte & Turgeon, 1988; Kotler & Armstrong, 2008; Oliver, 1980; Pizam & Ellis, 1999)
5	**Loyalty**	Attitudinal Loyalty	1. Intention to say positive things 2. Intention to recommend 3. Intention to revisit 4. First choice when visiting 5. Price tolerance	(Campón et al., 2012; Parasuraman et al., 1985; Riley et al., 2001)
		Behavioral Loyalty	1. Stay frequency 2. Recommendation frequency 3. Frequency of positive expression 4. Destination visit frequency 5. Number of other hotels used	

Source: Data Processed by Authors, 2025

3.5 Data Analysis

3.5.1 Structural Equation Model Analysis Techniques

In order to see the causal relationship between the constructs in the research model, the multiple variable statistical analysis technique, the

Structural Equation Model (SEM), was applied. The variance-based SEM used accounts for formative constructs that cannot be analyzed with variety-based SEM. In Structural Equation Modeling (SEM), it is essential to analyze two distinct submodels: (a) the measurement model for each construct, which includes the associated measurement items and is referred to as the outer model measurement, and (b) the structural measurement model, also known as the inner model measurement, which assesses the causal relationships established between pairs of constructs (Hair Jr et al., 2020).

3.5.2 Analysis of Mapping of Interests and Performance of Structural Model

The Importance Performance Map Analysis (IPMA), also known as priority analysis or performance impact mapping (Ringle & Sarstedt, 2016), was applied to assess the structural model of tourist loyalty toward historic accommodations at Inna Group Bali. IPMA identifies key factors influencing loyalty by combining the importance (total effects) and performance (mean scores) of each construct. In this study, IPMA was used to highlight which variables most significantly impact tourist loyalty and to evaluate how well the accommodations meet tourist expectations. This approach provides strategic insights into areas of strength and areas requiring improvement, offering a practical foundation for future marketing and service enhancement initiatives.

4. Results and Discussion
4.1 Results
4.1.1 Overview of Inna Bali Heritage Hotel and Inna Sindhu Beach

The history of tourist accommodations in Bali serves as a testament to its architectural heritage and constitutes a significant aspect of the historical continuity that marked Bali's early involvement in international tourism (Figure 2). One of the early milestones was the establishment of the Bali Hotel (now Inna Bali Heritage Hotel) in 1927. This initiative was undertaken by the Dutch shipping company *Koninklijke Paketvaart Maatschappij* (KPM) to meet the needs of tourists who began arriving when regular shipping opened in 1924 (Picard, 1997; Vickers, 2013).

Figure 2. Inna Bali Heritage Hotel at 1935 (Source: Leiden University Libraries, reproduced, 2024)

Subsequently, it served as the venue for several significant post-independence events, including the Denpasar Conference of 1946 (Hasyim, 2016) (Figure 3). Situated in the heart of Denpasar, the building's preserved colonial architecture, antique interiors, and its connection to state and artistic figures position it as a unique heritage asset.

Figure 3. Denpasar Conference in 1946 (Source: Leiden University Libraries, reproduced, 2024)

The preserved colonial architecture and historical photos decorate the hotel and record tourists such as Miguel Covarrubias, Mahatma Gandhi, Charlie Chaplin, Soekarno, and Nehru. Notably, American artist Ketut Tantri, Bali's first cinematic icon, also stayed there, contributing to the hotel's rich cultural legacy (Figure 4).

Figure 4. Inna Bali Heritage Decoration (Photo by Gusti Hery Angligan, 2024)

Conversely, Inna Sindhu Beach emerged in the 1950s in Sanur and underwent a transformation into a government-owned beach resort, subsequently becoming a favored venue for international dignitaries and early global tourism initiatives.

Figure 5. Inna Sindhu Beach Hotel (Photo by Gusti Hery Angligan, 2024)

Inna Bali Heritage, along with Kuta Beach Hotel, Sindhu Beach Hotel, and Grand Inna Bali Beach in Sanur, are milestones in the development of Bali's accommodation industry. Grand Inna Bali Beach is recognized as the tallest and one of the oldest hotels on the island. The three original hotels were acquired by the Indonesian government in 1956 and were designated as state-owned enterprises (Picard, 1997; Pringle, 2004; Vickers, 2013).

Figure 6. Inna Bali Heritage Hotel (Photo by Gusti Hery Angligan, 2024)

Inna Group Bali now manages five historic hotels in various locations: Inna Bali Heritage (Denpasar), Inna Sindhu Beach (Sanur), Grand Inna Bali Beach (Sanur), Grand Inna Kuta, and Inna Putri Bali (Nusa Dua). Currently, Inna Bali Heritage in Denpasar has retained its original name. In contrast, Grand Inna Bali Beach in Sanur has been rebranded as The Meru Sanur. Similarly, Grand Inna Kuta has become Truntum Kuta, and Inna Putri Bali in Nusa Dua has been renamed Merusaka Nusa Dua. Meanwhile, Inna Sindhu Beach in Sanur continues to operate under its original name. This long journey shows that Bali's historic accommodations offer not only comfort but also strong cultural and historical value. As mentioned by Sales Marketing Manager Inna Bali Heritage Hotel, Ni Komang Sukerni (Interview, 12 June 2024).

> Currently, we have retained the name Inna Bali Heritage in Denpasar due to its strong historical significance. However, several other properties have undergone rebranding. Meanwhile, Inna Sindhu Beach in Sanur continues to use its original name.

A fundamental understanding of the lasting importance of such properties is imperative to furthering discourse on heritage tourism, cultural identity, and tourist experience. These establishments offer accommodation and function as cultural nodes where narratives of place, memory, and continuity converge. Their distinctive positioning, profound historical background, and architectural authenticity render them pivotal case studies for examining how legacy and symbolism shape contemporary tourist perceptions and engagement. Consequently, this underscores the necessity for analytical frameworks that

transcend conventional service-based models, incorporating historical and symbolic brand value as pivotal components in elucidating tourist loyalty in heritage accommodation.

4.1.2 Measurement submodel analysis

In the latent measurement submodel with reflective indicators, the model shows the causal relationship of the latent measured as predictor variables and indicators as response variables. Statistics that need to be checked in the measurement submodel, including (a) average variance extracted (AVE) value, (b) composite reliability (CR), and (c) outer loading value. The results of this study show that the outer loading of each measuring item was observed, and most of the values were close to or exceeded the lower threshold of 0.708, which is the required value to include the item as a reflective latent measure.

Table 2. Summary of variable measurement

No.	Construct	Dimension	AVE	CR	Key Indicators (Outer Loadings)
1.	Brand Attributes	Symbolic Attributes	0.675	0.892	Logo (0.834), Slogan (0.874), History (0.791)
		Brand Association	0.529	0.818	Pride (0.760), Attachment (0.770)
		Quality Perception	0.517	0.811	Product Variety (0.754), Price (0.732)
		Brand Awareness	0.513	0.808	Familiarity (0.696), Memory (0.727)
2.	Travel Motivation	Pull Factors	0.609	0.861	Amenities (0.811), Layout (0.818), Theme (0.776)
		Push Factors	0.568	0.839	Novelty (0.819), Relaxation (0.775)
3.	Service Quality	Expected Service	0.574	0.843	Standard Expectation (0.792), Standard implementation (0.734)
		Received Service	0.548	0.829	Standard Realization (0.734), Disaster Response (0.715)
4.	Tourist Satisfaction	Single Dimension	0.576	0.871	Cleanliness (0.703), Complaint Handling (0.687), Layout (0.727)
5.	Tourist Loyalty	Attitudinal Loyalty	0.582	0.874	Revisit Intention (0.764), Recommendation (0.778)
		Behavioral Loyalty	0.848	0.917	Recommend Freq. (0.952), Positive Expression Freq. (0.888)

Source: Data Processed by Authors, 2025

Table 2 shows that guest motivation, particularly driven by pull factors, is the primary determinant of loyalty to historical accommodations. This aligns with findings by Crompton (1979) and Dann (1977), where motivations linked

to destination appeal, such as ambiance and amenities, have a profound impact on revisit intentions. The dominance of the pull factor confirms the relevance of maintaining appealing physical aspects (layout, decoration, facilities) in enhancing the guest experience, even in historic properties.

Although brand attributes are shown to significantly affect satisfaction and loyalty, their influence is more symbolic than functional. Guests of Inna Group Bali associate value not just with product quality but with intangible brand heritage, which evokes nostalgia and prestige. This reinforces previous studies that emphasize the emotional resonance of brand symbolism in shaping loyalty (Durmaz et al., 2018; O'Neill & Mattila, 2010).

Interestingly, the service quality dimension, though statistically significant, contributes less than expected. In particular, there is a visible gap between expected and received service, especially in standard service delivery, indicating the need for personalized service improvements. This resonates with Parasuraman et al. (1985), who emphasized that exceeding expectations is central to quality perception and satisfaction.

The mediating roles of satisfaction and service quality yielded nuanced insights. While satisfaction partially mediates the relationship between brand and loyalty, the mediation effect of service quality is weaker. This implies that satisfaction acts as a stronger catalyst for loyalty than service delivery alone. Tourists' emotional evaluation of their stay ultimately guides their intention to return or recommend.

The attitudinal loyalty indicators were more robust than behavioral ones, showing that intentions are formed more readily than actions. This suggests that while guests may express high satisfaction and intentions to return, actual repeat visits or recommendations may still depend on external factors such as price and availability.

4.1.3 Structural Submodel Analysis

The structural submodel, also known as the inner model, is a submodel in SEM that is used to examine the causal relationship between Exogenous latent variables and endogenous latent variables with measurement items that have been proven to be feasible in the examination of the measurement submodel of each latent variable. The developed research is also examined in the structural submodel (Figure 7).
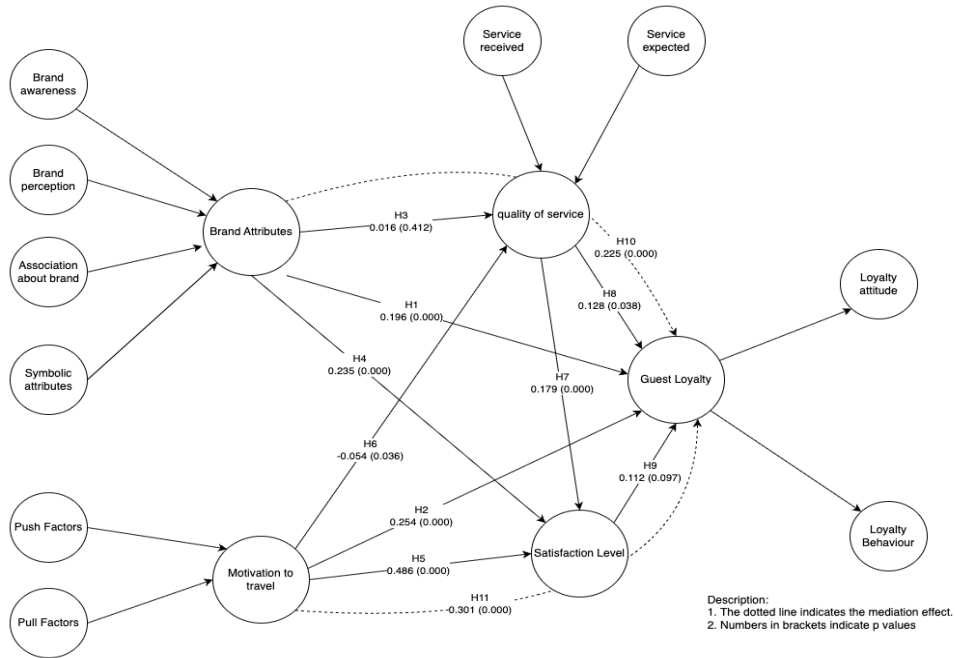
Figure 7. Significance of Hypothesized Path Coefficients (Source: Research
    Result, 2025)

Figure 7 shows that brand attributes have a strong influence on tourist satisfaction and loyalty; however, they do not appear to affect service quality. At the same time, tourist motivation was found to significantly influence all three outcomes: service quality, satisfaction, and loyalty. Service quality also plays an important role, as it improves both satisfaction and loyalty. However, satisfaction on its own does not significantly lead to loyalty. In addition, the results confirm that service quality and satisfaction act as mediators. The influence of brand attributes on loyalty is strengthened when guests perceive high service quality, while the influence of motivation on loyalty is stronger when guests feel satisfied.

Using the bootstrap process with a sample size of 5000 replications, the results of the structural submodel analysis carried out with *SmartPLS* version 4 show the coefficient values of the direct influence path of the Exogenous latent on the corresponding endogenous latent, the mediation effect, and the total effect.

The results of the direct influence effects show that Brand Attributes Formation: Brand Association (path coefficient = 0.535, p < 0.001), Brand Awareness (0.316, p < 0.001), and Symbolic Attributes (0.257, p < 0.001) significantly and positively influence Brand Attributes, indicating these elements are crucial in shaping how the brand is perceived. In contrast, Brand Perception's effect is non-significant (-0.009, p = 0.749).

Brand Attributes' Impact: Brand Attributes significantly affect Guest Satisfaction (0.235, p < 0.001) and Guest Loyalty (0.196, p < 0.001); however, they do not significantly influence Service Quality (0.016, p = 0.412). This indicates that while brand image drives satisfaction and loyalty, it does not directly enhance perceived service quality.

Guest Motivation: Both Driving Factors (0.182, p < 0.001) and Pull Factors (0.860, p < 0.001) strongly and significantly influence Guest Motivation, with Pull Factors having a much larger effect. Guest Motivation, in turn, positively affects Guest Satisfaction (0.486, p < 0.001) and Guest Loyalty (0.254, p < 0.001). However, it demonstrates a small negative effect on Service Quality (-0.054, p = 0.036).

Service Quality Determinants: Received Service (0.518, p < 0.001) and Desired Service (0.553, p < 0.001) are both significant predictors of Service Quality.

Downstream Effects: Service Quality significantly enhances Guest Satisfaction (0.179, p < 0.001) and Guest Loyalty (0.128, p = 0.038). Guest Satisfaction's direct effect on Guest Loyalty is positive but not statistically significant at the 0.05 level (0.112, p = 0.097).

Loyalty Outcomes: Guest Loyalty strongly predicts both Behavioral Loyalty (0.303, p < 0.001) and Attitudinal Loyalty (0.987, p < 0.001), with the latter showing an exceptionally high coefficient, indicating a near-perfect relationship.

Meanwhile, the results of the indirect effects between key latent variables are analyzed using structural equation modeling (SEM). Indirect effects occur when the relationship between two variables is mediated by one or more intervening variables. The significance of these effects is assessed by the t-value and p-value.

Key Findings:

Brand Attributes' Indirect Effects: The indirect effect of Brand Attributes on Guest Satisfaction via Service Quality is very small (0.003, p = 0.445) and does not reach statistical significance. Similarly, the indirect influence of Brand Attributes on Guest Loyalty through Guest Satisfaction (0.026, p = 0.125) and through Service Quality (0.002, p = 0.504) is also not significant. This suggests that the impact of Brand Attributes on satisfaction and loyalty is primarily direct rather than mediated by service quality or satisfaction.

Guest Motivation's Indirect Effects: The indirect effect of Guest Motivation on Guest Satisfaction via Service Quality is negative and not significant (-0.010, p = 0.057). The indirect effect on Guest Loyalty via Guest Satisfaction (0.055, p = 0.111) and Service Quality (-0.007, p = 0.129) are also not significant. This

indicates that while Guest Motivation has strong direct effects, its indirect effects through these mediators are limited.

Service Quality's Indirect Effects: Service Quality has a significant indirect effect on Attitudinal Loyalty (0.126, p = 0.038) and Behavioral Loyalty (0.039, p = 0.042) via Guest Loyalty. This means that improvements in service quality can increase both attitudinal and behavioral loyalty, but this effect is realized through the enhancement of overall guest loyalty.

Guest Satisfaction's Indirect Effects: The indirect effects of Guest Satisfaction on Attitudinal Loyalty (0.111, p = 0.907) and Behavioral Loyalty (0.034, p = 0.101) are not significant, indicating that satisfaction alone does not substantially mediate the relationship toward this loyalty outcome. Table 3 shows the total influence of each Exogenous latent variable on the model formed.

Table 3. Total Inter latent Influence Path Coefficient and Its Significance

No.	Latent Variables		Path Coefficient	Standard deviation	*t Value*	*p Value*
	Exogenous	Endogenous				
1.	Brand Awareness	Brand Attributes	0,316	0,024	13,017	0,000
2.	Brand Perception	Brand Attributes	-0,009	0,029	0,320	0,749
3.	Brand Association	Brand Attributes	0,535	0,031	17,355	0,000
4.	Symbolic Attributes	Brand Attributes	0,257	0,024	10,872	0,000
5.	Brand Attributes	Service Quality	0,016	0,019	0,821	0,412
6.	Brand Attributes	Guest Satisfaction	0,238	0,048	4,974	0,000
7.	Brand Attributes	Guest Loyalty	0,225	0,050	4,516	0,000
8.	Driving Factors	Guest Motivation	0,182	0,015	11,906	0,000
9.	Pull Factors	Guest Motivation	0,860	0,013	63,866	0,000
10.	Guest Motivation	Service Quality	-0,054	0,026	2,102	0,036
11.	Guest Motivation	Guest Satisfaction	0,476	0,048	9,975	0,000
12.	Guest Motivation	Guest Loyalty	0,301	0,060	5,049	0,000
13.	Received Service	Service Quality	0,518	0,031	16,909	0,000
14.	Desired Service	Service Quality	0,553	0,030	18,287	0,000
15.	Service Quality	Guest Satisfaction	0,179	0,042	4,290	0,000
16.	Service Quality	Guest Loyalty	0,148	0,060	2,477	0,013
17.	Guest Satisfaction	Guest Loyalty	0,112	0,068	1,659	0,097
18.	Guest Loyalty	Behavioral Loyalty	0,303	0,045	6,809	0,000
19.	Guest Loyalty	Attitudinal Loyalty	0,987	0,001	1353,393	0,000

Source: Data Processed by Authors, 2025

Brand Attributes Formation: Brand Association (0.535, p < 0.001), Brand Awareness (0.316, p < 0.001), and Symbolic Attributes (0.257, p < 0.001) have strong, significant total effects on Brand Attributes, confirming their essential role in shaping the brand image of historic accommodations. Brand Perception shows a negligible and non-significant effect (-0.009, p = 0.749), indicating it does not contribute meaningfully to Brand Attributes in this context.

Brand Attributes' Impact: Brand Attributes have significant total effects on Guest Satisfaction (0.238, p < 0.001) and Guest Loyalty (0.225, p < 0.001); however, they do not significantly influence Service Quality (0.016, p = 0.412). This suggests that while brand image is vital for satisfaction and loyalty, it does not directly or indirectly improve perceived service quality.

Guest Motivation: Pull Factors (0.860, p < 0.001) and Driving Factors (0.182, p < 0.001) are both significant predictors of Guest Motivation, with Pull Factors being especially dominant. Guest Motivation has a significant total effect on Service Quality (-0.054, p = 0.036; negative but weak), Guest Satisfaction (0.476, p < 0.001), and Guest Loyalty (0.301, p < 0.001), confirming its central role in shaping guest experiences and loyalty.

Service Quality Determinants: Both Received Service (0.518, p<0.001) and Desired Service (0.553, p<0.001) are strong, significant contributors to Service Quality.

Downstream Effects: Service Quality significantly enhances Guest Satisfaction (0.179, p<0.001) and Guest Loyalty (0.148, p = 0.013).

Guest Satisfaction has a positive but not statistically significant total effect on Guest Loyalty (0.112, p =0.097).

Loyalty Outcomes: Guest Loyalty is a strong predictor of both Behavioral Loyalty (0.303, p < 0.001) and Attitudinal Loyalty (0.987, p<0.001), indicating that fostering guest loyalty is crucial for both repeat visits and positive attitudes toward the accommodation.

4.1.4 Research Hypothesis Testing

According to Table 3 and Figure 7, the 11 hypotheses formed in this study are examined whether they can be accepted or rejected. Figure 7 shows the analyzed structural submodels equipped with the significance of each corresponding path coefficient.

Figure 7 shows hypothesis H3, which states that brand attributes do not affect the quality of service received by foreign and domestic tourists staying at the Inna Group Bali Hotel. This hypothesis is characterized by a path coefficient of 0.016 and a p-value of only 0.412 at a test level of 10 percent. In contrast, the other 10 hypotheses can be accepted. Table 6 shows a summary of the results of the hypothesis test on the model.

Brand attributes significantly increase tourist loyalty and satisfaction; however, they do not significantly influence perceived service quality. Travel motivation has a significant positive effect on both tourist loyalty and satisfaction, while it negatively and significantly affects perceived service quality. Service quality significantly enhances both tourist satisfaction and loyalty. Tourist satisfaction does not have a statistically significant effect on loyalty. Both service quality and satisfaction are proven mediators in the relationship between brand/motivation and loyalty. The most influential factors for loyalty in historic accommodations are brand attributes, travel motivation, and service quality.

4.1.5 Mapping of Interests and Performance

The results of the importance and performance analysis use the Importance Performance Mapping Analysis (IPMA) approach after testing the structural model. (IPMA) focuses on the importance and performance weight of each Exogenous latent variable that affects the endogenous latent variable; there are 5 endogenous latent variables formed by the corresponding Exogenous latent variables.

First, brand association emerged as the most important factor in shaping brand attributes, while brand perception showed the lowest importance and performance. This indicates that brand association (highest importance) and brand awareness (highest performance) are key to building historic hotel brands in Bali, whereas brand perception has minimal impact. Second, in analyzing motivation to stay, pull factors ranked higher in both importance and performance than push factors, suggesting external attractions outweigh internal drivers for guests choosing historic hotels in Bali. Third, regarding service quality, the service desired by guests held the highest importance, followed by the service received. In terms of performance, motivation had the highest score, followed by service received. Fourth, in evaluating satisfaction, guest motivation showed the highest performance, surpassing service quality and brand attributes. Service quality showed the least importance. Lastly, in shaping guest loyalty, satisfaction outperformed service quality in both importance and performance. This implies that guest loyalty in historic hotels in Bali should be primarily driven by guest satisfaction.

4.2 Discussion
4.2.1 Historic Accommodation Development Model

Based on several historical accommodation development models to remain the main existence in the development of Balinese tourism. Maintaining the history of the development of accommodation as a forerunner in Bali provides unforgettable knowledge to tourists. For that, in this study, based on

the results of this research model, it is very suitable to be abbreviated as the BHALIDEL (Bali Historical Accommodation Loyalty Model), which is a model that is composed of various perspectives and interrelated variables, such as Brand Attributes, Travel Motivation, Tourist Satisfaction, and Tourist Loyalty. For accommodation that reflects the uniqueness of Balinese history and culture, a concept of accommodation management that is oriented towards balance, or balancing, is needed. Therefore, Bali, which is identical to its tourism, needs to maintain a balance between maintaining existing accommodation in Bali (B) and preserving historical accommodation or Historical Accommodation (HA). This equilibrium is essential for the development of a holistic tourist loyalty (LI) model (DEL). This conceptual approach gave birth to BHALIDEL (Figure 8) as a model of balance and commitment to continue to maintain historical contributions as an important part of the development of Balinese tourism.
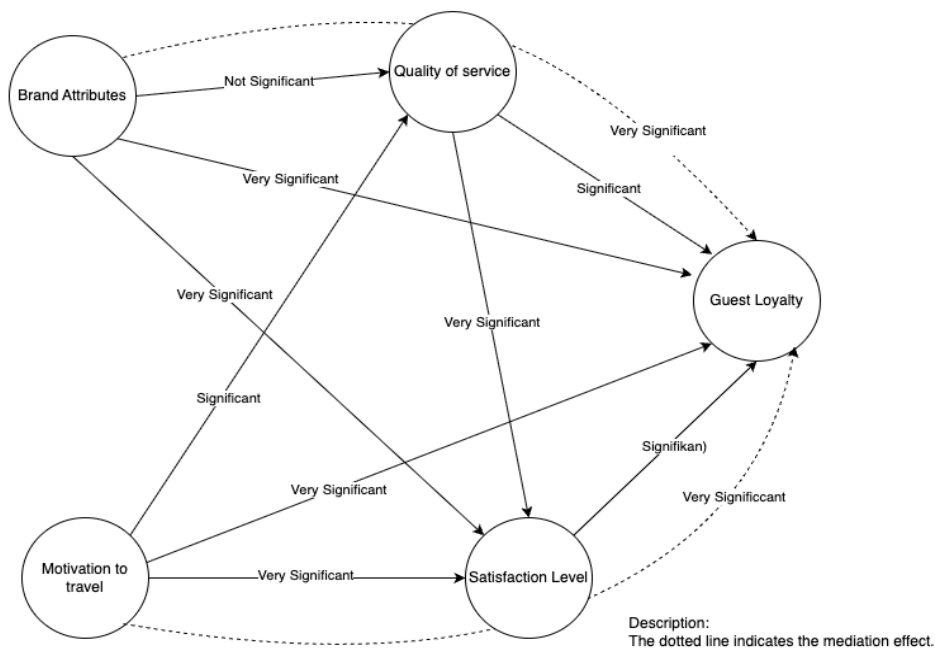

Figure 8. Bali Historical Accommodation Loyalty Model (BHALIDEL) (Source: Research Result, 2025)

The brand heritage concept by Hudson (2013) highlights how historical narratives and symbols can significantly enhance the appeal of established brands. Inna Bali Heritage, for example, is Denpasar's first international-class hotel and retains its original Dutch colonial façade (Vickers, 2013). Its marketing emphasizes notable historical moments, including the 1946 Denpasar Conference and visits from global leaders (Hasyim, 2016). These associations imbue the brand with authenticity and nostalgia, fostering emotional and cognitive

connections among guests. As Hudson (2013) notes, such history-based brand attributes become integral to a hotel's identity, acting as cultural anchors that strengthen engagement and elevate brand meaning beyond functional service offerings. For example, elements like the Soekarno Corner, a physical space preserving historical artifacts and memorabilia from Indonesia's first president, serve as a tangible connection to the past (Figure 9).

Figure 9. Soekarno Corner (Photo by Gusti Hery Angligan, 2024)

In line with this, the Sales Marketing representative at Inna Bali Heritage Hotel explains how the hotel's historical identity, embodied in both its architectural legacy and curated heritage displays, contributes to brand meaning beyond its facilities. Such symbolic associations, rooted in cultural memory and emotional attachment, become central to the loyalty-building process within the heritage accommodation context. As mentioned by Sales Marketing Manager Inna Bali Heritage Hotel, Ni Komang Sukerni (Interview, 12 June 2024):

> Our guests often say they don't stay here for luxury but because they feel connected to history, like being part of Bali's early tourism story. The Sukarno Corner, for example, is a favorite spot where tourists take photos and reflect on the past. It's not just a room; it's a piece of living history that adds depth to their stay.

Similarly, Inna Sindhu Beach's heritage credentials tie it into Bali's early tourism culture. Established in the 1950s as the Sindhu Beach Hotel,

it contributed to the emergence of mass tourism in Sanur (Pringle, 2004). Its beachfront location and Balinese-style gardens evoke traditional sea shrine practices and sunrise rituals (Widiyani, 2014). Both Inna properties incorporate visible cultural elements, including Balinese carvings, ceremonial offerings, and local dance and music, which consistently immerse guests in Bali's living culture. These historical and cultural features serve as symbolic brand attributes that enrich the guest experience. This sentiment aligns with the perspective of a tourist, David L from Australia (Interview, 12 June 2024):

> We have just completed our third visit to this hotel, and I must say, I believe this place is improving every year; it is a great hotel, an old-style Bali resort with an old, ornamented style. It is also a prime location for shops, bars, and beach walks.

In line with the BHALIDEL model, meaningful connections to local heritage help create a distinctive brand image that resonates with tourists' identities and cultural values. The integration of heritage narratives into the brand story activates emotional and cognitive associations, fostering authenticity and nostalgia. As noted by Hudson (2013), such associations enhance emotional engagement and strengthen tourist loyalty.

The BHALIDEL (Bali Historical Accommodation Loyalty Model) provides a strategic framework for fostering guest loyalty in heritage hotels by integrating cultural heritage branding, motivational alignment, service quality, and satisfaction. It encourages practitioners to embed historical identity into all aspects of the guest experience through architectural preservation, curated narratives, and digital storytelling, thereby strengthening emotional connections and brand loyalty.

Service quality and satisfaction function as key mediators in this process, requiring staff training that includes both hospitality skills and cultural literacy. Since guest motivation in heritage tourism is often externally driven, marketing should reflect these motivations through culturally themed packages and experiences. Loyalty is further reinforced through programs that reward repeat visits and foster emotional continuity.

To remain competitive, heritage hotels must balance modernization with preservation, upgrading facilities without compromising authenticity. By positioning themselves as leaders in cultural tourism and consistently monitoring market trends, these hotels can sustain relevance while maintaining cultural integrity. Thus, BHALIDEL serves as both a practical tool and theoretical advancement, uniting heritage, service, motivation, and loyalty in hospitality strategy.

Traditional loyalty models, such as Expectation Confirmation Theory (ECT), emphasize satisfaction as the basis of loyalty, where guests return if their expectations are met or exceeded (Shukla et al., 2024). BHALIDEL supports this view but extends it by highlighting the role of cultural heritage and guest motivation in shaping those expectations. It suggests that loyalty to historic hotels stems not only from satisfaction but also from the meaningful confirmation of culturally driven motivations.

Similarly, Keller's Customer-Based Brand Equity (CBBE) model envisions brand loyalty as the pinnacle of a pyramid built on brand awareness, meaning, and responses (Keller, 2001). BHALIDEL shares the insight that strong brand associations drive loyalty, but it uniquely defines those associations in terms of historical authenticity. Keller emphasizes brand imagery (performance and imagery) that evokes positive feelings; BHALIDEL adds that cultural-historical imagery is paramount for heritage hotels. In practice, this means BHALIDEL goes beyond Keller by quantifying how preserving architectural heritage and conveying local culture (the "HA" in BHALI) directly bolsters loyalty.

In short, BHALIDEL lies in integrating cultural or historical identity into the brand-loyalty link. It conceptually balances modernity (B) and heritage (HA) to build "holistic loyalty". This balances global branding principles with local authenticity: Unlike generic loyalty models, BHALIDEL asserts that maintaining historical legacy is itself a strategic brand component that enhances satisfaction and loyalty. By embedding place-specific heritage into core brand attributes, BHALIDEL thus advances the model, showing that tourism loyalty is not only about meeting expectations or generic brand strength but also about delivering culturally authentic experiences that resonate with tourist motivations. This strategic integration of heritage and hospitality has also supported the business success of the Inna hotels studied, as they continue to attract and retain loyal guests by offering meaningful, historically rich experiences.

4.2.2 Marketing Strategy of Historical Accommodation Loyalty Model in the Development of Inna Group Bali

The SEM model, developed with guest loyalty as the endogenous variable, highlights guest motivation as the most influential exogenous factor in determining loyalty toward the two historic hotels in Bali. Brand attributes, service quality, and guest satisfaction follow in descending order of total influence (Table 3). These findings underscore the importance of enhancing tourist motivation and improving service quality to strengthen loyalty. Empirical analysis also confirms that pull factors outweigh push factors in motivating stays (Table 3). Among the four pull indicators (Table 2), "decoration and layout" and "amenities and facilities" showed the highest outer loadings.

This aligns with informant insights suggesting that hotels should modernize aging amenities and facilities without compromising their historical integrity.

As an Exogenous latent variable that has the second largest total influence after motivation, the model shows that respondents' perceptions of the services received are still lower than the expected services. Empirically, this fact shows that both hotels must improve the quality of service provided to guests who stay. Examination of Table 2 shows that the largest difference between the expected service and the service received is in the standard service indicator (0.792 - 0.734 = 0.058). These results prove that, in fact, the standard service received is lower than the desired standard service. Therefore, the strategy that needs to be implemented is adding personal services (personalized services), both at Inna Sindhu Bali and Inna Heritage Bali. These two historic hotels should improve the services that can be provided to guests. In short, combining the SEM model obtained with the results of interviews with informants, the marketing strategy for historic hotels in Bali is:

1. Increasing the attraction factor for tourists to stay at historic hotels in Bali by improving the room decoration and/or hotel layout. In addition, replacing old hotel facilities is also urgently needed, and

2. Improve the quality of services provided to guests so that the expectations of guests who stay exceed their realization.

5. Conclusion and Implication

5.1 Conclusion

A study examining the influence of brand attributes and tourist motivation on loyalty, with service quality and tourist satisfaction as mediating factors, was conducted within the context of historic hotels in Bali, specifically focusing on the Hotel Inna Group Bali. The research found several significant conclusions. In general, a causal relationship exists between brand attributes and tourist motivations regarding their loyalty to historic hotels in Bali. The specific nature of these relationships can be summarized as follows:

1. Brand Attributes and Loyalty: Although the brand attributes of historic hotels, as exemplified by the Inna Group Bali, do not directly influence guests' perceptions of service quality, they have a significant and positive impact on both guest satisfaction and loyalty among domestic and international tourists. This finding supports previous research that emphasizes the role of brand associations and heritage in fostering emotional attachment and encouraging repeat patronage in historical accommodations (Prentice & Loureiro, 2017; Subrahmanyam, 2017).

2. Tourist Motivation as a Key Driver: Tourist motivation is confirmed as a critical determinant of service quality, satisfaction, and loyalty in the

context of historic hotels. The strong effect of pull factors, such as the desire to experience unique cultural and historical values, underscores the importance of aligning marketing strategies with the authentic heritage narratives that attract tourists to these properties (Richards, 2002; Waldron, 2002).

3. Service Quality's Dual Role: Service quality is a key latent variable that directly affects both guest satisfaction and loyalty. Its stronger impact on satisfaction (path coefficient = 0.179) compared to loyalty (0.128) underscores the importance of prioritizing service excellence to enhance guest satisfaction and foster loyalty in historic hotels (Kaewnuch, 2019; Ye et al., 2019).

4. Mediating Effects of Service Quality and Satisfaction: This study demonstrates that service quality and tourist satisfaction mediate the relationship between brand attributes, motivation, and guest loyalty. The significant mediating role of service quality suggests that investments in service delivery can amplify the positive impacts of branding and motivation on loyalty outcomes, supporting a holistic approach to guest experience management.

5. Strategic Implications for Marketing: The IPMA analysis shows that tourist satisfaction has a stronger impact on loyalty than service quality, while external pull motivation holds the highest importance. Thus, marketing for Bali's historic hotels should enhance satisfaction and motivation by emphasizing unique historical and cultural elements. Strong brand associations also highlight the need for effective storytelling and heritage preservations.

5.2 Implications

Enhance and Communicate Heritage Value: Historic hotels should actively preserve and showcase their unique architectural and cultural heritage. Storytelling through guided tours, curated displays, and digital content can enrich the guest experience and strengthen brand associations. Marketing materials should emphasize the hotel's historical significance and legacy to differentiate it from modern competitors.

Prioritize Service Quality and Staff Training: Continuous investment in staff training is essential to ensure service standards meet or exceed guest expectations. Training should blend hospitality excellence with cultural intelligence, enabling staff to deliver authentic, personalized experiences that reflect the property's heritage.

Leverage Tourist Motivation in Marketing Strategies: Marketing should focus on external pull factors, as the allure of historical narratives, cultural events, and

unique experiences drive tourists to choose historic accommodations. Packages and promotions should be designed to appeal to tourists seeking meaningful, immersive stays rooted in Bali's history and culture.

Integrate Satisfaction and Loyalty Programs: Develop guest satisfaction and loyalty programs that reward repeat visits and encourage positive word-of-mouth. Collect and act on guest feedback to continuously improve both tangible and intangible aspects of the guest experience, ensuring that satisfaction translates into loyalty.

Modernize Amenities Without Compromising Heritage: While preserving historical authenticity, selectively upgrade facilities to meet modern comfort and safety standards. This balance will attract a broader market segment, including younger tourists who value both heritage and convenience.

Strategically Position the Brand: Position the hotel as a leader in heritage hospitality by collaborating with local cultural institutions, participating in heritage tourism initiatives, and obtaining relevant certifications. This will reinforce the property's credibility and appeal to culturally motivated tourists.

Monitor and Adapt to Market Trends: Regularly analyze market trends and guest preferences to adapt offerings and remain competitive. Embrace digital marketing, social media, and online travel platforms to reach new audiences and communicate the unique value proposition of historic accommodations.

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