



Implementation of Tri Hita Karana in Increasing Guest Satisfaction at Movenpick Resort & Spa Jimbaran Bali

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Keywords:

Guest satisfaction, Implementation, Tri Hita Karana.

Abstract.

This research aims to analyze the influence and efforts of the implementation of Tri Hita Karana in increasing guest satisfaction at Movenpick Resort & Spa Jimbaran Bali. Data collection methods used are observation and questionnaires. The number of respondents in this study amounted to 75 samples of guests staying overnight and one key informant using the incidental sampling method. The data analysis technique used is multiple linear regression analysis. Before the analysis, the validity and reliability tests were conducted on the questionnaires distributed to the respondents. Based on the results of the t-test that has been carried out, it is concluded that one independent variable partially has a negative influence and two independent variables have a positive influence in increasing guest satisfaction at Movenpick Resort & Spa Jimbaran Bali. The results of t-count evidence $t > t$ -table, namely the Parahyangan variable of (-2.370) is greater than t-table (-1.667), the variable Pawongan of (4,242) is greater than t-table (1,667), and the Palembang variable of (4,508) is greater than t-table (1,667). Based on the results of the F-test, the three independent variables simultaneously have a significant effect. It is evidenced by the significance value of F of $0.000 < 0.05$. With a significant influence on Tri Hita Karana implementation in increasing guest satisfaction, the Movenpick Resort & Spa Jimbaran Bali must further optimize the application. The hotel has tried to provide training on Tri Hita Karana to each employee so that employees can explain the meaning of Om Swastiastu greetings to guests. Besides that, Movenpick Resort & Spa Jimbaran Bali also has implemented digital-based services to increase guest satisfaction.

Kata Kunci:

Kepuasan tamu, Implementasi Tri Hita Karana.

Abstrak.

Penelitian ini bertujuan untuk menganalisis bagaimana pengaruh dan upaya penerapan Tri Hita Karana dalam meningkatkan kepuasan tamu di Movenpick Resort & Spa Jimbaran Bali. Metode pengumpulan data yang digunakan adalah observasi dan angket. Jumlah responden dalam penelitian ini berjumlah 75 sampel tamu yang menginap dan 1 informan kunci dengan menggunakan metode incidental sampling. Teknik analisis data yang digunakan adalah analisis regresi linier berganda. Sebelum melakukan analisis, dilakukan uji validitas dan reliabilitas terhadap kuesioner yang dibagikan kepada responden. Berdasarkan hasil uji-t yang telah dilakukan, disimpulkan bahwa satu variabel bebas secara parsial berpengaruh negatif dan dua variabel bebas berpengaruh positif dalam meningkatkan kepuasan tamu di Movenpick Resort & Spa Jimbaran Bali. Hal ini dibuktikan dengan hasil t hitung $> t$ tabel yaitu variabel Parahyangan sebesar (-2,370) lebih besar dari t tabel (-1,667), variabel Pawongan sebesar (4,242) lebih besar dari t tabel (1,667)., dan variabel Palembang sebesar (4.508) lebih besar dari t -tabel (1.667). Berdasarkan hasil uji F, ketiga variabel bebas secara simultan berpengaruh signifikan. Hal ini dibuktikan dengan nilai signifikansi F sebesar $0,000 < 0,05$. Dengan pengaruh yang signifikan terhadap implementasi Tri Hita Karana dalam meningkatkan kepuasan tamu, pihak Movenpick Resort & Spa Jimbaran Bali harus lebih mengoptimalkan aplikasi. Pihak hotel telah melakukan upaya untuk memberikan pelatihan Tri Hita Karana kepada setiap karyawan agar karyawan dapat menjelaskan makna ucapan Om Swastiastu kepada tamu. Selain itu Movenpick Resort & Spa Jimbaran Bali juga telah menerapkan layanan berbasis digital untuk meningkatkan kepuasan tamu..

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1. Introduction

Bali Province is one of the provinces that is quite well known in the world because it is one of the regions as an Indonesian foreign exchange asset which is quite high in the tourism sector. However, the state of tourism in Bali Province is currently disrupted by the Covid-19 outbreak causing a decrease in visits to the Bali Province. During the decline in Bali tourism due to Covid-19, the Bali Provincial Government issued a Regional Regulation 5 of 2020. It regulates the Standards for Organizing Balinese Cultural Tourism to direct the development of higher quality Balinese cultural tourism, especially in tourism destinations, the tourism industry, tourism marketing, and tourism. tourism institutions (Arsana, 2019).

Bali has a concept as a reference in preserving cultural tourism activities, namely *Tri Hita Karana*. The concept appeared on November 11, 1966, when the Bali Hindu First Struggle Board Regional Conference was held at the Dwijendra College, Denpasar. The conference was held based on the awareness of Hindus of their dharma to participate in nation-building towards a prosperous, just, and prosperous society based on Pancasila (Bagus et al., 2018). *Tri Hita Karana* consists of three words, namely *tri*, meaning three, *hita*, meaning happiness or prosperity, and *karana*, meaning cause (Abarca, 2021). The basic values of *Tri Hita Karana* must always exist in all aspects of Balinese life. Without these basic *Tri Hita Karana* values in Balinese life, Balinese society would not exist. *Tri Hita Karana* means a balanced relationship between humans and God, humans and fellow humans, and humans and nature (Peters & Wardana, 2013).

Movenpick Resort & Spa Jimbaran Bali is a five-star resort that has implemented the *Tri Hita Karana* concept in running an environmentally friendly service to satisfy tourists. The implementation of *Tri Hita Karana* at the Movenpick Resort & Spa Jimbaran Bali includes Parahyangan (human relations with God), such as using the sacred prayer sentence *Om Swastiastu* spoken by the guest service agent as a prayer in welcoming guests who will check-in. *Om Swastiastu* "Hope you are in good condition by the grace of Sang Hyang Widhi" is a sacred sentence and is often said by Hindus. Next is *Pawongan* (human relations with others) such as resolving or finding solutions to complaints that are owned by guests so that guests are satisfied and the relationship between service providers and tourists who stay is harmonious. In addition, there are *Palemahan* (human relations with the environment), such as several services carried out by the Front Office Department applying digital and environmentally friendly concepts (online reservation making and hotel information available via QR code).

In the hotel organizational structure, the front office is a department that is directly related to guests, so it is located in the lobby or not far from the entrance (Sambodo, 2020). The main function of the Front Office Department is to sell (rent) rooms to guests. Because of that function, the Front Office should be located strategically, easily seen, or known by guests (Nursintia & Muktasida, 2014). So the Front Office Department has several important roles in a hotel: being the hotel's heart, being a seller, an administrator, a service coordinator, a source of information, and forming an image (Rosyid & Mukti, 2020).

The success of Movenpick Resort and Spa Jimbaran can be seen from the Gold Trophy at *Tri Hita Karana* that it received in 2019. The *Tri Hita Karana* Tourism Awards program is an award for hotels whose management has implemented the *Tri Hita Karana* concepts. The *Tri Hita Karana* Tourism Awards program has five categories: Bronze, Silver, Gold, Emerald, and Platinum (Peters & Wardana, 2013). This study focuses on one department, namely the Front Office Department, which is required to apply the *Tri Hita Karana* concept so that it is expected to provide satisfaction to tourists who stay. The problem with Movenpick Resort & Spa Jimbaran Bali is the lack of optimal digital services, especially in the check-in

process, which still uses paper as a registration form. Another problem is in the *Parahyangan* section of Movenpick Resort & Spa Jimbaran, especially the Front Office Department, no acyclic reads the holy prayer “*Om Swastiastu!*”. Therefore, it is very important to place it at the front desk. Based on the description above, implementing *Tri Hita Karana* is important for every company or industry engaged in tourism, especially in Bali. However, a lack of awareness of the importance of the *Tri Hita Karana* concept, especially in the Front Office Department, will affect guest satisfaction, so efforts must be made immediately to implement *Tri Hita Karana*. Therefore, to increase guest satisfaction, researchers are interested in conducting research titled “Implementation of *Tri Hita Karana* in Increasing Guest Satisfaction at Movenpick Resort & Spa Jimbaran Bali”.

2. Literature Review

According to Hinduism, *Tri Hita Karana* is a balanced and harmonious life between belief and devotion to God, serving fellow human beings, and loving nature. So, those who carry out the *Tri Hita Karana* teachings are humans because of the harmony with these three dimensions as the embodiment of the essence of the Vedas, namely Satyam and Shivam, which are eternal and eternal truth and purity (Puspitadewi et al., 2015). The three harmonious relationships include:

- a. The harmonious relationship between humans and their God (Ida Sang Hyang Widhi Wasa) is called *Parahyangan*.
- b. The harmonious relationship between humans and each other is called *Pawongan*.
- c. The harmonious relationship between humans and their natural environment is called *Palemahan* (Sukerada et al., 2013).

According to Ariyanto et al. (2017), *Tri Hita Karana* aims to achieve happiness in life by prioritizing the principles of togetherness, harmony or harmony, and a balance between economic motives, environmental preservation, culture, aesthetics, and spirituality. *Tri Hita Karana* is a Balinese culture that individual workers carry, leaders, owners, and company founders in routine workplace activities (especially hotels). From the definitions according to the experts above, it can be concluded that *Tri Hita Karana* is a concept that has a goal of harmony for all creatures on earth to create a positive environment.

According to Wijaya & Artajaya (2020), Balinese people, in resolving their problems, especially those related to village boundaries, must always hold on to the concrete steps of *Tri Hita Karana*, namely *Parahyangan*, *Pawongan*, and *Palemahan* to shape the behavior of Balinese people to bring about conflict resolution through family negotiations, and mutual respect and try to understand the problem by way of consensus agreement to achieve good together and create harmony. As Sarjana et al. (2020) stated, the factors causing the dynamic of *Tri Hita Karana* in the residential area of Hindus are urban modernization, population growth, spatial planning policies and settlement development, and rationalization in building construction.

Tri Hita Karana as a relational concept of human relations, environment, and God prevailing in Bali. It is interesting to observe the social construction pattern, which includes institutionalization, legitimacy, and socialization. The social construction of *Tri Hita Karana* was carried out through philanthropy through the pattern of institutionalization, legitimacy, and socialization (Budianto et al., 2020). The implementation of pro-environmental behavior in the form of *Tri Hita Karana* teachings in people’s lives in the *Parahyangan* (aspects of God) is realized by worshiping and serving the God in the *Pawongan* (aspects of humans) by helping each other and working together with humans, and in the *Palemahan* (aspects of the natural environment) by preserving nature (Anggana et al., 2022). According to Atmaja et al. (2022), the concept of *Tri Hita Karana* of the traditional village in Bali, which consists of *Parahyangan*, *Palemahan*, and *Pawongan*, implicitly contains the concepts of logic and set.

According to Parwati & Trianasari (2016), seven learning resources have been successfully validated: dance and percussion forum, natural agricultural laboratory, Bali traditional house, agriculture training center, tracking, natural panorama and hot water bathing place, and culinary tour. In addition, the understanding and commitment of the people to educational tourism based on *Tri Hita Karana* fall into good categories. Moreover, the media promotion has been successfully designed in the form of an art forum brochure, a village tourism brochure, and a draft of a guidebook to educational tourism based on *Tri Hita Karana*.

3. Methodology

This study uses quantitative data. The data collection method was a survey method by observing and distributing the questionnaires (Creswell, 2003). Distributing the questionnaires using QR Code can be seen in Figure 1 below.



Figure 1. The Questionnaire by QR Code

The sample in this study used the Incidental Sampling technique, which is a sampling technique based on chance. It means anyone who coincidentally or incidentally meets the researcher can be used as a sample, if it is deemed that the person who happened to be met is suitable as a data source (Sugiyono, 2013). So, this study used guests who stayed at the Movenpick Resort & Spa Jimbaran Bali from December 2, 2021, to July 5, 2022, and respondents aged 17-50 years. Determining the number of representative samples depends on the number of indicators multiplied by 5 to 10 (Hair et al., 2018). Therefore, the number of samples in this research is as follows: The number of indicators multiplied by 5. So 15 indicators in the research, multiplied by 5, is 75 samples. In this research, the questionnaire used a Likert Scale (Sugiyono, 2013) which consisted of strongly agree, agree, hesitate, disagree, and strongly disagree.

Data analysis test using multiple regression analysis aims to determine two variables between an independent variable (*Parahyangan, Pawongan, and Palemahan*) with the dependent variable (Guest Satisfaction), whether it has a linear relationship or not. This research conducted data analysis using SPSS Statistics 25 software (Statistical Product and Service Solution). The dependent variable was influenced by the independent variable or will be affected due to it (Sugiyono, 2013). The indicator in the independent variable was taken from Peters & Wardana (2013), and the indicator in the dependent variable was taken from Tjiptono (2014). The independent variable can be seen in Table 1, and the dependent variable can be seen in Table 2.

Tabel 1. Independent Variable

Variable	Indicator
<i>Paralyangan</i> (X1)	Front office employees say the sacred sentence of <i>Om Swastiastu</i> in welcoming guests. The existence of sacred symbols (Swastika and Qibla direction).
<i>Pawongan</i> (X2)	Front office staff politeness in serving telephone. Accuracy of the front office in resolving complaints from guests. Accuracy of the front office in explaining the types of hotel facilities. Front Office employees in providing the type of room ordered.
<i>Palemaban</i> (X2)	Front office employees check digital (environmentally friendly) and reduce paper usage. There is a QR code on the front desk for accessing hotel information. The use of an EDC (electronic data capture) machine. Reservations /bookings via the website.

Table 2. Dependent Variable

Variable	Indicator
Guest Satisfaction (Y)	Product Quality Product price Service quality Emotional factors Cost and convenience to get products or services

4. Results and Discussions

This part consists of the research results and how they are discussed. Of course, the results obtained from the research have to be supported by sufficient data.

4.1. Demographic Information

Furthermore, quantitative data will be analyzed using SPSS 25.0. Questionnaires were distributed to 75 respondents, and 75 questionnaires were worthy of research. In this section, we will know the characteristics of the respondents. The characteristics of the respondents were collected based on gender, age, and occupation. Based on Table 3, the respondent data shows that there are 35 respondents (46.7%) of the male gender and 40 (53.3%) respondents of the female gender. So, it can be concluded that most tourists staying at the Movenpick resort & Spa Jimbaran Bali are female tourists. Furthermore, based on age, it shows that there is one person (6.7%) with the age of 17-20 years, 46 people (61.3%) with the age of 21-30 years, 28 people (37.3%) with the age of 31-40 years, and 0 people (0%) with the age of 41-50. So, it can be concluded that most tourists staying at the Movenpick resort & Spa Jimbaran Bali are aged 21-30.

Table 3. Demographic Information from Survey Respondents

Gender	Frequency	Percentage (%)
Male	35	46,7
Female	40	53,3
Age	Frequency	Percentage (%)
17-20	1	1,3
21-30	46	61,3
31-40	28	37,3
41-50	0	0
Occupation	Frequency	Percentage (%)
Civil servant jobs	22	29,3
Private employee	30	40,0
Self employee	21	28,0
Other Occupations	2	2,7

Furthermore, data regarding the identity of respondents is based on work. Based on occupation, the occupation shows that there are 22 people (29, 3%) with civil servant jobs, 30 people (40.0%) with private jobs, 21 people (28.0%) with self-employed jobs, and two people (2.7%) with other jobs. So, it can be concluded that most tourists staying at the Movenpick resort & Spa Jimbaran Bali are private employees.

4.2. Validity test and Reliability Test

We tested the validity of each question item on the questionnaire and used item analysis which correlated the score of each questionnaire item with the total score. It shows the accuracy of the data collected by the researcher. The validity test was carried out using Pearson's Correlation with the help of the SPSS for Windows version 25 program. The results of the validity test are presented in Table 4 as follows. Valid decision criteria are stated if the r count exceeds the r table. For example, based on the output in Table 4, the total item correlation value for the 15 questionnaire items $>$ r table, all items can be said to be valid for this study.

After testing the validity and the results of the questionnaire are said to be valid, proceed with the reliability test. The reliability of the research instrument is assessed through the magnitude of Cronbach's Alpha coefficient, which shows the internal consistency of the items that underlie a variable. The calculation of the Cronbach's Alpha coefficient using the SPSS for Windows version 25 program is shown in Table 5 as follows. The analysis results show that the *Parahyangan* value is 0.831, *Pawongan* is 0.925, *Palemaban* is 0.791, and Guest Satisfaction is 0.827. Based on the value of Cronbach's Alpha which has a value greater than 0.70, it can be concluded that the questionnaires on the variables of *Parahyangan*, *Pawongan*, *Palemaban*, and guest satisfaction are declared reliable so that they can be used in this study.

Table 4. The Result of Validity Test

Variable	Item	r count	r table	Remark
<i>Parahyangan</i>	X1.1	0.927	0.227	Valid
	X1.2	0.923	0.227	Valid
	X2.1	0.871	0.227	Valid
<i>Pawongan</i>	X2.2	0.919	0.227	Valid
	X2.3	0.920	0.227	Valid
	X2.4	0.906	0.227	Valid
<i>Palemaban</i>	X3.1	0.741	0.227	Valid
	X3.2	0.828	0.227	Valid
	X.3.3	0.820	0.227	Valid
	X3.4	0.750	0.227	Valid
Guest Satisfaction	Y1.1	0.827	0.227	Valid
	Y1.2	0.694	0.227	Valid
	Y1.3	0.843	0.227	Valid
	Y1.4	0.683	0.227	Valid
	Y1.5	0.794	0.227	Valid

Table 5. The Result of the Reliability Test

Variable	Cronbach's Alpha	Remark
<i>Parahyangan</i>	0.831	Reliable
<i>Pawongan</i>	0.925	Reliable
<i>Palemaban</i>	0.791	Reliable
Guest Satisfaction	0.827	Reliable

4.3. Multiple Linear Regression

The function of the regression equation, besides predicting the value of the Dependent Variable (Y), can also be used to determine the direction and the magnitude of the influence given by the independent variable (X) on the dependent variable (Y) in this research (Basuki, 2015). Based on the results of these values, the value of a (coefficient constant) of 10.350 is a constant or a state when the guest satisfaction variable has not been influenced by other variables, namely the *Parahyangan* (X1), *Pawongan* (X2), and *Palemahan* variables. (X3). The value of b1 (regression coefficient value X1) is -0.337, indicating that the *Parahyangan* variable has a negative effect on guest satisfaction, which means that every 1 unit increase in the *Parahyangan* variable will affect guest satisfaction by -0.337, assuming that other variables are not examined in this research. From the calculations obtained, it can be concluded that the Movenpick Resort & Spa Jimbaran Bali Front Office Department should pay more attention to improving and paying attention to the implementation of the *Parahyangan* concept. For example, guest service agent employees are required to say *Om Swastiastu* as a welcoming prayer when conducting guest welcoming services written in the Guest Service Agent SOP. However, during the welcome using *Om Swastiastu*, some guests did not understand the meaning of *Om Swastiastu*, causing guests who checked in not to feel satisfied with the welcome or prayer.

The negative *Parahyangan* is also in line with the results of a previous study entitled “Analysis of the Effect of the Application of Tri Hita Karana on Tourist Satisfaction Levels in the Ceking Agrotourism Area, Tegallalang District, Gianyar Regency” (Puspitadewi et al., 2015). The results of this study indicate that the partial effect of the *Parahyangan* aspect on tourist satisfaction in the Ceking Agrotourism Area is evidenced by the value of t count > t table that is $-3.203 > -2.028$ with a probability value ($\alpha = 5\%$) of 0.003 which is below 0.05.

The value of b2 (regression coefficient value X2) is 0.342, indicating that the *Pawongan* variable positively influences guest satisfaction, which means that every 1 unit increase in the *Pawongan* variable will affect Guest Satisfaction by 0.342, assuming that other variables are not examined in this research. Therefore, from the calculations obtained, it can be concluded that the Movenpick Resort & Spa Jimbaran Bali, especially the Front Office Department, has been able to maintain the implementation of the *Pawongan* concept. The implementation of *Pawongan* in increasing guest satisfaction can be seen from the front office employees serving guests in a friendly manner and, listening to guests' complaints, then providing solutions to these complaints. With the feeling of satisfied guests, the implementation of *Tri Hita Karana* related to *Pawongan* is going very well, as can be seen from the harmonious relationship between Front Office Department employees and staying guests. The implementation of *Pawongan* in the Front Office Department has also been carried out well so far, and there are no obstacles to its implementation.

The value of b3 (regression coefficient value X2) is 0.557, indicating that the *Palemahan* variable positively influences guest satisfaction, which means that every 1 unit increase in the *Palemahan* variable will affect guest satisfaction by 0.557, assuming that other variables are not examined in this research. The implementation of *Palemahan* in increasing guest satisfaction, for example, the use of e-service, can positively impact the environment. The implementation of *Parahyangan* not only has an impact on the environment but also has an impact on guests who stay because these guests can feel the ease of enjoying e-services. The *Palemahan* in the Front Office Department has been implemented well. With the implementation of the concept, the guest's response to *Palemahan* is very good.

4.4. T-Test

The t-test in this research was used to partially determine each independent variable's effect on the Dependent Variable. In this test, the t-test (t-test) is used by comparing the t-value of each Independent

variable with the t-table value with an error rate (α) = 5% (0.05) and df (degrees of freedom) = nk, in where n = number of samples, and k = number of variables (Sinambela, 2019).

Table 7. T-test
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.350	1.806		5.730	0.000
	<i>Parahyangan</i>	-0.337	0.142	-0.215	-2.370	0.021
	<i>Pawongan</i>	0.342	0.081	0.398	4.242	0.000
	<i>Palemahan</i>	0.557	0.123	0.437	4.508	0.000

a. Dependent Variable: Guest Satisfaction

The t-test was carried out by comparing the t-count value with the t-table, the t-count obtained in Table 3 for the t-calculated value of -2.370, Pawongan of 4.242, and palemahan of 4.508. While the t-table is obtained with a significant rate of 0.05 and degrees of freedom (df) = number of respondents (n) - number of variables (k) = 75 (n) - 4 (k) = 71, with these provisions, the t-table is obtained of 1,667. Based on the t-count and t-table values obtained, the t-count of Parahyangan (-2.370) is greater than the t-table (-1.667), while Pawongan (4.242) and Palemahan (4.508) is greater than t-table (1.667). Based on the results of comparing the t-count value with the t-table, it can be concluded as follows:

a. *Parahyangan*

H0 is rejected, and H1 is accepted, which means that *Parahyangan* has a negative effect on increasing guest satisfaction at Mövenpick Resort & Spa Jimbaran Bali.

b. *Pawongan*

H0 is rejected, and H2 is accepted, which means that *Pawongan* has a positive and significant effect on increasing guest satisfaction at Movenpick Resort & Spa Jimbaran Bali.

c. *Palemahan*

H0 is rejected, and H3 is accepted, which means that *Palemahan* has a positive and significant effect in increasing guest satisfaction at Movenpick Resort & Spa Jimbaran Bali.

4.5. F-Test

The F test in this research aims to determine the effect of the Independent Variable simultaneously on the Dependent Variable using the F test seen from the regression coefficient of the Independent variable with an error rate (α) = 5% (0.05) (Sinambela, 2019).

Table 8. F-test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	244.535	3	81.512	20.008	.000 ^b
	Residual	289.252	71	4.074		
	Total	533.787	74			

a. Dependent Variable: Guest Satisfaction

b. Predictors: (Constant), *Palemahan*, *Parahyangan*, *Pawongan*

Based on the results of the F test using ANOVA in Table 4, the F-count value was 34.321. While the F-table with a significance level = 0.05 (5%), it is known that the F-table with df numerator = k-1 = 4 - 1 = 3 and denominator df = nk = 75-4 = 71, then the F-table (df numerator) (df denominator)

= (3) (71) = 2.734. Based on the results of the F-count and F-table values obtained, the F-count (11.096) > F-table (2.734), it can be concluded that the *Parahyangan*, *Pawongan*, and *Palemahan* have a joint and significant effect on guest satisfaction.

4.6. Coefficient of Determination

The coefficient of determination test measures how far the model can explain variations in the dependent variable. For example, the coefficient of determination test in Table 9 shows the results obtained from the adjusted R square (R^2) of 0.458 or 45.8%. It shows that Guest Satisfaction has been able to be explained by the *Parahyangan*, *Pawongan*, and *Palemahan* by 45.8%, while other factors outside this research model explain the remaining 54.2%.

Table 9. Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.677 ^a	0.458	0.435	2.018

a. Predictors: (Constant), *Palemahan*, *Parahyangan*, *Pawongan*

b. Dependent Variable: Guest Satisfaction

5. Conclusion

Guests generally respond well to the implementation of Tri Hita Karana at Movenpick Resort & Spa Jimbaran Bali. On the *Parahyangan* indicator, there were negative results because some guests did not understand the meaning of the *Om Swastiastu* greeting. However, the hotel has tried to provide training on *Tri Hita Karana* to each employee so that employees can explain the meaning of *Om Swastiastu* greetings to guests. Besides that Movenpick Resort & Spa Jimbaran Bali also has implemented digital-based services to increase guest satisfaction. Suggestions from the researcher are to immediately provide wood acrylic with the inscription *Om Swastiastu* so that it is easier to introduce the values of *Parahyangan* to guests so that it can have a positive effect on guests who will stay. The *Pawongan* and *Palemahan* indicators have shown positive values. From the results of research on the implementation of *Tri Hita Karana* in increasing guest satisfaction, it can be concluded that the implementation of *Tri Hita Karana* influences guest satisfaction. It is evident from guests who come and stay for the second time (repeat guests) because they are satisfied with the implementation of *Tri Hita Karana* in service Front Office Department.

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