

THE INFLUENCE OF THE EXPERIENCE OF DIGITAL NOMAD TOURISTS ON DESTINATION LOYALTY IN CANGGU, BADUNG DISTRICT, BALI

Dhyana Hanifanti Handizar⁽¹⁾, Sumaryadi⁽²⁾, Suteja Wira Dana Kusuma⁽³⁾

NHI Tourism Polytechnic ^{1,2,3}
Email: dhyanahandizar@gmail.com

Abstract

Nomadic tourism fills the gap between a strategy to increase number of tourist and the development of information and communication technology which makes everyone be able to live and working any where as long as they're connected to the internet. People who are processing their professional activities while having a migrating lifestyle with high mobility are defined as Digital Nomad. Which in Nomadic Tourism terminology, Digital Nomad counts as one of the type of Nomadic tourist as well. Hence, the appearance of Digital Nomad not only relevant in the growing of living and working environment but also relevant in tourism trend. The presence of digital nomad needs to be highlighted since Indonesia, precisely in Canggu, Bali chosen as number one destination for digital nomad. Even so, destination loyalty from digital nomad's perspective in Canggu is indicated has a low level, therefore it is needed to see if tourist experience is taking part in this since tourist experience is one of the crucial factors that can affect destination loyalty, besides digital nomad has a characteristic to prioritize their experience. The purpose of this study is to display digital nomad's tourist experience, destination loyalty, and how their experience affects their destination loyalty in Canggu. The method that is used on this study is descriptive quantitative. The result from this study is digital nomad's tourist experience and destination loyalty are in a good category, and there's a significant influence from digital nomad's tourist experience to their destination loyalty in Canggu. A step that can be done by the destination is to explore and increase the distinction value in Canggu.

Keywords: Nomadic Tourism; Digital Nomad; Tourist Experience; Memorable Tourism Experience; Destination Loyalty.

A. INTRODUCTION

In 2002, The United Nation of World Tourism Organization or UNWTO identified the determining factors that could influence tourism development until 2020. One of these factors is the living and working environment. This was then proven by the tourism trend presented by the Ministry of Tourism in 2018, namely Nomadic Tourism. Nomadic Tourism according to the Ministry of Tourism (2018) is any activity, business that connects the nomadic lifestyle (moving around), enjoying tourism destination products, getting travel services and experiences. Through this definition, it can be understood that the emergence of Nomadic Tourism fills the gap between strategies to increase tourists with the development of information and communication technology that makes it possible for everyone to live and work anywhere as long as they are connected to an internet connection.

People who process professional activities with a migratory lifestyle with high mobility is defined as a Digital Nomad (Purgat, 2018), where in Nomadic Tourism terminology, Digital Nomad is also a type of Nomadic Tourist. So that the presence of digital nomads is not only relevant in developing living and working environments, but also relevant in tourism trends.

The presence of these Digital Nomads needs to be highlighted, this is based on the data attached to the Ministry of Tourism's Presentation on Nomadic Tourism (2018) there are five million tourists in the digital nomad category who are interested in Indonesia as their choice of tourism destination. In addition,

statistical data obtained by Gap Year Escape states that Indonesia, especially Bali, is the number one tourism destination of choice for Digital Nomads (*See The Top 25 Global Destinations For Digital Nomads, 2018*)

One of the areas in Bali which has become a popular tourism destination for digital nomads according to Koeswologito in (Wiranatha et al., 2020) among other tourism destinations in the world is Canggu. Canggu is a village that is administratively located in North Kuta District, Badung Regency, Bali Province. Canggu has a diverse, internationally oriented environment accompanied by adequate internet and equipped with work environment facilities that meet the needs of digital nomads. This is marked by the availability of several co-working and co-living spaces intended to meet the connectivity needs of visiting visitors. keep doing the work on his way.

Apart from meeting the connectivity needs of digital nomads, Canggu's natural conditions, surrounded by beaches and rice fields, are an ideal location for digital nomads. This is due to one of the characteristics of digital nomads who tend to have blurred boundaries between work and vacation (Richard, 2015) This was shown in previous research regarding digital nomads in Bali that the reason digital nomads choose Bali, especially Canggu as their tourism destination, is the popularity of its tourist attractions so that they continue to vacation even though they are doing their work (Wiranatha et al., 2020).

The explanation above shows that Canggu is not only the main tourism destination of choice for digital nomads (Situmorang & Erwin Trisnajaya Karthana, 2021), but is also a tourism destination that meets the needs of digital nomads (Wiranatha et al., 2020) Even so, there are indications of low destination loyalty in Canggu from the perspective of digital nomads. This is shown by data on the frequency of visits by digital nomads in Bali in research (Pratiwi et al., 2021) conducted in Ubud and Canggu.

These presentations are a relevant basis for capturing the problems that occur in Canggu from a digital nomad perspective. This is because even if a tourism destination is successful in attracting visitors, if tourists fail to get a pleasant experience, tourists tend not to return to a tourism destination or recommend that tourism destination to others (Kim et al., 2010). As Canggu has become a major destination and attracts digital nomads to come, the number of digital nomads who return is still relatively low.

B. RESEARCH METHOD

This research uses a descriptive method using a quantitative approach. This research uses a descriptive method because it is in accordance with the definition of (Sugiyono, 2018) regarding the descriptive method, namely research with a problem statement that does not compare but looks for relationships between variables. Quantitative research according to (Sugiyono, 2018) has specific, clear and detailed design characteristics accompanied by objectives that show the relationship between variables. The reason for using this approach in this study is the compatibility of the characteristics of the quantitative research with the design of this study which specifically uses a digital nomad perspective. In addition, the purpose of research with a quantitative approach is also in accordance with the objectives of this study, namely to find relationships between variables. The variables in this research include tourist experience and destination loyalty.

The population in this study are all digital nomads who are and/or have visited Canggu in the last two years. The digital nomads that make up the population of this study are a mix of domestic and foreign tourists who are not differentiated. The type of population in this study is an infinite population or unlimited population, this is due to the absence of supporting data regarding the number of digital nomads in Canggu.

The main data source of this research is digital nomads who have visited or are currently visiting Canggu, they are the main source of data because the substance of this research discusses their perspectives. Sources of supporting data in this study are co-living and co-working parties in Canggu as a liaison between researchers and digital nomads in Canggu.

The sample of this research is a number of digital nomads who have visited and/or are currently visiting Canggu who were selected through a non-probability sampling technique, especially with a purposive sampling technique. This is because the samples needed in this study have specific characteristics and characteristics, namely digital nomads who are and/or have visited Canggu. Samples were taken online and obtained through a list of accounts that follow and are followed by co-working and co-living space Instagram accounts in Canggu, to find digital nomads who are and/or have visited Canggu.

In addition, samples from this study were taken from Facebook groups that contain digital nomad communities, as well as in the video comments section that discusses the life of digital nomads in Canggu on Youtube. The data collection techniques used in this study were divided into two, namely data collection techniques for primary data and data collection techniques for secondary data.

The validity test in this study used a content validity test, which is validity as measured by rational analysis or professional judgment, namely expert judgment. Apart from testing the content validity, a construct validity test was also carried out. This validity test uses the Pearson Product Moment correlation. Pearson product moment correlation is a parametric statistical technique that uses interval data.

C. RESULTS AND ANALYSIS

Canggu is administratively a village in Badung Regency, which is in the southern part of the island of Bali. The Canggu area is a beach area surrounded by rice fields. Several beaches in Canggu include Canggu Beach and Echo Beach.

There are many tourists who previously occupied Seminyak, now moving to Canggu because spending in Canggu is lower than Seminyak. However, there are natural conditions between Seminyak and Canggu that are different, namely the coastline in Canggu faces east where the sun rises. Apart from that, Canggu has a rural atmosphere, as previously mentioned, Canggu. Not only as a vacation spot, Canggu also provides a medium that can be used for those who need to work while on vacation, namely co-working or co-living spaces.

The majority of digital nomads who come to Canggu are aged 21 to 30 years, with a percentage of 56.3% of the total 103 digital nomad respondents. Then followed by vulnerable ages 31 to 40 years with a percentage of 38.8%. Then other respondents are digital nomads with a vulnerable age of 41-50, with a percentage of 4.9%. Meanwhile, digital nomads with a vulnerable age under 20 years and over 60 years were not found in this study. The majority of digital nomads who come to Canggu are male with a percentage of 58.3% and digital nomads are female with a percentage of 41.7%. This shows that the digital nomads who come to Canggu are mostly men. As with previous research, regarding digital nomads in Bali written by (Wiranatha, 2020) that the majority of digital nomads who visit Bali are men. But of course further research is needed to find the reasons behind this. that the work carried out by digital nomads in Canggu is very diverse. From this data, the jobs most often held by digital nomads are jobs in the creative, IT and marketing fields.

This is in accordance with what has been explained previously that digital nomads need internet and computer technology as their main needs in carrying out their work. Digital nomads who come to Canggu come from various parts of the world and cover all continents. It was found that the majority of digital nomads came from Western Europe. However, it was found that the majority of digital nomads who came to Canggu came from the United States and Canada, which are located on the other side of the world from Canggu. This could be due to Canggu's popularity among digital nomads in these countries, or it could be caused by the large number of digital nomads in the world who come from that country. However, this certainly still needs to be studied further.

With the majority of digital nomads aged 21-30 years residing in Canggu, researchers suspect this is due to the lifestyle and environmental conditions offered in Canggu being suitable for those in that age group. Based on the survey results, the experience of digital nomad tourists in Canggu is in the good category, so it can be said that the majority of digital nomads in Canggu have beautiful memories of Canggu. This is based on a statement from (Oh et al., 2007) that stored memory links experiences with emotional

outcomes. This can be caused by Canggu's ability to provide a fun, interesting and unforgettable experience for digital nomads.

Respondents' assessment of loyalty to digital nomad destinations in Canggu is in the good category (Wearing, 2001). This good category is a condition of overall destination loyalty. The recommend to other dimension is in a more dominant position in creating digital nomad destination loyalty in Canggu when compared to the revisit intention dimension. This means that digital nomads who come to Canggu are more likely to recommend Canggu to others than to return to Canggu.

In this study it was found that there was a simultaneous influence between the experience of digital nomad tourists on destination loyalty in Canggu. With the following regression equation:

$$Y = 9.846 + 0.106X_1 + 0.167X_2 + 0.235X_3 + 0.382X_4 - 0.286X_5 + 0.321X_6 + 0.665X_7$$

When viewed partially, of the seven dimensions of tourist experience, only two dimensions affect the loyalty of digital nomad destinations in Canggu. These dimensions include hedonism and knowledge.

Mayoritas *digital nomad* Canggu mengamini bahwa mereka memiliki rasa bersemangat untuk mendapatkan pengalaman. Hal ini didasari dari mayoritas responden yang menyatakan setuju yaitu sebesar 47,6 % walaupun diikuti dengan 23,3% dari total responden yang menyatakan sikap netral, namun terdapat 15,5 % yang menyatakan rasa sangat setuju. Walaupun demikian sebagian kecil dari total responden menyatakan pendapat negatif mengenai pernyataan tersebut yaitu sebanyak 9,7% menyatakan tidak setuju sedangkan 3,9 persen lainnya menyatakan sangat tidak setuju.

Selanjutnya, Indikator menikmati sensasi dari aktivitas yang dilakukan. Indikator ini diwalkilkan dengan pernyataan bahwa pengalaman yang didapatkan di canggu memiliki sensasi yang dapat dinikmati. Hasil penilaian indikator tersebut menunjukkan bahwa sejumlah 32% menyatakan setuju. Diikuti oleh 24,3% yang menyatakan sangat setuju, sementara 24,3% lainnya memutuskan untuk bersikap netral, serta 16,5% menyatakan tidak setuju dan 2,9% lainnya memilih untuk sangat tidak setuju.

The majority of respondents, namely 58 respondents, confirmed this statement with a positive assessment, with 33 of them agreeing while 25 others said they strongly agreed. Based on these results, it can be concluded that the experience in Canggu has a sensation that can be enjoyed by digital nomads.

Another indicator of the Hedonism dimension is a feeling of pampering, which is meant as a feeling that the activities carried out are equipped with details intended for digital nomads. A total of 33% of respondents expressed a neutral attitude regarding the statement that they enjoyed the feeling of being served from their activities in Canggu. However, there were more responses confirming the truth of the statement than denying it. Namely, 27.2% said they agreed and 22.3% said they disagreed, with 12.6% saying they disagreed while another 4.9% said they strongly disagreed.

The final indicator of the hedonism dimension is the thrill and curiosity that comes from experience. The results of the respondents' assessment showed that the majority of respondents expressed a positive attitude towards statements about the experience gained in Canggu giving a thrilling feeling. This is indicated by 32% of respondents agreeing and another 20.4% stating strongly agree. Followed by another 26.2% choosing to be neutral, and another 11.7% choosing to disagree and there are 9.7% who strongly disagree.

From these indicators it can be concluded that the hedonism dimension has a position that is relevant to the experience of digital nomads, because the majority of them get hedonic feelings from their experience in Canggu. This is indicated by the low percentage of negative responses to each of these dimension benchmarks.

the once-in-a-lifetime experience indicator for the majority of digital nomads, namely 27.2% thought they strongly agreed and 21.4% agreed that the experience they had in Canggu was only an experience that could be had once in a lifetime. Although 25.2% of the total respondents are neutral on this statement. Other respondents, namely 12.6% said they did not agree and 13.6% said they did not agree. This data shows that once in a lifetime experience is a possible sentence to describe the experience gained by digital nomads in Canggu.

Furthermore, uniqueness is a benchmark used to assess the level of novelty of the tourist experience. 30.1% stated that they were neutral towards this statement, another 25.2% stated that they agreed and 20.4% stated that they strongly agreed. However, there were 16.5% who strongly agreed and 7.8% agreed. This data shows that Canggu has a tendency to provide a unique experience for digital nomads.

Another benchmark for the novelty dimension is an experience that differentiates it from experiences elsewhere. Respondents' assessments showed that 26.2% stated they were neutral regarding the statement that the experience they had in Canggu was different from the experience they had in other places. Followed by 24.3% who strongly agreed with the statement and 22.3% who agreed. However, there are also opinions that do not agree with this statement, namely 18.4% and those who strongly disagree are 8.7%.

It can be concluded that the response regarding Canggu as a destination that provides a different experience from experiences from other places, is a mixed opinion for digital nomads. This is because the majority of respondents stated that they were neutral.

The final indicator that serves as a benchmark for the novelty dimension in Canggu is a new experience. The data shows that 34% said they were neutral about getting new experiences in Canggu. Meanwhile, another 27.2% stated that they agreed and followed by 20.4% which stated that they strongly agreed. Negative responses regarding the truth of this statement were shown by 11.7% who disagreed and 6.8% who strongly disagreed. The number of positive responses exceeds the negative responses by a significant amount, so it can be concluded that Canggu can provide a new experience for digital nomads. These data show that each novelty dimension has an even diversity, but Canggu has a promising position regarding differentiation and once-in-a-lifetime experiences. So it can be stated that the dimension of novelty in Canggu for digital nomads is not based on what Canggu has but on what digital nomads have experienced. This is because novelty means renewal or differentiation, but on average respondents showed an attitude of uncertainty by answering neutrally. So it can be said that there is a novelty dimension in Canggu for digital nomads but still has potential.

on the local community impression indicator, 29.1% of respondents stated that they agreed that the local community in Canggu gave a good impression. Meanwhile, 25.2% of respondents stated a neutral attitude to this statement. However, 20.4% of respondents stated that they strongly agreed with this statement. On the other hand, 17.5% said they disagreed and 7.8% said they strongly disagreed. So this shows that the local community makes a good impression on digital nomads in Canggu.

The next indicator is the atmosphere of local life that can be felt by digital nomads. 36.9% stated that they agreed that they could feel the local atmosphere in Canggu, with another 25.2% stating that they were neutral about this statement even though there were 14.6% who stated that they strongly agreed. There were also 17.5% who disagreed and 5.8% who strongly disagreed. This data shows that the majority of respondents agree that they can feel the atmosphere of local life in Canggu.

Then what can be used as a benchmark for other dimensions of local culture is the hospitality of the local community. Statements regarding the friendliness of local people in Canggu were approved by 30.1% of digital nomads, and there were 23.3% who strongly agreed with this statement. While there were 21.4% who thought they were neutral about this statement, there were 18.4% who disagreed and 6.8% who strongly disagreed. The statement that the local community in Canggu is friendly when digital nomads carry out activities has a positive response. From these data it can be understood that local people in Canggu are friendly towards digital nomads who are active in Canggu.

Through the results of the assessment of these indicators, it shows that the Local Culture dimension has significant value for digital nomads. The majority of them think that they received positive treatment and experience that has the atmosphere of local life.

D. CONCLUSION

The seven dimensions of the digital nomad tourist experience in Canggu fall under the "agree" category, meaning that these dimensions are already good.

The loyalty of the digital nomad destination in Canggu, based on the assessment results of the respondents from the two dimensions used, are revisit intention and recommendation to others.

There is an influence between the digital nomad tourist experience on the loyalty of the destination in Canggu, based on the F-test result, this influence is simultaneous. This effect is proven significant with a significance level of 41%. Additionally, there are 59% of other variables not examined in this study that can influence destination loyalty.

The experience of digital nomad tourists influences destination loyalty, therefore it is important for destinations to maintain and improve the experience received by digital nomads even though the conditions for the digital nomad tourist experience in Canggu are already in good condition. This can be done by increasing the digital nomad scene in Canggu, namely co-working and co-living spaces to maintain the digital nomad experience in Canggu.

REFERENCES

- Kim, J. H., Ritchie, J. R. B., & McCormick, B. (2010). Development of a Scale to Measure Memorable Tourism Experiences. *Journal of Travel Research*, 51(1).
<https://doi.org/https://doi.org/10.1177/00472875103854>
- See The Top 25 Global Destinations For Digital Nomads, (2018).
<https://www.forbes.com/sites/duncanmadden/2018/11/30/see-the-top-25-global-destinations-for-digital-nomads/?sh=3e2ac2d26ed3>
- Oh, H., Fiore, A. M., & Jeoung, M. (2007). Measuring Experience Economy Concepts: Tourism Applications. *Journal of Travel Research*, 46(2).
<https://doi.org/doi.org/10.1177/0047287507304039>
- Pratiwi, I., Bangun, D. V. B., & Turgarini, D. (2021). Teknologi Digital untuk Wisata Gastronomi. *Barista : Jurnal Kajian Bahasa Dan Pariwisata*, 8(2), 37–45. <https://doi.org/10.34013/barista.v8i2.324>
- Purgat, M. B. (2018). Digital Nomads - Entrepreneurship or New Lifestyle? *Przedsiębiorczość i Zarządzanie*, XIX, 259–266.
- Richard, G. (2015). The New Global Nomads: Youth Travel in a Globalizing World. *Tourism Recreation Research*, 340–352. <https://doi.org/doi.org/10.1080/02508281.2015.1075724>
- Situmorang, F., & Erwin Trisnajaya Karthana. (2021). Redesign Rural Tourism Product Based Digital Nomadism Postpandemic COVID-19 in Bali. *Jurnal Kepariwisata: Destinasi, Hospitalitas Dan Perjalanan*, 5(2), 1–13. <https://doi.org/10.34013/jk.v5i2.513>
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, R & D*. Alfabeta.
- Wearing, S. (2001). *Experiences That Makes a Difference*. CABI.
- Wiranatha, A. S., Made, A., & Piartrini, P. (2020). DIGITAL NOMADS TOURISM IN BALI. *Journal of Development Economics and Finance*, 1–16.