
The Economic Impact of Digital Nomads' Loyalty to Co-Working Spaces in Canggu Village

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Abstract:

Digital nomads in Bali face several issues, despite the island's popularity as a hub for remote work. Digital nomads often struggle with understanding and navigating Indonesia's visa requirements, which may not clearly accommodate remote workers. This uncertainty can lead to legal issues or unexpected expenses. This research design uses a quantitative approach with the research location conducted at co-working spaces in Canggu, North Kuta District, Badung Regency, Bali. Data analysis uses the Partial Least Squares (PLS) technique. The results of the data analysis show customer satisfaction acts as a partial mediating variable in the relationship between service quality and revisit intention. This means that while service quality can directly influence revisit intention, it can also do so through customer satisfaction, albeit not entirely. Similarly, social value serves as a partial mediating variable between service quality and revisit intention. This indicates that service quality can directly impact revisit intention without necessarily involving social value.

Keywords: *Service Quality, Satisfaction, Social Value, Revisit Intention*

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1. Introduction

Bali plays a crucial role in Indonesia's tourism sector, with a significant portion of the national economy and Bali's regional income contributed by tourism (Parhusip, et al, 2018). Tourism is the fastest-growing industry globally, offering new employment opportunities in many developing countries and significantly impacting foreign exchange earnings. Today, the tourism industry has become more competitive and global due to advancements in information and communication technology (Pambudi, et al, 2020).

One technological development in tourism is digital nomadic tourism. This lifestyle involves people working remotely using digital technology, such as laptops and the internet, while traveling and exploring various tourist destinations worldwide. Digital nomads often spend several weeks or even months in one place before moving on to

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another, allowing them to combine work with exploring new cultural and environmental settings (Kumar, et al, 2023). Key aspects of digital nomadic tourism include work flexibility, enabling individuals to work from anywhere as long as they have internet access. As a result, many businesses, like coworking spaces, are established to meet their needs. Digital nomads may engage in freelance work, remote contract work, or run their own online businesses.

The rise of digital nomadic tourism is expected to increase the likelihood of tourists recommending tourist attractions and coworking spaces to their friends (recommendation intention). In a business or marketing context, revisit intention refers to the desire or intention of customers to return. Zeithaml, et al (2016) explain that revisit intention is a form of behavioral intention, where customers express a desire to return, provide positive word of mouth, stay longer than expected, and spend more than anticipated.

Several factors influence revisit intention, including service quality. High-quality service creates positive customer experiences, builds loyalty, and naturally increases revisit intention, as satisfied customers are likely to share their positive experiences with others. Outstanding service quality not only meets customer expectations but also creates a strong emotional bond, encouraging customers to enthusiastically recommend the business or service to their friends, family, and colleagues (Aminullah, 2018). By focusing on superior service quality, customers feel valued and recognized. Their satisfaction creates a positive domino effect, enhancing revisit intention and helping businesses build a solid reputation in the market (Raspati, et al, 2020).

Service quality is a key factor in fostering revisit intention among customers. Quality is influenced not only by the outcome of the service but also by the service process (Hutagalung, M., & Nainggolan, 2022). Service quality is the result of a customer's perception of the service received compared to their expectations. The relationship between service quality and revisit intention has not been consistently established, as some studies find a significant relationship while others do not. Riyanti, et al (2020) found that service quality positively and significantly influences revisit intention. In contrast, Oktariani, E., (2019) found no significant relevance between service quality and revisit intention.

Before service quality impacts revisit intention at coworking spaces, it first affects digital nomad satisfaction. Exceptional service quality not only meets tourists' expectations but also creates unforgettable experiences, significantly increasing their satisfaction (Wang et al, 2018). Satisfied tourists are more likely to return, highlighting the importance of tourism operators and destination managers enhancing service quality at destinations like Padang Beach to ensure tourist satisfaction. Understanding tourists' needs and expectations through feedback analysis, satisfaction surveys, and direct interactions is essential for providing a positive experience. By improving tourist satisfaction, destination managers can increase the likelihood of

future visits and build a loyal customer base that may provide positive recommendations (Mulyani, M & Ferdinan, 2023).

Based on the above research, it can be concluded that exceptional service to consumers first creates customer satisfaction before influencing tourists' behavior to return. Tourists who are dissatisfied with the service are unlikely to return. Thus, customer satisfaction mediates the influence of service quality on revisit intention.

In addition to service quality, social values pertaining to people's aspirations for acceptability, recognition, and approval also have an impact on revisit intention. Two popular typologies of perceived value in collaborative consumption—self-fulfillment value and social value—are utilized to theorize customers' perceived value as a two-dimensional concept (Wang, et al, 2018)(Zhang, et al, 2017). These forms of perceived value assess both individual and society consumption experiences in the sharing economy. A person's capacity to reduce stress and improve their mood is reflected in their self-fulfillment value (Wang, et al, 2018). On the other hand, people's need for acceptance, approval, and recognition is linked to social worth (Zhang, et al, 2020). Recurrence intention is influenced by social ideals as well as self-fulfillment (Tajeddini, et al, 2022).

2. Methodology

This research design uses a quantitative approach with the research location conducted at co-working spaces in Canggu, North Kuta District, Badung Regency, Bali. The population consists of tourists, specifically digital nomads, who visit the co-working spaces in Canggu. The sample size is based on the theory by Hair, Joseph E (2014), ranging between 100-200. The sampling technique used is non-probability sampling because the population size is unknown, with purposive sampling as the method for determining the sample. SEM analysis requires a sample size of at least 5 times the number of indicator variables used. The Maximum Likelihood Estimation technique requires a sample size ranging between 100 – 200 samples (Haryono, 2021). Referring to this theory, the number of samples taken in this study is 8 times the number of indicators, which is 16 indicators, resulting in a minimum sample size of 128 respondents. Data collection was done using a questionnaire with a 10-point semantic differential scale, where these numbers represent opinions or answers with a gradient from the most negative to the most positive, with scores ranging from 1 to 10.

The Partial Least Squares (PLS) method is used in data analysis. This method was selected due to the fact that the model estimation that comes from SEM-PLS basically has a greater degree of statistical strength and yields comparable outcomes in terms of path coefficient estimation and statistical significance. A statistical model that often takes the form of cause and effect can be tested and constructed using the structural equation modeling technique (Sarwono, 2018). Because it enables models with formative and reflective indications, SEM-PLS offers modeling benefits (Sarwono,

2018). Terms like inner model and outer model are used in SEM-PLS. While the outer model is a measuring model (either formative or reflective), the inner model is a structural description of the relationship between latent variables. By analyzing the R² (R-square of exogenous variables) for the dependent latent constructs using the Stone-Geisser Q Square test and demonstrating high structural path coefficients, the structural or inner model is assessed by calculating the percentage of variance explained. A bootstrapping approach yields a t-statistic test, which is used to assess the estimation and stability (Jena, 2020).

3. Empirical Findings/Result

A total of 128 respondents participated in this study. Looking at the profile of respondents by age, most respondents were aged 20-44 years, with 68 individuals (53.1%). This was followed by the 45-54 age group with 34 individuals (26.6%). The age groups under 19 years and over 65 years were almost the same, with 14 individuals under 19 years and 12 individuals over 65 years. In terms of gender, most respondents were female, with 71 individuals or 55%. Meanwhile, 57 respondents or 45% were male.

This study used structural equation modeling analysis with SmartPLS 4.0. Two steps were performed in this analysis: the outer model and the inner model. The outer model was used to test the validity and reliability of the model, while the inner model was used to test the hypotheses. The results of the outer model are shown in the following table.

Table 1. Result of Validitas and Reliabilitas Construk

Variable	Indicator	Loading Factor	AVE	Composite Reliability (CR)	Cronbach's alpha
<i>Service Quality</i>	SQ1	0.780	0.732	0.914	0.908
	SQ2	0.871			
	SQ3	0.878			
	SQ4	0.884			
	SQ5	0.862			
<i>Customer Satisfaction</i>	CS1	0.852	0.698	0.816	0.787
	CS2	0.875			
	CS3	0.776			
<i>Social Value</i>	SOV1	0.764	0.681	0.851	0.843
	SOV2	0.823			
	SOV3	0.830			

Variable	Indicator	Loading Factor	AVE	Composite Reliability (CR)	Cronbach's alpha
	SOV4	0.878			
Revisit Intention	RI1	0.710	0.582	0.766	0.760
	RI2	0.790			
	RI3	0.809			
	RI4	0.738			

Source : SEM PLS data processing results, 2024

Table 1 shows that the loading factor values for each indicator are greater than 0.7, indicating that the reliability of each indicator has been met. Additionally, the Average Variance Extracted (AVE) values for each construct are greater than 0.5. Therefore, it can be concluded that the indicators used are capable of accurately measuring the constructs. Table 4.6 also shows that the composite reliability (CR) and Cronbach's Alpha values for all constructs are greater than 0.7, thus proving the consistency and accuracy of the instruments in measuring the constructs in this study.

After the model is validated and reliable, the next step is to perform structural or inner model analysis. The results of the inner model analysis are shown in the following figure.

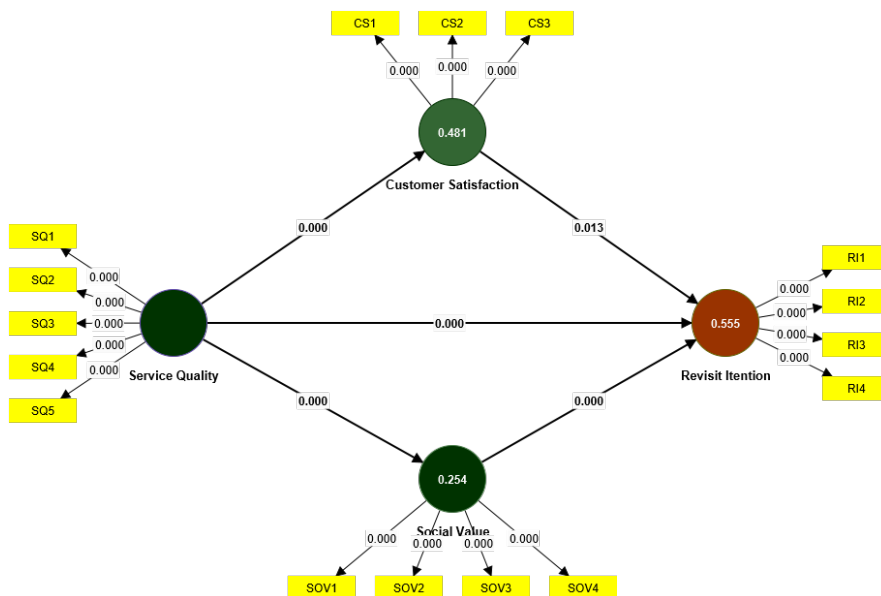


Figure 1. Result of Inner Model
Source: 2024 processed original data

The structural model analysis follows Ghozali (2021), beginning with examining the coefficient of determination using R-square. R-square indicates the percentage of variance in the endogenous construct that can be explained by the exogenous or predictor constructs. Next, the Q^2 predictive relevance value, also known as predictive sample reuse, is examined. Q^2 predictive relevance is used to assess the predictive validity or relevance of the exogenous latent variables on the endogenous variables. Table 2 presents the R-Square and Q-Squared values.

Table 2 Value of R-Squared

Variable	R-Squared
Customer Satisfaction	0,481
Sosical Value	0,254
Revisit Intention	0,555

Source : SEM PLS data processing results, 2024

The variables' R-squared values are displayed in Table 2 as follows: revisit intention is 0.555, social value is 0.254, and customer satisfaction is 0.481. A better structural equation model is shown by a larger R-square value, which indicates how well the exogenous variables can be explained by the endogenous variables. Q-Square predictive relevance for the structural model, which evaluates how well the model and its parameter estimates produce the observed values, is another metric used to test the model's goodness of fit in addition to R-square. When the model's Q-square value is more than zero, it is considered predictively relevant; when it is less than zero, it is considered unpredictably relevant. The model exhibits excellent observation, as evidenced by the Q-Square Predictive Relevance (Q^2) calculation result of 0.8277. The model explains 82.77% of the relationships between variables, with error factors or other factors not included in the research model accounting for the remaining 17.23%. The model created by the constructs is classified as extremely good according to the evaluation of the inner model as determined by Q-Square Predictive Relevance (Q^2).

The final step in testing the structural model is examining the significance of the "P" value. This aims to determine the influence between variables based on the hypotheses developed. The significance level used is two-tailed, with a p-value of 0.05 (5% significance level).

Table 3 presents the coefficients, t-statistic values, and P values as follows.

Table 3 Result of Coefficient, T-Statistics and P-Value

Path	Value of	T-Statistics	P-Value
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Coefficients			
Customer Satisfaction -> Revisit Itention	0.199	2.489	0.013
Service Quality -> Customer Satisfaction	0.694	14.676	0.000
Service Quality -> Revisit Itention	0.338	4.627	0.000
Service Quality -> Social Value	0.504	7.765	0.000
Social Value -> Revisit Itention	0.345	4.965	0.000

Source : SEM PLS data processing results, 2024

Table 3 presents the path relationships, revealing that customer satisfaction positively impacts revisit intention with a coefficient of 0.199 and a p-value of 0.013, which is less than 0.05. This indicates that customer satisfaction significantly influences revisit intention at the 5% significance level. The effect of service quality on customer satisfaction is shown to be positive, with a coefficient of 0.694 and a p-value of 0.000, which is also below 0.05. This signifies that service quality has a meaningful and positive effect on customer satisfaction at the 5% significance level. Additionally, the relationship between service quality and revisit intention has a positive coefficient of 0.338 and a p-value of 0.000, which is less than 0.05. This suggests that service quality has a significant and positive impact on revisit intention at the 5% significance level. The impact of service quality on social value is indicated by a positive coefficient of 0.504 and a p-value of 0.000, which is less than 0.05. This suggests that service quality positively and significantly affects social value at a 5% significance level. The effect of social value on revisit intention is represented by a positive coefficient of 0.345 and a p-value of 0.000, also less than 0.05. This indicates that social value has a positive and significant impact on revisit intention at a 5% significance level.

4. Discussion

After testing for direct effects, the final step is to test for mediation effects. Mediation testing is conducted to determine the influence of service quality on revisit intention through customer satisfaction and social value. The testing procedure to identify the mediation effect in this study follows the steps of Barron, Reuben M dan Kenny (1986), Hair, et al (2014), and Kock (2015). The first step is to estimate the direct effect of service quality on revisit intention. The estimated direct effect of service quality on revisit intention has a coefficient value of 0.652 with a p-value of 0.000, which is less than 5%, indicating significance at 5%. The second step is to estimate the indirect effect simultaneously with the triangle PLS-SEM model, specifically the effect of service quality on revisit intention through customer satisfaction. The estimated indirect effect of service quality on revisit intention, with customer satisfaction as a mediator, decreases to 0.435 but remains significant with a p-value of 0.000, less than 0.05. This test result indicates partial mediation. Next, the indirect effect is estimated simultaneously with the triangle PLS-SEM model, specifically the

effect of service quality on revisit intention through social value. The estimated indirect effect of service quality on revisit intention, with social value as a mediator, decreases to 0.454 but remains significant with a p-value of 0.000, less than 0.05. This test result also indicates partial mediation. Based on the results of the analysis of direct and indirect effects, the research findings can be discussed as follows:

Service quality positively affects digital nomad satisfaction. This means that the better the service quality, the higher the digital nomad's satisfaction. Service quality has a significant impact on digital nomads' satisfaction during their travels. Friendly, efficient, and responsive service not only creates positive experiences but also builds good relationships between the destination and its visitors. Good service can increase tourists' trust, meet their expectations, and provide a sense of comfort and security during their vacation. Conversely, poor or unsatisfactory service can lead to disappointment, lower satisfaction, and even affect the destination's image in the minds of digital nomads. Therefore, investing in improving service quality is crucial for tourist destinations to ensure visitor satisfaction and support sustainable tourism growth. Good service quality can meet customer expectations and satisfy them, especially for tourists (Dewa, 2018). Service quality has a positive and significant impact on tourist satisfaction (Alvianna, S., & Hidayatullah, 2020) (Hermanto, et al, 2022).

Service quality positively affects social value. This means that the better the service quality, the higher the social value. This result aligns with Zeithaml, et al (2016), who state that customer value is a comprehensive assessment of the usefulness of a product based on perceptions of what is received compared to what is given, leading to a comparison between perceived benefits (economic, social, and relational value) and sacrifices (price, effort, and risk) made by customers. Service quality positively and significantly affects customer value. Competent employees can provide service that enhances customer perception. The social value perceived by customers is not only derived from the quality of products served in restaurants but also from the service, which contributes to the customer value perceived from the treatment or actions performed by employees while serving customers (Purwihartuti, K., & Amalia, 2019).

Service quality positively affects revisit intention. This means that the better the service quality, the higher the revisit intention. Service quality plays a vital role in shaping tourists' revisit intention. Superior, friendly, and satisfactory service not only creates positive experiences but also builds strong relationships between the destination and its visitors. Tourists who feel valued and well-served are more likely to consider returning to the destination in the future. Conversely, poor or unsatisfactory service can decrease tourists' willingness to return, even if the destination has outstanding natural or cultural attractions. Therefore, improving service quality is an effective strategy for enhancing revisit intention and building tourist loyalty to the destination. Service quality has a direct and significant impact on revisit intention (Hutagalung, M., & Nainggolan, 2022). Service quality positively and

significantly affects revisit intention (Rahmayanti, et al, 2022); (Septianing, A. D., & Farida, 2021).

Digital nomad satisfaction positively affects revisit intention. This means that the better the digital nomad's satisfaction, the higher the revisit intention. Digital nomad satisfaction significantly impacts their intention to revisit the destination. Satisfied tourists are more likely to have a stronger desire to return to the destination in the future. Their satisfaction reflects the level of satisfaction with the services, facilities, and overall experience they received, and when they are satisfied, they are more likely to consider visiting the destination again. Therefore, ensuring digital nomad satisfaction is key to stimulating revisit intention, strengthening loyalty, and building a positive reputation for the tourist destination. Revisit intention is an important indicator for any tourist attraction. Revisit intention is a behavior or desire of consumers to return, providing positive recommendations and potentially spending more than expected (Zeithaml, et al, 2016). Satisfaction has a positive and significant effect on tourists' revisit intention (Saragih, et al, 2022).

Social value positively affects revisit intention. This means that the better the social value, the higher the revisit intention. This result aligns with the opinion of Chotimah (2019) that one of the factors influencing revisit intention is perceived value. The perceived value variable significantly affects the revisit intention variable (Agustin, et al, 2020). It is a motivation for tourists to enhance their enjoyment, which is based on the perceived value of the tourism experience. The value perceived by tourists is a combination of the benefits received and other factors such as cost, time, and convenience. Therefore, it significantly influences the intention to revisit a destination (Julianis, A., & Wulandari, 2023). Social values have a significant influence in changing individual behavior. This can be explained by the close relationship between social values and interest, where high social values can increase a person's interest in an activity or object. This is because positive social values often provide additional motivation and encouragement that strengthen individual interest (Aditya, T., & Mahyuni, 2022).

Customer satisfaction acts as a partial mediating variable for the effect of service quality on revisit intention. This means that service quality can directly influence revisit intention without involving customer satisfaction. Adequate service quality can be a trigger for providing satisfaction to guests. Adequate service quality will create a desire to return for digital nomads through the satisfaction they feel. According to Aldilla, Dwi S P & Naili Farida (2021), digital nomad satisfaction shows a positive significance for revisit intention, and digital nomad satisfaction can influence the relationship between tourism facilities and revisit intention. This result also confirms the hypothesis, proving that there is indeed an indirect effect of service quality on revisit intention through visitor satisfaction. This study also supports the findings of Marpaung (2019), who conducted research to determine the impact of service quality with tourist satisfaction as an intervening variable on revisit intention.

Social value serves as a partial mediating factor in the relationship between service quality and the intention to revisit. This indicates that service quality can directly affect the intention to revisit, independent of social value. In addition to being shaped by service quality, the intention to revisit is also influenced by social value, which pertains to an individual's need for recognition, approval, and social acceptance. Perceived value is proposed to consist of two dimensions, drawing on the two most frequently utilized types of perceived value in collaborative consumption: self-satisfaction value and social value (Wang, et al, 2018); (Zhang, et al 2017). These two types of perceived value assess consumption experiences within the sharing economy from both individual and societal perspectives. Self-satisfaction value pertains to a person's capacity to alleviate stress and improve their mood (Wang et al., 2018). On the other hand, social value pertains to an individual's need for acknowledgment, acceptance, and social validation (Zhang et al., 2020). Both self-satisfaction value and social value influence the intention to return, with this variable contributing to the development of revisit intention (Tajeddini, et al., 2022).

5. Conclusions

Service quality has a positive effect on digital nomad satisfaction. This means that the better the service quality, the higher the satisfaction of digital nomads. Service quality also has a positive effect on social value. This indicates that as service quality improves, social value increases. Service quality positively influences revisit intention, meaning that higher service quality leads to a greater likelihood of customers intending to revisit. Digital nomad satisfaction positively affects revisit intention, indicating that greater satisfaction among digital nomads leads to a higher likelihood of them intending to revisit. Social value also positively affects revisit intention, suggesting that higher social value increases the likelihood of customers planning to return. Customer satisfaction acts as a partial mediating variable in the relationship between service quality and revisit intention. This means that while service quality can directly influence revisit intention, it can also do so through customer satisfaction, albeit not entirely. Similarly, social value serves as a partial mediating variable between service quality and revisit intention. This indicates that service quality can directly impact revisit intention without necessarily involving social value.

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