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Guest Perception and Satisfaction toward the Intimate Concept: A Case Study at Seascape Luxury Resort Sanur

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Abstract

Purpose: This study aims to analyze the suitability and guest satisfaction levels related to the intimate concept at Seascape Luxury Resort Sanur. Research methods: This study used a quantitative approach through a questionnaire data collection method. The population was all guests at Seascape Luxury Resort Sanur during 2025. The sample was determined as many as 98 guests, using a simple random sampling technique. Data were analyzed using Importance Performance Analysis (IPA) and Customer Satisfaction Index (CSI). Findings: The findings reveal that the implementation of the intimate concept reached a 91.1% suitability level, categorized as very suitable. The Cartesian quadrant analysis indicates comfort as the resort's main strength, while privacy requires improvement. Other aspects contribute positively but are not primary priorities. Guest satisfaction with the intimate concept stands at 69.9%, classified as satisfied. Implications: The findings imply that Seascape Luxury Resort Sanur has successfully implemented the intimate concept, particularly in terms of guest comfort. However, the aspect of privacy still requires improvement through better design and more personalized services. Dimensions such as shared experiences and romantic atmosphere should also be optimized to enhance overall guest satisfaction.

Keywords: *intimate concept, guest satisfaction, stay experience, resort*

1. Introduction

Tourism has become one of the primary sectors driving economic growth in many countries, including Indonesia. Bali, as one of Indonesia's leading tourist destinations, has earned global recognition for its stunning beaches and diverse attractions. Based on Statistics Indonesia (2024), international arrivals to Bali surged from 2.15 million in 2022 to 5.20 million in 2023, while domestic tourists increased from 8.05 million to 9.46 million. This growth highlights the island's consistent appeal. Contributing factors include aggressive tourism promotion, improved infrastructure quality, and the wide variety of tourism activities offered (Prihadi et al., 2024).

As tourism evolves, embracing trends like the intimate concept is essential to meeting the needs of modern travelers seeking comfort, intimacy, and emotional connection during their journeys (D'Acunto et al., 2021). Furthermore, this approach aligns with sustainable tourism practices by preserving local values and the environment while contributing economically to surrounding communities (Simoni et al., 2018); (Bialski, 2007). Guests increasingly seek not just a place to stay, but meaningful, memorable experiences (Aggett, 2007); (Lin et al., 2019). Integrating local culture, sustainable materials, and personalized service is essential for implementing this concept effectively (Andrews, 2020).

The intimate concept in hospitality focuses on creating private, personalized, and emotionally engaging experiences for guests. Adapted from the idea of intimate retreats, it emphasizes tranquility, comfort, and connection, making it ideal for couples or individuals seeking meaningful escapes (Bialski, 2007); (Camargo, 2017). This concept goes beyond basic accommodation by offering a deeper emotional experience through thoughtful design and personalized service (Monforte et al., 2022). Key elements include privacy, emotional bonding, comfort, a romantic atmosphere, shared moments, and exclusivity, all of which contribute to a memorable and fulfilling stay (Pritchard & Morgan, 2006).

Seascape Luxury Resort Sanur is one accommodation adopting this concept. However, the implementation of this

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concept has faced several challenges, particularly in relation to guest complaints regarding privacy and comfort. Based on interviews with management and data from negative guest comments, recurring complaints reveal dissatisfaction with aspects of the intimate experience. The intimate concept should ensure maximum comfort by safeguarding guest privacy in rooms and private facilities. Yet, observations indicate that certain design aspects at Seascape reduce the intended sense of privacy (Andre, 2025).

Based on the research problems identified, this study aims to analyze the extent to which the implementation of the intimate concept at Seascape Luxury Resort Sanur aligns with its intended design and purpose. In addition, the study seeks to assess guest satisfaction with the application of this concept, particularly in terms of how well it meets guest expectations and enhances their overall stay experience. The findings of this study are expected to provide insights into the strengths and weaknesses of implementing the intimate concept at Seascape Luxury Resort Sanur. This will help the management identify areas for improvement, enhance the quality of the guest experience, strengthen the resort's image as an intimate accommodation, and improve its overall competitiveness.

2. Research Methods

This study was conducted at Seascape Luxury Resort Sanur. The research object focuses on the alignment between guest expectations and actual experiences related to the resort's implementation of the intimate concept, which reflects the level of guest satisfaction based on how well those expectations are met or exceeded. The study examines two main variables: guest satisfaction and the intimate concept (Sirna, I.K., Adinegara, G.N.J., Utama, 2020).

The population includes all guests who stayed at Seascape Luxury Resort Sanur between June and November 2024, totaling 5,109. The sample size was determined using the Slovin formula, resulting in 98 respondents. A simple random sampling technique was employed, ensuring that each member of the population had an equal chance of being selected, regardless of their characteristics (Sugiyono, 2001).

Data were collected using two methods: observation by recording and analyzing elements of the intimate concept as implemented at the resort; and questionnaire distributed to the guests. Responses were measured using a Likert scale, which allowed participants to express their level of agreement with various statements related to their stay experience (Moriarty, 2011).

The intimate variable refers to a service approach that fosters an exclusive, personal, and emotionally close atmosphere, aiming to deliver a warm, comfortable, and memorable guest experience. This concept is reflected through six dimensions: privacy, emotional bonding, comfort, romantic atmosphere, shared experiences, and exclusivity (Pritchard & Morgan, 2006).

The data in this study were analyzed using two methods. The Importance Performance Analysis (IPA) was employed to evaluate the dimensions of the intimate concept that influence guest satisfaction at Seascape Luxury Resort Sanur. This method helps identify which aspects are performing well and which require improvement. Additionally, the Customer Satisfaction Index (CSI) was used to measure the overall level of guest satisfaction with the intimate concept, providing a comprehensive understanding of how well the resort meets guest expectation (Parasuraman & Zeithaml, 2002).

3. Results

3.1 Respondent Characteristics

This study collected primary data through questionnaires answered by 98 guests of Seascape Luxury Resort Sanur. Respondent characteristics were analyzed based on gender, age, and frequency of stay. Male respondents made up 56.1% of the sample, while female respondents accounted for 43.9%. This relatively balanced distribution suggests that the intimate concept appeals to both male and female guests.

The majority of respondents were between 34 and 41 years old (42.9%), followed by those aged 26–33 (23.5%), over 49 years (17.3%), 42–49 years (13.3%), and 18–25 years (3.1%). These results indicate that most guests belong to the mature adult group, those likely to have financial stability and a preference for exclusive and comfortable experiences, making them an ideal target market for the intimate concept. Regarding frequency of stay, 88.8% of respondents had stayed at the resort 1–3 times, while only 1.2% had stayed 4–6 times. This suggests that most guests were first-time or occasional visitors, indicating that the intimate concept holds strong appeal for new guests or those seeking a unique and memorable short-term stay.

3.2 Importance Performance Analysis (IPA)

The Importance Performance Analysis (IPA) was used to assess guest satisfaction with various attributes of the intimate concept at Seascape Luxury Resort Sanur, including (1) privacy; (2) emotional bonding; (3) comfort; (4) romantic atmosphere; (5) shared experiences; (6) and exclusivity. IPA compares two key dimensions: the importance of each attribute and the resort's performance in delivering them. This analysis helps identify which attributes meet guest expectations and which require improvement to enhance overall satisfaction.

Table 1. Importance Performance Analysis (IPA)

No.	Dimension	Total Importance	Total Performance	Conformity Level (%)
1	Privacy	869	669	77.0%
2	Emotional Bonding	721	687	95.3%
3	Comfort	862	871	98.8%
4	Romantic Atmosphe	678	639	94.2%

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	re			
5	Shared Experiences	629	570	90.6%
6	Exclusivity	678	614	90.6%
Average		**4437**	**4050**	**91.1%**

Based on Table 1, the average conformity level across all attributes is 91.1%, indicating that most guest expectations related to the intimate concept were met. Among the six dimensions, comfort showed the highest conformity (98.8%), with guests feeling completely at ease during their stay, particularly due to a sense of peace and well-designed facilities. Emotional bonding followed closely (95.3%), reflecting strong emotional connections supported by the atmosphere and shared moments.

Romantic atmosphere (94.2%) and shared experiences (90.6%) also performed very well, suggesting that guests appreciated the romantic setting and quality time with their partners, although the appeal of activities varied by individual preferences. The exclusivity dimension scored 90.6%, where unique services were praised, but some guests felt that privacy-focused facilities could be further improved.

The lowest score was found in the privacy dimension (77.0%), signaling a need for enhancement. While guests appreciated the sense of personal space, some felt the resort's facilities didn't fully support a private experience, pointing to specific issues such as visual exposure in certain areas. This suggests that privacy should be prioritized in future improvements to fully align with the intimate concept. Based on the average importance and performance scores of each attribute.

The IPA mapping illustrates the position of each attribute in relation to guest expectations of the intimate concept at Seascape Luxury Resort Sanur. Quadrant I (concentrate here) includes high-importance but low-performance attributes, specifically PR2 (privacy-supporting facilities) and EX2 (exclusive design for high-privacy guests). These areas require immediate improvement due to unmet guest expectations regarding privacy. Quadrant II (keep up the good work) covers high-importance and high-performance attributes such as PR1 (undisturbed private space), CO1 (comfort-oriented facilities), and CO2 (a sense of tranquility). These should be maintained to ensure continued guest satisfaction.

Quadrant III (low priority) includes attributes like emotional bonding moments, romantic atmosphere, shared experiences, and exclusive services (EB1, RA1, RA2, SE1, SE2, EX1). Although appreciated, they are considered secondary in influencing satisfaction and can be managed with proportional resources. Quadrant IV (possible overkill) includes EB2 (emotional closeness created by ambiance), which, despite strong performance, holds lower importance in determining satisfaction. Resource allocation for this attribute may be re-evaluated in favor of higher-priority areas.

3.3 Customer Satisfaction Index (CSI)

The Customer Satisfaction Index (CSI) is a quantitative method used to measure customer satisfaction based on key attributes of a product or service. It reflects how well customer expectations are met and helps identify areas for improvement. In this study, CSI is applied to evaluate guest satisfaction with the intimate concept offered by Seascape Luxury Resort Sanur.

The CSI analysis was conducted by calculating the Mean Importance Score (MIS), Mean Satisfaction Score (MSS), and Weighted Score (WS) for each attribute related to the intimate concept. The final CSI value, derived from the total weighted score, indicates the overall satisfaction level of guests at Seascape Luxury Resort Sanur.

Table 2. Customer Satisfaction Index (CSI)

Dimension	Average MIS	Average MSS	Average WS	CSI (%)
Privacy	4.44	3.42	3.41	68.1%
Emotional Bonding	3.68	3.50	3.51	70.1%
Comfort	4.40	4.45	4.44	88.9%
Romantic Atmosphere	3.46	3.26	3.26	65.2%
Shared Experiences	3.21	2.91	2.91	58.3%
Exclusivity	3.46	3.14	3.17	63.3%
Overall Satisfaction Level				**69.9%**

The results of the Customer Satisfaction Index (CSI) analysis reveal varying levels of guest satisfaction across the six intimate concept dimensions. The highest satisfaction was found in the comfort dimension, with a CSI score of 88.9%, indicating that guests are very satisfied with aspects such as physical comfort and a peaceful atmosphere during their stay. This suggests that Seascape Luxury Resort Sanur has successfully met expectations in creating a relaxing and comfortable environment.

The emotional bonding dimension scored 70.1%, followed closely by privacy at 68.1%, romantic atmosphere at 65.2%, and exclusivity at 63.3%, all of which fall under the satisfied category. These results show that while guests are generally pleased with the emotional and intimate aspects of their stay, there remains room for enhancement, particularly in ensuring more consistent privacy and exclusive services.

The shared experiences dimension received the lowest CSI score at 58.3%, categorized as moderately satisfied. This indicates that activities intended to foster memorable shared moments between guests may not have fully met expectations. Overall, while the resort is seen as capable of delivering satisfying experiences aligned with the intimate concept, the

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findings highlight several opportunities for improvement, especially in areas involving guest interaction and exclusive amenities.

4. Discussion

Respondent analysis reveals Seascape's intimate concept primarily attracts mature adults (aged 34-41, 42.9%) with financial stability who value privacy and tranquility, aligning perfectly with the resort's offering. While the concept demonstrates broad appeal across genders, its strong ability to attract first-time visitors (88.8% staying 1-3 times) is contrasted by low retention rates. This clearly identifies the strategic focus: maintaining attraction for this core demographic while implementing targeted initiatives to convert initial experiences into repeat visits through consistent emotional engagement and loyalty-building measures (Parasuraman & Zeithaml, 2002).

The results of the Importance Performance Analysis (IPA) indicate that the overall alignment between guest expectations and actual experiences related to the intimate concept at Seascape Luxury Resort Sanur is strong, with an average conformity rate of 91.1%, falling under the “very appropriate” category. Among the six dimensions assessed, comfort achieved the highest conformity score at 98.8%, followed by emotional bonding, romantic atmosphere, shared experiences, and exclusivity, all categorized as very appropriate. The privacy dimension, although still considered appropriate, had the lowest conformity score at 77%, suggesting room for improvement, particularly in terms of facilities that support guest privacy and exclusive design for those with higher privacy needs (Belleflamme & Neysen, 2009).

Based on the Cartesian model, attributes related to comfort and private space such as tranquil environments and well-designed facilities are already aligned with guest expectations and should be maintained as key strengths. In contrast, attributes involving privacy-supporting infrastructure and exclusive facilities fall into the quadrant requiring greater attention, as guest expectations in these areas are not yet fully met. Aspects such as romantic ambiance, shared activities, and exclusive services are perceived as additional value rather than essential drivers of satisfaction, and emotional closeness, while experienced positively, is not considered a primary determinant of guest satisfaction. Therefore, efforts to enhance the intimate experience should focus on improving privacy-related elements while maintaining the strengths that already meet or exceed expectations (Parasuraman & Zeithaml, 2002); (Belleflamme & Neysen, 2009).

The overall results of CSI score is 69.9%, indicating that guests are generally satisfied with the implementation of the intimate concept at Seascape Luxury Resort Sanur. Across the various dimensions, comfort achieved the highest satisfaction score of 88.9%, classified as very satisfied. This reflects the resort’s success in creating a comfortable and relaxing atmosphere, which serves as a key component of an intimate stay experience. Meanwhile, shared experiences received the lowest satisfaction score at 58.3%, suggesting that although the resort offers activities for couples, these have not fully met guest expectations. Strengthening this dimension is important, as shared experiences contribute to emotional connection and meaningful memories (Canny, 2013).

Other dimensions, such as privacy (68.1%), emotional bonding (70.1%), romantic atmosphere (65.2%), and exclusivity (63.3%), all fall under the satisfied category but still leave room for improvement. The relatively moderate score for privacy indicates that guests expect a higher level of seclusion, perhaps in terms of room layout, location, or minimized external disturbances. Emotional bonding suggests that more impactful and meaningful moments are needed to strengthen guest connections. The romantic atmosphere, while appreciated, could be enhanced with more consistent aesthetic elements like décor, lighting, and ambient music. Exclusivity scored the lowest among the “satisfied” dimensions, implying that guests seek more personalized, unique, and privileged experiences that are not yet fully realized (Isaac et al., 2008).

Overall, guest satisfaction shows that Seascape Luxury Resort Sanur has successfully delivered an experience that is private, emotional, comfortable, romantic, and exclusive in line with the intimate concept. These findings are in line with previous studies such as Aggett (2007), which highlighted that intimate accommodations enhance guest satisfaction by offering private and exclusive environments. Camargo also emphasized the importance of creating a sense of physical and emotional security to heighten guest satisfaction (Camargo, 2017). Similarly, Lin et al suggested that intimate hospitality should ensure a memorable guest journey through emotional engagement and innovative offerings (Martoyo & Elyta, 2021). Belleflamme & Neysen; Monforte et al supported this by arguing that affective responsibility and emotional closeness foster more intimate guest-host relationships (Belleflamme & Neysen, 2009); (Martoyo & Elyta, 2021). Liu & Peng further asserted that intimate experiences delivered through comfort, warmth, and authentic personal touches can increase satisfaction by creating emotionally fulfilling stays (Liu et al., 2011).

5. Implications

The results of this study offer several managerial implications for Seascape Luxury Resort Sanur in strengthening the implementation of the intimate concept. While the overall conformity level is categorized as very appropriate, the privacy dimension requires improvement. Management should enhance privacy by redesigning spaces, offering more secluded areas, and providing more personalized, low-interaction services. Meanwhile, comfort as the resort’s strongest aspectshould be preserved and continuously improved through service innovation.

Less prioritized aspects such as romantic atmosphere, shared experiences, and exclusivity still add value and should be refined without shifting focus from core priorities. In terms of guest satisfaction, currently in the “satisfied” category,

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management should elevate it further particularly in shared experiences and romantic atmosphere by creating more interactive and personalized activities. Privacy should also be improved with exclusive facilities and better private service delivery.

Although emotional bonding has a high level of expectation fulfillment, satisfaction in this area remains moderate. Therefore, management should explore more emotionally responsive service approaches such as warm, empathetic, and personalized interactions to foster deeper emotional ties between the resort and its guests.

Furthermore, the resort's intimate concept is an intentional, avant-garde design created to offer a distinctive and unconventional experience. Management is committed to preserving this unique identity and will conduct a formal evaluation of the concept's success by the end of 2025, with early indicators like > 80% average occupancy rate suggesting it is successfully cultivating a niche market.

The ongoing action plan includes promoting the concept's unique features (e.g., open-air bathtubs) via digital marketing, proactively explaining the concept at check-in to manage expectations, enhancing privacy with visual cues in suites, and replacing generic amenities (like bicycle rentals) with personalized emotional experiences (e.g., in-room arrival decorations) to strengthen immediate guest engagement.

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