

CHAPTER 2

GENERAL OVERVIEW OF NIKI HOUSE HOTEL AND RESPONDENTS' PROFILE

2.1 Establishment of Niki House Hotel

2.1.1 History

Niki House Hotel was established in early 2020 in Ubud, Bali under PT. Niki Real Estate, as a response to the increasing demand for affordable yet comfortable lodging for both domestic and international tourists.



Figure 2. 1 Niki House & Art Gallery Outdoor Signage

Source: Niki House's Google Map Page, 2025

The hotel began operations in January 2021 with only 5 rooms, and due to positive guest feedback and high occupancy rates, it expanded to 10 rooms by the end of 2023. Niki House Hotel quickly gained a reputation

among backpackers and budget travelers for its strategic location, friendly service, and value for money.

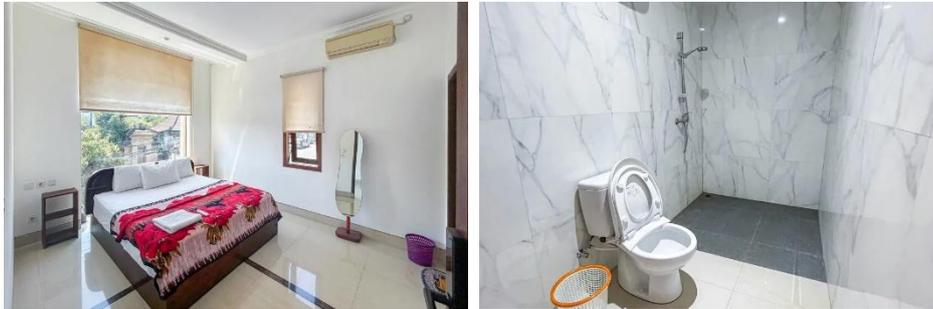


Figure 2. 2 Room and Toilet Provided in Niki House Hotel

Source: Niki House's Official Website, 2025

In 2023, the hotel received a 9.6/10 guest review score from Booking.com, marking its recognition as one of the best budget hotels in the region.



Figure 2. 3 Niki House Ubud Award

Source: Niki House's Internal Document, 2023

Niki House Hotel is strategically located in the heart of Ubud, providing easy access to major tourist attractions, cultural sites, and culinary destinations.

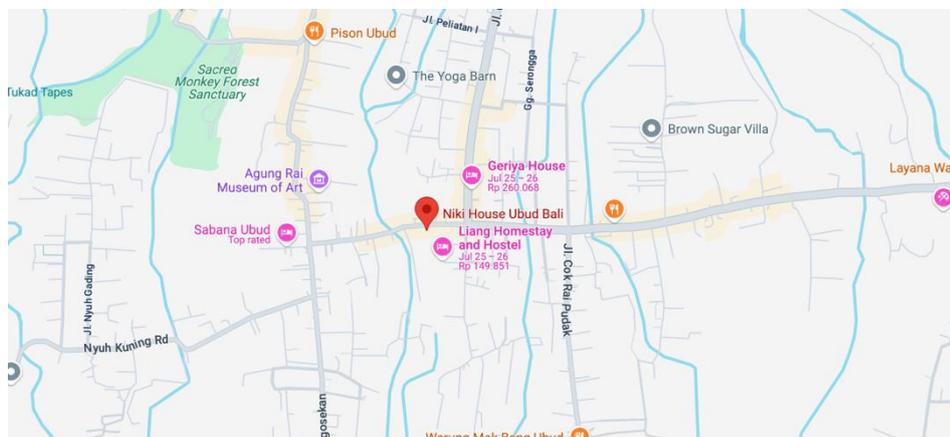


Figure 2. 4 Niki House Ubud Location

Source: Google Map, 2025

The hotel offers essential amenities such as free Wi-Fi, air-conditioned rooms, daily housekeeping, a communal lounge, and a 24-hour front desk. Additional facilities include bicycle rentals and airport shuttle services, catering to the needs of both leisure and business travelers. The management of Niki House Hotel is committed to providing excellent services through efficient digital platforms and transparent pricing. The hotel operates with a lean team focused on guest satisfaction, continuous improvement, and adaptation to guest feedback.

Niki House Hotel utilizes an integrated online booking system accessible via its official website (<https://niki-house-ubud-bali.ubudhotelsnow.com/en>) and major OTAs (Online Travel Agents).

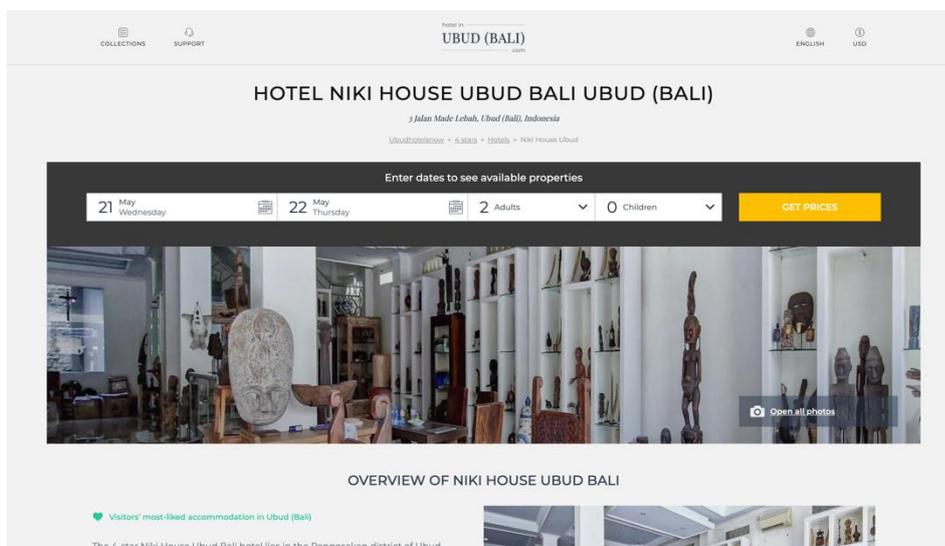


Figure 2. 5 Niki House Ubud Website

Source: Niki House's Official Website, 2025

The e-service quality is measured by the ease of navigation, booking speed, transparency of information, and responsiveness of online customer support. The hotel regularly updates its website and ensures that guests receive timely confirmations and assistance during their booking process. The pricing strategy of Niki House Hotel is based on competitive benchmarking and transparency. Prices are set after comparing with similar hotels in Ubud and are adjusted seasonally. The hotel avoids hidden fees and provides clear information about all charges before booking confirmation. Special discounts are occasionally offered to new or returning guests. Customer satisfaction is a top priority at Niki House Hotel. The management collects feedback through online reviews, post-stay surveys, and direct guest interactions. Key satisfaction indicators include room cleanliness, staff friendliness, location convenience, and value for money. The hotel uses this feedback to implement service improvements and maintain high guest ratings.

2.2 Niki House Hotel Logo, Vision, and Mission

2.2.1 Logo and Meaning

NIKI HOUSE & Art Gallery

Figure 2. 6 Niki House Ubud Logo

Source: Niki House's Internal Document, 2025

The "NIKI HOUSE & Art Gallery" logo reflects the values of comfort, culture, and creativity. The inclusion of "House" suggests a welcoming and homely atmosphere, inviting guests to feel relaxed and at ease, as they would in their own homes. This conveys the hotel's commitment to warmth and hospitality. The addition of "Art Gallery" emphasizes the hotel's connection to Bali's rich artistic heritage, offering guests a chance to experience local art and culture during their stay.

The bold serif typography adds a touch of sophistication while maintaining an approachable and professional feel. It balances modernity with tradition, much like Bali itself, where contemporary tourism meets a deep-rooted cultural identity. The overall design is simple yet impactful, conveying a sense of elegance and minimalism, which is often appreciated by travelers seeking an authentic experience. Thus, the logo encapsulates the essence of a budget-friendly yet culturally enriched experience, where guests can enjoy both comfort and creativity.

2.2.2 Vision and Mission

Vision of Niki House Hotel

“To be the preferred budget accommodation in Ubud by delivering exceptional value and memorable guest experiences.”

This vision expresses Niki House Hotel’s aspiration to be recognized as the top choice for budget travelers in Ubud, focusing on value, comfort, and unforgettable stays.

Mission of Niki House Hotel

1. To provide affordable and comfortable lodging for travelers seeking quality accommodation in Ubud. Niki House Hotel is dedicated to offering rooms and facilities that meet the needs of budget-conscious travelers without sacrificing comfort or essential amenities. This focus ensures accessibility for a wide range of guests, including backpackers, families, and business visitors.
2. To ensure guest satisfaction through excellent service, clean facilities, and responsive staff. The hotel prioritizes guest satisfaction by maintaining high standards of cleanliness, friendliness, and responsiveness. Feedback is actively collected and used to improve services, ensuring that each guest has a positive and memorable stay.
3. To promote local culture and sustainable tourism practices, integrating Balinese values into the guest experience. By incorporating Balinese cultural elements in its design and guest experience, Niki House Hotel

supports the preservation of local heritage. The hotel also adopts sustainable practices, such as reducing waste and supporting local businesses, contributing to responsible tourism in Ubud.

4. To continuously innovate digital services and operational processes to enhance the guest journey. Recognizing the importance of technology in modern hospitality, Niki House Hotel invests in digital platforms for booking, guest communication, and feedback. This commitment to innovation ensures efficiency, transparency, and convenience for guests.

2.3 Respondents Characteristics

This study's respondents are guests who have stayed at Niki House Hotel in the last 12 months and made their reservations through the hotel's official website or OTAs. The characteristics of the respondents are as follows:

1. Based on Nationality

The majority of guests at Niki House Hotel are Indonesian nationals, with 70 out of 117 respondents identifying as such. This figure represents a substantial proportion of the hotel's guest base, reflecting the strong presence of domestic travelers. International guests are also represented, though in much smaller numbers. The United Kingdom, Netherlands, and Germany each contributed six guests, while Singapore, China, Australia, France, and South Korea each accounted for five guests. The United States and Japan were represented by three and one guest, respectively.

Table 2. 1 Respondents' Nationality Distribution

Nationality	Frequency	Percentage
Indonesia	70	59.83
UK	6	5.13
Netherlands	6	5.13
Germany	6	5.13
Singapore	5	4.27
China	5	4.27
Australia	5	4.27
France	5	4.27
South Korea	5	4.27
USA	3	2.56
Japan	1	0.85
Total	117	100

Source: Processed Data, 2025

The data shows that while the hotel's clientele is predominantly local, there is a notable international segment. Guests from a total of eleven different countries stayed at the hotel over the past year, indicating a degree of global reach. The distribution underscores the hotel's appeal to both domestic and international travelers, with Indonesians forming the core of the guest population.

2. Based on Gender

Female guests make up the majority of the respondents, with 63 out of 117, while male guests account for 54. This distribution shows only a slight difference between the two groups, with females representing just over half of the sample. The data indicates that both genders are well represented among the hotel's guests, and there is no significant skew in either direction.

Table 2. 2 Respondents' Gender Distribution

Gender	Frequency	Percentage
Female	63	53.85
Male	54	46.15
Total	117	100

Source: Processed Data, 2025

The near balance in gender distribution suggests that Niki House Hotel is equally frequented by both male and female travelers. This balance is reflected in the hotel's guest profile for the past year, where neither gender overwhelmingly dominates the other.

3. **Based on Age**

The age profile of Niki House Hotel's guests is concentrated among young adults. The largest age group is 25–29 years, comprising 86 respondents. This is followed by the 30–34 years group with 20 guests and the 20–24 years group with 10 guests. Only one respondent is over 35 years old.

Table 2. 3 Respondents' Age Distribution

Age	Frequency	Percentage
< 20 Years	0	0
20–24 Years	10	8.55
25–29 Years	86	73.50
30–34 Years	20	17.09
>35 Years	1	0.85
Total	117	100

Source: SmartPLS v.4.1 Output Results, 2025

This distribution highlights a strong preference for the hotel among younger travelers, particularly those in their mid to late twenties.

The representation of guests above 35 years is minimal, indicating that the hotel's appeal is strongest among the younger demographic.

4. Based on Stay Duration

Most guests at Niki House Hotel stayed for 3–5 nights, with 107 respondents falling into this category. Stays of more than five nights and fewer than two nights were each reported by five guests. The overwhelming preference for stays of 3–5 nights is evident in the data, with very few guests staying for significantly shorter or longer periods.

Table 2. 4 Respondents' Stay Duration Distribution

Stay Duration	Frequency	Percentage
< 2 Nights	5	4.27
3 – 5 Nights	107	91.45
> 5 Nights	5	4.27
Total	117	100

Source: Processed Data, 2025

This pattern suggests that the typical guest at Niki House Hotel opts for a short to mid-length stay, with extended or very brief visits being relatively uncommon among the sample.

5. Based on Stay Frequencies

This study specifically focuses on guests who have chosen to stay at the hotel more than once, aiming to analyze the underlying reasons and motivations behind their decision to repurchase. Out of 117 respondents, 111 (94.87%) reported staying at the hotel more than twice within the past year, making them the primary subject group for understanding what drives repeat visits.

Table 2. 5 Respondents' Stay Frequencies Distribution

Stay Frequencies	Frequency	Percentage
1 Time	6	5.13
>2 Times	111	94.87
Total	117	100

Source: Processed Data, 2025

By concentrating on this group of repeat guests, the study seeks to uncover the specific attributes and experiences that foster loyalty and influence repurchase intentions.