Exploring the Relationship Between Digital Nomad Infrastructure, Satisfaction and Loyalty in Bali

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ABSTRACT

This study examines the extent to which connectivity infrastructure, workspace infrastructure, accommodation infrastructure, and mobility and transport infrastructure influence digital nomad satisfaction and, subsequently, destination loyalty. The research focuses on the Badung area of Bali, which has emerged as a major global hub for digital nomads. A quantitative approach was employed using a structured questionnaire administered to 105 digital nomads residing in the Badung region. Data were analyzed using SmartPLS software through both the Measurement Model (Outer Model) and the Structural Model (Inner Model) to assess the relationships among infrastructure variables, digital nomad satisfaction, and destination loyalty. The findings reveal that all four types of infrastructure have significant positive effects on digital nomad satisfaction. Furthermore, satisfaction strongly predicts destination loyalty, indicating that high-quality infrastructure increases digital nomads' likelihood of returning, extending their stay, and recommending the destination to others. Recommendations for future research emphasize the need to prioritize improvements in infrastructure quality from internet connectivity to transportation to support the productivity and comfort of digital nomads in Badung. Service and accommodation providers are also encouraged to enhance service flexibility and create more community-oriented spaces to better meet the needs and mobility patterns of digital nomads. In addition, strengthening the consistency of destination experiences through reliable services and integrated work leisure facilities may further improve satisfaction and foster positive recommendations toward Badung.

Keywords: *Digital nomads, connectivity infrastructure, workspace infrastructure, accommodation infrastructure, destination loyalty*

ABSTRAK

Penelitian ini mengkaji sejauh mana infrastruktur konektivitas, infrastruktur ruang kerja, infrastruktur akomodasi, serta infrastruktur mobilitas dan transportasi memengaruhi kepuasan digital nomad dan selanjutnya berdampak pada loyalitas destinasi. Penelitian ini berfokus pada wilayah Badung, Bali, yang telah berkembang sebagai salah satu pusat utama digital nomad di tingkat global. Pendekatan kuantitatif digunakan dengan menyebarkan kuesioner terstruktur kepada 105 digital nomad yang tinggal di wilayah Badung. Data dianalisis menggunakan perangkat lunak SmartPLS melalui evaluasi Model Pengukuran (Outer Model) dan Model Struktural (Inner Model) untuk menilai hubungan antara variabel infrastruktur, kepuasan digital nomad, dan loyalitas destinasi. Hasil penelitian menunjukkan bahwa keempat jenis infrastruktur tersebut memiliki pengaruh positif dan signifikan terhadap kepuasan digital nomad. Selain itu, kepuasan terbukti berperan kuat

dalam memengaruhi loyalitas destinasi, yang mengindikasikan bahwa kualitas infrastruktur yang baik meningkatkan kemungkinan digital nomad untuk kembali berkunjung, memperpanjang masa tinggal, serta merekomendasikan destinasi kepada pihak lain. Rekomendasi untuk penelitian selanjutnya menekankan pentingnya peningkatan kualitas infrastruktur, mulai dari konektivitas internet hingga sistem transportasi, guna mendukung produktivitas dan kenyamanan digital nomad di Badung. Penyedia layanan dan akomodasi juga disarankan untuk meningkatkan fleksibilitas layanan serta menciptakan ruang yang lebih berorientasi pada komunitas agar dapat memenuhi kebutuhan dan pola mobilitas digital nomad dengan lebih baik.
Kata Kunci: *Digital nomad, Infrastruktur konektivitas, Infrastruktur ruang kerja, Infrastruktur akomodasi, Loyalitas destinasi.*

INTRODUCTION

The rise of digital nomadism a lifestyle where individuals work online while traveling has been driven by advances in information technology, digital services, and remote work, with reliable internet becoming essential for work, communication, and entertainment (Bozzi, 2024; Orel, 2023). The Covid-19 pandemic accelerated this trend by normalizing remote work and decoupling employment from office locations, fueling the desire for flexible, mobile lifestyles (Ehn, Jorge; Vagianos and Engel, 2023). The deployment of 5G networks further enhances destinations' appeal, supporting the global expansion of this lifestyle.

In this context, digital nomads have proven to be a group that contributes to strengthening Bali's economic resilience (Rayda, 2025). Their long-term stays make them a stable source of income for local businesses such as accommodation providers, coworking spaces, cafés, and fitness centers (Noviarini and Samputra, 2024). When infrastructure and public services are adequate, nomads tend to stay longer, thereby reducing dependence on seasonal tourists and supporting the sustainability of local MSMEs (Qosim et al., 2025; Suparna and Mahyuni, 2024). Thus, the presence of digital nomads plays an important role in diversifying Bali's economy.

Digital nomad satisfaction is a key indicator in assessing the quality of their experience in a destination. This satisfaction is influenced by the condition of work infrastructure, residential comfort, service accessibility, and the social environment (Nugraha and Nuryanti, 2024). Research shows that satisfaction significantly affects the intention to extend their stay and the likelihood of recommending the destination two essential indicators of destination loyalty (Budhi et al., 2025). Therefore, fulfilling nomads' professional needs and lifestyle preferences is crucial for fostering such loyalty.

Globally, Bali has emerged as one of the most popular digital nomad destinations. Rayda (2025) estimates that the number of digital nomads visiting Bali in 2025 will increase by 40% compared to 2023. Their decision to return is strongly influenced by their satisfaction, particularly regarding their ability to work effectively through reliable connectivity. The launch of 5G services in Bali is considered a strategic step to enhance productivity, strengthen satisfaction, and increase loyalty compared to competing destinations such as Thailand or Portugal.

Areas such as Ubud, Canggu, and Uluwatu have become magnets for international remote workers due to their relatively low cost of living, rich cultural offerings, established expatriate communities, and the growth of coworking and coliving facilities (Wibowo, 2024; Nugraha and Nuryanti, 2024). Many cafés, restaurants, and fitness centers have adjusted their services by providing high-quality Wi-Fi, comfortable workspaces, and inclusive social environments (Budhi et al., 2025). These developments reinforce Bali's image as a destination that supports not only work-related activities but also the lifestyle of a global community.

The availability and quality of infrastructure are determining factors in attracting and retaining digital nomads. This essential infrastructure includes internet connectivity, coworking and coliving facilities, transportation networks, and access to healthcare services (Sugiama et al., 2022). High-speed internet is the most vital component because it directly affects productivity and professional performance. Moreover, community spaces and social networking hubs are needed to create a sense of belonging and support collaboration (Thompson, 2019). A lack of infrastructure and an unfriendly ecosystem can reduce satisfaction and weaken a destination's ability to retain nomads.

Previous studies show that digital nomads in Bali, particularly in Canggu, exhibit high levels of destination loyalty, as seen in their tendency to revisit, extend their stays, and spread positive recommendations through word of mouth (Hanifianti, Sumaryadi, and Kusuma, 2023). This loyalty is influenced not only by tourism appeal but also by the quality of infrastructure that supports both work and daily life (Sugiama et al., 2022). Destinations that can provide reliable internet, strong community networks, and affordable living costs have a greater chance of retaining digital nomads in the long term (Ali et al., 2018).

This study focuses on the Badung area, which includes Canggu, Kuta, Seminyak, Jimbaran, and Uluwatu. This region was chosen because it has the highest concentration of digital nomads in Bali. Badung possesses the most advanced digital infrastructure on the island, including high-speed internet access and 5G networks that cover most tourism areas. In addition, Badung hosts several prominent coworking spaces such as Outpost, Dojo Bali, BWork, and Tropical Nomad, which function as central hubs for work and community activities (Sia, 2024).

Although extensive research has been conducted on tourist satisfaction and destination loyalty, attention to the specific needs of digital nomads remains limited. Most studies focus on general tourists and traditional hospitality services, while the role of work infrastructure, community, and digital connectivity in shaping nomad experiences has not been sufficiently identified (Reichenberger, 2018; Orel, 2023). In fact, digital nomads differ from conventional tourists because they combine work and leisure in a single lifestyle. This research gap highlights the importance of examining how digital nomad infrastructure influences satisfaction and destination loyalty, especially in Bali, which is developing into a global nomad hub.

This gap further underscores the need to examine the role of connectivity infrastructure, workspace infrastructure, accommodation infrastructure, and mobility and transport infrastructure in shaping digital nomad satisfaction and

destination loyalty. Based on the phenomena and inconsistent findings described above, this study aims to examine "Exploring the Relationship Between Digital Nomad Infrastructure, Satisfaction and Loyalty in Bali.".

METHODS

This study was conducted in Badung Regency, Bali, encompassing areas such as Canggu, Kuta, Seminyak, Jimbaran, and Uluwatu, chosen for their high concentration of digital nomads and advanced digital infrastructure, including high-speed internet and 5G coverage. Bali's appeal as a top destination for remote workers is supported by affordable living costs, coworking and coliving spaces, and cultural vibrancy, making it an ideal case for examining the impact of digital infrastructure on satisfaction and loyalty (Budhi et al., 2025). The population includes digital nomads residing or having resided in Bali who conduct professional activities remotely using digital technologies. Respondents are selected based on criteria such as active use of high-speed internet, coworking and coliving facilities, and a minimum stay of six months. Demographically, most nomads are aged 25-44, slightly more male, primarily from Western countries, and have one to three years of nomadic experience, reflecting global patterns of infrastructure-driven destination choice. A purposive sampling technique was applied, yielding 105 respondents based on Hair et al. (2019) recommendations for SEM-PLS analysis.

Quantitative data were collected via structured online and offline questionnaires distributed in coworking spaces, coliving hubs, cafés, and community events, measuring perceptions of connectivity, workspace, accommodation, transport infrastructure, satisfaction, and destination loyalty using Likert scales. Primary data were complemented by secondary sources such as government statistics and academic journals to strengthen validity and context, showing Bali's growing popularity and infrastructure development among digital nomads. Data analysis employed PLS-SEM to test relationships between infrastructure, satisfaction, and loyalty, including mediation effects. The outer model assessed construct validity and reliability using convergent and discriminant validity, Cronbach's alpha, and composite reliability. The inner model examined path coefficients, R^2, predictive relevance (Q^2), and effect size (F^2) to determine the influence of connectivity, workspace, accommodation, and mobility infrastructures on satisfaction and loyalty, providing a robust framework for evaluating the role of digital infrastructure in shaping digital nomad experiences (Hair et al., 2019; Sarstedt et al., 2022; Ali et al., 2018).

RESULTS AND DISCUSSION

Research results show that all respondents rely on digital infrastructure such as internet access and coworking or coliving facilities to carry out their work while staying in Bali. This finding underscores that the quality, availability, and reliability of digital facilities are essential factors shaping the productivity and overall work experience of digital nomads in the Badung area

Table 1. Respondent Characteristics

Characteristics	Total	Percentage
Gender		
Fimale	46	44%
Male	59	56%
Total	**105**	**100%**
Age Group		
Under 20 Years Old	2	2%
21 – 30 Years Old	43	41%
31 – 40 Years Old	36	34%
41 – 50 Years Old	21	20%
Above 50 Years Old	3	3%
Total	**105**	**100%**
Nationality		
Rusia	42	40%
United States	25	24%
United Kingdom	17	16%
Others	21	20%
Total	**105**	**100%**

Based on Table 1, the characteristics of respondents show that digital nomads in the Badung area are predominantly male (56%), although the gender distribution is relatively balanced. Most respondents are young and productive adults, with the majority aged 21–30 years (41%) and 31–40 years (34%), indicating that Badung mainly attracts early to mid-career professionals, while a smaller proportion consists of more experienced individuals aged 41–50 years (20%). In terms of nationality, respondents are dominated by Russian digital nomads (40%), followed by those from the United States (24%) and the United Kingdom (16%), with the remaining 20% representing other nationalities, highlighting Badung's strong global appeal and its attractiveness to a diverse international digital nomad community.

Research Model Analysis Using the PLS (Partial Least Square) Method
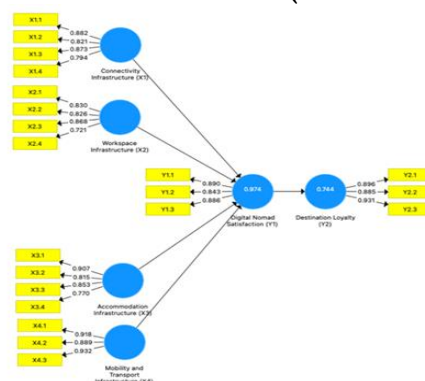1.   **Evaluation of the Measurement Model (Outer Model)**

Figure 1. Outer Loading Test

The evaluation of the measurement model (outer model) indicates that all constructs meet the required quality criteria, assessed through convergent validity, discriminant validity, and reliability. All indicators show outer loading values above 0.70, confirming strong convergent validity, while cross-loading and AVE results demonstrate adequate discriminant validity, with AVE values exceeding 0.50. In addition, composite reliability and Cronbach's alpha values for all variables are above 0.60, indicating that the measurement model is valid and reliable for further structural analysis.

2.   **Evaluation of the Structural Model (Inner Model)**

Table 2. R-Square Test Results

Variable	R-Square
Digital Nomad Satisfaction (Y_1)	0,974
Destination Loyalty (Y_2)	0,744

Based on Table 2, the R^2 value of 0.974 shows that 97.4% of the variation in Digital Nomad Satisfaction is explained by infrastructure-related predictors, indicating very strong explanatory power, while only 2.6% is influenced by factors outside the model. In addition, the R^2 value of 0.744 demonstrates that 74.4% of the variation in Destination Loyalty is explained primarily by Digital Nomad Satisfaction, reflecting a strong relationship between satisfaction and loyalty, with the remaining variation attributable to external factors not examined in this study.

Table 3. Q-Square Test Result

Variable	Q-Square
Digital Nomad Satisfaction (Y_1)	0, 721
Destination Loyalty (Y_2)	0,600

The Table 3 presents the results of the Q-Square (Q^2) calculation. The Q^2 value for Digital Nomad Satisfaction (Y_1) is 0.721, indicating a very strong predictive capability, while the Q^2 value for Destination Loyalty (Y_2), at 0.600, also reflects a high level of predictive relevance. Overall, the Q^2 values which are well above zero confirm that the model possesses strong predictive power, demonstrating that the exogenous constructs effectively account for the variance in both endogenous variables.

Table 4. F-Square Test Results

Variable	F-Square
Connectivity Infrastructure (X_1) $\rightarrow$ Digital Nomad Satisfaction (Y_1)	0,144
Workspace Infrastructure (X_2) $\rightarrow$ Digital Nomad Satisfaction (Y_1)	0,152
Accommodation Infrastructure (X_3) $\rightarrow$ Digital Nomad Satisfaction (Y_1)	0,158
Mobility and Transport Infrastructure (X_4) $\rightarrow$ Digital Nomad Satisfaction (Y_1)	0,173

Digital Nomad Satisfaction (Y$_1$) → Destination Loyalty (Y$_2$)	2,951

Based on Table 4, the f-square test results show that Digital Nomad Satisfaction (Y1) has a very large effect on Destination Loyalty (Y2) (f² = 2.951), highlighting its dominant role in driving loyalty. Meanwhile, Connectivity, Workspace, Accommodation, and Mobility–Transport Infrastructure exhibit moderate effect sizes (f² = 0.144–0.173) on Digital Nomad Satisfaction, indicating that infrastructure quality meaningfully contributes to satisfaction. Overall, the findings suggest that infrastructure serves as a foundational factor shaping satisfaction, while satisfaction is the key determinant of destination loyalty in Badung.

Table 5. Direct Effect Test Result

Hypothesis	Original Sample (O)	P Values	Description
Accommodation Infrastructure (X3) -> Digital Nomad Satisfaction (Y1)	0,491	0,000	Positive and Significant
Connectivity Infrastructure (X1) -> Digital Nomad Satisfaction (Y1)	0,473	0,000	Positive and Significant
Mobility and Transport Infrastructure (X4) -> Digital Nomad Satisfaction (Y1)	0,078	0,024	Positive and Significant
Workspace Infrastructure (X2) -> Digital Nomad Satisfaction (Y1)	0,436	0,000	Positive and Significant
Digital Nomad Satisfaction (Y1) -> Destination Loyalty (Y2)	0,864	0,000	Positive and Significant

Based on Table 5 , the PLS analysis results, the direction and magnitude of influence of each independent variable on the dependent variable can be identified. The findings are outlined as follows:

1. Influence of Connectivity Infrastructure on Digital Nomad Satisfaction

Connectivity infrastructure has a significant positive effect on digital nomad satisfaction (β = 0.473; p < 0.05), indicating that better internet speed, network stability, and Wi-Fi availability increase satisfaction. Therefore, the first hypothesis is accepted

2. Influence of Workspace Infrastructure on Digital Nomad Satisfaction

Workspace infrastructure significantly and positively affects digital nomad satisfaction (β = 0.436; p < 0.05), showing that comfortable work environments and adequate coworking facilities enhance satisfaction. Thus, the second hypothesis is accepted.

3. Influence of Accommodation Infrastructure on Digital Nomad Satisfaction

Accommodation infrastructure has a significant positive influence on digital nomad satisfaction (β = 0.491; p < 0.05), suggesting that comfort, safety, cleanliness, and accessibility of accommodation increase satisfaction levels. Accordingly, the third hypothesis is accepted

4. Influence of Mobility and Transport Infrastructure on Digital Nomad Satisfaction

Mobility and transport infrastructure positively and significantly affect digital nomad satisfaction (β = 0.078; p < 0.05), indicating that transportation accessibility

and mobility convenience support satisfaction. Therefore, the fourth hypothesis is accepted

5.   Influence of Digital Nomad Satisfaction on Destination Loyalty

Digital nomad satisfaction has a strong and significant positive effect on destination loyalty (β = 0.864; $p < 0.05$), meaning that higher satisfaction increases the likelihood of revisit intentions and recommendations. Thus, the fifth hypothesis is accepted

Discussion

The Influence of Connectivity Infrastructure on Digital Nomad Satisfaction

The findings indicate that connectivity infrastructure plays a crucial role in shaping Digital Nomad Satisfaction in the Badung area. Reliable internet speed, network stability, and accessible Wi-Fi are essential in supporting both work-related tasks and daily activities, positioning connectivity as a foundational element of the digital nomad experience. Consequently, the development of robust digital infrastructure becomes a strategic priority for enhancing destination comfort and attractiveness.

This result is consistent with existing literature emphasizing that digital nomad satisfaction is influenced not only by leisure and lifestyle factors but also by productivity-supporting conditions, particularly the quality of connectivity infrastructure (Lacárcel et al., 2024; Zhou, 2024). Previous studies in Bali also highlight that destination appeal alone is insufficient when technical infrastructure such as internet access is inadequate, reinforcing the view that satisfaction is multidimensional and shaped by work support systems, living comfort, mobility, and social integration (Budhi et al., 2025; Liestiandre et al., 2024; Munir, 2025; Lee, 2024).

Furthermore, prior research consistently identifies connectivity as a primary determinant in destination choice and long-term stay among digital nomads. High-quality internet services are often considered more critical than cost or location, while advancements in network technologies such as 5G further enhance productivity and destination competitiveness (Winarya and Pertiwi, 2020; Goh, 2023; Mancinelli, 2024). Overall, these findings reaffirm that reliable connectivity directly supports the productivity and well-being of digital nomads, thereby strengthening their overall satisfaction with the destination.

The Influence of Workspace Infrastructure on Digital Nomad Satisfaction

The findings show that workspace infrastructure plays a significant role in shaping Digital Nomad Satisfaction in the Badung area. Comfortable workspaces, well-equipped coworking facilities, a supportive working environment, and productivity-enhancing amenities contribute to a more optimal work experience, highlighting the importance of providing adequate and well-designed workspace facilities as a key determinant of digital nomads' satisfaction.

These results are consistent with previous studies emphasizing that digital nomad satisfaction depends not only on lifestyle and recreational appeal but also on work-supporting factors such as workspace quality and coworking environments

(Lacárcel et al., 2024; Zhou, 2024). Research in Bali further confirms that satisfaction cannot be achieved without sufficient technical and workspace infrastructure (Budhi et al., 2025; Liestiandre et al., 2024), while broader theoretical perspectives describe satisfaction as a multidimensional concept shaped by professional, personal, and social factors (Munir, 2025; Lee, 2024). Prior studies also highlight that coworking spaces foster collaboration, community, and productivity, enhancing destination competitiveness and overall digital nomad satisfaction (Chevtaeva, 2021; Carreño and Ruiz, 2023; Pereira et al., 2023).

The Influence of Accommodation Infrastructure on Digital Nomad Satisfaction

The findings indicate that accommodation infrastructure has a meaningful positive influence on Digital Nomad Satisfaction in the Badung area. Accommodation that meets digital nomads' lifestyle needs such as comfort, cleanliness, safety, adequate facilities, and convenient access to daily necessities—plays an essential role in shaping a positive living experience. Well-designed accommodation supports not only rest and daily routines but also contributes to a stable and sustainable work–life balance for digital nomads.

These results align with theoretical perspectives that view digital nomad satisfaction as a multidimensional concept influenced by both productivity support and everyday living comfort (Munir, 2025; Lee, 2024). Previous studies also confirm that accommodation quality is a key factor in enhancing satisfaction and encouraging longer stays, as seen in research conducted in Kuala Lumpur and Bali, where comfort and affordability were found to strengthen satisfaction and destination loyalty among digital nomads (Goh, 2023; Pertiwi et al., 2025). Overall, the findings reinforce the argument that accommodation infrastructure is a central pillar in shaping digital nomad satisfaction.

The Influence of Mobility and Transport Infrastructure on Digital Nomad Satisfaction

Mobility and transport infrastructure also contribute positively to Digital Nomad Satisfaction by supporting daily convenience and flexibility. Easy access to transportation, smooth movement between locations, and reliable transport options help digital nomads manage both work and leisure activities efficiently, enhancing their overall living experience in Badung. Although mobility plays a supporting role compared to other infrastructure dimensions, it remains an important component of satisfaction.

This finding is consistent with the literature emphasizing that digital nomad satisfaction is influenced by elements that facilitate daily comfort and productivity, including transportation accessibility (Munir, 2025; Lee, 2024). Prior studies in Bali have highlighted that transportation challenges can reduce comfort even when other infrastructure is well developed (Budhi et al., 2025; Liestiandre et al., 2024). Research by Mancinelli (2024) and Pereira et al. (2023) further supports the view that efficient mobility systems enhance destination attractiveness, reinforcing mobility as a key factor in digital nomads' overall satisfaction.

The Influence of Digital Nomad Satisfaction on Destination Loyalty

The results confirm that Digital Nomad Satisfaction plays a decisive role in shaping Destination Loyalty in the Badung area. When digital nomads experience high satisfaction with infrastructure, living conditions, work support, and the overall social environment, they are more likely to develop positive behavioral intentions, such as revisiting, extending their stay, or recommending the destination to others. Satisfaction thus functions as a critical link between infrastructure quality and long-term destination success.

This outcome aligns with theoretical perspectives suggesting that satisfaction arises from the interaction of productivity support, daily comfort, mobility, and social integration, all of which contribute to emotional attachment to a destination (Munir, 2025; Lee, 2024). Empirical studies also demonstrate that satisfied digital nomads are more inclined to exhibit loyalty behaviors, with satisfaction acting as a key mediator between infrastructure quality and loyalty outcomes (Goh, 2023; Pereira et al., 2023; Pertiwi et al., 2025). Therefore, the findings reinforce the conclusion that digital nomad satisfaction is a primary determinant of destination loyalty in Badung.

CONCLUSION

The conclusion of this study shows that connectivity, workspace, accommodation, and mobility–transport infrastructure all have a positive and significant influence on Digital Nomad Satisfaction in the Badung area, confirming the importance of comprehensive infrastructure in supporting digital nomads' work and living experiences. Furthermore, Digital Nomad Satisfaction is shown to have a strong positive effect on Destination Loyalty, demonstrating that higher satisfaction levels encourage repeat visits, longer stays, and positive recommendations. Overall, the results emphasize that well-developed infrastructure enhances satisfaction, which in turn plays a key role in strengthening destination loyalty in Badung.

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