

INFLUENCE OF QUALITY SERVICE AND PROMOTION ON THE SATISFACTION OF TOURISTS ATTRACTIONS IN PUNTI KAYU PALEMBANG

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INFLUENCE OF QUALITY SERVICE AND PROMOTION ON THE SATISFACTION OF TOURISTS ATTRACTIONS IN PUNTI KAYU PALEMBANG

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Abstract

This study aimed to determine the effect of service quality and promotion on tourist satisfaction of Punti Kayu natural tourism object in Palembang. The population in this study was infinite (not measurable), because the population in this study were tourist visitors who visited the natural attractions of Punti Kayu Palembang with the sample technique used the Crochran formula which resulted in 68 respondents. This research was an associative type of research, using primary data which was the answer to a questionnaire that was filled in by the respondent. The analysis of the data in this study was a qualitative analysis which was then quantified, the technical analysis was multiple linear regression analysis assisted by SPSS version 26. The results showed that service quality and promotion variables had a significant effect on tax aggressiveness either simultaneously or partially.

Key words : Service Quality, Promotion, Tourist Satisfaction

INTRODUCTION

The increase in consumer needs for tourist services results in an increasing number of tourist visits. According to Lertn and Oktarina (2018: 54) tourists are everyone who travels from their place of residence to visit other places with the aim of The number of tourist visits each year shows that the tourism sector continues to experience growth and has the potential to be developed.

Tourist satisfaction is one thing that is the hope of companies that provide services, satisfaction is obtained if the needs and desires are met, while human wants and needs are always changing and there are no limits. One of the factors that determines the satisfaction of tourists is the perception of tourists regarding the quality of products or services. The comparison between the two will cause dissatisfaction or dissatisfaction so that perception has a close relationship with the level of satisfaction.

The superiority of a tourist attraction is greatly influenced by the quality of the tourist attraction concerned both the quality of the material and the quality of its supporting services and promotions carried out by the company.

According to Tjiptono in Fauzi, (2019: 380) the quality of service reflects all dimensions of product or service offerings that produce benefits for customers, through the quality of service provided to tourists it is expected that tourists will feel satisfied after making a visit.

Promotion is an activity that affects the perception, attitude and behavior of consumers towards a retail store with all its offerings (Utami in Arianto, 2021: 255).

The Punti Kayu natural tourism is a conservation area whose development concept is based on the principles of protection of biodiversity of biological plants and animals. Punti Kayu natural tourism has the potential in the form of Panorama Pine Forest (pine lighthouse) which has the aesthetic value of interesting scenery, as well as the existence of mini zoo's / educational facilities with wild animals.

The decrease in tourist satisfaction of Punti Kayu Park is due to the image of tourism that is now felt less natural and well maintained, the lack of interest of tourists to return to the Punti Kayu Park and the lack of willingness of tourists who have visited the Punti Kayu natural tourism to recommend this tourist attraction.

Problem Formulation, Purpose, and Problem

The problem in this study is how does the effect of quality of service and promotion on the satisfaction of tourists of natural attractions both simultaneously and partially?

Based on the formulation of the above problem, the purpose of this study is to find out whether there is an influence on the quality of service and promotion on the satisfaction tourists of Punti Kayu Palembang both simultaneously and partially.

The benefits of this research are expected to provide benefits to all parties including: it can expand the author's knowledge and insights about tourist satisfaction, provide an overview that can be an input on the quality of service and promotion of tourist satisfaction in Punti Kayu natural tourism Palembang and bring up new ideas and ideas for future research.

LIBRARY REVIEW

Tourist Satisfaction

According to Engel in Payangan (2018: 155) ³ satisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between its effect on the results of a product and its expectations. Satisfaction is a function of the impression of performance and expectations. If performance is below expectations, customers will be dissatisfied. If the performance exceeds expectations, the customer will be very satisfied or happy.

According to Kotler in Sunyoto (2019: 193) tourist satisfaction is the extent to which a product's perceived performance matches a buyer expectation. Traveler satisfaction is the level of feeling where one expresses the results of a comparison of the performance of the product received and expected.

⁵ According to Astuti (2020: 65) is the feeling of a person's disappointment that arises because it compares the perceived performance of the product or results against their expectations. if the performance fails to meet the expectations of customers will be dissatisfied. If the performance is in accordance with expectations the customer will be satisfied, if the performance exceeds expectations the customer will be very satisfied or very happy.

⁹ According to Wilton in Elvera (2020: 32) traveler satisfaction is the customer's response to the evaluation of perceived mismatches between previous expectations (or other normal performance) and the actual performance of products perceived after their use. If performance meets expectations, customers are satisfied and if performance exceeds expectations, customers are very satisfied.

Indicators of tourist satisfaction according to Elvera (2020: 55) are the image of the destination, quality of service, historical appeal, and price.

Quality of Service

⁹ According to Fauzi (2019: 380) the quality of service is all actions or performance that can be offered by the company to customers who in essence do not materialize and do not produce any ownership but can be felt the benefits by customers.

³ According to Arianto and Kurniawan (2021: 255) the quality of service is an interconnected element of quality that can affect performance in meeting customer expectations and can build cooperation in the long term and mutual benefit. Indicators of service quality According to Zeithaml, Parasuraman and Berry in Arief (2020: 135) are: *Tangibles, Reliability, Responsiveness, Assurance, dan Emphaty*.

Promotion

⁷ Promotion is a form of marketing communication whose activity is to seek to disseminate information, influence / persuade and or remind the target market of the company and its products to be willing to accept, buy and be loyal to the products / services offered by the company concerned (William J.Stanton in Shinta, 2011: 127).

According to Indriyo Gitosudarmo in Sunyoto (2019: 155) Promotion is an activity aimed at influencing consumers so that they can become familiar with the products offered by the company to them and then become happy and buy the product by advertising, publicity, or personal selling.

Promotion is one of the ways used by market participants to introduce the products they will sell. If there is no promotion, it is likely that our products will not be known to the wider public and the products we offer will not sell. (Astuti, 2020: 81. According to Hamdani in Sunyoto (2019: 157) are: advertising, individual sales, sales promotion, public relations, word of mouth information, and direct marketing.

METHODOLOGY OF RESEARCH

The type of research that corresponds to this study is associative research. The research location was conducted on the natural attractions of Punti Kayu Palembang. The population in this study is infinite (unmeasured), because the population in this study is the tourists who visit the attraction Punti Kayu Palembang, so the number can not be known with certainty. Because the number of populations in the study is not known exactly the number, the sample calculation can use the Crochran formula, so that a sample of 68 respondents was obtained.

The data used in this study is primary data obtained through questionnaires while secondary data in the form of data on the number of visitors to Punti Kayu Palembang Natural Attraction. The methods used in this study are questionnaires by providing sheets containing questions about service quality, promotion and employee satisfaction, documentation in the form of supporting data obtained at Punti Kayu natural tourism, and interviews conducted for preliminary surveys. The analytical technique used is multiple linear regression analysis to ensure free variables have an influence on bound variables.

RESULTS AND DISCUSSIONS

Table 1. Test Validity and Reliability

| Model | Unstandardized Coefficients | |
|--------------------|-----------------------------|------------|
| | B | Std. Error |
| 1 (Constant) | .506 | .239 |
| Quality of Service | .372 | .145 |
| Promotion | .400 | .143 |

The validity test with Cronbach's Alpha method of r hitting values is represented by the Corrected Item-Total Correlation value, with the help of SPSS for windows version 26.0 with the following testing criteria :

Value $r_{\text{tabel}} = n-2$, With a condition of 10% which is 0,3061

1. If value *Corrected Item-Total Correlation* $r_{hitung} \geq r_{tabel}$, so Instruments are is valid.
2. If value *Corrected Item-Total Correlation* $r_{hitung} < r_{tabel}$, The instrument is said to be invalid.

Based on the results of the validity test, the overall indicators used in each question item in this study are said to be valid, because the overall indicators used have a value. $r_{hitung} > r_{tabel}$.

Reliability tests can be conducted together on all questions. If the Value of Cronbach Alpha ≥ 0.6 then it is reliable. If the Value of Cronbach Alpha < 0.6 then it is not reliable. And based on reliability tests, the overall indicator used in each question item in this study is said to be reliable, because the overall indicator used has a value of 0.6.

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to measure the influence of work discipline, motivation and job satisfaction on employee performance. Mega Mulia Pharma. Multiple linear regression analysis in this study, using SPSS 26.0 For Windows with the following output results. Based on the table above eating regression equations in this study are :

$$Y = 0,506 + 0,372X_1 + 0,400X_2 + e$$

The constant value of 0.506 (positive) indicates that if the service quality and promotion variables do not exist or = 0, then tourist satisfaction remains positive this illustrates that tourist satisfaction remains positive even without being influenced by the quality of service and promotion variables.

The coefficient value of service quality variables of 0.372 (positive), indicates that the quality of service variables has a positive effect on tourist satisfaction. The coefficient value of the promotion variable with a value of 0.400 (positive), indicates that the promotion variable has a positive effect on tourist satisfaction.

Coefficient of Determination

In this koefisien detrmnation used to find out how much free variable contribution is the quality of service and promotion to the satisfaction of tourists Punti Kayu Palembang natural attractions, with the following results :

Table 2. Determination Coefficient Test

| Model | R | R Square | Adjusted R Square |
|-------|-------------------|----------|-------------------|
| 1 | .725 ^a | .525 | .512 |

Based on the results of calculations in Table 2 above, adjusted R Square (coefficient of determination) is obtained by $0.512 \times 100\% = 51.2\%$, meaning that the variable quality of service and promotion can contribute to the ups and downs of tourist satisfaction of Punti Kayu Palembang natural attractions, by 51.2%. The remaining 48.8% was explained by other variables not included in the study.

Test F

The F (simultaneous) test is intended to test free variables simultaneously against bound variables, with the following results:

Table 3. Test Results F (Simultaneous)

| Model | | F | Sig. |
|-------|------------|--------|-------------------|
| 1 | Regression | 36.108 | .000 ^a |
| | Residual | | |
| | Total | | |

Based on Table 3 of the F Test, it can be seen that the value of Fhitung (36.108) > Ftabel (2.79), with the sig level. $F_{0.000} < 0.05$ (significant), then H_0 rejected H_a is accepted, meaning there is an influence on the quality of service and promotion on the satisfaction of tourists of Punti Kayu natural park thus proven hypothesis.

Test t

This t-test is intended to test the independent variables, namely the quality of service and promotion partially/individually on the dependent variable, namely tourist satisfaction, with the following results :

Table 4. Result t Test

| Model | | t | Sig. |
|-------|--------------------|-------|------|
| 1 | (Constant) | 2.114 | .038 |
| | quality of service | 2.564 | .013 |
| | Promotion | 2.802 | .007 |

Based on the output of Table 4 can be summed up as follows :

1. Tcount value for service quality of 2,564 < 1,668, with a sig.t level of 0.013 < sig.α 0.1 (significant), then H_0 rejected H_a is accepted, meaning the quality of service affects tourist satisfaction, thus the hypothesis is proven.
2. Tcount value for promotion of 2,802 > 1,668, with a sig.t rate of 0.007 < sig.α 0.1 (significant), then H_0 is rejected H_a accepted, meaning that promotion has an effect on tourist satisfaction, thus the hypothesis is proven.

Discussion

Influence of Quality Service and Promotion on The Satisfaction of Tourists Attractions in Punti Kayu Palembang

Based ² the results of multiple linear regression analysis, it is known that there is a positive influence caused by the service quality and promotion variables on tourist satisfaction.

The results of simultaneous hypothesis testing with a 90% confidence level, show ¹⁷ that there is a significant influence on service quality and promotion on tourist satisfaction at the Punti Kayu natural tourism object in Palembang. This is also evidenced by the coefficient of determination test which shows the contribution of the work discipline and motivation variables of 51.2% its contribution to tourist satisfaction.

These results are in line with the theory stated by arief (2020:154), regarding the factors that affect tourist satisfaction, which is mentioned ⁴ the theory, that one of the factors that influence tourist satisfaction is the quality of service and promotion. The results of this study are supported by research conducted by Sangkaeng (2015) and Fauzi (2019).

The Effect of Service Quality on Tourist Satisfaction ¹³

Based on the results of partial hypothesis testing that has been carried out, it is known that there is a positive and significant influence on service quality on tourist satisfaction at the Punti Kayu natural tourism object in Palembang.

The influence of service quality on tourist satisfaction, provides an illustration that service quality has a contribution in increasing tourist satisfaction, because service quality is a factor that is in nature to provide the best service, because service as a form of realization of employee attitudes provides company services for the satisfaction of tourists.

In connection with the low quality of service at Punti Kayu natural attractions, this has an impact on decreasing tourist satisfaction, this can be seen based on service quality problems, as follows :

1. Facilities and infrastructure and supporting facilities for natural tourism objects are less supportive, Solution: Service providers should pay more attention to existing facilities, carry out maintenance so that the facilities they have provide optimal benefits for tourist satisfaction.
2. Reality (Reliability), Officers who are at the Punti Kayu natural tourist attraction, are less able to help tourists if tourists experience a problem. Solution: service providers, especially those in charge of tourism objects, should emphasize to officers the importance of having agility in dealing with tourists and emphasize the importance of officers having the ability to communicate so that they can provide accurate and easy-to-understand information for tourists so that tourist satisfaction can increase.
3. Ansurance (Guarantee), Guarantees for the safety of tourist goods are still not able to increase tourist satisfaction, Solution: service providers should provide services and guarantees for tourist goods, for example by providing lockers or safekeeping of goods guarded by officers so that it is possible tourists to focus on enjoying their tour, besides that service providers, especially those in charge, provide direction and training to officers to try to provide fair services, especially in situations where visitors are busy.

The Effect of Promotion on Tourist Satisfaction

The results of partial hypothesis testing show that there is a positive and significant effect of promotion on tourist satisfaction. These results prove that promotion is able to contribute to the ups and downs of tourist satisfaction.

This result is also in line with the theory put forward by Arief (2020: 154), regarding the factors that influence tourist satisfaction, one of the factors mentioned is promotion.

The results of this study are supported by research conducted by Lisiawati (2017) and Melania (2018) with results that prove there is an effect of promotion on tourist satisfaction, so the results of this study can be said to be in line and in line with this study, because it uses similar variables, and obtains results the same one.

In connection with the low promotion of the Punti Kayu natural tourism object, this has an impact on decreasing tourist satisfaction, this can be seen based on the promotion problems, as follows :

1. Advertisements of the Punti Kayu natural tourism object in the mass media according to the respondents are very rare. Solution: Service providers should increase advertising promotions, both mass media and online media, so that people can be more familiar with the Punti Kayu natural tourism area and plan to travel to Punti Kayu natural attractions. Creatives must be more varied and creative so that the intent of the ad will be conveyed.
2. Promotion of tickets in the form of discounts or discounts or promotions in other forms is still not in line with tourist expectations. Solution: service providers, especially those in charge of tourism objects, should in certain events provide promotions in the form of tickets or discounts for visitors who come in groups.
3. The relations between the service providers of the Punti Kayu natural tourism object is still not optimal because it creates a good relationship with the surrounding community. Solution: service providers should strive to hold an event that includes the role of the surrounding community, trying to give a friendly impression to the surrounding community so that this will improve relations with the community.

CONCLUSION

Based on the results of research and discussion, it can be concluded that the variables of service quality and promotion have a significant effect on tourist satisfaction simultaneously and partially.

The results of hypothesis testing through the t-test (Partial) using a 90% confidence level, show that there is a significant effect of service quality on tourist satisfaction at the Punti Kayu natural tourist attraction in Palembang, as well as for the promotion variable, it shows that there is a significant effect of promotion on tourist satisfaction at the Punti Kayu natural tourism object.

The results of the analysis of the coefficient of determination R^2 of 0.512 mean that the quality of service and promotion is only able to explain changes to the tourist satisfaction variable by 51.2% while the remaining 48.8% is explained by other variables not included in this study, such as the destination image variable, tourist perception, historical attraction, desire and price.

SUGGESTION

Based on the conclusions obtained, the suggestions are as follows :

1. The research results are expected to contribute to the development of marketing management science.
2. Service providers should be able to overcome the problems of service quality and promotion that occur in the Pundi Kayu Park object. So that if the quality of service and promotion can be improved it will have an impact on increasing tourist satisfaction.
3. For further researchers, they should add other variables that are predicted to affect tourist satisfaction, extend the research period by increasing the year of observation and increasing the number of research samples and adding proxy measurements of the variables to be studied so as to strengthen the research results.

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