

[RGSA] Submission Acknowledgement

Revista de Gestão Social e Ambiental <rgsa@openaccesspublications.org>

Mon, Dec 25, 2023 at 11:40 AM

To: **Sri Rahayu** <sri_rahayu@um-palembang.ac.id>

Sri Rahayu:

Thank you for submitting the manuscript, "*The Influence of Promotion and Service Quality on Satisfaction and Its Impact on Tourist Loyalty in Historical Tourism Objects*" to Revista de Gestão Social e Ambiental.

With the online journal management system that we are using, you will be able to track its progress through the editorial process by logging in to the journal web site:

Submission URL: <https://rgsa.emnuvens.com.br/rgsa/about/submissions>

Username: srirahayu

If you have any questions, please contact me. Thank you for considering this journal as a venue for your work.

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[Revista de Gestão Social e Ambiental](#)

[RGSA] Revision request

Revista de Gestão Social e Ambiental <rgsa@openaccesspublications.org>

Fri, Jan 12, 2024 at 02:12 PM

To: **Sri Rahayu** <sri_rahayu@um-palembang.ac.id>

Sri Rahayu:

The paper "*The Influence of Promotion and Service Quality on Satisfaction and Its Impact on Tourist Loyalty in Historical Tourism Objects*" has been preliminarily reviewed.

Reviewers have given their comments on your paper. Please do the following when you resubmit your revised version:

- (i) All corrections as per the reviewers' comments and prepare a table / response letter showing corrections done. Your corrections will not be accepted in the absence of this response letter / table.
- (ii) All authors' names, emails and affiliations checked and corrected.

Please ensure the submission of the revision within 1 month of receiving this mail either both as a reply to this mail and in the online system.

The paper can be resubmitted for a review after huge improvements, and this does not guarantee it will be approved.

If you have any questions, please contact me. Thank you for considering this journal as a venue for your work.

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Reviewer A

Thank you for the opportunity to review this study. The research provides valuable insights into the dynamics of visitor satisfaction and loyalty in the context of historical attractions, shedding light on the significance of promotion and service quality in shaping visitor experiences. The thorough analysis and interpretation of the data have contributed significantly to our understanding of the complex interplay between promotion, service quality, visitor satisfaction, and loyalty. Here are some observations to further enhance the study contribution.

1. The paper presents how Indonesia's multicultural society values pluralism, with cultural diversity deeply rooted in its history. Museums play a crucial role in preserving and presenting this cultural heritage, making them vital for the nation's identity and tourism industry. It should also extend the way museums offer immersive experiences for both children and adults to explore cultural, traditional, and historical aspects.
2. Researchers well explained in the introduction that despite their potential as educational assets, museums often face challenges in attracting visitors and fulfilling their expected roles. They must elaborate more on the case study of Bumi Ayu Temple in South Sumatra, which illustrates the empirical gap between visitor targets and actual attendance, highlighting the need to understand the factors contributing to this discrepancy.
3. Authors reported that service quality involves meeting consumer needs and expectations, which are evaluated through dimensions like physical appearance, reliability, responsiveness, guarantee, and empathy. They also highlighted that previous studies highlight the significance of service quality in influencing tourist satisfaction and return interests. However, they must

also pay attention to how customer satisfaction is essential for business competitiveness, representing the emotional experience when actual product performance meets or exceeds expectations. Understanding satisfaction dynamics is crucial for assessing and improving visitor experiences at historical tourism sites.

4. The research employs associative research, focusing on explaining relationships between variables. It specifically explores the relationship between promotion, service quality, satisfaction, and tourist loyalty to historical tourism objects in South Sumatra Province. The Sampling techniques and target population need to be clearer.
5. Although the study finds that service quality does not have a significant direct impact on satisfaction, it still plays a role in shaping visitor satisfaction levels. Further investigation is needed to understand the factors moderating the relationship between service quality and satisfaction, as well as to consider other influential factors at historical attractions.

Reviewer B

This article provides comprehensive insights into the research background, methodology, analysis techniques, and findings, shedding light on the dynamics between promotion, service quality, satisfaction, and tourist loyalty in historical tourism objects in South Sumatra Province. It is a well-written study. However, the authors need to address the following points before proceeding further.

1. The research aims to examine the interplay between promotion, service quality, visitor satisfaction, and loyalty within historical tourism objects like the Bumi Ayu Temple. There is a need to add content that shows how the study contributes to cultural tourism management by bridging understanding gaps in these dynamics, offering insights for enhancing visitor experiences and strengthening the role of historical sites as educational and cultural resources.
2. In the literature review section, the authors should focus on how and why promotion is crucial for marketing tourism products, stimulating sales, and attracting new customers by highlighting the destinations' unique features. The study must adopt components like advertising, sales, personal interactions, promotions, and sales as indicators, drawing from previous research on the interplay between service quality, promotion, and tourist satisfaction.
3. The authors should state the hypothesis separately clearly by presenting a casualty of the relationships.
4. Primary data is collected through questionnaires, utilizing written questions derived from research variables. The study employs qualitative data analysis, which is subsequently quantified for analysis. How many respondents were included while analyzing the data?
5. The findings underscore the positive and significant influence of service quality on visitor loyalty to historical attractions. This aligns with service management theories emphasizing the role of high-quality service in creating positive visitor experiences. The authors can increase its impact by explaining the way visitors who feel well-treated and comfortable during their visit are more likely to feel satisfied and consider revisiting the attraction in the future, thereby fostering long-term loyalty. Likewise, implications for historical attraction managers will add value to the findings.

[RGSA] Revision Submission Acknowledgement

Revista de Gestão Social e Ambiental <rgsa@openaccesspublications.org>

Sat, Jan 20, 2024 at 11:59 AM

To: **Sri Rahayu** <sri_rahayu@um-palembang.ac.id>

Sri Rahayu:

Thank you for submitting revision of the manuscript, "*The Influence of Promotion and Service Quality on Satisfaction and Its Impact on Tourist Loyalty in Historical Tourism Objects*" to Revista de Gestão Social e Ambiental.

With the online journal management system that we are using, you will be able to track its progress through the editorial process by logging in to the journal web site:

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Username: srirahayu

If you have any questions, please contact me. Thank you for considering this journal as a venue for your work.

Editor in Chief

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Response to Reviewer 1

Sr. No.	Reviewer's Comment	Response
	<p>Thank you for the opportunity to review this study. The research provides valuable insights into the dynamics of visitor satisfaction and loyalty in the context of historical attractions, shedding light on the significance of promotion and service quality in shaping visitor experiences. The thorough analysis and interpretation of the data have contributed significantly to our understanding of the complex interplay between promotion, service quality, visitor satisfaction, and loyalty. Here are some observations to further enhance the study contribution.</p>	<p>Thank you for your detailed review of our manuscript. We have carefully considered your suggestions and have implemented them accordingly.</p>
1	<p>The paper presents how Indonesia's multicultural society values pluralism, with cultural diversity deeply rooted in its history. Museums play a crucial role in preserving and presenting this cultural heritage, making them vital for the nation's identity and tourism industry. It should also extend the way museums offer immersive experiences for both children and adults to explore cultural, traditional, and historical aspects.</p>	<p>Thank you for your feedback and suggestion. Done as suggested. Please see pages 3-4</p>
2	<p>Researchers well explained in the introduction that despite their potential as educational assets, museums often face challenges in attracting visitors and fulfilling their expected roles. They must elaborate more on the case study of Bumi</p>	<p>Dear reviewer, Thank you for your feedback and suggestion. Done as suggested. Please see pages 4-5</p>

	Ayu Temple in South Sumatra, which illustrates the empirical gap between visitor targets and actual attendance, highlighting the need to understand the factors contributing to this discrepancy.	
3	Authors reported that service quality involves meeting consumer needs and expectations, which are evaluated through dimensions like physical appearance, reliability, responsiveness, guarantee, and empathy. They also highlighted that previous studies highlight the significance of service quality in influencing tourist satisfaction and return interests. However, they must also pay attention to how customer satisfaction is essential for business competitiveness, representing the emotional experience when actual product performance meets or exceeds expectations. Understanding satisfaction dynamics is crucial for assessing and improving visitor experiences at historical tourism sites.	Dear reviewer, Thank you for your kind suggestions. Done as suggested. Please see page 8-11
4	The research employs associative research, focusing on explaining relationships between variables. It specifically explores the relationship between promotion, service quality, satisfaction, and tourist loyalty to historical tourism objects in South Sumatra Province. The Sampling techniques and target population need to be clearer.	Respected reviewer, Thank you. The Sampling techniques and target population are now clearly stated. Please see pages 16-17

5	Although the study finds that service quality does not have a significant direct impact on satisfaction, it still plays a role in shaping visitor satisfaction levels. Further investigation is needed to understand the factors moderating the relationship between service quality and satisfaction, as well as to consider other influential factors at historical attractions.	Thank you, dear reviewer. Done as suggested. Please see pages 9 and 19-20.
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Response to Reviewer 2

Sr. No.	Reviewer's Comment	Response
	<p>This article provides comprehensive insights into the research background, methodology, analysis techniques, and findings, shedding light on the dynamics between promotion, service quality, satisfaction, and tourist loyalty in historical tourism objects in South Sumatra Province. It is a well-written study. However, the authors need to address the following points before proceeding further.</p>	<p>Thank you for your feedback on our manuscript. We carefully considered your comments and made the necessary revisions to enhance the quality of our study.</p>
1	<p>The research aims to examine the interplay between promotion, service quality, visitor satisfaction, and loyalty within historical tourism objects like the Bumi Ayu Temple. There is a need to add content that shows how the study contributes to cultural tourism management by bridging understanding gaps in these dynamics, offering insights for enhancing visitor experiences and strengthening the role of historical sites as educational and cultural resources.</p>	<p>Dear reviewer. We have now added content that shows how the study contributes to cultural tourism management by bridging understanding gaps in these dynamics, offering insights for enhancing visitor experiences and strengthening the role of historical sites as educational and cultural resources.</p> <p>Please see pages 2-3</p>
2	<p>In the literature review section, the authors should focus on how and why promotion is crucial for marketing tourism products, stimulating sales, and attracting new customers by highlighting the destinations' unique features. The study must adopt components like advertising, sales, personal interactions, promotions,</p>	<p>Dear reviewer,</p> <p>Many thanks. Done as suggested.</p> <p>Please see pages 11-14</p>

	and sales as indicators, drawing from previous research on the interplay between service quality, promotion, and tourist satisfaction.	
3	The authors should state the hypothesis separately clearly by presenting a casualty of the relationships.	Dear reviewer, Done as suggested. Plesae see pages 14-15
4	Primary data is collected through questionnaires, utilizing written questions derived from research variables. The study employs qualitative data analysis, which is subsequently quantified for analysis. How many respondents were included while analysing the data?	Dear reviewer, done as suggested. We have added the number of respondents included while analysing the data. Please see page 16
5	The findings underscore the positive and significant influence of service quality on visitor loyalty to historical attractions. This aligns with service management theories emphasizing the role of high-quality service in creating positive visitor experiences. The authors can increase its impact by explaining the way visitors who feel well-treated and comfortable during their visit are more likely to feel satisfied and consider revisiting the attraction in the future, thereby fostering long-term loyalty. Likewise, implications for historical attraction managers will add value to the findings.	Dear reviewer, Thank you. Done, as suggested. Please see pages 22, 24 and 27.

[RGSA] Revision request

Revista de Gestão Social e Ambiental <rgsa@openaccesspublications.org>

Fri, Jan 26, 2024 at 11:08 AM

To: **Sri Rahayu** <sri_rahayu@um-palembang.ac.id>

Sri Rahayu:

The paper "*The Influence of Promotion and Service Quality on Satisfaction and Its Impact on Tourist Loyalty in Historical Tourism Objects*" has been reviewed again.

The revised version presents the authors' dedication to advancing the field of tourism marketing and service management through empirical research. The study serves as a foundation for further exploration and inspires efforts to improve visitor experiences in historical attractions. Here are some minor suggestions to consider.

1. The model exhibits a good fit with observed data based on various goodness of fit indices, indicating the model's accuracy in describing relationships between variables. The analysis results need a clear statement.
2. There is a need for thorough proofreading.
3. The authors should elaborate more on how effective promotional strategies, such as advertising and marketing campaigns, can generate positive expectations and influence visitors' perceptions of historical attractions.

Please ensure the submission of the revision within 1 month of receiving this mail either both as a reply to this mail and in the online system.

The paper can be resubmitted for a review after huge improvements, and this does not guarantee it will be approved.

If you have any questions, please contact me. Thank you for considering this journal as a venue for your work.

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[RGSA] Revision Submission Acknowledgement

Revista de Gestão Social e Ambiental <rgsa@openaccesspublications.org>

Sat, Feb 17, 2024 at 09:43 AM

To: **Sri Rahayu** <sri_rahayu@um-palembang.ac.id>

Sri Rahayu:

Thank you for submitting revision of the manuscript , "*The Influence of Promotion and Service Quality on Satisfaction and Its Impact on Tourist Loyalty in Historical Tourism Objects*" to Revista de Gestão Social e Ambiental.

With the online journal management system that we are using, you will be able to track its progress through the editorial process by logging in to the journal web site:

Submission URL: <https://rgsa.emnuvens.com.br/rgsa/about/submissions>

Username: srirahayu

If you have any questions, please contact me. Thank you for considering this journal as a venue for your work.

Editor in Chief

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Response to Reviewers

Sr. No.	Reviewer's Comment	Response
	<p>The revised version presents the authors' dedication to advancing the field of tourism marketing and service management through empirical research. The study serves as a foundation for further exploration and inspires efforts to improve visitor experiences in historical attractions. Here are some minor suggestions to consider.</p>	<p>Dear reviewer, thank you for your thorough feedback on our study. We appreciate your time and expertise in evaluating our work.</p>
1	<p>The model exhibits a good fit with observed data based on various goodness of fit indices, indicating the model's accuracy in describing relationships between variables. The analysis results need a clear statement.</p>	<p>Thank you for your kind comment. The analysis results are now clearly stated. Please see page 19-24</p>
2	<p>There is a need for thorough proofreading.</p>	<p>Thank you for your kind comment. Done as suggested.</p>
3	<p>The authors should elaborate more on how effective promotional strategies, such as advertising and marketing campaigns, can generate positive expectations and influence visitors' perceptions of historical attractions.</p>	<p>Dear reviewer, Thank you for your kind suggestions. We have now elaborated more on how effective promotional strategies, such as advertising and marketing campaigns, can generate positive expectations and influence visitors' perceptions of historical attractions. Please see page 11-12 and 20-21</p>

[RGSA] Acceptance Acknowledgment

Revista de Gestão Social e Ambiental <rgsa@openaccesspublications.org>

Mon, Feb 26, 2024 at 12:18 PM

To: **Sri Rahayu** <sri_rahayu@um-palembang.ac.id>

Sri Rahayu:

Congratulations!

Your paper entitled, "*The Influence of Promotion and Service Quality on Satisfaction and Its Impact on Tourist Loyalty in Historical Tourism Objects*" has been accepted for publication in Revista de Gestão Social e Ambiental (Vol. 18 No. 4, 2024).

Thank you for your interest in our journal. Your Journal paper would be indexed in Scopus (Elsevier), Google Scholar, Scirus, GetCited, Scribd, so on. We look forward to receiving your subsequent research papers.

Editor in Chief

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