

PAPER NAME

**089+n4+RGSA.pdf**

AUTHOR

**Sri Rahayu**

WORD COUNT

**9840 Words**

CHARACTER COUNT

**57308 Characters**

PAGE COUNT

**23 Pages**

FILE SIZE

**433.0KB**

SUBMISSION DATE

**Mar 15, 2024 2:12 PM GMT+7**

REPORT DATE

**Mar 15, 2024 2:13 PM GMT+7**

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## THE INFLUENCE OF PROMOTION AND SERVICE QUALITY ON SATISFACTION AND ITS IMPACT ON TOURIST LOYALTY IN HISTORICAL TOURISM OBJECTS

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### ABSTRACT

**Purpose:** This study aims to determine whether promotion and service quality influence satisfaction and Impact tourist loyalty to South Sumatra Province's historical attractions.

**Theoretical Framework:** This unique blend of historical significance and ongoing cultural relevance holds the potential to evolve into a scheduled tourist destination and stimulate the development of a vibrant village community around the temple.

**Methods.** This type of research is associative. The sample in this study were tourists at historical attractions in the province of South Sumatra, especially the Bala Putra Dewa Museum and Ayu Temple, which amounted to 220 people. This study uses primary data.

**Results and Conclusion:** The study results show a significant positive effect of promotion on tourist satisfaction at historical attractions in South Sumatra Province. Service quality has a significant positive effect on tourist satisfaction at historical attractions in South Sumatra Province. Promoting significantly positively affects tourist loyalty to historical tourism objects in South Sumatra Province.

**Research implications:** The act of actively participating in museum displays and informational materials provides individuals of all ages, including both children and adults, with a pleasurable and immersive opportunity for informal education. This engagement allows people to enhance their comprehension of the cultural, traditional, or historical elements associated with a particular area.

**Originality/value:** The service quality has a significant positive effect on tourist loyalty to historical tourist objects in South Sumatra Province. There is a significant positive effect on satisfaction on tourist loyalty to historical tourism objects in South Sumatra Province.

**Keywords:** Tourism, Museum, Promotion, Service Quality, Satisfaction, Loyalty.

### A INFLUÊNCIA DA PROMOÇÃO E DA QUALIDADE DO SERVIÇO NA SATISFAÇÃO E O SEU IMPACTO NA LEALDADE TURÍSTICA EM OBJETOS TURÍSTICOS HISTÓRICOS

### RESUMO

**Objetivo:** Este estudo tem como objetivo determinar se a promoção e a qualidade do serviço influenciam a satisfação e a lealdade turística do impacto às atrações históricas da província de Sumatra do Sul.

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**Estrutura teórica:** Esta mistura única de importância histórica e relevância cultural contínua mantém o potencial para evoluir para um destino turístico programado e estimular o desenvolvimento de uma comunidade de vilarejos vibrantes em torno do templo.

**Métodos:** Este tipo de pesquisa é associativa. A amostra deste estudo eram turistas em atrações históricas na província de Sumatra do Sul, especialmente o Museu Bala Putra Dewa e o Templo Ayu, que somaram 220 pessoas. Este estudo utiliza dados primários.

**Resultados e Conclusão:** Os resultados do estudo mostram um efeito positivo significativo da promoção na satisfação turística em atrações históricas na Província de Sumatra do Sul. A qualidade do serviço tem um efeito positivo significativo na satisfação turística em atrações históricas na província de Sumatra do Sul. Promover significativamente afeta positivamente a lealdade turística a objetos históricos de turismo na província de Sumatra do Sul.

**Implicações da investigação:** O ato de participar ativamente em exposições de museus e materiais informativos proporciona aos indivíduos de todas as idades, incluindo crianças e adultos, uma oportunidade agradável e imersiva para a educação informal. Esse engajamento permite que as pessoas melhorem sua compreensão dos elementos culturais, tradicionais ou históricos associados a uma determinada área.

**Originalidade/valor:** A qualidade do Serviço tem um efeito positivo significativo na lealdade turística a objetos turísticos históricos na província de Sumatra do Sul. Há um efeito positivo significativo na satisfação sobre a lealdade turística a objetos históricos de turismo na província de Sumatra do Sul.

**Palavras-chave:** Turismo, Museu, Promoção, Qualidade do Serviço, Satisfação, Lealdade.

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## 1 INTRODUCTION

Indonesia, as a multicultural society, has a wealth of cultural diversity that continues to evolve over time, and highly values pluralism as a fundamental cultural element. This cultural wealth is closely linked to the nation's long history and is an integral part of the nation's identity (Adinegara, 2018). The whole cultural ornament can be witnessed again in the Museum. This is because museums serve as custodians of this heritage, playing an important role in preserving and presenting the country's history and culture (Forgas-Coll et al., 2017). Museums play an important role in the preservation and exhibition of this historical and cultural heritage, vividly displaying the rich past and culture of the nation (Khuong, 2017). Therefore, museums are not only custodians of history and culture but also key players in the development of the tourism industry. Indonesia's historical events become tangible through museums, which function strategically to preserve and display the nation's history and culture, making them indispensable in the tourism sector.

In addition to their historical significance, museums offer a unique platform for informal learning. As museums continue to explore and implement effective educational methods, they



offer an immersive opportunity for children and adults to explore and deepen their understanding of cultural, traditional and historical aspects (Nastabiq & Soesanto, 2021). This engagement not only enriches individuals personally but also enhances community relations, making museums a valuable educational and cultural resource. However, despite their potential as educational and cultural assets, museums and historic sites face challenges in attracting visitors and fulfilling their expected roles.

**Table 1**

*Targets and reality of visitors to Bumi Ayu Temple*

Year	Visitor Target	Visitor Reality
2018	20,000	18,821
2019	30,000	22,434
2020	30,000	23,900

Source: Office of Culture and Tourism of Pali Regency 2020

One glaring example of this challenge can be observed in the case of the Bumi Ayu Temple in South Sumatra, where annual visitor numbers consistently fall short of their targets, as indicated in Table 1. This empirical gap between visitor targets and actual attendance underscores the need to understand the factors contributing to this discrepancy. To address this gap, this research focuses on examining the interplay between promotion, service quality, visitor satisfaction, and loyalty within the context of historical tourism objects, with Bumi Ayu Temple serving as a case study.

The novelty of this study lies in its comprehensive exploration of these critical factors, shedding light on how promotion and service quality impact visitor satisfaction and, subsequently, loyalty. By bridging the gap in our understanding of these dynamics, this research contributes empirically to the field of cultural tourism management (Wantara, 2016). Moreover, it offers practical insights that can assist cultural heritage managers and policymakers in improving the visitor experience at historical sites and museums, ultimately strengthening their role as educational and cultural resources in Indonesia and beyond. In essence, this research strives to unlock the full potential of historical tourism objects by addressing an empirical gap, offering fresh perspectives, and making a tangible contribution to the field (Fu, 2019). To tackle the prevailing challenges at hand, a comprehensive set of investigations was conducted, spanning multiple research inquiries. The formulation of the problem is outlined below.

1. How does promotion influence tourist satisfaction with historical tourism objects in South Sumatra Province?



2. How does the influence of service quality on tourist satisfaction in historical tourism objects in South Sumatra Province?
3. What is the influence of promotions on loyalty tourists on Historical Tourism Objects in South Sumatra Province?
4. How does the influence of service quality on loyalty tourists on Historical Tourism Objects in South Sumatra Province?
5. How does satisfaction affect tourists' Loyalty to Historical Tourism Objects in South Sumatra Province?

## 2 LITERATURE REVIEW

### 2.1 PROMOTION

Promotion, as highlighted by (Kotler & Armstrong, 1972), constitutes a crucial array of activities undertaken by businesses to emphasize their product features and persuade consumers towards making purchases. (Tarnovskaya, 2017), underscores that promotion stands as a pivotal determinant for the success of any marketing program. (Maltio & Wardi 2019) further emphasizes the significance of setting clear promotion goals to align with broader company objectives. In the realm of tourism, promotion plays a pivotal role in stimulating the purchase of tourism products and enhancing sales effectiveness in a relatively short span. It serves as a means through which agencies can attract new potential customers while informing tourists about alluring destinations waiting to be explored. The essence of tourism promotion lies in its ability to acquaint the public with breathtaking natural landscapes and distinctive local cultures. (Harmen et al., 2022) identifies key indicators of promotion, encompassing private sales, sales promotion advertising, advertising, public relations, and direct marketing. Drawing from this comprehensive backdrop, the present study adopts these components as indicators, which include advertising, sales, personal interactions, promotions, and sales, to explore their influence within the context of the research. This research aligns with similar studies, such as the one conducted, which delves into the interplay between service quality, promotion, and tourist satisfaction in Punti Kayu Palembang's tourist attractions. Furthermore, (Bahar et al. 2020) research explores the impact of image, promotion, and service quality on tourist satisfaction at the Bunaken Marine Park Tourism Object in North Sulawesi, reinforcing the significance of these factors in the tourism industry.



## 2.2 SERVICE QUALITY

In the realm of service quality, offers a comprehensive definition that centers on the diligent efforts to meet consumer needs and desires while adapting to foster consumer expectations. This perspective aligns with (Asriadi et al., 2022), that service quality revolves around achieving a level of excellence expected by consumers and maintaining control to satisfy their needs. Service quality is often evaluated through various dimensions, each shedding light on different facets of the consumer experience. The dimension of physical appearance encompasses tangible elements such as physical facilities, employee equipment, and communication means, all contributing to the overall impression (Helmi et al., 2022). Reliability, another crucial dimension, assesses a company's ability to deliver promised services promptly, accurately, and to the satisfaction of consumers. Responsiveness, on the other hand, reflects the eagerness of staff to assist consumers and provide attentive service. Furthermore, the dimension of guarantee encompasses staff attributes like knowledge, competency, courtesy, trustworthiness, and the assurance of safety and reliability in the service provided. Empathy, as a dimension, encompasses the ease of building relationships, effective communication, personal attention, and an understanding of consumer needs. This study finds resonance with previous research by (Nabella, 2021), who explored the impact of service quality, promotion, and quality of information. Similarly (Cempena et al., 2021), research delved into the effects of promotion and service quality on tourist return interests, particularly focusing on Gianyar Regency, Bali. These studies collectively underscore the importance of service quality and its multifaceted dimensions in the tourism industry.

## 2.3 SATISFACTION

In the realm of business competition, prioritizing customer satisfaction stands as a paramount objective for companies aiming to outshine their counterparts. However, achieving comprehensive customer contentment is no simple feat, as every business aspires to ensure that their clients remain entirely pleased with the services they provide (DemiR et al., 2020; Fuchs & Fangpong (2021). offers a compelling perspective on customer satisfaction, defining it as the emotional experience of either delight or disappointment that surfaces when individuals assess the actual performance of products against their expected performance. This evaluation occurs after a thorough comparison between the tangible outcomes and the initial expectations (Krizanova et al., 2019). Nirmalasari's viewpoint underscores the significance of measuring



consumer happiness from a manufacturing standpoint, acknowledging that the production process encompasses both goods and services (Nirmalasari et al., 2022). In essence, businesses must acknowledge that the pursuit of customer satisfaction is an intricate endeavor, one that necessitates a meticulous examination of product performance relative to consumer expectations.

## 2.4 LOYALTY

Consumer loyalty, a critical concept within the realms of marketing and business management, is a multifaceted subject underpinned by extensive research. It can be dissected into two primary categories: brand loyalty and take loyalty (Ali et al., 2018). Brand loyalty signifies the robust attachment and allegiance that consumers form towards a particular brand or product, nurtured through consistently positive experiences, resulting in recurrent purchases and an aversion to switching to competing alternatives (Andani & Wahyono, 2018). Conversely, take loyalty transcends the confines of brand identity and revolves around customers' fidelity to a store or supplier (El-Adly, 2019). This type of loyalty manifests as an overwhelmingly positive disposition coupled with a consistent behavioral pattern of recurrent purchases from the same store or supplier (Abed et al., 2022). The bedrock of consumer loyalty lies in the gratification derived from the product or service. Consumer loyalty is an intricate construct encompassing both brand loyalty and take loyalty. When consumers encounter satisfaction with the products or brands they engage with, they tend to demonstrate loyalty by becoming repeat customers. (Nunkoo et al., 2020), delves into the influence of service quality on customer satisfaction and its subsequent ramifications on customer loyalty. Further refining the definition, (Hemsley-Brown & Alnawas, 2016) characterize consumer loyalty as a profound commitment to a brand, store, or supplier, distinguished by a highly positive attitude and unwavering repeat purchases, emblematic of behavioral loyalty. Grasping the intricate dynamics of consumer loyalty and its contributing factors is paramount for businesses aiming to prosper in competitive markets.

## 2.5 HISTORICAL TOURISM

Turning our attention to the cultural landscape of South Sumatra, particularly in the city of Palembang, the Balaputra Dewa Museum, officially known as the State Museum of South Sumatra Province "Balaputra Dewa," emerges as a prominent cultural institution. This



ethnographic museum takes its name from Balaputradewa, a Sriwijaya king who reigned in the 9th century AD and was a significant figure in the Sailendra dynasty, which had a historical presence in Palembang. The Balaputra Dewa Museum serves as a custodian of South Sumatra's history and traditions, with construction dating back to 1978 and official inauguration on November 5, 1984. The museum's collection boasts a wide array of traditional crafts and artifacts, showcasing the rich heritage of South Sumatra from prehistoric times. On a historical note, the Bumi Ayu Temple is an integral part of South Sumatra's tourism narrative, often cited by the local population when discussing the province's historical tourism. Situated in Bumi Ayu Village, Tanah Abang, Penukal Abab Lematang Ilir (PALI) Regency, this Hindu temple complex has roots dating back to around 75 H and holds immense potential as a historical and ethnic tourism destination. The complex comprises 12 temples, of which only five have been restored, all of which are Hindu temples. These temples offer a glimpse into the region's rich heritage, complete with accompanying folklore from the surrounding villages.

### 3 THEORETICAL FRAMEWORK

Moreover, the Bumi Ayu Temple Cultural Heritage area, as conveyed through media sources, stands as the sole temple cultural heritage property owned by the Province of South Sumatra. Its strategic location in Bumi Ayu Village, within the Tanah Abang District of the Penukal Abab Lematang Ilir (PALI) Regency, positions it to the east of the Lematang River. Historically, this area thrived as a trade and transportation hub during the reign of the Sriwijaya Kingdom due to its proximity to three rivers connected to the Batanghari system: the Batanghari Tebat Jambu, the Batanghari Lubuk Panjang, and the Batanghari Piabung (Tebat Siku). Notably, five of the twelve temple buildings discovered at the site have been meticulously excavated and restored to their original ground level. These brick-built temples, named Temple 1 (1992), Temple 2 (2009), Temple 3 (1997), Temple 7 (2009), and Temple 8 (2000), serve as significant archaeological attractions. The site also houses a plethora of archaeological artifacts, including statues and ancient objects, distinguishing it as a one-of-a-kind cultural treasure. The Bumi Ayu Temple Cultural Heritage area continues to draw visitors and serves as a site for ritual worship, particularly during Nyepi Day, attracting migrant communities from Bali who visit for 2-3 days annually. This unique blend of historical significance and ongoing cultural relevance holds the potential to evolve into a scheduled tourist destination and stimulate the development of a vibrant village community around the temple.





### 3.1 HYPOTHESIS

The theory being formulated and posited in this study encompasses.

1. There is a promotional effect on tourist satisfaction with historical tourism objects in South Sumatra Province.
2. There is an influence of service quality on tourist satisfaction in historical tourism objects in South Sumatra Province.
3. There is an influence on the promotion of loyal tourists on historical tourism objects in the province of South Sumatra.
4. There is an influence of service quality on loyalty tourists on Historical Tourism Objects in South Sumatra Province.
5. There is an effect of satisfaction on loyalty tourists on historical tourism objects in the province of South Sumatra

### 5 4 METHOD

The type of research used in this research is associative research because this research will explain the relationship (relationship or influence) between one variable and another. In the research, variables that will be interrelated are promotion and service quality on satisfaction which impacts tourist loyalty to historical tourism objects in South Sumatra Province. The study focused on the population of tourists who visited historical tourist sites in South Sumatra Province, specifically the Bala Putra Dewa Museum and Ayu Temple. The exact number of tourists visiting these sites is unknown and can be considered unlimited.

The sample is a subset of the population that serves as a representative representation of it. The sample utilised in research employing SEM (Structural Equation Modelling) is typically of a minimal size. Hair et al. (2019) posits that the sample size in the structural equation modelling (SEM) method often falls within the range of 100 to 200. The guidelines for calculating the appropriate sample size for structural equation modelling (SEM) are as follows:

1. If the parameter estimation uses the maximum likelihood estimation method, the recommended sample size is between 100 and 200, with a minimum sample of 50.
2. 5–10 times the number of parameters in the model.
3. Equal to 5–10 times the number of indicators of all latent variables.

There are 22 indicators in this study. Referring to the third point, the minimum sample size is 10x12 or 220 samples, so the sample in this study is 220 respondents. The primary data



used in this study is in the form of respondents' answers to the indicators presented in the questionnaire. Data collection techniques in this study used a data collection method in the form of a questionnaire (questionnaire). The questionnaire in this study contains written questions originating from various indicators developed from each research variable. The data analysis used in this study is qualitative data analysis which is then quantified.

## 5 RESULT

The findings of this study have been meticulously documented and subjected to a pre-determined analytical approach. The findings of this study have effectively addressed the research inquiries and hypotheses that were formulated beforehand.

### 5.1 FIT TEST MODEL

Based on the summary of the results of the Model fit test as follows:

**Table 2**

*The goodness of fit index*

Fit Wellness Index	Value Cut	Analysis Results	Model Evaluation
Chi Box	≤ 308.255	276.78	Good Fit
Probability	≥ 0.05	0.36	Good Fit
RMSEA	≤ 0.08	0.011	Good Fit
GFI	≥ 0.90	0.92	Good Fit
AGFI	≥ 0.90	0.90	Good Fit
NFI	≥ 0.90	0.98	Good Fit
NNFI	≥ 0.90	1.00	Good Fit
CFI	≥ 0.90	1.00	Good Fit
IFI	≥ 0.90	1.00	Good Fit
RFI	≥ 0.90	0.98	Good Fit

Source: (Beckett et al., 2018) and Research Data Processing Results, 2022

The results of the model evaluation in Table 2 using various goodness of fit indices show that the model used in this study has a very good fit with the observed data. The chi-square ( $\chi^2$ ) value of 276.78 is smaller than the cut-off limit set at 308.255, indicating a good fit between the model and the observed data. The probability value of 0.36 is also greater than the set cut-off limit, giving a good indication of the fit of the model to the data. Furthermore, the very small RMSEA value of 0.011, much smaller than the cut-off limit of 0.08, indicates a very good fit between the model and the data. The GFI, AGFI, NFI, NNFI, CFI, IFI, and RFI indices

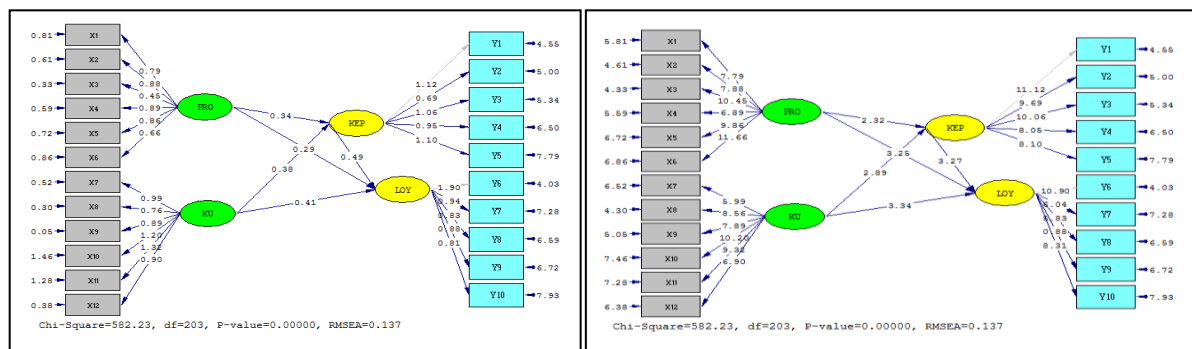


all met or even exceeded the set cut-off limits ( $\geq 0.90$ ), confirming that the model had an excellent fit with the observed data. Overall, the results of this evaluation indicate that the model used in this study can be considered a good model in describing the relationship between the variables in this study.

## 5.2 FULL MODEL STRUCTURAL STANDARD SOLUTION

**Figure 1**

(a) Full Model Structural standard solution, (b) Model T Value



Based on the analysis of the Figure Model T Values (refer to Figure 1.2), a series of hypothesis tests were conducted to explore the impact of various factors. Firstly, concerning the effect of promotion on satisfaction, the null hypothesis ( $H_0$ ) positing no effect on job satisfaction was challenged by the alternative hypothesis ( $H_a$ ) suggesting an influence on job satisfaction. The T Values Model revealed a calculated t-value of 2.32, which surpasses the critical threshold of 1.96. Consequently,  $H_0$  was rejected in favor of  $H_1$ , indicating that promotion indeed exerts a positive and statistically significant effect on satisfaction. Moving on to the relationship between service quality and satisfaction, the null hypothesis ( $H_0$ ) proposing that service quality does not affect satisfaction was tested against the alternative hypothesis ( $H_a$ ) suggesting an impact on satisfaction. The T-Values Model displayed a t-value of 2.89, which is below the critical threshold of 1.96. As a result,  $H_0$  was dismissed in favor of  $H_1$ , signifying that service quality significantly and positively influences satisfaction.

The investigation then turned to the effect of promotions on loyalty, where both null ( $H_0$ ) and alternative ( $H_a$ ) hypotheses posited an impact on loyalty. The T Values Model indicated a t-value of 3.25, exceeding the critical threshold of 1.96. Consequently,  $H_0$  was rejected in favor of  $H_1$ , implying that promotions have a positive and statistically significant effect on loyalty. Similarly, in the case of service quality's influence on loyalty, the null



hypothesis (Ho) asserting no effect on loyalty was contrasted with the alternative hypothesis (Ha) suggesting an impact on loyalty. The T Values Model revealed a t-value of 3.34, which surpassed the critical threshold of 1.96. As a result, H0 was refuted in favor of H1, indicating that service quality has a positive and statistically significant effect on loyalty. Lastly, the relationship between satisfaction and loyalty was explored. The null hypothesis (Ho) suggesting no impact of satisfaction on loyalty was contested by the alternative hypothesis (Ha) proposing a relationship between the two. The T Values Model displayed a t-value of 3.27, surpassing the critical threshold of 1.96. Thus, H0 was rejected in favor of H1, suggesting that satisfaction indeed has a positive and statistically significant effect on loyalty. These findings shed light on the intricate dynamics between various factors within the research context.

### 5.3 HYPOTHESIS TEST (MODEL T VALUE)

**Table 3**

*Influence between variables*

No	Influence Between Variables	Great Influence	T grade	Benefits of Influence
1	Promotion – Loyalty	0.29	3,25	Significant positive influence
2	Quality of service – Loyalty	0.41	3,34	Significant positive influence
3	Promotion – satisfaction	0.34	2,32	Significant positive influence
4	Service quality- satisfaction	0.38	2.89	Influence is not significant
5	Satisfaction- Loyalty	0.49	3,27	Significant positive influence

Source: Processed Research Data Results, 2022

As Table 3 illustrates the influences between various variables, researchers can evaluate the existing influences in a more in-depth way. First, consider the relationship between promotion and loyalty (Hypothesis 1). In this case, it can be seen that there is a significant positive influence with a value of 0.29 and a T grade of 3.25. This means that promotion has a strong and positive influence on loyalty. Furthermore, regarding the relationship between service quality and loyalty (Hypothesis 2). With a value of 0.41 and a T grade of 3.34, it is evident that service quality has a significant positive influence on loyalty. Then, on the relationship between promotion and satisfaction (Hypothesis 3). In this case, a value of 0.34 and a T grade of 2.32 indicate that promotion has a significant positive influence on visitor satisfaction. However, when evaluating the relationship between service quality and satisfaction (Hypothesis 4), the results are different. A value of 0.38 with a T grade of 2.89



indicates that service quality does not have a significant influence on visitor satisfaction. Finally, we examine the relationship between satisfaction and loyalty (Hypothesis 5). With a value of 0.49 and a T grade of 3.27, we can conclude that satisfaction has a significant positive influence on loyalty. The results of this analysis provide a better understanding of the complex dynamics between the variables in this study. Especially, promotion, service quality, and visitor satisfaction all have important roles in influencing visitor loyalty at this historical tourist attraction.

**Table 4**

*Recapitulation direct and indirect influence*

No	Channel	Variable intervention	Direct influence	Indirect influence	total Impact
1	Promotion – Loyalty	-	0.29	-	0.29
2	Promotion - Loyalty	Satisfaction	0.29	0.16	0.45
3	Quality of service – Loyalty		0.41	-	0.41
4	Quality of service – Loyalty	Satisfaction	0.41	0.18	0.59
5	Satisfaction- Loyalty		0.49	-	0.49

Source: Processed Research Data Results, 2022

In Table 4, the direct and indirect effects of the variables involved can be rearranged for easier understanding. First, consider the direct relationship between promotion and loyalty (No. 1). In this case, there is a direct effect of 0.29 from promotion to loyalty without the intervention of other variables. Next, we review the effect of promotion on loyalty through the satisfaction variable (No. 2). It can be seen that promotion has a direct effect of 0.29, and when through satisfaction, the effect increases to 0.45. This suggests that visitor satisfaction acts as a mediator that strengthens the relationship between promotion and loyalty. Then, we move on to the direct effect of service quality on loyalty (No. 3), where there is a direct effect of 0.41 from service quality to loyalty without the intervention of other variables. However, when we evaluate the effect of service quality on loyalty through the satisfaction variable (No. 4), the results are different. Service quality has a direct effect of 0.41, and when through satisfaction, the effect increases to 0.59. This shows that visitor satisfaction also plays a significant role as a mediator in the relationship between service quality and loyalty. Finally, we review the direct effect of satisfaction on loyalty (No. 5). In this case, there is a direct effect of 0.49 from visitor satisfaction on loyalty without the intervention of other variables. The results of this analysis clearly illustrate how the variables involved are interconnected and how visitor satisfaction acts as a mediating factor that strengthens the influence between promotion, service quality, and



loyalty. With this understanding, the management strategy of historical tourism objects can be more effectively improved to increase visitor loyalty.

## 6 DISCUSSION

14 The results of this study indicate that promotion has a positive and significant effect on visitor satisfaction at historical attractions. This means that the promotional efforts made by the manager of the historical tourist attraction have a real impact in increasing the level of visitor satisfaction. These results are consistent with marketing theory which suggests that promotion is one of the important elements in the marketing mix that can be used to attract the attention of potential visitors, create positive expectations, and influence their perceptions of tourist attractions (Sipayung & Sinaga, 2017). In this context, promotions can include various strategies such as advertising, marketing campaigns, discounts, or vacation packages designed to attract potential visitors (Mulazid et al., 2018). In addition, this finding also supports the results of previous research which shows that effective promotions can have a positive impact on visitor satisfaction (Wardi et al., 2018). For example, when potential visitors see attractive and informative promotions about historical attractions, they may have positive expectations of their visit experience. If these expectations are met during the visit, then visitor satisfaction will increase. In a practical context, these results have important implications for managers of historical attractions. They need to consider effective promotion strategies as part of their efforts to increase visitor satisfaction. Good promotion can help increase the number of visitors and create positive experiences, which in turn can contribute to long-term visitor loyalty (Hatta et al., 2018). 9 Thus, the results of this study provide a deeper understanding of the importance of promotion in the context of historical tourism objects and how it can positively impact visitor satisfaction, in accordance with marketing theory and previous research in this field.

The second finding shows a positive and significant influence between service quality and loyalty illustrates an important point in this study. 32 This result indicates that the quality of service provided by the management of historical tourism objects 30 has a positive and significant impact on the level of visitor loyalty to these objects. The importance of service quality in influencing visitor loyalty has long been the focus of research in tourism and service management (Sharma & Srivastava, 2018). These results are in line with service management theory which emphasizes that high-quality services can create positive experiences for visitors (Wu & Fang, 2010). Visitors who feel well-treated, comfortable, and adequately assisted during their visit are likely to feel satisfied and more likely to reconsider visiting the attraction in the



future (Khuong & Phuong, 2017). This also means that improving service quality at historical attractions can be an effective strategy in increasing visitor loyalty levels. These results also trigger questions about the aspects of service quality that have the most influence on visitor loyalty (Zhang et al., 2021). Historical attraction managers need to better understand the elements of service quality that are most important and can be improved. This involves aspects such as staff friendliness, cleanliness of facilities, ability to handle visitor queries or complaints, and various other factors that can create a positive experience (Atzeni et al., 2021). As such, these findings not only confirm theories and previous research highlighting the relationship between service quality and loyalty, but also provide practical guidance for historical attraction managers to improve visitor experience and, in the long run, strengthen their loyalty.

The third finding shows a positive and significant influence between promotion and loyalty provides an important understanding in the context of this study. This result indicates that promotional efforts made by the manager of historical tourism objects have a positive and significant impact on visitor loyalty to these objects. These results are consistent with marketing theory which emphasizes the important role of promotion in attracting the attention of potential visitors and creating positive expectations (Chen et al., 2021). When promotions successfully communicate the value and attractiveness of historical attractions, visitors tend to have positive expectations before the visit. If these expectations are met or even exceeded during the visit, visitors are more likely to feel satisfied and have the intention to return to the attraction in the future (Tian et al., 2020). These results also trigger questions about the most effective promotional strategies to increase visitor loyalty. Historical attraction managers should consider how to direct their promotions to create realistic and positive expectations, as well as ensure that visitors' experience during the visit matches what is promised by the promotion (Tao et al., 2019). As such, these findings provide valuable insights into the role of promotions in influencing visitor loyalty at historical attractions. This not only strengthens the theoretical foundation from a marketing point of view, but also provides practical guidance for managers of historical attractions in the formulation of more effective promotional strategies.

The fourth finding indicates that service quality does not have a significant impact on satisfaction. This suggests that, although there is a relationship between the quality of service provided and the level of visitor satisfaction, the effect does not reach the expected level of statistical significance. This result can be an important focal point in the analysis of this study as it underscores that improving service quality may not always directly impact visitor satisfaction levels (Su et al., 2019). This could be due to several factors. First, it is possible that there are other factors beyond service quality that are more dominant in influencing visitor



satisfaction, such as admission prices, facilities, or aspects of the surrounding environment of historical attractions (Tran et al., 2021). In addition, this insignificant impact could also be due to the level of service quality that may already be quite high at the historical tourist attraction that is the subject of the study (Rahmiati et al., 2020). If visitors already feel that the services provided are satisfactory, then further improvements may not significantly affect their satisfaction levels. However, it is important to note that despite the insignificant direct impact, service quality still has a positive influence on visitor satisfaction, albeit to a lesser extent. Therefore, historical attraction managers should still strive to improve their service quality as part of the effort to create a better experience for visitors. These results may also encourage further research to understand the factors that moderate the relationship between service quality and visitor satisfaction, as well as to consider other factors that may play a role in influencing satisfaction levels at historical attractions (Irfan et al., 2020). As such, the results of these findings, while showing a non-significant impact directly, still provide valuable insights in the understanding of the complexity of the relationship between service quality and visitor satisfaction at historical attractions.

The fifth finding shows that visitor satisfaction has a positive and significant influence on loyalty. This result indicates that the level of visitor satisfaction with historical tourism objects significantly affects their level of loyalty to these objects. This result is consistent with theory and previous research which emphasizes that visitor satisfaction is an important factor in shaping visitor loyalty to tourist attractions (Azhar et al., 2019). This theory suggests that when visitors feel satisfied with their experience, they are more likely to return to visit the object in the future and even recommend it to others (Fauzi et al., 2020). The findings also have important practical implications for managers of historical attractions. Increasing visitor satisfaction levels can be an effective strategy in building long-term loyalty. This requires special attention to factors that influence visitor satisfaction, such as service quality, facilities, and interaction with staff. As such, these findings strengthen the theoretical and empirical foundations of the importance of visitor satisfaction in shaping loyalty at historical attractions (Kaharuddin et al., 2021). By understanding and managing the factors that influence visitor satisfaction, historical attraction managers can build stronger relationships with their visitors, which will ultimately have a positive impact on the long-term success of the attraction.

The findings regarding the direct and indirect effects of promotion and service quality variables on loyalty, intermediated by visitor satisfaction, have significant implications in the context of this study. First, the finding that promotion has a direct effect of 0.29 on visitor loyalty, as well as an indirect effect through satisfaction of 0.16 (total impact 0.45), indicates





that promotion plays a very important role in influencing loyalty. In this case, promotion serves as the initial trigger that attracts visitors to visit historical attractions. However, the importance of promotion lies not only in the initial attraction, but also in creating positive expectations that can help increase visitor satisfaction during their visit. This is in accordance with marketing theory which emphasizes the important role of promotion in creating positive expectations. Secondly, the finding that service quality has a direct effect of 0.41 on visitor loyalty, as well as an indirect effect through satisfaction of 0.18 (total impact 0.59), suggests that service quality is also a key factor in shaping visitor loyalty. Service quality includes various aspects, such as staff friendliness, cleanliness of facilities, and the ability to handle visitors' questions or complaints (Altunel & Erkut, 2015). When visitors feel well-served and comfortable during their visit, they tend to feel satisfied and have the intention to return to the object in the future. These results also illustrate that visitor satisfaction serves as an important mediator in the relationship between promotion, service quality, and loyalty (Purnomo et al., 2020). This is in accordance with the theory which shows that visitor satisfaction acts as a link between these factors. Thus, managers of historical attractions need to pay attention to both promotion and service quality to ensure visitors have a positive experience and feel satisfied (Hayati & Novitasari, 2017). As such, these findings strengthen the understanding of the complexity of interactions between promotion, service quality, visitor satisfaction and loyalty at historical attractions (Ahrholdt et al., 2018; Rahman et al., 2017). This provides practical guidance for managers of such attractions in designing more effective strategies to enhance visitor experience and build long-term loyalty.

The results of this study offer valuable contributions in both empirical and theoretical contexts. Empirically, the findings confirm that promotion and service quality play an important role in shaping visitor loyalty at the historical attractions that were the subject of the study. The data collected from the objects provide concrete evidence that effective promotion can invite visitor interest, while good service quality can create a positive experience. As such, these results can be generalized to similar objects in various locations, providing a broader view of the importance of these factors in increasing loyalty levels. In terms of theoretical contributions, these findings cement the theoretical foundations in the field of tourism marketing and service management. First, the results corroborate marketing theories that emphasize the central role of promotion in creating positive expectations that contribute to visitor satisfaction. Good promotional quality is not only a tool to attract visitors, but also an enabler to create satisfying experiences. Second, the findings also confirm the vital role of service quality in creating visitor



satisfaction. This is consistent with service management theory which underscores the importance of high-quality service to create visitor satisfaction.

9 Thus, the results of this study provide a deeper understanding of the role of visitor satisfaction as a mediator in the relationship between the variables studied. Visitor satisfaction is not only the end result but also a determining factor in shaping visitor loyalty. Overall, the findings make a valuable contribution to the development of the literature on tourism marketing and service management by providing empirical evidence of the complexity of the interaction of relevant variables in the context of historical attractions. This research can serve as a basis for further research in different types of historical attractions, inspire efforts to improve visitor experience, and promote higher levels of loyalty in the future.

## 7 CONCLUSION

Promotion of tourist satisfaction with historical tourism items in the province of South Sumatra is having a major beneficial effect and resulting in positive outcomes. In South Sumatra Province's historical tourism artefacts, 35 the quality of the service has a major beneficial effect on the level of satisfaction felt by visitors. The direct impact that promotions have on a person's level of satisfaction. This demonstrates that the variable with an increasing value has a considerable effect on the variable measuring pleasure. In this way, if the promotion is successful, it will bring about a satisfactory level of satisfaction, and vice versa. The observed correlation coefficient between motivation and job satisfaction. This finding demonstrates a substantial relationship between the motivated variable and the job satisfaction variable. If motivation is strong, it can be inferred that contentment is likely to be present, and conversely, if satisfaction is present, it can be inferred that motivation is likely to be strong. The observed correlation coefficient between service quality and loyalty also have a significant impact. This finding demonstrates that 17 there is a notable impact of the varying service quality on customer loyalty. If the level of service quality is high, there is a positive correlation with customer loyalty, and conversely, if customer loyalty is high, it is indicative of strong service quality. The observed coefficient for the relationship between satisfaction and loyalty is 0.49. 24 This finding demonstrates a significant relationship between the satisfaction variable and the loyalty variable. If the consumer exhibits positive behaviour, it follows that customer loyalty will also be positively influenced, and conversely, if customer loyalty is strong, it may be inferred that the customer is exhibiting favourable behaviour. In the province of South Sumatra, there is a substantial favourable effect promotion of loyalty visitors are having on historical tourism



assets. On Historical Tourism Objects in South Sumatra Province, the quality of the service has a large and positively impactful effect on the loyalty of tourists. The province of South Sumatra sees a considerable increase in the number of tourists who value satisfaction and loyalty as a component of their vacation experience.

Museums serve as educational establishments that facilitate the connection between individuals and various items and concepts. Throughout the years, museums have dedicated significant resources into discovering optimal methods for providing support to educators, students, and, more recently, content standards. Research and evaluation studies conducted in museums have provided insights into the most effective ways in which children learn within these settings. This paper outlines many recommendations and tactics pertaining to the three distinct stages of a field trip: pre-visit preparations, activities during the museum visit, and post-visit engagements.

In the context of student visitation for tourism, it is imperative to offer comprehensive orientation to the parent chaperones. Students experience a greater sense of comfort and enhanced learning outcomes when they are accompanied by a well-informed adult who can effectively guide their inquiries and educational experiences. The orientation for chaperones should encompass the expectations pertaining to the learning experience, provide background information on the topic being covered, familiarize them with the site of the field trip, and furnish any further essential information.

The Tourism and Culture Office, as a relevant agency in this context, is anticipated to offer a depiction of how the combination of marketing, promotion, and service quality contributes to the enhancement of visitor satisfaction. This is because service quality plays a pivotal role in generating interest and attraction towards historical tourism sites in South Sumatra Province, particularly museums. The subject of discussion pertains to Bala Putra Dewa and Ayu Temple.

### **AUTHORS CONTRIBUTIONS**

The first, second and third authors were responsible for developing and planning the analysis, gathering and providing data or analysis tools, conducting the analysis, and writing the paper.



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