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Research Paper

Impact of Service Quality and Promotion on Satisfaction and Loyalty of Visitors to Red Island Tourism Destinations Banyuwangi

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ABSTRACT: *The purpose of this study was to determine the direct effect of service quality and promotion on visitor satisfaction and loyalty at Pulau Merah Tourism Destinations, Banyuwangi Regency. The population in this study were all visitors to the Red Island Tourism Destination, Banyuwangi Regency, with a total of 399,680 visitors in 2021. The number of samples in this study was 399 visitors by using the technique of determining the sample by accidental sampling. Descriptive statistical analysis was conducted to determine the description of respondents and research variables consisting of service quality, promotion, satisfaction and visitor loyalty. Testing of measuring instruments is done by using validity test and data reliability test. Data analysis in this study used Structural Equation Modeling (SEM) with WarpPLS 7.0 application. The results of data analysis indicate that the service quality variable has a significant effect on visitor satisfaction. Promotional variables have a significant effect on visitor satisfaction. The service quality variable has a significant effect on visitor loyalty. Promotional variables have a significant effect on visitor loyalty. Visitor satisfaction has a significant effect on visitor loyalty.*
KEYWORDS*:service quality; promotion; visitor satisfaction; loyalty..*

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I. INTRODUCTION

Marketing management implements the plan by implementing a good marketing strategy to create and maintain profitable exchanges with consumers in order to achieve company goals (Qomariah, 2016). (Tjiptono, 2011) suggests that marketing management is an activity of analyzing, planning, implementing and controlling programs that are structured in the formation, development, maintenance of profits from exchanges or transactions through target markets with the hope of achieving organizational goals in the long term. According to (Kotler & Keller, 2016), marketing management is the process of planning, implementing, thinking about, pricing promotions, and channeling ideas for goods and services to create exchanges that meet individual goals within the organization. Based on the understanding of the two experts, it can be concluded that marketing management is the science and art of choosing target markets and getting, keeping and growing customers so that there is efficiency and effectiveness of marketing activities carried out by individuals or by companies. Currently every service organization must be able to provide the best service for consumers and potential customers. The service industry is able to provide good service, the consumers will feel satisfied and then they will provide good information to other customers, this is called customer loyalty. Customer loyalty is an action taken by customers to carry out similar activities, such as repurchasing products that have been felt or purchased (Mu'ah & Masram, 2014). Many factors can make customers increase their loyalty. Several factors that can increase customer loyalty, namely, service quality.

The main form of offer in marketing that is in direct contact with consumers is service. According to (Armstrong, 2012), service is a pseudo-output that comes from the mutual activity of producers to consumers with an activity to achieve the interests of consumers. According to (Parasuraman et al., 1985), states that service quality is the overall nature and idiosyncrasy of goods and services that depend on the capacity to provide satisfaction to consumers which is expressed directly. Through the many understandings of the experts that have been put forward in the previous section, a conclusion can be drawn that service quality is a concept that describes the condition of consumers in the form of performance expectations of a service through a

comparison between the service expectations they receive to satisfy consumer needs. The relationship between service quality and customer satisfaction and customer loyalty has been widely used as a theme in research. Several studies linking service quality with customer satisfaction and loyalty were among others conducted by: (Purnomo & Qomariah, 2019) which stated that service quality with a coefficient of 0.440 affects community satisfaction. (Ariska et al., 2020) conducted a study whose results were that the coefficient test of multiple linear regression analysis showed the positive influence of the services quality, price, products and the customer beliefs by simultaneous and partial of customer satisfaction on Kober Mie Setan Jember East Java Indonesia. Several other studies that also discuss the problem of service quality with customer satisfaction and loyalty are:(Atmanegara et al., 2019), (Mu'ah et al., 2021), (Fahrurrozi et al., 2020), (Fahmi et al., 2020), (Sutrisno et al., 2017), (Qomariah, 2021), (Qomariah, 2012), (Nursaid et al., 2020b), (Setiawan et al., 2019), (Qomariah et al., 2021), (Mu'ah et al., 2020), (Qomariah, Budiastuti, et al., 2020), (Yanuar et al., 2017a), (Anggraeni, Dita Putri dan Kumadji, 2016), (Sitinjak et al., 2017), (Pahlevi et al., 2021), (Sari & Giantari, 2020), (Subagja & Susanto, 2019), (Atmanegara et al., 2019), (Mendoza et al., 2020), (Nursaid et al., 2020a), (Indarto et al., 2018), (Sofiati et al., 2018), (Sofiati et al., 2018), (Soliha et al., 2019), (Verriana & Anshori, 2017), (Sandrio et al., 2020), (Lie et al., 2019), (Rosalina et al., 2019), (Ratnasari & Gumanti, 2019), (Purwati & Hamzah, 2019), (Rahayu, 2019), (Qomariah, Fahrurrozi, et al., 2020), (Kurniawan et al., 2019), (Setyawati et al., 2018), (Nursaid et al., 2020b), (Anggriana et al., 2017), (Yulisetiarini & Prahasta, 2019), (Setiawan et al., 2019), (Muharmi & Sari, 2019), (Giantari et al., 2021), (Purnomo & Qomariah, 2019).

Promotional activities of rival companies are another factor to consider. If the company is not well known for its reputation and competitors are too active in its promotion, the company needs to take certain steps. The definition of promotion according to (Tjiptono & Candra, 2012), promotion is a one-way flow of information or persuasion made to direct a person or organization to actions that create exchanges in marketing. According to (Qomariah, 2016), promotion is all forms of communication used to inform, persuade, and remind the target market about the products produced by organizations, individuals or households. According to Lupiyoadi, (2013), promotion is one of the variables in the marketing mix that is very important to be implemented by companies in marketing service products. Promotional activities not only function as a communication tool between companies and consumers but also as a tool to influence consumers in purchasing activities or using services according to their wishes and needs. The relationship between promotions with customer satisfaction and customer loyalty has been done by many researchers. Research (Yanuar et al., 2017b) states that product quality, price, promotion, and service quality have a significant influence on customer satisfaction.

The research object selected is the object of Red Island Tourism Destinations in Banyuwangi Regency. To go to this beach, there are at least two routes, namely from Banyuwangi and Jember. This beach is located approximately 60 km from Banyuwangi City with very adequate road access and complete with signposts at every intersection. To get to Banyuwangi Red Island, it takes about 2.5 hours to drive, both from Banyuwangi and from Jember. The number of visitors to this Banyuwangi Red Island Tourism Destination, for the last 4 years is presented in Table 1.

Table 1: Number of Visitors to Red Island Tourism Destinations, Banyuwangi Regency

No.	Month	Number of Visitors			
		2017	2018	2019	2020
1.	January	33.239	15.436	15.511	15.543
2.	February	13.488	12.380	12.540	12.452
3.	March	16.697	13.423	7.550	6.098
4.	April	22.386	12.452	12.452	Closed
5.	May	14.187	11.352	14.295	Closed
6.	June	30.437	15.785	13.423	Closed
7.	July	48.437	14.295	15.785	13.203
8.	August	25.538	7.550	11.352	20.851
9.	September	18.774	6.571	6.678	13.001
10.	October	16.916	13.790	14.380	14.336
11.	November	13.774	15.676	14.008	15.416
12.	December	17.435	34.754	31.283	21.780
	Total	**271.308**	**173.464**	**169.257**	**132.680**

Source: Pokdarwis, Red Island Tourism Destinations Banyuwangi Regency (2021).

Based on data on the number of visitors to Red Island Tourism Destinations, Banyuwangi Regency from 2017-2020, it shows that there is still a fluctuating number of visitors. The decline in the number of visitors is due to the world being hit by a pandemic covid 19. So that the central and regional governments make policies for the tourism sector and others to reduce or suppress the number of victims of covid 19. The policies that have the most impact on the tourism sector are closing access to international tourists and outside Banyuwangi regency. So during the Covid 19 pandemic, visitors to the Red Island beach were only domestic

tourists from Banyuwangi Regency. This triggers researchers to find out what are the obstacles faced by managers so that they are able to increase the volume of visitors to Red Island Tourism Destinations, Banyuwangi Regency. Based on the problems obtained by referring to the data on the number of visitors, the phenomenon obtained is the fluctuating number of visitors to Pulau Merah Tourism Destinations, Banyuwangi Regency, so the purpose of this study was to determine the effect of service quality and promotion on visitor satisfaction and loyalty.

II.RESEARCH METHODS

In this study, the research method used is a quantitative research method. Quantitative research methods are research based on the philosophy of positivism. Usually used to research on a particular population or sample, and sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative/statistical with the aim of testing predetermined hypotheses (Sugiyono, 2017). The population in this study were all visitors to the Red Island Tourism Destination, Banyuwangi Regency, totaling 399,680 visitors in 2021. The sampling technique in this study used judgment sampling. Judgment sampling involves various choices of research subjects who have the best position or are in the most advantageous place in providing information (Sekaran, 2016). Descriptive analysis is used to analyze data by describing or describing the data that has been collected as it is without intending to make generally accepted conclusions or generalizations (Ghozali, 2016). Hypothesis testing in this study uses variance-based SEM or Partial Least Square (SEM-PLS) testing with the Warp PLS 6.0 program.

III. RESULT AND DISCUSSION

Validity Test Results

The validation test criteria use the loadings factor criteria with a predetermined value of more than 0.50, while the average variance extracted (AVE) value must exceed 0.50 for the convergent validity test. As for the discriminant validity test, the assessment was carried out by comparing the roots of the AVE with the correlation between the variables. The applicable requirement is that the construct AVE value should be higher than the correlation between latent variables (Solihin & Ratmono, 2013). The validity test, both convergent and discriminant are presented in Table 2.

Table 2. Results of Combined Loadings and Cross-Loadings

	X1	X2	Z	Y	Type (a	SE	P value
X1.1	**0.782**	-0.488	0.552	0.343	Reflect	0.045	<0.001
X1.2	**0.750**	0.542	-0.094	-0.781	Reflect	0.045	<0.001
X1.3	**0.731**	0.300	-0.718	-0.161	Reflect	0.045	<0.001
X1.4	**0.841**	-0.291	0.196	0.518	Reflect	0.045	<0.001
X2.1	-0.607	**0.753**	0.281	0.185	Reflect	0.045	<0.001
X2.2	0.190	**0.743**	-0.148	-0.661	Reflect	0.045	<0.001
X2.3	-0.041	**0.741**	0.656	-0.688	Reflect	0.045	<0.001
X2.4	0.246	**0.701**	-0.268	1.106	Reflect	0.046	<0.001
X2.5	0.214	**0.811**	-0.494	0.107	Reflect	0.045	<0.001
Z1	-0.175	0.474	**0.883**	-0.079	Reflect	0.044	<0.001
Z2	0.052	-0.571	**0.786**	0.747	Reflect	0.045	<0.001
Z3	0.151	0.040	**0.754**	-0.686	Reflect	0.045	<0.001
Y1	0.345	0.528	-0.984	**0.784**	Reflect	0.045	<0.001
Y2	-0.217	-0.001	0.352	**0.883**	Reflect	0.044	<0.001
Y3	-0.092	-0.478	0.532	**0.865**	Reflect	0.045	<0.001

The results of statistical calculations using WarpPLS 7.0 in Table 2. show that each value in the cross-loading factor has reached a value above 0.7 with a PV value below 0.05, which is 0.001. Thus the convergent validity test criteria have been met by using the variables of service quality, promotion, satisfaction and visitor loyalty have been met and the measuring instrument can be used.

Table 3. Results of Calculation of Roots from AVE and Correlation Between Variables

X1	0.777	0.832	0.819	0.808
X2	0.832	0.751	0.812	0.819
Z	0.819	0.812	0.810	0.779
Y	0.808	0.819	0.779	0.845

In Table 3., it can be explained that the AVE root value for the same variable was higher than the AVE root value in different variables. This shows that the discriminant validity test criteria have been met in the study with 2 independent variables and 1 intervening variable and 1 dependent variable. Thus the instrument or measuring instrument used in this study has met all the provisions of the validity test and can be used. .

Reliability Test Test Results

Reliability testing used in this study was carried out with the aim of ensuring that the research instrument used can present measurement concepts consistently without any bias or not. The results of data processing related to the reliability test carried out with WarpPLS 7. are presented in Table 4.

Table 4. Reliability Test Results

Variable	Composite Reliability	Cronbach's alpha
Service Quality	0.859	0.780
Promotion	0.866	0.805
Satisfaction	0.850	0.735
Loyality	0.882	0.798

For reliability testing, the basis used is the value of composite reliability coefficients and Cronbach's alpha coefficients must be above 0.7. The results of the analysis of the reliability test are presented in Table 4., indicating that the questionnaire instrument in this study has met the requirements of the reliability test.

Direct Effect Path Coefficient Calculation

Path analysis will be used to describe each path in the model section. Each route tested shows a direct influence between service quality (X1) and promotion (X2) on visitor satisfaction (Z) and visitor loyalty (Y) Red Island Tourism Destinations, Banyuwangi Regency. By knowing whether or not each path is significant, it will answer whether the proposed hypothesis is accepted or rejected. Each path tested represents the hypothesis in this study. The path coefficient values are presented in Table 5 and Table 6..

Table 5. Coefficient Value of Direct Effect Path

	X1	X2	Z	Y
X1	-	-	-	-
X2	-	-	-	-
Z	0.483	0.397	-	-
Y	0.249	0.413	0.233	-

Table 6. P Value

	X1	X2	Z	Y
X1	-	-	-	-
X2	-	-	-	-
Z	<0.001	<0.001	-	-
Y	<0.001	<0.001	<0.001	-

Hypothesis Model

The hypothesis testing of this study is based on the results of the analysis of the PLS SEM model which contains all the variables supporting the hypothesis test. The PLS model with the addition of the visitor satisfaction variable as a mediating variable explains that the addition of the variable will provide an additional contribution as an explanation of visitor loyalty.

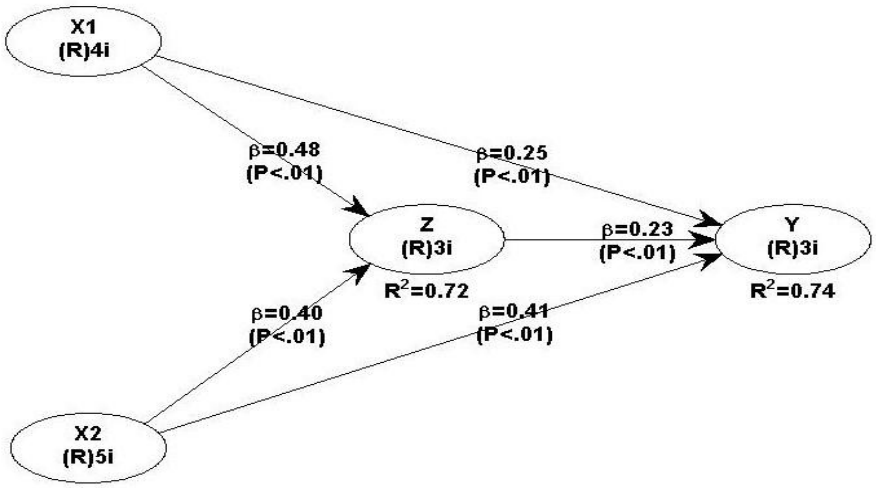

Figure 1. Path Analysis Results

Structural Model Testing

The research model test was conducted to see the suitability of the model built in the study. A good research model will be able to describe the suitability of the relationship between the variables in the study consisting of service quality (X1), promotion (X2), visitor satisfaction (Z) and visitor loyalty (Y). The use of the WarpPLS 7.0 application is expected to provide calculation results that indicate the criteria used to assess whether the model is appropriate.

Table 7. Research Model Test Results

Information	Value	Ideal
Average path coefficient (APC)	P 0.001	<= 0,05
Average R-squared (ARS)	P 0.001	<= 0,05
Average adjusted R-squared (AARS)	P 0.001	<= 0,05
Average block VIF (AVIF)	5.210	<= 3,3
Average full collinearity VIF (AFVIF)	4.112	<= 3,3
Tenenhaus GoF (GoF)	0.681	besar
Sympson's paradox ratio (SPR)	1	1
R-squared contribution ratio (RSCR)	1	1
Statistical suppression ratio (SSR)	1	>= 0,7
Nonlinear bivariate causality direction ratio (NLBCDR)	1	>= 0,7

Based on the results of the calculations presented in Table 7., it can be seen that each value in the study has met the ideal criteria. The values of APC, ARS, and AVIF that meet the ideal criteria indicate that the overall research model is good. The fit of the model can also be calculated using the goodness of fit index. The goodness of fit index (GoF) is defined as the geometric mean or the root of the average communality and the average R2 for all endogenous constructs. Meanwhile, the GoF Index shows the predictive power of the overall model which makes visitor loyalty the dependent variable. The GoF value in the results of this study has an interval between 0 to 1. While the GoF value close to 1 indicates a good path model estimation. The GoF index for the research model with the dependent variable is service quality and promotion of 0.681. Thus, the structural model that explains the relationship between the four variables (service quality, promotion, satisfaction and visitor loyalty) has good predictive power.

Discussion

The Effect of Service Quality on Visitor Satisfaction

Based on the results of testing the service quality variable (X1) on visitor satisfaction (Z), the path coefficient value is 0.483 with an -value of 0.001. Because the value of -value is smaller than (0.001 < 0.05), then H0 is rejected, thus there is a significant effect on service quality (X1) on visitor satisfaction (Z). This means that the quality of service has a significant effect on visitor satisfaction of the Red Island Tourism Destination Banyuwangi proven true or H1 is accepted.Managers of Banyuwangi Red Island Tourism Destinations must have qualified service quality by demonstrating the skills or knowledge that all human resources in Red Island Tourism need so that all needs for services and information related to tourist objects can be delivered properly to visitors or tourists. Tourists who can easily get information and handle complaints faced will certainly feel satisfied so that interest arises to visit again.

The Effect of Promotion on Visitor Satisfaction

Based on the results of testing the Promotion variable (X2) on visitor satisfaction (Z), the Path coefficient value is 0.397 with an -value of 0.001. Because the -value is smaller than (0.001 < 0.05), then H0 is rejected, thus there is a significant effect of Promotion (X2) on visitor satisfaction (Z). This means that promotions have a significant effect on visitor satisfaction of visitors to the Red Island Tourism Destination Banyuwangi proven true or H2 is accepted. Visitors to the Banyuwangi Red Island Tourist Destination must have received initial information regarding the beauty of the Red Island tourist attraction. Managers should be able to confirm the information obtained by tourists with the conditions of tourist destinations. Managers must also make clear promotional efforts to consumers about services, beauty and existing supporting facilities.

The Effect of Service Quality on Visitor Loyalty

Based on the results of testing the service quality variable (X1) on visitor loyalty (Y), the path coefficient value is 0.249 with an -value of 0.001. Because the value of -value is smaller than (0.001 < 0.05), then H0 is rejected, thus there is a significant effect of service quality (X1) on visitor loyalty (Y). This means that the quality of service has a significant effect on the interest in revisiting the Banyuwangi Red Island Tourism Destination, which is proven true or H3 is accepted.

The Effect of Promotion on Visitor Loyalty

Based on the results of testing the Promotion variable (X2) on visitor loyalty (Y), the Path coefficient value is 0.413 with an -value of 0.001. Because the value of -value is smaller than (0.001 < 0.05), then H0 is rejected, thus there is a significant effect of Promotion (X2) on interest in revisiting (Y). This means that the promotion has a significant effect on the loyalty of visitors to the Red Island Tourism Destination Banyuwangi, proven true or H4 is accepted.

The Effect of Visitor Satisfaction on Visitor Loyalty

Based on the results of testing the visitor satisfaction variable (Z) on visitor loyalty (Y), the path coefficient value is 0.233 with an -value of 0.001. Because the value of -value is smaller than (0.001 < 0.05), then H0 is rejected, thus there is a significant effect of visitor satisfaction (Z) on interest in repeat visits (Y). This means that visitor satisfaction has a significant effect on visitor loyalty to Red Island Tourism Destinations Banyuwangi proven true or H5 is accepted.Previous studies that examined the problem of satisfaction with loyalty include:(Qomariah, 2008), (Qomariah, 2018), (Ariska et al., 2020b; Hasniaty, 2015; Juanamasta et al., 2019; B. Kurniawan et al., 2019; R. Kurniawan, 2016; Lie et al., 2019; Mageshwarii & Vasanthi, 2020; Mahendra et al., 2019; Muharmi & Sari, 2019; Noori & Nisa, 2019; Prameswari & Mahestu, 2019; Purwati & Hamzah, 2019; Rahayu, 2019; Ratnasari & Gumanti, 2019; Soliha et al., 2019; Suarniki & Lukiyanto, 2020; Sulaiman et al., 2020; Surjaatmadja et al., 2019; Usvela et al., 2019; Yulisetiarini & Prahasta, 2019)

IV. CONCLUSIONS AND SUGGESTIONS

Based on the research findings that have been described in Chapter IV, the conclusions in this study are as follows: 1) The test results prove that service quality has a positive and significant effect on visitor satisfaction. This result is successful in answering previous research which states that service quality affects visitor satisfaction; 2) The test results prove that promotion has a positive and significant effect on visitor satisfaction. This result is successful in answering previous research which states that promotion has an effect on visitor satisfaction; 3) The test results prove that the quality of service has a positive and significant effect on the interest in repeat visits. This result succeeded in answering previous research which stated that service quality had an effect on interest in repeat visits; 4) The test results prove that promotion has a positive and significant effect on interest in repeat visits. This result succeeded in answering previous research which stated that promotion had an effect on interest in repeat visits; 5) The test results prove that visitor satisfaction has a positive and significant effect on interest in repeat visits. This result is successful in answering previous research which stated that visitor satisfaction has a significant effect on performance; 6) The test results prove the quality of service, has a positive and significant effect on the interest in repeat visits through visitor satisfaction. With the value of the indirect effect being smaller than the direct effect; 7) The test results prove that promotion has a positive and significant effect on the interest in repeat visits through visitor satisfaction. With the value of the indirect effect is smaller than the direct effect.

The suggestions that can be given based on the results of the study are as follows: 1) The variable that affects the lowest visitor satisfaction is promotion. This should be an evaluation material for the manager of the Banyuwangi Red Island Tourism Destination to pay attention to promotional factors, such as non-personal communication through various media, both print media and electronic media using social media which is currently much loved. Managers need to pay attention to the compatibility between promotions and conditions of tourist attractions so that everything in the Red Island Tourism Destination is in accordance with the expectations of visitors; 2) The variable that affects the lowest repeat interest is visitor satisfaction. This needs to be a concern, especially regarding services that have an impact on visitor satisfaction. Managers of Banyuwangi Red Island Tourism Destinations should continue to strive to provide excellent service both in terms of human resource capabilities in terms of language and no less important in terms of providing supporting facilities for tourist destinations. So as to increase visitor satisfaction and also have an impact on repeat visits; 3) For future research, it is recommended to consider other factors that also influence visitor satisfaction and interest in repeat visits such as branding, facilities and location; 4) Further research can also expand the research orientation to a larger scope of organization or a wider population.

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