



The Effect of Tourism Promotion, Prices and Facilities on Visitors' Satisfaction of Sweet Water Beach Tourism Padang

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ABSTRACT

This study aims to examine the effect of promotions, prices and tourist facilities on the satisfaction of visitors to Padang's Sweet Air Coast. This type of research is quantitative. Sampling using the Slovin formula so that the number of samples obtained is 100 people. The types of data used in this research are quantitative and qualitative data. While the data sources are primary and secondary data sources. The data analysis technique uses validity and reliability tests using the SPSS version 16.00 program. The hypothesis was tested using the t test at $\alpha = 0.05$. The results of this study indicate that promotion and price have a positive and significant effect on visitor satisfaction of Padang Air Sweet Beach tourism. Meanwhile, tourist facilities have no significant effect on the satisfaction of visitors to the Padang Air Sweet Beach tourism.

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh promosi, harga dan fasilitas wisata terhadap kepuasan pengunjung wisata pantai air manis Padang. Jenis penelitian ini adalah kuantitatif. Pengambilan sampel menggunakan rumus slovin sehingga didapat jumlah sampel adalah sebanyak 100 orang. Jenis data yang digunakan dalam penelitian ini adalah data kuantitatif dan kualitatif. Sedangkan sumber datanya adalah sumber data primer dan sekunder. Teknik analisis data menggunakan uji validitas dan reliabilitas dengan menggunakan bantuan program SPSS versi 16.00. Hipotesis di uji dengan menggunakan uji t pada $\alpha = 0.05$. Hasil penelitian ini menunjukkan promosi dan harga berpengaruh positif dan signifikan terhadap kepuasan pengunjung wisata pantai air manis Padang. Sedangkan fasilitas wisata tidak berpengaruh signifikan terhadap kepuasan pengunjung wisata pantai air manis Padang.

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INTRODUCTION

In the increasingly fierce competition in the business world, entrepreneurs must create qualified marketing strategies to attract the attention of the public or their consumers (Aryani & Fatmawati, 2021). One of the most competitive businesses today is the tourism business. The development of tourism, especially in Indonesia, is able to offer various potentials of natural beauty, culture and friendliness of service.

Every company must be able to make consumers feel satisfied with the products or services it offers (Gunawan & Ghufrohy, 2020; Pranoto & Subagio, 2015; Rizal et al., 2019). Knowing what the needs and wants of consumers are and being able to provide the expected satisfaction more effectively and efficiently (George & Chrisa, 2007; Goyal, 2019) than competitors is one way to achieve the company's goals, this is because customer satisfaction is an important part of marketing activities and plays an important role in an organization. The existence of this phenomenon makes countries, regions and communities even investors begin to glance at and involve themselves in the world of tourism

Sweet water beach (PAM) is one of the most visited tourist destinations in the city of Padang because of the beauty of its beaches and nature as well as its legendary story, namely Malin Kundang stone, so it's not surprising that Sweet Water Beach is a favorite tourist destination and is crowded with visitors every day. However, sweet water beach tourism has recently experienced a decline in the number of visitors. This is because there is a lot of competition from businesses opened in the city of Padang such as cafes and restaurants as well as similar tourist attractions such as Padang beach, Bungus beach, Padang mountain and so on. The following is data on the number of visitors to Padang's Sweet Water Beach from January to June 2020.

Table 1. Data on the Number of Visitors to Air Manis Beach in Padang City for the January – June 2020 period

Month	Visitor (People)	Visitor Percentage
January	12.800	34 %
February	11.900	31,6 %
March	6.750	17,9 %
April	0	0%
Mei	0	0%
June	6.200	16,5 %
Total	37.650	100%

Sourch: Padang City Sweet Water Beach Manager

In Table 1, it can be seen that the number of visitors to the water sweet beach in the city of Padang was 37,650 people in the first six months of 2020. However, it turns out that the water sweet beach tourism has decreased in the number of visitors, it can be seen that in January 2020 the number of visitors was 12,800 people, in February 2020 the number of visitors decreased to 11,900 people. In addition to the phenomenon described above, the decline in the number of visitors was also acknowledged by the PAM manager because of a non-natural disaster, namely the corona virus or covid-19 so that most cities implemented PSBB (Large-Scale Social Restrictions) as seen in March 2020 the number of PAM visitors was only 6,750 people, and PAM which closed its total tourism from March 20 to June 6, 2020 so that there were no visitors in April and May as shown in the table, namely the number of visitors was 0. However, on June 7 after the end of the PSBB the local government set there is a new normal so that PAM is re-opening even though there has not been an increase in the number of visitors, which is 6,200 people.

To create more value in the eyes of customers in order to provide satisfaction for the customers themselves, every business or business must be able to understand the needs and desires of consumers (Nakai et al., 2011). Previous researchers revealed that many factors can affect visitor satisfaction. First, promotions referring to previous research were revealed by Mardiyani & Murwatiningsih (2015) and it was stated that promotions had a direct influence on the satisfaction of tourist attraction visitors in

the city of Semarang. Other studies also reveal that promotion and service have a significant influence on customer satisfaction (Aprianto, 2016).

Second, it is related to prices which refer to previous research, and it is stated that prices have a positive and significant effect on visitor satisfaction (Harmen et al., 2017; Ibrahim & Musadad, 2019; Kubroa et al., 2017; Hartini, 2017). Consistent with Nawari & Mahfudho (2019) reveals that the strategy in determining the price has a significant effect on providing value to consumers and is able to influence consumer attitudes towards the products or services and services they have experienced. Third, other studies also produce research results that have a significant effect on visitor satisfaction with facilities as the independent variable Mardiyani & Murwatiningsih (2015). Triandini & Yusrini (2018) also said that facilities have a positive and significant influence on visitor satisfaction.

Based on the description above, this study aims to determine and explain the effect of promotion on visitor satisfaction, the effect of price on visitor satisfaction and the influence of tourist facilities on visitor satisfaction.

LITERATURE REVIEW

Visitor Satisfaction

Consumer satisfaction or consumer satisfaction is defined as one of the important goals for business activities or consumer satisfaction can also be seen as the best indicator to achieve future profits (Nawari & Mahfudho, 2019). Maulana (2016), the satisfaction of a customer is an expectation that the customer wants to obtain in the form of service, price, comfort and so on that can provide direct satisfaction to him. And other studies also say that satisfaction is a feeling of pleasure or displeasure that arises in a person because they compare the perceived performance of the results to what they expect (Listiawati et al., 2017). Isnana et al. (2019) mentions indicators of consumer satisfaction, including the suitability of expectations, interest in revisiting, willingness to recommend

Promotion

According to Nawari & Mahfudho (2019) promotion is also defined as an effort to receive products (goods/services, concepts and ideas. Handoko (2017)) also says that promotion is a field of marketing activity and also a communication made by the company to consumers which includes information and influence. Promotion is one of the most important marketing activities for companies in their efforts to maintain continuity and improve sales quality, because to improve a marketing activity (Baranchenko et al., 2019; Buley et al., 2017), be it goods or services offered by the company, it is not enough just to develop a distribution channel model and set prices. but also supported by a promotional activity (Listiawati et al., 2017). The indicators in promotion are (Aprianto, 2016) advertising, personal selling, sales promotion and public relations.

Price

Nawari & Mahfudho (2019) mention that price is an element of the marketing mix that generates income because other elements generate costs. Price is the easiest element to adjust from a marketing program (Išoraitė, 2016; Krakhmalova, 2020; Yusuf & Sunarsi, 2020), because product features, and communication channels take more time. Price is the amount of money and other (non-monetary) aspects used to obtain products (goods/services) (Hartini, 2017). Price is the amount of money someone needs to get a combination of goods and services (Irfan, 2018). The price indicators include price affordability, price competitiveness, price compatibility with product quality and price compatibility with product benefits (Ofela, 2016)

Tourist Facilities

Facilities have an understanding as everything whether it is goods or services accompanied by services provided by product or service companies in order to attract the attention of consumers so as to create comfort for consumers for the products and services provided (Mardiyani & Murwatiningsih, 2015). The existence of these facilities is expected to make visitors feel safer and more comfortable and can

give a better impression on a tourist attraction (Triandini & Yusrini, 2018). In other studies, facilities are physical resources that exist in a company before products or services can be offered to customers (Hartini, 2017). Pantilu et al. (2018) facilities are the provision of all physical equipment to create convenience for customers in carrying out their activities so that all the needs of guests and visitors can be met. Facilities indicators are as follows (Sirait, 2018): (1) cleanliness, completeness and tidiness of facilities, (2) condition and function of facilities. (3) ease of use of facilities

Effect of Promotion on Visitor Satisfaction

A study on the effect of promotion, price and quality of service on customer satisfaction with the object under study is JNE Medan express deposit with data analysis, namely multiple regression analysis. And the results of his research state that promotions have a positive and significant influence on customer satisfaction at JNE's express delivery in the city of Medan (Handoko, 2017). Another study on the effect of promotion and service on customer satisfaction with the object of research is the electronic BNJ store in the city of Lubuklinggau also reveals that promotion has a positive and significant effect on customer satisfaction (Aprianto, 2016). However, the above research is contrary to other research on the effect of price and promotion and service quality on customer satisfaction at Manado Grace Inn hotel, it is stated that price and quality have a significant effect on hotel consumer satisfaction while promotion has no significant effect on Manado Grace Inn hotel consumer satisfaction (Gulla et al., 2015). Based on the description above, the first hypothesis is built as follows:

H₁ = It is suspected that promotion has a positive and significant effect on the satisfaction of visitors to Padang's Sweet Water Beach.

The Effect of Price on Visitor Satisfaction

Maulana (2016) examined the effect of service quality and price on customer satisfaction at PT. DOI. From the results of the study indicate that the three independent variables including price have a positive and significant effect on customer satisfaction, this study was analyzed using survey methods and qualitative approaches. Nawari & Mahfudho (2019) also stated in their research on the effect of promotion and product quality and ticket prices on visitor satisfaction, it was stated that ticket prices also had a positive and significant influence on visitor satisfaction. The object of this research is education gondang outbound tourism in Lamongan with a population of 150 people and a sample of 60 people using the slovin formula. This study contradicts Irfan (2018) which examines the effect of service quality, price and facilities on visitor satisfaction with the object of research, namely the Bontang waterpark walnut and with multiple linear analysis models and concludes the results of the study that price partially has no significant effect on visitor satisfaction.

Based on the description above, the first hypothesis is built as follows:

H₂ = It is suspected that the price has a positive and significant effect on the satisfaction of visitors to Padang's Sweet Water Beach.

The Effect of Facilities on Visitor Satisfaction

Triandini & Yusrini (2018) conducted research on the influence of location and facilities on visitor satisfaction with the panoramic object of Pabangbon Leuwiliang in Bogor and said that facilities and location had a positive and significant influence on visitor satisfaction. This was followed by another study which stated that the facilities had a positive effect on visitor satisfaction at Semarang city tourism objects (Mardiyani & Murwatiningsih, 2015). This research was conducted on tourism objects in the city of Semarang by using a regression model of regression analysis and also path analysis.

Other studies also say that facilities also have a positive and significant effect on customer satisfaction. This research was conducted on the Warunk Bandito object in the Megamas Manado area and used multiple linear regression analysis with a population of 8,420 which is the number of all Warunk Bendito customers for the period January - June 2018 (Pantilu et al., 2018). However, this study contradicts Utari (2014) research which says that facilities have no significant effect on customer

satisfaction. The object of this research is the Yakersuda Pharmacy Bangkalan by using multiple linear regression equations.

Based on the description above, the first hypothesis is built as follows:

H₃ = It is suspected that the facilities have a positive and significant effect on the satisfaction of visitors to Padang's Sweet Water Beach.

METHOD

This study uses a quantitative research type with the object in this study focusing on visitors to the water sweet beach tourism in the city of Padang. The population in this study was 37,650 people who had visited the water sweet beach in Padang City from January to June 2020. The size of the sample in this study could be determined using the slovin formula. (Nawari & Mahfudho, 2019), yaitu:

$$n = \frac{N}{1 + N(e)^2}$$

Information:

n: Number of samples

N: Population size

e: Percentage of collogram used (10%)

By calculation,

$$\begin{aligned} n &= \frac{37.650}{1 + 37.650 (10\%)^2} \\ n &= \frac{37.650}{1 + 376,5} \\ n &= \frac{37.650}{377,5} \\ n &= 99,7 \text{ respondens} \\ n &= 100 \text{ respondens} \end{aligned}$$

So, the final sample in this study was obtained as many as 100 respondents.

Variable Operational Definition

There are 2 variables in this study, namely the dependent variable and the independent variable. The dependent variable in this study is visitor satisfaction (Y), while the independent variables in this study are promotion (X1), price (X2) and tourist facilities (X3).

Data analysis technique

The data analysis technique used the research instrument test (validity test and reliability test), normality test, multicollinearity test, heteroscedasticity test, multiple regression analysis, and hypothesis testing (t test).

RESULTS AND DISCUSSION

This study aims to obtain empirical evidence of the analysis of the effect of promotion, price and tourist facilities on visitor satisfaction. To prove the statement, the data information collection process was carried out first.

Instrument Testing

Validity test

Validity is defined as a measure that can indicate whether the question instrument in the questionnaire is valid or not (Sugiyono, 2017). Indicators that can be used to test the validity of a question are Corrected Item Total Correction (CITC) and a measurement standard of 0.3. And if Corrected Item Total Correction > 0.3, it means that the questions in the questionnaire are valid. And vice versa if (r-

count < r-table) Corrected Item Total Correction < 0.3 means that the question in the questionnaire is invalid. The complete validity test can be seen in the following table:

Table 2. Visitor Satisfaction Validity Test

Statement Items	Corrected Item-Total Correlation	Rule of Thumb (Standar)	Conclusion
Y.1	0.688	0,300	Valid
Y.2	0.622	0,300	Valid
Y.3	0.666	0,300	Valid
Y.4	0.624	0,300	Valid
Y.5	0.826	0,300	Valid
Y.6	0.757	0,300	Valid
Y.7	0.595	0,300	Valid
Y.8	0.722	0,300	Valid
Y.9	0.706	0,300	Valid
Y.10	0.643	0,300	Valid

Source: Processed Data (2021)

Table 3. Promotion Validity Test

Statement Items	Corrected Item-Total Correlation	Rule Of Thumb (Standar)	Conclusion
X1.1	0.687	0,300	Valid
X1.2	0.654	0,300	Valid
X1.3	0.589	0,300	Valid
X1.4	0.687	0,300	Valid
X1.5	0.579	0,300	Valid
X1.6	0.619	0,300	Valid

Source: Processed Data (2021)

Table 4. Price Validity Test

Statement Items	Corrected Item-Total Correlation	Rule Of Thumb (Standar)	Conclusion
X2.1	0.613	0,300	Valid
X2.2	0.511	0,300	Valid
X2.3	0.647	0,300	Valid
X2.4	0.561	0,300	Valid
X2.5	0.719	0,300	Valid
X2.6	0.703	0,300	Valid
X2.7	0.703	0,300	Valid
X2.8	0.682	0,300	Valid

Source: Processed Data (2021)

Table 5. Tourist Facilities

Statement Items	Corrected Item-Total Correlation	Rule Of Thumb (Standar)	Conclusion
X3.1	0.632	0,300	Valid
X3.2	0.644	0,300	Valid
X3.3	0.657	0,300	Valid
X3.4	0.501	0,300	Valid
X3.5	0.602	0,300	Valid
X3.6	0.682	0,300	Valid

Source: Processed Data (2021)

Uji Reliabilitas

The reliability test aims to determine whether the answers given by the respondents are reliable or act by using Cronbach's Alpha (CA) and the measurement standard of 0.6. And it can be seen that the respondent's answer is reliable if Cronbach's Alpha (CA) > 0.6 means that the respondent's answer is reliable because the respondent has answered consistently. Complete reliability testing can be seen in the following table:

Table 6. Research Variable Reliability Test

Variable	Cronbach's Alpha	Rule of Thumb (Standar)	Conclusion
Visitor's Satisfaction (Y)	0.913	0,600	Reliable
Promotion (X ₁)	0.843	0,600	Reliable
Price (X ₂)	0.878	0,600	Reliable
Tourist Facilities (X ₃)	0.840	0,600	Reliable

Source: Processed Data (2021)

Normality Test

The normality test is a test that can be used to determine whether in a regression the dependent variable and the independent variable or both have a normal or abnormal distribution (Sugiyono, 2017). This test is measured using the One-sample Kolmogorov test which if the data has a significant asymp value > 0.05, it means that the data is normally distributed. The results of the calculation of normality test results can be seen in the table below:

Table 7. Normality Test Results

Asymp. Sig. (2-tailed)	Alpha	Conclusion
0.132	0,05	Normal Distributed

Source: Processed Data (2021)

From table 7 it can be seen that the test results show that the data is normally distributed, because Asymp. Sig 0.132 which means greater than Alpha (0.05). This indicates that the data is normally distributed. Thus, the next stage of data processing can be carried out.

Multicollinearity Test

Multicollinearity test aims to avoid that there is no correlation between independent variables (Sugiyono, 2017). The way to find out whether or not there is a multicollinearity is by looking at the tolerance > 0.10 and the VIF (Variance Inflation Factor) with a value of < 10, and if this happens it can be concluded that there is no multicollinearity.

Table 8. Multicollinearity Test Results

Variable	Collinearity Statistics		Conclusion
	Tolerance	VIF	
Promotion (X ₁)	0.237	4.216	No Multicollinearity
Price (X ₂)	0.236	4.244	No Multicollinearity
Tourist Facilities (X ₃)	0.219	4.563	No Multicollinearity

Source: Processed Data (2021)

From table 8 it can be seen that the tolerance value of the promotion, price and tourist facilities variable is greater than 0.1 (tolerance > 0.10) and the VIF value can be seen that the VIF value here is smaller, namely 10 (VIF < 10). So, it can be concluded that each independent variable has no indication of multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test is used to test whether in the regression there are differences in residual variances from one observation to another (Sugiyono, 2017). The test uses the Glejser test which if the value is > 0.05 then there is no heteroscedasticity, which is better if there is no heteroscedasticity.

Table 9. Heteroscedasticity Test Results

Variable	Sig.	Alpha	Conclusion
Promotion (X1)	0.794	0,05	No Heteroscedasticity
Price (X2)	0.741	0,05	No Heteroscedasticity
Tourist Facilities (X3)	0.337	0,05	No Heteroscedasticity

Source: Processed Data (2021)

From table 9 it can be seen that the value of sig. each independent variable above is greater than the value of Alpha (0.05). So, it can be concluded that all independent variables have no indication of heteroscedasticity.

Multiple Linear Regression Analysis

Based on the calculation of multiple linear regression between promotions (X1), prices (X2), tourist facilities (X3) and visitor satisfaction (Y) which in the calculation is assisted by the SPSS program so that the following results are obtained in the table below:

Table 10. Summary of Multiple Linear Regression Analysis Results

Dependent Variable	Constanta & Independent Variable	Coefficient Regression
Visitor's Satisfaction (Y)	Constanta (a)	3.650
	Promotion (X1)	0.960
	Price (X2)	0.605
	Tourist Facilities (X3)	-0.123

Source: Processed Data (2021)

Based on table 10, the regression equation model can be obtained as follows:

$$Y = a + 1X_1 + 2X_2 + 3X_3 + e$$

$$Y = 3.650 + 0.960X_1 + 0.605X_2 + (-0.123X_3) + e$$

Which means, the regression equation above shows the relationship between the independent variable and the dependent variable partially, from the equation it can be concluded that:

1. The value of the constant is 3,650. This means that if the promotion variable (X1), price (X2) and tourist facilities (X3) are assumed to be zero then visitor satisfaction (Y) will be constant at 3,650 units.
2. The value of X1 = 0.960. This means that the promotion regression coefficient shows a positive direction. This means that if the promotion increases by one unit, then visitor satisfaction will also increase by 0.960 units.
3. The value of X2 = 0.605. This means that the price regression coefficient shows a positive direction. This means that if the price increases by one unit, then visitor satisfaction will also increase by 0.605 one unit.
4. Value of X3 = -0.123. This means that the tourism facility regression coefficient shows a negative direction. This means that if tourist facilities decrease by one unit, visitor satisfaction will decrease by 0.123 units.

Hypothesis Test (t-test)

The t-test aims to determine whether the independent variable partially affects the dependent variable (Sugiyono, 2017). From the test, the results have been obtained as shown in table 11 as follows:

Table 11. Hypothesis Testing Results

Independent Variable	T-tabel	T-hitung	Sig.	Conclusion
Promotion (X1)	1.98498	3.948	0.000	H ₁ diterima
Price (X2)	1.98498	4.117	0.000	H ₂ diterima
Tourism Facilities (X3)	1.98498	-0.579	0.564	H ₃ ditolak

Source: Processed Data (2021)

Based on the partial test table above, it can be seen that each promotion and price independent variable has a t-count value > t-table, where promotion has a t-count value of 3.948 > 1.98498, then price

has a t-count value of $4.117 > 1.98498$. Meanwhile, tourist facilities have a value of t-count $< t$ -table, which is $-0.579 < 1.98498$. It can be concluded that only promotion and price variables (independent variables) have a positive effect on visitor satisfaction (dependent variable), while the tourism facilities variable has a negative effect on visitor satisfaction (dependent variable).

1. The effect of promotion variables on visitor satisfaction (H_1)
The promotion variable has a positive and significant effect on the satisfaction of visitors to the water sweet beach tourism in the city of Padang with a t-count value greater than t-table ($3.948 > 1.98498$) and a significance value less than the alpha value ($0.000 < 0.05$). So, in this case it is stated that H_1 is accepted.
2. The effect of the price variable on visitor satisfaction (H_2)
The price variable has a positive and significant effect on the satisfaction of visitors to the water sweet beach tourism in the city of Padang with a t-count value greater than t-table ($4.117 > 1.98498$) and a significance value smaller than the alpha value ($0.009 < 0.05$). So, in this case it is stated that H_2 is accepted.
3. The influence of the tourist facilities variable on visitor satisfaction (H_3)
The tourism facilities variable has a negative effect on the satisfaction of visitors to the water sweet beach tourism in the city of Padang with a t-count value smaller than t-table ($-0.579 < 1.98498$) and a significance value greater than the alpha value ($0.564 > 0.05$). So, in this case it is stated that H_3 is rejected.

DISCUSSION

The Effect of Promotion on Air Manis Beach Tourism Destinations in Padang City

Based on the testing of the first hypothesis, it was found that the promotion variable had a positive and significant effect on satisfaction with water sweet beach tourism in the city of Padang with indicators (advertising, sales promotion and public relations). Where the value of t count is greater than ttable and the significance value is smaller than the alpha value. So, in this study the first hypothesis (H_1) is accepted. This shows that if the promotion of a quality product is made, the satisfaction of visitors to Sweet Water Beach tourism in the city of Padang also increases. (Handoko, 2017) also said that promotion is a field of marketing activities and also communications made by companies to consumers that include information and influence. The results of this study are in line with Aprianto (2016) research which revealed that promotion has a significant influence on customer satisfaction.

The Effect of Price on Visitor Satisfaction of Air Manis Beach Tourism in Padang City

Based on the results of testing the second hypothesis, it was found that the price variable has a positive and significant effect on the satisfaction of visitors to the Air Manis beach tourism in Padang city with indicators (affordability of prices, price competitiveness, suitability of price with product quality and suitability of price with product benefits). Where the value of t count is greater than t table and the significance value is smaller than the alpha value. So, in this study the second hypothesis (H_2) in this study was accepted. This shows that if the price offered is in accordance with consumer expectations, then the satisfaction of visitors to Sweet Water Beach tourism in the city of Padang also increases. Price is a representation of the value set for exchanging goods or services measured by using currency values and is an element of the marketing mix that can generate profits, so that it is concluded that price is a reference for exchange that has a value according to the goods or services to be exchanged (Maulana, 2016). The results of this study are in accordance with the research of Nawari & Mahfudho (2019) which also stated that in their research on the effect of promotion and product quality and ticket prices on visitor satisfaction, it was stated that ticket prices had a positive and significant effect on visitor satisfaction in education gondang outbound tours in Lamongan.

The Effect of Tourist Facilities on Visitor Satisfaction of Air Manis Beach Tourism in Padang City

Based on the results of testing the third hypothesis, it was found that the facility variable had a negative and insignificant effect on the satisfaction of visitors to the water sweet beach tourism in the city of Padang, with indicators (cleanliness, completeness and tidiness of facilities and the condition and

function of facilities and ease of use of facilities). Where the value of t count is smaller than t table and the significance value is greater than the alpha value. So, in this study the third hypothesis (H3) was rejected. This shows that the good or bad tourist facilities provided do not affect the satisfaction of visitors to the water sweet beach tourism in the city of Padang. In other studies, facilities are physical resources that exist in a company before products or services can be offered to customers (Hartini, 2017). The results of this study are in line with Utari (2014) which says that the facility has no significant effect on customer satisfaction.

CONCLUSION

Based on the results of promotional research, prices and tourist facilities for Sweet Water Beach in the city of Padang which were processed using SPSS, some conclusions can be drawn as follows:

1. Promotion has a positive and significant effect on the satisfaction of visitors to the water sweet beach tourism in the city of Padang with indicators (advertising, sales promotion and public relations). Where the value of t count is greater than t table and the significance value is smaller than the alpha value.
2. The price has a positive and significant effect on the satisfaction of visitors to the water sweet beach tourism in the city of Padang with indicators (affordability of prices, price competitiveness, suitability of price with product quality and suitability of price with product benefits). Where the value of t count is greater than t table and the significance value is smaller than the alpha value.
3. Facilities have a negative and insignificant effect on the satisfaction of visitors to the Air Sweet beach in the city of Padang, with indicators (cleanliness, completeness and neatness of facilities and the condition and function of facilities and ease of use of facilities). Where the value of t count is smaller than t table and the significance value is greater than the alpha value.

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