



THE EFFECT OF PROMOTION AND TOURISM FACILITIES ON TOURIST INTERESTS AND ITS IMPACT ON TOURIST LOYALTY IN MANDEH TOURISM AREA (STUDY BASED TOURISM IN MANDEH TARUSAN AREA WEST SUMATERA)

Dori mitra candana¹⁾, Muhammad Pondrinal²⁾, Rio Andhika Putra³⁾, Ratih Purwasih⁴⁾
Universitas Putra Indonesia YPTK Padang
dorimitra@upiyptk.ac.id

ABSTRACT

This study aims to determine the effect of promotion and tourist facilities on tourist interest and its impact on tourist loyalty in the tourist area of Mandeh. The sample in this study were tourists who visited the Mandeh tourist area. This study uses quantitative methods with Structural Equation Modeling (SEM) Partial Least Square (PLS) analysis tools. The results in this study indicate a positive and significant effect of promotion and tourism facilities on tourist interest. Promotion and tourism facilities have no significant effect on tourist loyalty. There is also a positive and significant influence of tourist interest on tourist loyalty. Meanwhile, there is a positive and significant influence of promotion and loyalty through tourist interest. And there is a positive and significant influence on tourism facilities and loyalty through tourist interest.

Keyword : promotion, tourist facilities, tourist interest, tourist loyalty.

INTRODUCTION

In this era of globalization, the tourism sector is the biggest and strongest force in financing and drives the global economy. Even the tourism sector will be the main driver of the world economy in the 21st century, and become one of the world's major industries. Various international organizations, including the United Nations, the World Bank and the World Tourism Organization (WTO), also recognize that tourism is an inseparable part of human life, especially regarding social and economic activities. In Indonesia, tourism will continue to increase from time to time in terms of various indicators. Based on 2014 data, the number of foreign tourists coming to Indonesia was more than 9.4 million or grew by 7.05% compared to the previous year (Kemenpar, 2015). Tourism growth is very meaningful for developing countries including Indonesia because it offers a way to get out of the shackles of underdevelopment (Pitana and Diarta, 2009).

Every region in Indonesia is currently trying to show its superiority in tourism to attract tourists to visit the area. One of them is West Sumatra, which is one of the provinces

in Indonesia that has the potential to be developed, supported by the richness and natural beauty that it has. can be more value from the tour. West Sumatra is geographically located along the west coast of the island of Sumatra, so it is not surprising that this area has many beautiful marine tourism spots in West Sumatra such as Padang beach, Air Manis beach, Sasak beach, Carocok beach, and Mandeh tourist area and tours. other beaches.

One of the areas in West Sumatra that has the potential for richness and beauty of marine tourism is the South Coastal District, which is one of the districts that is rich in marine tourism, including the Mandeh area. Mandeh area is an area that has many marine tourism objects compared to other areas in Pesisir Selatan Regency, but in West Sumatra itself, there are 14 marine tourism objects that can be visited compared to Pariaman City which only has 11 marine tourism objects. Meanwhile, the number of tourist visits to marine marine tourism objects in 2014 was 1,233,668 people, in 2015 there were 2,674,523 and in 2016 there were 2,907,194. This shows that marine tourism visits in Kota Pariaman are more visited because Kota Pariaman has been



developed for a long time, while the Mandeh area is developing with various facilities and infrastructure that have been made by the local government (Youth and

Sports, Culture and Tourism Office, Pesisir Selatan Regency and City Pariaman).

No	Wilayah	Kunjungan Wisatawan Nusantara Menurut Kabupaten/Kota (orang) 2017	Kunjungan Wisatawan Nusantara Menurut Kabupaten/Kota (orang) 2018	Kunjungan Wisatawan Nusantara Menurut Kabupaten/Kota (orang) 2019
1	Kepulauan Mentawai	578778	467694	994655
2	Pesisir Selatan	1288000	779553	971989
3	Kab.Solok	270784	310077	601244
4	Sijunjung	5734	7187	12434
5	Tanah Datar	339138	370137	627057
6	Padang Pariaman	1960765	2131244	307316
7	Agam	291342	338547	756750
8	Lima Puluh Kota	166710	251053	639840
9	Pasaman	12621	11713	101141
10	Solok Selatan	14542	34107	68084
11	Dharmasraya	427	1350	9745
12	Pasaman Barat	2107	7153	28603
13	Padang	1725000	1877312	843296
14	Kota Solok	47495	228572	120411
15	Sawahlunto	403420	461960	237490
16	Padang Panjang	104399	119548	166364
17	Bukittinggi	478400	547976	933609
18	Payakumbuh	84613	96892	298479
	Jumlah	7783876	30993	450640

Source : Badan Pusat Statistis Sumatera Barat

Based on data on domestic tourist visits according to districts / cities in the province of West Sumatra, it can be seen that the southern coastal districts fluctuate from tofu to year. It can be seen that in 2017 there were 1,288,000 tourist visits to the Pesisir Selatan district, in 2018 there was a decrease in visits by 779,553 and in 2019 tourist visits again increased by 971,989. The emergence of the phenomenon of community-based tourism management is a criticism of tourism management which is carried out without involving the community and is seen as being unable to empower the community. Community-based tourism (CBT) is a tourism management concept by promoting active community participation with the aim of providing welfare for them while maintaining environmental quality, and protecting their social and cultural life. The concept of community-based tourism is compatible with sustainable tourism (tourism) which requires community participation.

Community-based tourism promotes a bottom-up approach, while sustainable tourism promotes a top-down approach. The bottom-up approach means that the initiative for tourism development comes from the community, while in the top-down approach, the initiative comes from the government [1]. The application of community-based tourism is considered capable of providing various benefits for the community, namely increased welfare, protection of the environment, and protection of their social and cultural life. Kenagarian Sei Nyalo and Kenagarian Mandeh will be developed as Community Based Tourism (CBT). The aim is to promote the Mandeh Area as an attractive and well-known tourist destination in Indonesia. To make Mandeh Region and its people successful from an economic perspective by prioritizing community involvement. "Applying the concept of Community Based Tourism (CBT) and appropriate responsible



tourism requires support because the objectives of this program is the local community, especially the youth, and support from institutions and individuals who care about the development of tourism in the Mandeh Area, universities, community leaders, traditional leaders, the tourism office and other related agencies, including the central government. tourist attraction is the main focus of driving tourism in a destination. According to Law No. 10 article 1 concerning tourism that a tourist attraction is anything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural and man-made wealth which is the target or purpose of tourist visits [2]. Loyalty is the customer's willingness to always use a company's products for a long period of time, even using them exclusively, recommending these products to other people [3]. Loyalty is repeat purchases, positive attitude, long-term commitment, intended to continue affiliation and spread positive information to others [4]. Willingness to use the company's products in the long term in tourism is related to the willingness of tourists to return to a destination in the future [5]. Promotion is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers of the company's brands and products [6]. Promotion is one of the elements in the company's marketing mix that is utilized to inform, persuade, and remind about the company's products [7]. Based on the explanation above, it can be concluded that promotion is a very important activity in marketing a product or service so that it can be attractive to buy the product, promotional activities must be designed as attractive as possible and the information conveyed must be easily understood by the public so that people who read it can be interested and easily understandable [8]. fasilitas pariwisata merupakan faktor penting dalam membentuk produk pariwisata karena memberikan kemudahan, kenyamanan, kesehatan, kebersihan, keamanan dan keselamatan bagi para wisatawan[9]. Komponen fasilitas dan pelayanan perjalanan biasanya terdiri dari unsur alat transportasi, fasilitas akomodasi, fasilitas makan dan minum dan fasilitas

penunjang lainnya yang bersifat spesifik dan disesuaikan dengan perjalanan. Komponen ini tidak terlepas dari adanya komponen prasarana atau infrastruktur, yaitu suatu komponen yang menjamin bagi tersedianya kelengkapan fasilitas[10].

METHOD

This research uses quantitative methods, quantitative methods are methods based on the philosophy of positivism, used to examine specific populations and samples, sample collection techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative / statistical with the aim of testing. hypotheses that have been set. Sources of data used in this study are primary data, namely data sources that directly provide data to data collectors obtained directly from existing respondents in tourists visiting the Mandeh area in the form of a list of questions (questionnaires) and interviews consisting of promotional variables, tourism facilities as mediation of interest in visiting the area and its impact on tourist loyalty [11]. The operational variables of each variable from this study are,

Tourist Interest (Y)

Interest in visiting again is usually inspired by tourist satisfaction with tourist visits where tourists visit. Repurchase interest is defined as purchase intention, which is a strong desire to repurchase (Fullerton and Taylor in Basiya and Rozak, 2012). According to Cronin and Taylor, (1992), an indicator of interest is Plan for a return visit, Interest in visiting references, Preference interests.

Promotions (X¹)

"Marketing communications are means by which firms attempt to inform, persuade, and remind consumers –directly or indirectly – about the products and brands they sell." The marketing communication mix consists of eight main communication models according to Kotler & Keller (2012: 478), while the one that the authors research consists of 5 promotion models, namely, Advertising (Advertising), Events and Experiences, Public



Relations and Publicity, Interactive Marketing (Interactive marketing), .Mouth of mouth (Word-Of-Mouth)[12].

Tourism Facility (X2)

Tourism infrastructures are all facilities that allow tourism facilities to live and develop and provide services to tourists to meet their diverse needs. Tourism infrastructure can be in the form of: 1. Public infrastructure: roads, clean water, terminals, airports, communications and electricity. With indicators, types of facilities, building conditions and availability of the number of facilities [13].

Tourist Loyalty (Y)

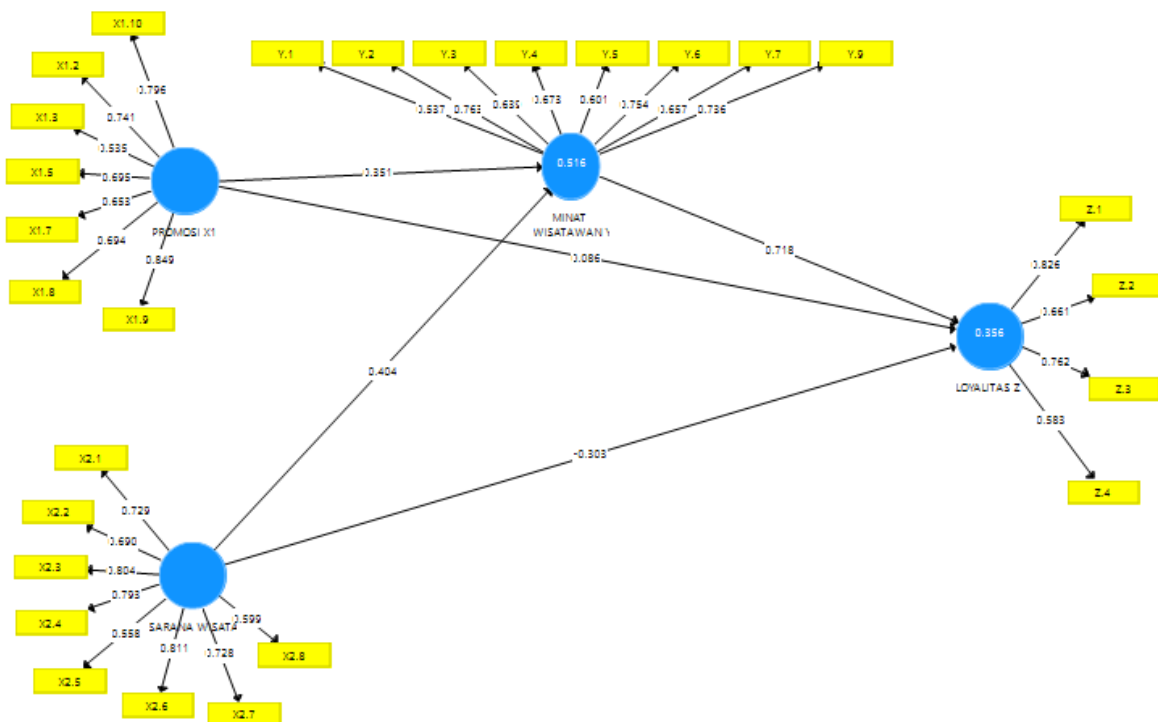
Customer loyalty is a behavior related to the brand of a product, including the possibility of renewing the brand contract in the future in the

form of the possibility of the customer to increase the positive image of a product brand. However, if the product is deemed not satisfying the customer, the customer will react in an exit way (the customer states that he has stopped owning the brand. or products and voice (customers express dissatisfaction directly with the company) [14]. Indicators of tourist loyalty, namely, Recommendation and intention of repeat visits.

RESULT

Based on the results of research, testing and discussion of hypotheses that have been carried out on the effect of promotion and tourism facilities on tourist interest and an impact on tourist loyalty, the following research results can be obtained:

Figure 1. Struktural Model





1. The Z Equation Model is an illustration of the impact of the influence of the constructs of Promotion and Tourism Facilities on Loyalty with the existing coefficients plus the error rate which is an estimation error or that cannot be explained in the research model.

$$\text{Tourist Loyalty} = \beta_1 \text{ Promotion} + \beta_2 \text{ Travel Facilities} + e_1 \text{ or}$$

$$\text{Tourist Loyalty} = 0.086 \text{ Promotion} + (-0.303) \text{ Travel Facilities} + e_1$$

2. Equation Model II, is an illustration of the magnitude of the influence of the constructs of Promotion and Tourism Facilities on Tourist Interest with each coefficient that exists for

each construct plus an error which is an estimation error.

$$\text{Tourist Interest} = \beta_1 \text{ Promotion} + \beta_2 \text{ Means of Tour} + \beta_3 \text{ Tourist Loyalty} + e_1$$

$$\text{Tourist Interest} = 0.351 \text{ Promotion} + 0.404 \text{ Travel Facilities} + 0.718 \text{ Tourist Loyalty} + e_1$$

No	Variabel	R Square
1	Loyalitas Wisatawan	0.356
2	Minat Wisatawan	0.516

Source: Lampiran Hasil Pengolahan Data, Tahun 2020

Table 1. Evaluate the Value of R Square

In the table, it can be seen that the R-Square value of the Tourist Loyalty construct is 0.356 or 35.6%, which illustrates the magnitude of the influence it receives by the Tourist Loyalty construct from the Promotion and Tourism Facilities construct or is the simultaneous influence of the Promotion and Tourism Facilities construct on Tourist Loyalty. Meanwhile, the R-Square value for the tourist

interest construct is 0.516 or 51.6%, indicating the magnitude of the influence given by the construct of promotion, tourism facilities and its impact on tourist loyalty in explaining or influencing tourist interest. The higher the R-Square value, the greater the ability of the exogenous construct to explain endogenous variables so that the better the structural equations are formed.

Table 2. Result For Inner Weights For Direct Effect

Hipotesis	Uraian	Original Sample (O)	Standard Deviation (STDEV)	T Statistics	Keterangan
1	Promosi -> Minat Wisatawan	0.351	0.148	2.367	Hipotesis Diterima
2	Sarana Wisata-> Minat Wisatawan	0.404	0.160	2.524	Hipotesis Diterima
3	Promosi ->Loyalitas Wisatawan	0.086	0.139	0.614	Hipotesis Ditolak
4	Sarana Wisata -> Loyalitas Wisatawan	-0.303	0.162	1.864	Hipotesis Ditolak
5	Minat Wisatawan -> Loyalitas Wisatawan	0.718	0.104	6.915	Hipotesis Diterima
6	Promosi ->Minat Wisatawan->Loyalitas Wisatawan	0.252	0.110	2.298	Hipotesis Diterima
7	Sarana Wisata -> Minat Wisatawan->Loyalitas Wisatawan	0.290	0.302	2.063	Hipotesis Diterima

Source: Lampiran Hasil Pengolahan Data, Tahun 2020

The Effect of Promotion on Tourist Interest

This hypothesis testing aims to determine the extent to which promotion affects the interest



of tourists to visit the Mandeh area. The results of data testing using SmartPLS in the table find the Promotion coefficient value of 0.351 which is the magnitude of the influence given by the Promotion construct on Tourist Interest. Where the standard error value of 0.148 is the level of estimation error that cannot be explained by this construct, while the t-statistic or t-count value is 2.367. When compared to the t-statistic or t-count value with t-table of 1.96 at 5% alpha, then the t-statistic value $> t$ -table 1.96 or $2.367 > 1.96$ at 5% alpha. Thus it can be concluded that H_0 is rejected and H_a is accepted, in other words there is a positive and significant influence of promotion on tourist interest. However, if the lower the existing promotions, this will also have an impact on the lower the tendency of tourist interest to visit the Mandeh Tarusan area. The findings of this hypothesis explain that promotion is believed to be able to influence the interest of tourists to visit the Mandeh tourist area. So that promotion is very important to increase tourist interest so that the number of tourists visiting the Mandeh Tarusan Pesisir Selatan area will increase if promotion is increased on Based Tourism.

The Influence of Tourism Facilities on Tourist Interest

This hypothesis statement aims to determine the extent of the influence of tourism facilities on tourist interest. The results of the SmartPLS test findings can be seen in the Table. The results of data testing using Smart PLS in the table find the Promotion coefficient value of 0.404, which is the magnitude of the influence given by the Tourism Facility construct on Tourist Interest. Where the standard error value of 0.160 is the level of estimation error that cannot be explained by this construct, while the t-statistic or t-count value is 2.524. When compared to the t-statistic or t-count value with a t-table of 1.96 at 5% alpha, then the t-statistic value $> t$ -table 1.96 or $2.524 > 1.96$ at 5% alpha. Thus it can be concluded that H_0 is rejected and H_a is accepted, in other words, there is a positive and significant influence of tourism facilities on tourist interest. However, if the existing tourist facilities are lower, this will also have an

impact on the lower the tendency of tourist interest to visit the Mandeh Tarusan area. The findings of this hypothesis explain that the Tourism Facility is believed to be able to influence the interest of tourists to visit the Mandeh tourist area. So that tourist facilities are very important to increase tourist interest so that the number of tourists visiting the Mandeh Tarusan Pesisir Selatan area will increase if tourist facilities are improved on Based Tourism.

The Effect of Promotion on Tourist Loyalty

The third hypothesis of this study also tries to reveal to what extent the influence of Promotion on Tourist Loyalty. The SmartPLS test findings can be seen in the table. . While the standard error value of 0.139 is the level of estimation error that cannot be explained by this construct, while the t-statistic or t-count value is 0.614. When compared to the t-statistic or t-count value with a t-table of 1.96 at 5% alpha, then the t-statistic value $< t$ -table 1.96 or $0.614 < 1.96$ at 5% alpha. The summary of the SmartPLS test results in the table above, it was found that there was no positive and significant effect of promotion on tourist loyalty to visit the Mandeh Tarusan area with a regression coefficient value of 0.086 which is the magnitude of influence given by constructs in the formation of promotions. While the standard error value of 0.139 is the level of estimation error that cannot be explained by this construct, while the t-statistic or t-count value is 0.614. When compared to the t-statistic or t-count value with t-table of 1.96 at 5% alpha, then the t-statistic value $< t$ -table is 1.96 or $0.614 < 1.96$ at 5% alpha. So that tourist facilities are very important to increase tourist interest so that the number of tourists visiting the Mandeh Tarusan Pesisir Selatan area will increase if tourist facilities are improved on Based Tourism.

The Influence of Tourism Facilities on Tourist Loyalty

This hypothesis statement aims to determine the extent of the influence of tourist facilities on tourist loyalty to visit the Mandeh area. SmartPLS testing can be seen in the table. Based on the Smart PLS test results in



Table 4.25 above, it was found that tourism facilities had no positive and significant effect on tourist loyalty with a regression value of -0.303 which was the magnitude of the influence given by the tourist facility construct on the loyalty of tourists to visit the Mandeh area. Go on. While the standard error value of 0.169 is the level of estimation error that cannot be explained by this construct, while the t-statistic or t-count value is 1.789. If we compare the t-statistic or t-count value with t-table of 1.96 at 5% alpha, then the t-statistic value > t-table is 1.96 or $1.789 < 1.96$ at 5% alpha. This means that travel advice has no effect on tourist loyalty. This is a job for those related to increasing tourist loyalty. Based on tourism in order to provide an increase in tourist loyalty.

The Influence of Tourist Interest on Tourist Loyalty

Furthermore, the fifth hypothesis of this study is also intended to determine and analyze the extent to which the influence of tourist interest on the loyalty of tourists to visit the Mandeh Tarusan area. The results of the SmartPLS test findings can be seen in the table. is the magnitude of the influence given by the Tourist Interest construct on Loyalty. Where the standard error value of 0.103 is the level of estimation error that cannot be explained by this construct, while the t-statistic or t-count value is 6,950 when compared to the t-statistic or t-count value with a t-table of 1.96 at 5% alpha, then the t-statistic value > t-table 1.96 or $6.950 > 1.96$ at 5% alpha. Thus, it can be concluded that H_0 is rejected and H_a is accepted, in other words, there is a positive and significant influence of tourist interest on tourist loyalty. However, if the lower the interest of the existing tourists, this will also have an impact on the lower the tendency of loyalty to visit the Mandeh Tarusan area. The finding of this hypothesis explains that the interest of tourists is believed to be able to influence the loyalty of tourists to visit the Mandeh tourist area.

The influence of promotion through loyalty and an impact on tourist interest

The sixth hypothesis of this study also aims to determine and analyze the indirect effect of loyalty in mediating the effect of promotion on tourist interest. The results of the SmartPLS test findings can be seen in the table. Based on the results of the SmartPLS test in the table above, Promotion of Tourist Interest through Loyalty with a regression coefficient value of 0.018 which is not influential given the construct of work discipline in mediating the effect of the work environment on tourist interest, while the standard error value is 0.027 is the level of estimation error that cannot be explained by this construct, while the t-statistic or t-value is 0.670. If we compare the t-statistic or t-count value with the t-table value of 1.96 at 5% alpha, then the t-statistic value < t-table is 1.96 or $0.670 < 1.96$ at 5% alpha. Thus it can be said that promotion and loyalty have no effect through tourist interest. Therefore, the best effect of this hypothesis is the indirect effect or the value of the indirect effect is better than the value of the direct effect. This means that tourist facilities have an influence on tourist interest and have an impact on tourist loyalty in the Mandeh Tarusan Pesisir Selatan tourist area on based tourism.

The influence of tourist facilities through loyalty and an impact on tourist interest

Furthermore, the seventh hypothesis of this study also aims to determine and analyze the indirect effect of tourist facilities in mediating the influence of localities on tourist interest in the Mandeh Tarusan Pesisir Selatan tourist attraction on based tourism. The SmartPLS test findings can be seen in the table. Based on the Smart PLS test results in Table 4.28 above, it is found that there is no positive and significant effect on tourism facilities and loyalty through tourist interest with a regression coefficient value of 0.290 which is the magnitude of the influence given by the tourist facilities construct in mediating the effect of Loyalty on Tourist interest. Meanwhile, the standard error value of 0.140 is the level of estimation error that cannot be explained by this construct, while the t-statistic or t-count value is 2.070. When compared to the t-statistic or t-count value with the t-table



of 1.96 at 5% alpha, then the t-statistic value > t-table 1.96 or 2.070 > 1.96 at 5% alpha. This means that tourist facilities have an influence on tourist interest and have an impact on tourist loyalty in the Mandeh Tarusan Pesisir Selatan tourist area on based tourism.

THANK-YOU

Researchers would like to thank those who have provided support. Our gratitude goes to Kemenristekdikti and Putra Indonesia University "YPTK" Padang for providing support in conducting this research. Researchers would like to thank those who have provided support in this study.

REFERENCE

- [1] Abdillah, Willy dan Jogiyanto. 2015. Partial Least Square (PLS) Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis. Ed.1. Yogyakarta: ANDI
- [2] Ali, Hasan.(2008). Marketing. Yogyakarta.Media Pressindo.
- [3] Artuger, S., et al. 2013. The effect of destination image on destination loyalty: application in Alanya. European Journal of Business and Management, 5 (13) : 124-136.
- [4] Astuti, M.T., & Noor, A. A. (2016). Daya Tarik Morotai Sebagai Destinasi Wisata Sejarah dan Bahari. Jurnal Kepariwisata Indonesia, 11(1), 25–46.
- [5] Baskoro A, Konthen PG. Basic Immunology of Aging Process.2008.Naskah Lengkap pada 5th Bali Endocrine Update 2nd Bali Aging and Geriatric Update Symposium Bali 11-13 April 2008.
- [6] Basiya, R dan Hasan Abdul Rozak. 2012. Kualitas Daya Tarik Wisata, Kepuasan dan Niat Kunjungan Kembali Wisatawan Mancanegara di Jawa Tengah. Dinamika Kepariwisata Volume XI No. 2.
- [7] Didiek Ahmad Supadie.,2013. Ekonomi Syariah: dalam Pemberdayaan Ekonomi Rakyat. Semarang: Pustaka Rizki Putra.
- [8] Ester, dkk. 2020. Pengaruh daya tarik wisata, citra destinasi dan sarana wisata terhadap kepuasan wisatawan citra niaga sebagai pusat cerminan budaya khas kota samarinda.Universitas Mulawarman. Vol 12,No.1,Tahun 2020.
- [9] Ghozali, Imam. (2018). Aplikasi Analisis Multivariate Dengan Program SPSS. Semarang: Badan Penerbit Universitas Diponegoro.
- [10] Irwan; Khaeryna Adam. 2015. Metode Partial Least Square (PLS) dan Terapannya (Studi Kasus: Analisis Kepuasan Pelanggan terhadap Layanan PDAM Unit Camming Kab. Bone).Jurnal Teknosains, Vol. 9 No. 1, Januari. Universitas Islam Negeri (UIN) Alauddin Makassar.Hal 53 –68.
- [11] Kotler, Philip. & Gary Armstrong.2014. Principle Of Marketing, 15th edition: Pearson.
- [12] Lovelock Christopher. et. Al, (2010), Pemasaran Jasa, Edisi 7, Jilid 1, Erlangga: Jakarta.
- [13] Sangadji, Etta Mamang dan Sopiah.(2013). Perilaku Konsumen.Yogyakarta: Andi.
- [14] Sarwono, J., U. Narimawati.2015.Membuat Skripsi, Tesis, dan Disertasi dengan Partial Least Square SEM (PLS-SEM). Yogyakarta: Penerbit Andi.
- [15] Sekartjajarini, Soehartini et al.2015.“Feasibility Study on Village Ecotourism Development at Tekelan, Betung Kerihun National Park –Indonesia”.
- [16] Sofjan, Assaur. 2013.Manajemen Pemasaran. Jakarta : Rajawali Pers.