



The Effect of Marketing Mix on Satisfaction and Its Implications on Visitor Loyalty (A Survey on Visitors in Alamendah Tourism Village, Rancabali District, Bandung Regency)

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Abstract: The purpose of this study is to find out and analyze: Marketing Mix on Satisfaction and its implications on Visitor Loyalty a visitor survey in Alamendah Tourism Village, Rancabali District, Bandung Regency, both simultaneously and partially. The research methods used in this study are descriptive and verifiative methods, the unit of analysis in this study is the visitors in Tourism Village A; Amendqah Rancabali District, Bandung Regency with a sample of 30 people. And the analysis methods used are quantitative analysis and path analysis. Based on the results of the study, it was found that the marketing mix on satisfaction and its implications on visitor loyalty visitor surveys in Alamendah Tourism Village, Bandung Regency in general can be said to be good, the marketing mix in Alamendah Tourism Village, Bandung Regency is currently considered good. The marketing mix simultaneously affects visitor satisfaction in Alamendah Tourism Village, Bandung Regency. However, partial visitor satisfaction predominantly affects customer loyalty. Because satisfaction predominantly affects visitor loyalty, being the first priority in improving the marketing mix in Alamendah Tourism Village, Bandung Regency is expected to consistently maintain existing conditions, thereby increasing the quality of comprehensive visits/tourists.

Keywords: Marketing Mix, Visitor Satisfaction and Loyalty.

INTRODUCTION

As a tourism destination, Alamendah Tourism Village in Bandung Regency is a regional development concept that makes tourist villages a tourist destination. Proper management of all tourist attractions is expected to empower the village community itself. In accordance with the main principle in the tourist village, which is to build a village.

Empowerment of the tourist village community is part of the system of a tourist village developed by Alamendah Tourism Village, Bandung Regency. Tourism village community

development through the Marketing Mix conducted with the aim of increasing visitor satisfaction and visitor/tourist loyalty.

Alamendah Tourism Area has cultural diversity and the expertise of the local community in farming in the form of a superior marketing mix, namely strawberry farming, vegetables and tea plantations and there is a luwak coffee making industry. The superior marketing mix in this village is a variety of strawberry processed foods such as dodol, jam, candy made from strawberries and other handicrafts. To improve the quality and competitiveness of tourism destinations that can increase the number and quality of tourist visits.

The marketing mix and tour packages that are actually the habits and activities of the local community are able to become a tourist attraction that creates an unforgettable experience for tourists. As a result, in the second semester of 2019 Alamendah Tourism Village was able to attract more than 30 visiting groups from various institutions, such as government institutions, schools, family groups or the public. In that period, the total number of tourists who visited reached more than 2500 people. Tourists who visit generally follow the Alamendah Trip package which offers farming activities, milking, MSMEs, workshops, and arts. Supporting facilities and tourist infrastructure in Alamendah Village are ATMs, Homestays, Meeting Halls, Shared Bathrooms, Private Bathrooms, Public Bathrooms, Public Bathrooms, Souvenir Stalls, Musholla,

Toiletries, Tool Rental, Breakfast, Selfie Area, Places to eat, Wifi Area. For transportation access, the route to Alamendah Tourism Village can be reached using a private vehicle + 2 hours or using public transportation at Leuwi Panjang Terminal Bandung, take an elf or L300 public car majoring in Ciwidey - Bandung, get off at the final stop or Ciwidey market.

The Alamendah Tourism Village of Bandung Regency in the tourism business strategy with the aim of bringing in tourist visits is through the application of the Marketing Mix method. Alamendah Tourism Village in marketing the marketing mix of tour packages is divided into 3 segments, namely the argonomy package (science and technology in marketing mix and utilizing plants for food, fuel, fiber, and environmental applications such as reclamation), nature tourism (attractions such as Kawah Putih, Rancaupas, Punceling, Valley Hot Spring, Batu Tulis Sinapeul, Pick-your-own Strawberry, Deer Conservation and Javanese Oa, & Alamendah Tourism Village) and agro-industry. To market its marketing mix and services, Alamendah Tourism Village optimizes social media such as web, Instagram, Facebook, YouTube and WhatsApp. Doing reposts of interesting content owned by followers in order to create good interaction and will certainly help get more new visits.

Data on target visits to Alamendah Tourism Village in Bandung Regency in 2019 - 2022 in terms of the instrument coverage of Visitor Satisfaction to Visitor Loyalty, as follows:

Table 1
Results of Preliminary Observation of Visitor/Tourist Data
to Alamendah Tourism Village, Bandung Regency

Year	Visit	Target	Percentage
2019	1500	90%	68.0%
2020	1000	75%	66.7%
2021	1200	75%	69.3%
2022	1500	95%	66.7%
Average			67.7%

From the table above, it can be seen that the average data of visitors/tourists to Alamendah Tourism Village, Bandung Regency is 67.7%, worth 4 and is in the category of less, thus there are still 32.3% of visitors who are not satisfied with the quality of the Marketing Mix at Alamendah Tourism Village, Bandung Regency.

The Marketing Mix provided by Alamendah Tourism Village is not entirely good, such as the Marketing Mix on the quality of the marketing mix, the price of the tour package, a

comfortable place, promotion/marketing, friendly/pretentious community behavior, fast managers in serving visitors and complete and comfortable facilities.

METHOD

Population

Determining the population also considers the clarity of the population, such as clarity regarding the personal information of the population members, so that it is easy to communicate and survey. On this basis, there is a possibility of reducing the population due to lack of clarity of population members. Population information is obtained from the number of visitors throughout 2019 to 2022 visitors who come directly to Alamendah Tourism Village, Bandung Regency, which is 67% of the 90% target number of visits to Alamendah Tourism Village, Bandung Regency. Based on the known percentage of visitors, the sample size can then be determined.

Sample

The number of research sample units was determined through the formula developed by Solvin, obtained a minimum sample of 30 visitors/tourists of Alamendah Tourism Village, Bandung Regency and the sampling was done randomly or random sampling. From the annual report data, it is found that an average of 67.7% of visitors / tourists who come to Alamendah Tourism Village, while the rest are 37.7%. In this research, a questionnaire will be distributed to 30 respondents with a ratio of 30 respondents from visitors/tourists.

Data Collection Technique

The data sources obtained by the author are using the following techniques:

- Interview, as a direct communication technique to obtain the necessary data and addressed to the tourist village.
- Questionnaires, namely a list of questions made in a simple form with a closed question method given to respondents (visitors / tourists of Alamendah Tourism Village, Bandung Regency) so that data related to the title of the thesis are obtained.
- Observation is observing tourists in Alamendah Tourism Village, Bandung Regency which is related to the problem under study.

To test the validity and reliability of the instruments used, researchers distributed 30 questionnaires for instrument testing as a form of confirmatory questionnaire. After the questionnaire is declared valid and reliable, the questionnaire is suitable for distribution to a large sample.

The method of collecting questionnaire data in this study is to use the method of personally administered questionnaires, namely the researcher himself delivered the questionnaire to the respondent and took the questionnaire himself to the respondent, the main objective is that the questionnaire return rate can be maintained in a relatively short period of time.

Analysis Design and Hypothesis Testing

To determine the implementation of personal performance, physical evidence, process, visitor satisfaction and visitor/tourist satisfaction at Alamendah Tourism Village, Bandung Regency, the data is processed by analyzing the respondent's attitude towards each questionnaire item to see the results of the respondent's assessment on the implementation of the variables studied using Likert's Summated Rating analysis. Likert scale is a scale that can show visitor/tourist responses to the characteristics of a marketing mix. The information obtained by Likert scale is in the form of ordinal measurement scale that can provide a larger response interval about the opinion or attitude of respondents related to the issue in question and show some alternative responses of visitors/tourists to a marketing mix characteristics

(Durianto, Sugiarto, and Sitinjak, 2001: 41). However, the weakness of the measurement results using the Likert scale is that the results can only be ranked.

Research Instrument Testing

Validity and Reliability Test

Validity Test

Testing the validity of the question items in the questionnaire aims to determine whether the items actually measure the concepts intended in the study appropriately. The research validity test was carried out by distributing questionnaires to 30 respondents, and testing them using the product moment correlation technique, namely by correlating the scores and total scores of each factor.

The results of the calculation of the correlation value which is r_{count} , are then compared with the critical r value which refers to the r table value. If the r_{count} value of each item is greater than r table or the significance probability value is greater than 0.05, the item is said to be valid.

Reliability Test

The reliability test is a test of the reliability of the instrument, so that the instrument used in research to obtain the desired information can be trusted as a data collection tool and is able to reveal actual information in the field.

The instrument test analysis was carried out using the Cronbach method which was calculated using the help of SPSS v.17 software. The measure used to indicate the question of each variable is called reliable, if the Cronbach Alpha value is > 0.6 (Arikunto, 2002: 171).

Analysis Design

The data analysis method used in this study is Path Analysis or path analysis to see the effect of independent variables on independent variables. Path analysis is used to explain the direct and indirect effects of a set of variables. As a cause variable to a set of other variables which are effect variables. In this study, the variables are independent variables, namely personal variables (X1), physical evidence (X2), process (X3), intermediate variables, namely Visitor Satisfaction (Y) and the dependent variable or effect variable, namely Visitor / tourist satisfaction (variable Z).

Before making a decision regarding the causal relationship in the path, first test the meaning (significance) for each path coefficient that has been calculated. The measurement scale for both the cause variable and the effect variable must be at least interval. With the Succession Interval Method, ordinal scales can be transformed into interval scales.

complete path diagram of measurement model and structural model of personal influence, physical evidence and processes on Visitor Satisfaction and its impact on Visitor Loyalty Visitors / tourists.

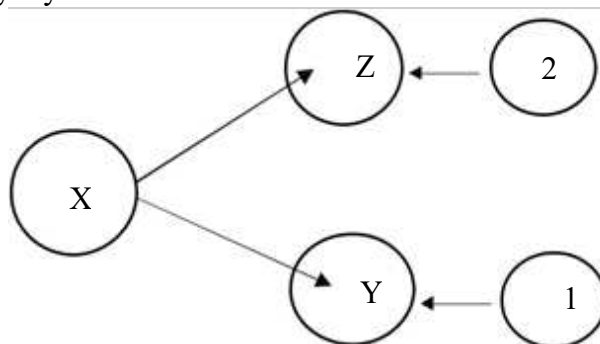


Figure 1. Path Analysis Model Framework

Description:

X : Marketing Mix

Y : Visitor / tourist satisfaction

Z : Visitor Loyalty Visitors / tourists

RESULTS AND DISCUSSION

Reability Test

Table 3 Reability Test

Variabel	Alpha Cronbach	Description
Marketing Mix (X)	0.873	<i>Reliabel</i>
Satisfaction (Y)	0,711	<i>Reliabel</i>
Visitor Loyalty (Z)	0.720	<i>Reliabel</i>

Source : processing data

From table above variabel X,Y and Z it's reliable

Validity Test

Table 3 Instrument Validity

Variable	Item	rcount	rtable	Description
Marketing Mix (X)	X.1	0,6126	0,374	<i>valid</i>
	X.2	0,7300	0,374	<i>valid</i>
	X.3	0,8896	0,374	<i>valid</i>
	X.4	0,5298	0,374	<i>valid</i>
	X.5	0,6706	0,374	<i>valid</i>
	X.6	0,8370	0,374	<i>valid</i>
	X.7	0,8697	0,374	<i>valid</i>
Satisfaction (Y)	Y.1	0,6213	0,374	<i>valid</i>
	Y.2	0,6448	0,374	<i>valid</i>
	Y.3	0,5557	0,374	<i>valid</i>
	Y.4	0,7060	0,374	<i>valid</i>
	Y.5	0,6420	0,374	<i>valid</i>
	Y.6	0,5383	0,374	<i>valid</i>
	Y.7	0,5987	0,374	<i>valid</i>
Visitor Loyalty (Z))	Z.1	0,7195	0,374	<i>valid</i>
	Z.2	0,5434	0,374	<i>valid</i>
	Z.3	0,5205	0,374	<i>valid</i>

Source : processing data

Seven indicators of the marketing mix variable (X) it turns out that all the questions asked are valid, this is indicated by the value of r count which is greater than r table. So the seven questions on the marketing mix variable can be used in this study.

For the questions on the satisfaction variable (Y) of the seven questions asked, it turns out that all the questions asked are valid, this is indicated by the value of r count which is greater than r table. Then the seven questions on the user competency variable can be used in this study.

The visitor loyalty variable (Z) all variables asked questions are also valid with r count greater than r table. Then three questions will represent seven indicators of the visitor loyalty implementation satisfaction variable can be used in this study.

Normality Test Results

**Table 4 Normality Test Results
One-Sample Kolmogorov-Smirnov Test**

		Bauran Pemasaran	Kepuasan	Loyalitas
		Bauran Pemasaran	Kepuasan	Loyalitas
N		30	30	30
Normal Parameters ^{a,b}	Mean	26.83	23.90	24.07
	Std. Deviation	5.808	5.579	5.607
Most Extreme Differences	Absolute	.213	.174	.168
	Positive	.144	.114	.089
	Negative	-.213	-.174	-.168
Test Statistic		.213	.174	.168
Asymp. Sig. (2-tailed)		.001 ^c	.021 ^c	.030 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source : processing data

Based on the One-Sample Kolmogorov-Smirnov Test table, the Asymp.sig (2-tailed) number is obtained. This value is then compared with 0.05 (using a significant level or $\alpha = 5\%$) to make a decision. From the results of the normality test using the One-Sample Kolmogorov-Smirnov Test, the value of 0.030 is more than 0.05, so the decision result states that the data distribution is normal.

The Effect of Marketing Mix (X) on Satisfaction (Y) and Visitor Loyalty (Z) at Alamendah Tourism Village, Bandung Regency

Model Significance Test (F-test)

To determine the correlation between variables, Pearson correlation analysis was used.

Table 5 Criteria correlation

Value of r	Relationship Criteria
0	No Correlation
0–0,5	Weak Correlation
0,5 – 0,8	Medium Correlation
0,8-1	Strong Correlation
1	Perfect Correlation

Source : processing data

Based on the results of data processing, a correlation matrix is obtained as follows:

Table 6 Correlation between Variables

		Marketing Mix	Satisfaction	Visitor Loyalty
Bauran Pemasaran	Pearson Correlation	1	.589**	.610**
	Sig. (2-tailed)		.001	.000
	N	30	30	30
Kepuasan	Pearson Correlation	.589**	1	.983**

	Sig. (2-tailed)	.001		.000
	N	30	30	30
Loyalitas Pengunjung	Pearson Correlation	.610**	.983**	1
	Sig. (2-tailed)	.000	.000	

Source : processing data

From the table above, it is known that there is a positive correlation between the service marketing mix and satisfaction, namely 0.589 with a moderate correlation. The correlation of marketing mix support with visitor loyalty is 0.610 with the correlation also being positive with strong criteria. While the correlation between satisfaction and visitor loyalty is 0.983 which is positive with a strong category.

Table 7 Summary of Path Coefficient Results of the Marketing Mix Effect (X) on Satisfaction (Y) and Loyalty (Z) of Visitors at Alamendah Tourism Village, Bandung Regency.

Influence between Variable	Coefficient Path (Beta)	F Value	Coefficient Determination (R -square)	Coefficient Other Variable $P_{y\epsilon}$
X to Y	0,589	14.876	0,347	0,324
X to Z	0,047			
Y to Z	0,955	415.379	0,969	0,966

Source : processing data

Path structure equation $Z = 0.589 X + 0.955 Y + \epsilon$

Hypothesis formulation

- Reject H_0 if $F_{count} > F_{table} \rightarrow$ there is an influence of the marketing mix on visitor satisfaction and loyalty.
- Accept H_0 if $F_{count} < F_{table} \rightarrow$ there is no effect of the marketing mix on visitor satisfaction and loyalty.

Table 8 Model of the Effect of X on Y
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	313.200	1	313.200	14.876	.001 ^b
	Residual	589.500	28	21.054		
	Total	902.700	29			

a. Dependent Variable: Satisfaction

b. Predictors: (Constant), Marketing Mix

From the anova model table, the F_{count} is 14.876 while the F_{table} with $df_1 = k-1 = 3-1 = 2$ and $df_2 = n - k = 30 - 3 = 27$ is 0.374, thus $F_{count} > F_{table}$ is $14.876 > 0.374$ so it can be concluded that H_0 is rejected, this means that there is an influence of the marketing mix on visitor satisfaction and loyalty at Alamendah Tourism Village, Bandung Regency.

Table 9 Model of the Effect of X Through Y on Z and Y on Z

Model	Sum of Squares	df	Mean Square	F	Sig.
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1	Regression	883.163	2	441.582	415.379	.000 ^b
	Residual	28.703	27	1.063		
	Total	911.867	29			

a. Dependent Variable: Visitor Loyalty

b. Predictors: (Constant), Satisfaction, Marketing Mix

From the anova model table, the Fcount is 441.582 while the Ftable with $df1 = k-1 = 3-1 = 2$ and $df2 = n - k = 30 - 3 = 27$ is 0.374, thus $F_{count} > F_{table}$ is $441.582 > 0.374$ so it can be concluded that H_0 is rejected, this means that there is an influence of the marketing mix on visitor satisfaction and loyalty at Alamendah Tourism Village, Bandung Regency.

Partial Significance Test (t-test)

Table 10 Output of X against Y
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.589 ^a	.347	.324	4.588

a. Predictors: (Constant), Marketing mix

Table 11 Output of X against Y
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.716	4.025		2.166	.039
	Marketing Mix	.566	.147	.589	3.857	.001

a. Dependent Variable:Satisfaction

Table 12 Output of X and Y to Z and Output of X through Y to Z

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.984 ^a	.969	.966	1.031

a. Predictors: (Constant), Marketing mix

Table 11 Output of X against Y
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.113	.977		-.116	.908
	Marketing Mix	.046	.041	.047	1.123	.271
	Satisfaction	.960	.042	.955	22.613	.000

a. Dependent Variable:Loyalty

Hypothesis Form and Conclusion

1. Effect of X on Y, (Accepted)
2. The effect of X and Y on Z (Accepted)
3. The effect of X through Y on Z (Accepted) The direct effect of X on Z is 0.047
The indirect effect of X through Y on Z is $0.589 \times 0.955 = 0.562$

Total direct + indirect effect: $0,047 + 0,562 = 0,609$

CONCLUSION

The researcher makes the following conclusions:

1. The response to the marketing mix at Alamendah Tourism Village in Bandung Regency is relatively good, based on the results of the distribution of the krusiener showing a high value or average agreement. The marketing mix offered to visitors includes product, price, promotion, place, process, people and physical evidence.
2. Satisfaction in Alamendah Tourism Village, Bandung Regency is relatively good. Based on the opinion of the krusiener results, the average level of visitor satisfaction from the marketing mix strategy is quite high in response to visitor satisfaction.
3. Visitor loyalty at Alamendah Tourism Village, Bandung Regency is relatively good based on the weighted score of the krusiener distribution response, the influence of the level of visitor satisfaction and the indirect influence by the marketing mix variable of Alamendah Tourism Village.
4. The influence of the marketing mix on satisfaction is very significant based on the results of the calculation of the average response and processed SPSS statistics. Broadly speaking, the role of the marketing mix variable on satisfaction has an influence value.
5. The magnitude of the effect of satisfaction on visitor loyalty is very large, the impact of visitor satisfaction on visitor interest in coming back / re-visiting is very large.
6. The magnitude of the influence of the marketing mix on visitor / tourist loyalty through satisfaction, based on the test results of the response value directly or indirectly the value of the effect.

However, partially the level of satisfaction has a dominant influence on visitor loyalty.

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