

The Influence of Location and Promotion on the Revisit Intention with Satisfaction as a Mediating Variable

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Abstract

This study analyzes the factors affecting the intention to revisit tourist destinations, focusing on location, promotion, and visit satisfaction as mediating variables. The research aims to assess the impact of location and promotion on revisit intention and the mediating role of visit satisfaction in these relationships. A quantitative approach was used with data analyzed via the Macro Hayes method using SPSS 25. The results show that location and promotion both significantly and positively influence the intention to revisit. Additionally, visit satisfaction plays a mediating role in the effects of both location and promotion on revisit intention. These findings offer valuable insights for tourism managers to improve visitor retention through location development, promotional strategies, and enhancing visitor satisfaction.

Keywords – location, promotion, interest in returning, satisfaction with visiting

Abstrak

Penelitian ini menganalisis faktor-faktor yang memengaruhi minat kunjungan ulang ke destinasi wisata, dengan fokus pada lokasi, promosi, dan kepuasan berkunjung sebagai variabel mediasi. Tujuan penelitian ini adalah untuk menilai pengaruh lokasi dan promosi terhadap minat kunjungan ulang serta peran mediasi kepuasan berkunjung dalam hubungan tersebut. Pendekatan kuantitatif digunakan dengan analisis data melalui metode Macro Hayes menggunakan SPSS 25. Hasil penelitian menunjukkan bahwa lokasi dan promosi secara signifikan dan positif memengaruhi minat kunjungan ulang. Selain itu, kepuasan berkunjung berperan sebagai variabel mediasi dalam pengaruh lokasi dan promosi terhadap minat kunjungan ulang. Temuan ini memberikan wawasan berharga bagi pengelola pariwisata untuk meningkatkan retensi pengunjung melalui pengembangan lokasi, strategi promosi, dan peningkatan kepuasan pengunjung.

Kata kunci: Lokasi, promosi, minat untuk kembali, kepuasan berkunjung

Article info

Received (03/09/2024)

Revised (17/09/2024)

Accepted (26/09/2024)

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INTRODUCTION

The development of agrotourism in Indonesia is quite large to date. This can be seen from the increasing number of tourist attractions from various regions that utilize agricultural objects and products to be developed into tourist attractions. East Java itself has many tourist attractions, one of which is Batu City, which has been known for a long time as a tourist destination, and is also one of the favorite tourist attractions in East Java Province. Batu City has a wealth of natural tourism that offers beautiful panoramas, is located in a mountainous area, and has cool air temperatures. So that tourists will be interested in visiting and traveling to Batu City.

This of course aims to give a good impression to visitors so that visitors can feel satisfied with the tour they visited and have the intention to make a return visit to the tour. According to Bachtiar (2016), revisit intention is a behavior that appears as a response to an object that shows the customer's desire to make a return visit. revisit intention, or what is called revisit intention, is defined as the possibility of tourists repeating an activity or visiting a destination again (Baker and Crompton, 2000). One of the things that can influence revisit intention is the sense of satisfaction that visitors feel after visiting the tourist attraction or place.

Visiting satisfaction is a feeling of satisfaction that can be felt by tourists who have visited a destination so that tourists can assess whether they want to visit again or not. According to Assael (2008) states that satisfaction occurs when tourists' expectations are met or exceeded. Kotler and Keller (2016) say that a person's satisfaction reflects his assessment of the perceived performance of a product or service in relation to expectations. Tourists will feel satisfied and revisit intention if the location that tourists have to pass is easy to pass.

The location of a tourist attraction is a consideration for visitor satisfaction. If the location is not paid attention to by the tourism manager, potential consumers will prefer a location that is more comfortable, safe and does not make things difficult for potential tourists who will visit the tourist attraction. Location channels are one of the elements in the marketing mix that play an important role in locating products or services and smoothing the flow of products or services from producers to consumers (Manampiring et al., 2016). According to Kotler and Keller (2016), location is defined as a space, namely where various activities carried out by the company to make products can be obtained and available to customers. Potential consumers or tourists will not know the location of tourist attractions if they do not introduce potential tourists by promoting the location of the place

Promotion is essentially a form of marketing communication that aims to encourage demand. Marketing communication is a marketing activity that seeks to disseminate information or one-way correspondence that is made to direct a person or organization to actions that create exchanges in marketing (Swastha and Irawan, 2013). Therefore, the focus of activities in this promotion is to attract potential tourists.

The increasing need for people to travel can be a great opportunity for tourist attractions to develop their business. Lumbung strawberry is one of the agro-tourisms in Batu City, located on Jalan Nurul Kamil, Pandanrejo Village which offers natural tourism facilities including strawberry picking, and educational tour packages. However, based on data obtained by researchers, the number of visitors to the strawberry barn will be the least from August to December in 2022 as seen in table 1.1 as follows.

Table 1. The number of visitors to the strawberry barn

No	Agrowisata	Agustus	September	Oktober	November	Desember	total
1	Petik Apel Mandiri	1.639	1.680	1.280	1.745	1.748	8.092
2	Batu Agro Apel	1.930	1.220	1.215	1.530	1.995	7.890
3	Petik Apel "Makmur Abadi"	1.294	1.345	1.080	2.252	2.638	8.609
4	Lumbung Stroberi	1.269	1.536	1.047	850	1.137	5.839

Source: Batu City Strawberry Barn (2022)

From the data above, it can be seen that Lumbung strawberry has the lowest number of visitors compared to other agrotourism visitors. This can be seen from the location and promotion which causes less than optimal satisfaction and interest in returning tourists to the Lumbung Strawberry Tourism in Batu City, where the location is quite difficult and the lack of promotional action is still lacking which causes a lack of visitors to the Lumbung Strawberry Tourism. Where it can be seen that from the data for the last 5 months, Lumbung Strawberry has relatively few visitors. From the promotion statement above, the author concludes that promotion is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers of tourism brands and products. So researchers are interested in raising the title "The Influence of Location and Promotion on Intention to Revisit With Satisfaction as an Intervening Variable".

LITERATURE REVIEW

According to Fatimah, (2019), revisit intention is a form of satisfaction that will then encourage subsequent visits, which will then form a sense of loyalty towards the consumer. The satisfaction obtained by a customer can encourage someone to make repeat visits, become loyal to the product or loyal to tourist attractions, and go on tours so that consumers can tell other people exciting things. Intention to revisit is analogous to the decision to repurchase or visit which has stages as stated by Kotler and Keller (2016), starting from recognition of needs to behavior after purchase or visit. Visitors will be interested first, followed by the tourist's decision to visit the desired tourist destination. If the perceived benefit is greater than the sacrifice to get it, then the urge to visit will be higher. In this research, researchers used several indicators of revisit intention, namely Zeithaml and Bitner (2017) The desire to visit the destination again, willingness to tell other people about their satisfaction with the destination, willingness to recommend/direct other potential visitors to visit the destination, visitors providing a positive reputation value to the destination, visitors are willing to provide input for improving the tourist destination in the future.

Kotler and Keller (2016) say that customer satisfaction reflects a person's assessment of perceived product performance in relation to expectations. If performance falls short of expectations, customers are disappointed. If performance meets expectations, customers are satisfied. If it exceeds expectations, the customer is happy. Bahrudin and Zuhro (2016), stated that customer satisfaction is an evaluation of choices caused by certain purchasing decisions and experiences in using or consuming goods or services. Meanwhile, Tjiptono (2014) conceptualizes customer satisfaction as feelings that emerge as an output assessment of the experience of using a product or service. In this research, researchers used several indicators of customer satisfaction, namely (Irawan, 2012): recommending the product, being satisfied with the product, fulfilling expectations after purchasing the product and offering ideas or input to the company.

According to Tjiptono (2014) location refers to various marketing activities that try to expedite and facilitate the delivery or distribution of goods and services from producers to consumers. Location is one of the situational factors that influence purchasing decisions. If tourism is in an easy place within reach, it can attract potential consumers who want to travel to that place. Because the location is easier to reach, consumers who want to visit again will not find it difficult to reach that place. According to Hermawan (2019) a product is anything that can be offered to the market to satisfy a need or desire. In this research, researchers used several indicators of product variation, namely Kotler and Keller (2016): product type, product completeness, product size, and product appearance

According to Kotler and Keller (2016) promotion is a one-way flow of information or persuasion created to direct a person or organization to action that creates exchange in marketing. According to x Kotler and Keller (2016) Promotion is a communication from a company that informs, persuades, and reminds potential buyers of a product in order to influence their opinion or obtain a response. Promotion is all activities carried out by a company to communicate and promote its products to its marketing targets.

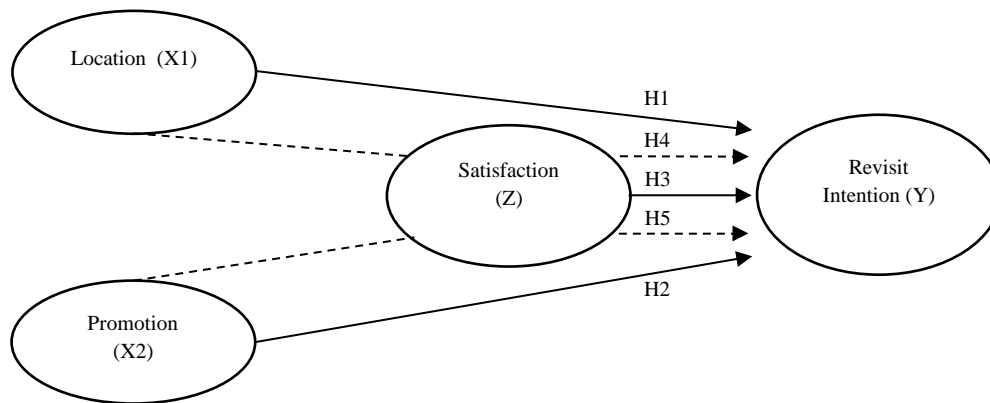


Figure 2: Conceptual Framework

RESEARCH METHODS

This research is quantitative research using the Slovin formula and mathematical calculations in its testing. This research was conducted at the location where this research was conducted at Lumbung Straberi Tourism, Pandanrejo, Kec. Bumiaji, Batu City, East Java 65332.. The population in this study were visitors to Lumbung Straberi Tourism. Where in this research uses a probability sampling technique, with a purposive sampling approach. This research used 100 respondents. In this case, researchers distributed questionnaires in Gform form to Lumbung Straberi tourists. In this research, researchers used SPSS 25 as the data analysis tool they used.

.RESULTS AND DISCUSSION

After distributing questionnaires to test the instrument on 30 respondents, it was declared valid and reliable. Next, researchers carry out tests to prove the existing hypothesis. The following are the results of respondent characteristics, instrument testing, classical assumption testing, data analysis techniques, and also hypothesis testing. From the results of distributing questionnaires conducted by researchers to 85 respondents, it was found that the characteristics of the respondents were based on age and gender.

Table 2. Respondent Characteristics

RESPONDENT CHARACTERISTICS	Items	RESPONDENTS	PERCENTAGE
Age	17 – 23	38	38%
	24 – 30	33	33 %
	31 – 37	21	21 %
	38-40	6	6 %
	>40	2	2%
Gender	Male	44	44%
	Female	56	56%

Job	Student	8	36%
	Private employee	28	30%
	Government employees	22	17%
	Self-employed	11	17%

Source: *Primary data processed (2023)*

In testing data analysis, researchers carried out the test twice. Because when using Process Macro by Hayes you can only use 1 independent variable. So the research required 2 tests because it used 2 independent variables.

Table 3. Results of Macro Hayes model 1 outcome variable revisit intention

OUTCOME VARIABEL		
Revisit Intention		
R	R-sq	P
0,791	0,672	0,000
Model		
	<i>Coeff</i>	P
Constant	2,859	0,011
Location	0,233	0,000
Satisfaction	0,487	0,000

Source: *Primary data processed (2023)*

From the test results in table 3, it can be explained that these results are the results of testing the variables Location (X1) and Visit Satisfaction (Z) on Intention to Visit Again (Y). It is shown in the table that there is a significant direct influence between Location (X1) on Intention to Visit Again (Y), shown by the coefficient value of 0.233 which shows a positive influence and significance which can be seen from the p-value of 0.000 below 0.05. From these results, it can be concluded that revisit intention can occur because of the location carried through the Lumbung Straberi Tourism location. In table 7, researchers can also see that there is a positive and significant influence between Visit Satisfaction (Z) on requests for return visits (Y) as shown by the coefficient value of 0.243 which shows a positive number and significance which can be seen as from the p-value of 0.001 below 0, 05. This shows that self-motivation for consumers to purchase a product can influence the consumer's purchasing decision.

Table 4. Total, Direct, Indirect Effect Model 1 Test Results

Total Influence			
Variabel	<i>Coeffecient</i>	<i>P-Value</i>	
The total influence of location (X1) Revisit Intention(Y)	0,381	0,000	
Direct Influence			
Variabel	<i>Coeffecient</i>	<i>P-Value</i>	
Direct influence of location (X1) Revisit Intention (Y)	0,	0,000	
Indirect Influence			
Variabel	<i>Coeffecient</i>	BootLLCI	BootULCI
Location (X1) Indirect Influence (Y) through Satisfaction (Z)	0,148	0,039	0,229

Source: *Primary data processed (2023)*

From the test results in table 4, it can be explained that the Location variable (X1) directly has a positive and significant effect on the Revisit Intention variable (Y) with a significance value of 0.005. It can be concluded from this research that high Satisfaction (Z) from consumers can support Location (X1) in influencing revisit intention (Y). From table 8, the researcher also obtained the results that there was a mediating effect from the variable Satisfaction (Z) in the bootstrapping test. In this test, the researcher found out the relationship that occurs in the location variables, revisit intention and satisfaction with the following results:

Table 5. Results of Macro Hayes model 2 outcome variable revisit intention

OUTCOME VARIABLE		
Revisit Intention		
R	R-sq	P
0,798	0,637	0,000
Model		
	Coeff	P
Constant	2,967	0,070
promotion	0,503	0,000
Satisfaction	0,416	0,002

Source: *Primary data processed (2023)*

Obtained from table 5, the results of the regression between the variables Promotion (P) and Satisfaction on revisit intention. From these results, it was found that there was a positive and significant relationship between Promotion and revisit intention. This is shown by the results which state that from this relationship the p-value obtained is 0.000, which is below 0.05 so it can be declared significant and also with a coefficient value of 0.406 which indicates a positive value. This relationship is a one-way relationship. It can be concluded that consumers will make purchases if the product promotion is deemed appropriate to their purchasing power. In table 4.10 it is also explained that there is a positive and significant relationship between the variable satisfaction with visiting and revisit intention. This is indicated by a p-value of 0.000 which can be declared significant and a positive coefficient of 0.416 which indicates a positive value. It can be concluded that with the satisfaction felt by consumers from visiting tourist attractions, tourist interest in visiting a tourist attraction will also occur.

Table 6. Total, Direct, Indirect Effect Model 2 Test Results

Total Influence			
Variabel	Coeffecient	P-Value	
The total influence of location (X1) Revisit Intention(Y)	0,791	0,000	
Direct Influence			
Variabel	Coeffecient	P-Value	
Direct influence of location (X1) of Revisit Intention(Y)	0,406	0,000	
Indirect Influence			
Variabel	Coeffecient	BootLLCI	BootULCI
Location (X1) Indirect Influence (Y) through Satisfaction (Z)	0,615	0,011	0,313

Source: SPSS 26 data processing, 2023

In table 10, the results obtained show the overall results of this second regression model. From this picture, it can be seen how big the direct influence is between the Promotion variable (X2) on the revisit intention (Y) and whether or not there is a mediating influence carried out by the Visit Satisfaction variable (Z) and how big the total influence is from the regression of these three variables. In this research, it can be seen that there is a mediating role produced by the Visit Satisfaction variable (Z) in the relationship between promotion and revisit intention (Y). This was proven after carrying out the bootstrapping process, it was found that the BootLLCI and BootULCI values of Visit Satisfaction (Z) themselves did not include a value of zero. then from these results, the researcher can also see that the variable Visit Satisfaction has a mediating influence on the relationship between promotion and revisit intention.

Based on the results of tests carried out in this research, it shows that location has a significant positive effect on revisit intention. This shows that if the location of a business is in good condition and strategic, it will have an impact on the high interest in returning visits that will occur. The results of this research are in line with research conducted by Mahfudhotin *et al.*, (2021) where location simultaneously has a significant effect on revisit intention. This research was also conducted by (Nicolau *et al.*, 2010) where the research stated that location had a positive effect on revisit intention. Social media promotion has a significant positive effect on revisit intention. This shows that if social media promotion is carried out well, it will increase the interest in returning visits among consumers. The results of this research are in line with research conducted by Iswidyamarsha & Dewantara, (2020) where in this research it was found that promotion as an independent variable could influence revisit intention.

Tourist's satisfaction with visiting has an influence on revisit intention. This shows that if tourists feel satisfied with their visit, their revisit intention again will increase. It can be understood that the high level of consumer satisfaction for visiting tourist attractions will also increase revisit intention to these tourist attractions. In line with research conducted by In line with research conducted by Alvianna Stella & Alviandra Rizky,(2020)tourist satisfaction has a positive and significant effect on interest in visiting. Return is accepted. If visitors are satisfied, visitors will have an revisit intention. Based on what was done by Fajrin Andes Rahmat *et al.*, (2021) location has a positive and significant effect on revisit intention through satisfaction. Based on the results of this test, it was found that satisfaction had a mediating influence on the influence of location on revisit intention. It can be concluded that purchase interest can mediate the influence of location on revisit intention. Based on the results of this research, it can be seen that there is a mediating role of visit satisfaction on the influence of promotion on revisit intention. In this case, the satisfaction of visiting has the effect of being able to provide more encouragement to finally take a tour of Lumbung Straberi tourism with promotions. As published by (Alvianna Stella & Alviandra Rizky, (2020) tourist satisfaction has a positive and significant effect on revisit intention.

CONCLUSION

Based on the results of research conducted on the influence of location and promotion on revisit intention with visit satisfaction as a mediating variable, it can be concluded that visit satisfaction plays a mediating role in the influence of location on revisit intention. It can be seen that the Strawberry Lumbung Tour increases tourist satisfaction, which is very important to increase revisit intention. It can be seen from the research results that visiting satisfaction can mediate the influence of promotions on

revisit intention. This shows that high revisit intention can be influenced by good promotion, good promotion can influence visit satisfaction, which in this research, visit satisfaction can mediate the influence of media promotion on revisit intention.

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