

Effect of Marketing Mix and Service Quality on Tourist Satisfaction

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Abstract

This study aims to investigate the effect of marketing mix and service quality on tourist satisfaction. The main objective of the study is divided into two sub-objectives: investigating the effect of the marketing mix on tourist satisfaction and investigating the effect of service quality on tourist satisfaction. The population in this study are all tourists visiting the Tourism Destinations in the City of Medan. Sampling using non probability sampling. Sampling of tourists in this research was determined by quota sampling of 200 respondents. Data collection techniques used in this study include interviews and provide questionnaires to the relevant parties. The technique of data analysis in this research is descriptive and multiple regression. The results of the study showed that the marketing mix and service quality variables partially and simultaneously had a significant effect on tourist satisfaction in the Tourist Destinations in the City of Medan

Keywords: Marketing mix, service quality, tourist satisfaction

Introduction

The development of tourism has an important role in increasing employment, encouraging equal opportunity to strive, to encourage equitable national development, and contribute to the revenue of the country resulting from the number of tourist arrivals (tourists), as well as play a role in alleviating poverty, which in turn will improve the welfare people. Tourism also plays a role in promoting national identity and encourage awareness and community pride in the nation's natural and cultural resources by introducing natural and cultural resources (Yudananto, Remi, and Muljarijadi, 2012), To manage the tourism industry well and profesional required in-depth study of which is that tourists are a source of income that should be served well to keep them happy and comfortable stay in an area that time travel will be longer. The tourism industry is a kind of product that many engaged in service, for that all aspects related to the orientation of the economy is services (Hidayat, 2010).

Dynamics of the service sector and tourism is on the development of various industries such as banking, insurance, telecommunications and others. Marketing services intended to build consumer expectations and make a promise to the consumer (Daryanto, 2013), The company strives to meet the expectations and promises to consumers so that consumers satisfied. Consumer satisfaction is the level of one's feelings after comparing the performance (results) are perceived, compared with expectations (Daryanto, 2013), Consumers are experiencing varying degrees of satisfaction or dissatisfaction after experiencing their services according to the extent to which consumer expectations are met or exceeded. This is because the satisfaction is an emotional state, post-purchase consumer reactions may include anger, dissatisfaction, annoyance, neutrality, joy, or pleasure. Consumers are angry or dissatisfied would cause problems because it can switch to another company and spread negative word of mouth (Lovelock & Wright, 2010).

Medan city as the capital of North Sumatra province to be the gateway influx of tourists to North Sumatra, has grown into a metropolitan city and contains many historical and different tribes/ethnic groups. Medan city built by Master Patimpus in 1590 until today continues to grow rapidly so as to encourage more people and investors to visit the city of Medan in order to travel and business destination (Manurung, 2015), Medan has 35 attractions, which are grouped into

five (5) categories: natural attractions, culture, craft, culinary and recreation. Four of them are leading tourist attractions development and management fostered and accompanied by the Medan City Government through the Department of Culture and Tourism of Medan. The fourth leading tourist attraction is Maimun Palace, Masjid Raya al-Mahsun, Alligator/Crocodile, and Tjong A Fie (Friwati, 2012).

In service provision itself must be considered is the product marketing mix of services and quality of service that is on (1) products, is anything of value that can be offered to the market to meet the desires or needs (Kotler & Armstrong, 2012); (2) the price, is the monetary costs of all forms are sacrificed by consumers to acquire, own, use a combination of goods or services along with the service of a product; (3) where, is the place where a product is doing an activity; (4) the promotion, is a means to communicate a product to the customer, (5) the people involved in it, is an understanding that it can be argued that the service product requires people who can communicate well with customers because of the service product is a product that direct contact with customers, (6) the process, the production process or operation is an important factor for consumers of high contact service, which often also serves as co-producer of the relevant services, (7) embodiment (Tjiptono, 2006).

Many factors can affect the satisfaction of tourists, including the marketing mix and quality of service. This is supported by several studies (Azhar & Jufrizen, 2017), (Setiawan & Suyuti, 2017), (Tefera & Govender, 2015); (Nurchahyo, Fitriyani, & Hudda, 2017); (Kwok, Jusoh, & Khalifah, 2016); (Rahayu, 2015); (Sukmadi, Riyad, Danurdara, & Masatip, 2014); (Liu & Yen, 2010); (Permatasari, Murwani, & Suharto, 2017) which states that the marketing mix and quality of positive and significant impact on tourist satisfaction. This study was made aiming to replicate the study, because of the marketing mix and quality of service affect the satisfaction of tourists. So the played purpose of the study is divided into two sub-goals:

1. To analyze the impact of the marketing mix on tourist satisfaction.
2. To analyze the impact of service quality on tourist satisfaction.

Literature Review

Satisfaction

Customer satisfaction is the customer perception that the expectations have been met or exceeded (Gerson, 2010), Customer satisfaction meaningful comparison between what customers expect with what is perceived by consumers when using the product. When consumers feel the product performance equals or exceeds expectations, it means that they are satisfied. Conversely, if the performance of the product is less than expectations, meaning they do not puas. Kepuasan is the level of one's feelings after comparing the performance or results that he felt with his expectations.

Satisfaction is pleasureable fulfillment that customer expectations are met satisfactorily (Oliver, 2010), Customer satisfaction is an emotional reaction to customers post-purchase that can be anger, dissatisfaction, annoyance, neutrality, joy or pleasure (Lovelock & Wright, 2007), Customer satisfaction is the customer's feelings after comparing the level of perceived service performance compared with expectations (Kotler & Keller, 2016), Customer satisfaction is an after-purchase evaluation or evaluation results after comparing what is perceived with expectations (Yamit, 2013), Satisfaction is the level of feelings after comparing the performance or perceived outcome with expectations (Sumarwan, 2012), Assess customer satisfaction, advocated the use of multi-item scale that is not only evaluate customer satisfaction in terms of service enterprises, but also a component in the process of service (Oliver, 2010), In the measurement of satisfaction, the indicators used are: responsiveness of service, professionalism and overall satisfaction with services (Supranto, 2011).

Services Marketing Mix

The marketing mix is a set of controllable tactical marketing tools (product, price, place and promotion) the combined company to produce the response it wants in the target market (Kotler & Armstrong, 2012), Marketing Mix is the variables that will be overseen compiled by the company to satisfy the targeted group (Cannon, Perreault & McCarthy, 2009), The marketing mix consists of product, offered at a certain price, with a kind of campaign to inform potential customers about the product, and a way to reach consumers (Cannon et al., 2009), The marketing mix consists of all the things you can do to influence the demand for its products (Kotler & Armstrong, 2012), (Bay, Gill, & Petrizzi, 2008) confirmed that when an organization applied marketing mix in their business, it will help them to increase of the sales and profits of Reviews their organization, hence, Achieving Reviews their marketing levels. Elements in the marketing mix items, namely product, price, place, and promotion (4P's) are the controllable tools that will reflect to the customer's satisfaction (Chelliah & Kwon, 2011), A clear understanding of elements in the marketing mix of business providers will help to influence potential and current customers to continue doing business and Become loyal customers. According to (Kotler & Keller, 2016), Marketing mix is the distribution and communication of the customer value to the market. There are four components from marketing mix to enter the market, the which are product, price, place, and promotion

Service Quality

Quality of care is the evaluation of long-term observation of consumers towards the delivery of services of a company (Lovelock & Wright, 2007), The definition of quality of service is the magnitude of the difference between the expectations or desires of consumers with their perceived level (Lieu, 2008), Quality of service is a statement about the attitude towards the comparison between expectations with performance (Kotler & Keller, 2016), Quality of service is something that consistently meet or exceed consumer expectations (Lovelock & Wright, 2007), Quality of service is how far the difference between reality and expectations of consumers for services received/obtained (Ratnasari & Aksa, 2011), While (Yamit, 2013) states in general the quality of services is can be seen from the comparison between the expectations of consumers with service performance. The quality of service is believed to depend on the gap between the expected and perceived performance (Anderson, Fornell, & Lehmann, 1994), In other words, there are two main factors that affect the quality of service, which is expected service and perceived service. If the services received or perceived in accordance with the expectations of consumers, the quality of service perceived as ideal qualities, but on the contrary if the service received or perceived lower than expected then the perceived service quality is low. Thus whether or not the quality of service is not a point of view or perception of the service provider, but based on consumer perceptions.

The theoretical framework of this study, as shown below:

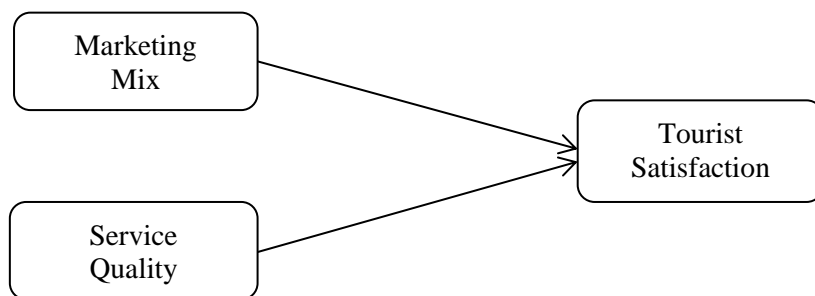


Figure 1. Theoretical Framework

Research Methods

This study begins with a review of the theories and concepts related to the marketing mix, customer satisfaction, image of tourist destinations and tourist satisfaction. The purpose of this study to confirm theoretical models and empirical built based on the theories relating to the marketing mix and quality of service associated with the satisfaction of tourists. Expected from theoretical and empirical confirmation it will contribute to the development of the theory developed in this study. Therefore, this kind of research can be classified as causal (causal research). Location of the study was conducted in tourist destinations such as in Medan Maimun Palace, Masjid Raya al-Mahsun, Alligator/Crocodile, and Tjong A Fie. The type of data collected to support the variables studied were the primary data. Data collection techniques used were questionnaires. The population in this study were tourists in the country. This study will be tested on tourists who visit tourist destinations in the city of Medan. This population was chosen, because theoretically and empirically has various characteristics that match the topics and objectives of the study. Sampling using non-probability sampling, allowing opportunities to become respondents someone unknown. Traveler sampling in this study defined quota sampling of 200 respondents, male respondents and women. In this study, the sample collection technique by accidental sampling. Data collection techniques used interviews and questionnaires. The technique of the data analysis in this research is multiple regression.

Results and Discussion

Correlation Analysis

The correlation value of 1 indicates that the variables are perfectly positively correlated whereas the value of -1 indicates that the variables are perfectly negatively correlated and the correlation value of 0 indicates that there is no correlation between the variables (Waluyo, 2018), Examining the correlation value, it is found that all the variables have strong correlation. Marketing mix and service quality have strong correlation value 0789, and 0407 respectively. Additionally, it is found that the correlation is significant and positive.

Hypothesis Testing

Table 2 shows that the marketing mix has a significant relationship with tourist satisfaction having a p-value of 0.038. Beta value 0045 shows a positive relationship. Hence, H1 is accepted. Similarly, the relationship of service quality with tourist satisfaction is also significant with p-value of 0.036, 0.083 beta value, respectively. Hence, H2 Also are accepted. It indicates that the marketing mix and service quality impact the tourist satisfaction.

Table 1. Regression Results

Hypothesis	Variable Model	B	SE	P	Results
H1	MM → TS	0045	0,021	0.038	Supported
H2	SQ → TS	0083	0,040	0,036	Supported

Note: MM = Marketing Mix, SQ = Service Quality, TL = Tourist Satisfaction

Discussion

Impact of Marketing Mix on Tourist Satisfaction

The results show that the marketing bauaran positive and significant impact on tourist satisfaction. The results of this study mean that if the better implementation of the marketing mix, the more increase tourist satisfaction. Conversely, if more is not better implementation of the marketing mix, the more disloyal of the tourist. Empirically, this experiment research findings support the results of research conducted (Azhar, Jufrizen, Prayogi, & Sari, 2018); (Teviana, Ginting, Lubis, & Gultom, 2017); (Mulyana & Prayetno, 2018); (Radiman, Gunawan,

Wahyuni, & Jufrizen, 2018); (Rashid, Dani, and Andriani, 2017) and (Gultom, 2017) which concluded that the marketing mix affect the satisfaction of tourists. Further research, (Muala & Qurneh, 2012) concluded that the products a significant effect on tourist satisfaction, while price, people and the process does not significantly terhadap traveler satisfaction. Esmaili, Rezaei, Abbasi, & Eskandari, (2017) which concluded that the price, physical evidence and distribution affect the tourist satisfaction. While (Magatef, 2015) concluded that the product and promotional effect on tourist satisfaction.

Impact of Service Quality on Tourist Satisfaction

The results show that service quality and significant positive effect on tourist satisfaction. The results of this study mean that if more and better quality of services provided, the more increase tourist satisfaction. Conversely, if the bad quality of services provided, the more disloyal of the tourist. The results are consistent with the results of research that has been done (Setiawan & Suyuti, 2017); (Azhar et al., 2018); (Tefera & Govender, 2015) that shows that service quality significantly affect tourist satisfaction. Likewise, a study conducted by (Foster, 2016); (Somocor, 2017); (Dawi, Jusoh, Streimikis, and Mardani, 2018); (Canny, 2013); (Khuong & Duyen, 2017); (Lee, Pan, & Chung, 2019); (Hau and Omar, 2014); (Riduan, Suharyono, Fauzi, & Darminto, 2015) and (Rashid et al., 2017) which concluded that the quality of service affect the tourist satisfaction.

Conclusion

The results showed that the Marketing Mix positive and significant impact on tourist satisfaction. Thus, the higher the perceived Marketing Mix, the satisfaction of tourists will increase. Service quality positive and significant impact on ourist satisfaction. Thus, the higher the perceived service quality, the tourist satisfaction will be higher. Based on these conclusions, some suggestions are given which are in order to continue to maintain the satisfaction of tourists because it can give benefits can reduce marketing costs, transaction costs, customer turnover, can increase cross-selling to customers share becomes larger, the news from mouth to mouth is more positive. To the relevant institutions to improve services such as the provision of adequate public facilities so that more and more travelers loyal loyal to visit attractions so expect the number of visitors will increase, and can be expanded further research indicators particularly related to marketing mix variables and quality of service that is more consistent with the concept used.

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