EFFECT OF MARKETING MIX ON TOURIST SATISFACTION AND LOYALTY IN TOURIST AREA OF BONO TELUK MERANTI PELALAWAN REGENCY

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Abstract
The study was conducted in the Bono Bay Area of Meranti Bay, Pelalawan Regency. The aim is to find out the direct effect of the Marketing Mix on Tourist Satisfaction and Loyalty. This study took a sample of 145 people. The variables used are the dimensions of Marketing Mix, Tourist Satisfaction and Loyalty. Data were analyzed using SEM (Structural Equation Modeling) analysis which is operated through the SmartPLS 3.2.8 program.

The results showed that partially there was an effect of Product, Price, Place, Promotion, People, Process, Psychical evidence on Tourist Satisfaction and there is the influence of tourist satisfaction on tourist loyalty. The higher the satisfaction that is owned by consumers, the loyalty of tourists is increasing.

Keywords: Marketing Mix, Tourist satisfaction and Tourist loyalty

Preliminary
Along with the rapid progress in the world of science and technology, the tourism sector has also progressed quite rapidly. Tourism is an important thing which is considered capable of supporting economic growth in an area. Tourism is currently a prima donna sector which shows an increasing trend in the future. One of the Bono tours in Teluk Meranti, Pelalawan Regency. Bono is a leading tourism object in Pelalawan district.

Currently, the bono tourism area has not been maximally managed by the local government, this can be seen from the lack of events held in the bono area. And another thing is still bad advice on the way to the Bono tourist area. In addition, the lack of supporting facilities such as public toilets and trash bins has caused the Bono tourist area to be less clean. To be able to understand the condition of the Bono tourism area which has the potential to increase or at least maintain the satisfaction of tourists, the aim of this study is to "analyze the effect of the application of the marketing mix on tourist satisfaction and its impact on loyalty". This research is only limited to examining the relationship between the elements of the marketing mix consisting of 7Ps and their effect on tourist satisfaction.

A marketer's job is to compile a marketing program or plan to achieve the goals the company wants. The marketing program consists of a certain amount of satisfaction about the mix of marketing tools used. According to Kotler and Armstrong (2017: 17), the
marketing mix is a set of tactical marketing tools that companies combine to generate the desired response in the target market. The marketing mix consists of 7Ps. Among them are Product, Price, Place, Promotion, People, Process, Psychological evidence.

According to Kotler and Armstrong (2017: 17) a product is a combination of goods and services offered by a company in the target market. A product is anything that is offered to the market for attention, acquisition, use or consumption that may satisfy wants or needs.

Product indicators in this study are Al Debi and Mustafa (2014).
- Clean
- Beautiful
- Complete facilities

According to Kotler and Armstrong (2017: 78) Price is the amount of money that consumers must pay to get a product.
Price indicators in this study are Al Debi and Mustafa (2014).
- Affordable cost
- The fee is according to the facility
- Cost as you wish

According to Kotler and Armstrong (2017: 78) location includes company activities that make its products available to target market targets.
The place indicator in this study is Tjiptono (2012).
- Strategic location
- The location is easy to visit
- Parking is adequate

According to Kotler and Armstrong (2017: 78) Promotion is an activity that conveys the benefits of a product and persuades customers to buy it.
Promotion indicators in this study are Kotler and Armstrong (2010).
- Online media
- Print media
- Independent web

According to Kotler and Keller (2016: 48) Human resources in terms of internal marketing and the fact that employees are very important to marketing success.
The people indicator in this study is Lin (2011)
- Friendly clerk
- Officers are responsive in meeting the needs of visitors
- The clerk is fast in helping visitors

According to Kotler and Keller (2016: 48) Process is all creativity, discipline, and structure that is brought to marketing management.
The process indicator in this study is Yazid (2009).
- Easy ticket purchase
- Fast payouts
- Ticket reservations can be made online

According to Kotler and Keller (2016: 49) interaction is all activities directed at consumers.
Indicators of Psychological evidence in this study are Al Debi and Mustafa (2014).
- The tourist area is neatly arranged
- Attractive facilities
• Equipped with adequate security

According to Kotler & Keller (2016: 140) consumer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (results) of the product that is thought of against the expected performance (or results).

Indicators of consumer satisfaction in this study are Kotler & Keller (2016: 160)

• Contemporary and spiritual freshness
• Experience increases.
• Knowledge increases
• Get a different atmosphere

According to Kotler and Keller (2016: 307), loyalty is a firmly held commitment to repurchasing or subscribing to selected products or services in the future even though situational influences and marketing efforts have the potential to cause consumers to switch to other products.

Indicators of consumer loyalty in this study are Kotler and Keller 2016: 161

• Make repeat visits
• Creating WOM
• Resistance to negative influences from other visitors.
• Tourists give positive responses about tourist attractions.

Research methodology

Research sites

This research was conducted at the Bono Teluk Meranti Tourism Area, Pelalawan Regency in 2020.

Types of research

This type of research used in this research is a quantitative method by asking about casual relationships (cause-effect). This research was conducted with a quantitative research approach, namely researchers used questionnaires, observations, and interviews in conducting data collection techniques.

Population and Sample

The population in this study were all tourists who visited the Bono Teluk Meranti Tourism Area, whose number was unknown. From the total population and the Hair formula, it can be obtained that the number of samples in this study were 145 respondents.

Data analysis

This study uses data analysis methods using SmartPLS version 3.2.8 software

Results and Discussion

Validity test

The validity or validity of an instrument is a measure of how precisely the instrument is able to produce data in accordance with the actual size to be measured. To test the validity in this study using construct validity which is divided into two, namely convergent and discriminant (Ghozali & Latan, 2014: 91).

Convergent Validity

Convergent validity (convergent) aims to test the correlation between items / indicators to measure the construct. In other words, convergent validity wants to confirm construct measurements (Ghozali & Latan, 2014: 91).
Table 1: Test of the Convergent Validity of Research Variables

<table>
<thead>
<tr>
<th>Variable</th>
<th>Indicator</th>
<th>Loading Factor</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Product</strong></td>
<td>Pdc1</td>
<td>0.879</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>Pdc2</td>
<td>0.904</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>Pdc3</td>
<td>0.865</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>Prc1</td>
<td>0.915</td>
<td>Valid</td>
</tr>
<tr>
<td><strong>Price</strong></td>
<td>Prc2</td>
<td>0.929</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>Prc3</td>
<td>0.881</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>Plc1</td>
<td>0.963</td>
<td>Valid</td>
</tr>
<tr>
<td><strong>Place</strong></td>
<td>Plc2</td>
<td>0.852</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>Plc3</td>
<td>0.889</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>Pmt1</td>
<td>0.910</td>
<td>Valid</td>
</tr>
<tr>
<td><strong>Promotion</strong></td>
<td>Pmt2</td>
<td>0.929</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>Pmt3</td>
<td>0.827</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>Ppl1</td>
<td>0.822</td>
<td>Valid</td>
</tr>
<tr>
<td><strong>People</strong></td>
<td>Ppl2</td>
<td>0.849</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>Ppl3</td>
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</tr>
<tr>
<td></td>
<td>Pcs1</td>
<td>0.879</td>
<td>Valid</td>
</tr>
<tr>
<td><strong>Process</strong></td>
<td>Pcs2</td>
<td>0.855</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>Pcs3</td>
<td>0.900</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>PE1</td>
<td>0.804</td>
<td>Valid</td>
</tr>
<tr>
<td><strong>Physical Evidence</strong></td>
<td>PE2</td>
<td>0.901</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>PE3</td>
<td>0.870</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>Kp1</td>
<td>0.869</td>
<td>Valid</td>
</tr>
<tr>
<td><strong>Satisfaction</strong></td>
<td>Kp2</td>
<td>0.864</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>Kp3</td>
<td>0.846</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>Kp4</td>
<td>0.827</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>Ly1</td>
<td>0.887</td>
<td>Valid</td>
</tr>
<tr>
<td><strong>Loyalty</strong></td>
<td>Ly2</td>
<td>0.857</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>Ly3</td>
<td>0.851</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>Ly4</td>
<td>0.829</td>
<td>Valid</td>
</tr>
</tbody>
</table>

Source: Processed Data, 2020

Reliability Test
Reliability of a measurement indicates the stability and consistency of the instrument that measures a concept and is useful for testing a "goodness" of the measurement.
Table 2: Cronbach’s Alpha Test Results for Research Variables Constructs

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach's Alpha</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product</td>
<td>0.858</td>
<td>Reliable</td>
</tr>
<tr>
<td>Price</td>
<td>0.894</td>
<td>Reliable</td>
</tr>
<tr>
<td>Place</td>
<td>0.900</td>
<td>Reliable</td>
</tr>
<tr>
<td>Promotion</td>
<td>0.868</td>
<td>Reliable</td>
</tr>
<tr>
<td>People</td>
<td>0.714</td>
<td>Reliable</td>
</tr>
<tr>
<td>Process</td>
<td>0.852</td>
<td>Reliable</td>
</tr>
<tr>
<td>Physical Evidence</td>
<td>0.824</td>
<td>Reliable</td>
</tr>
<tr>
<td>Visitor satisfaction</td>
<td>0.874</td>
<td>Reliable</td>
</tr>
<tr>
<td>Visitor loyalty</td>
<td>0.879</td>
<td>Reliable</td>
</tr>
</tbody>
</table>

Source: Processed Data, 2020

Coefficient of Determination

The coefficient of determination uses Adjusted R-squared which shows what percentage of the variation in the endogenous construct / criterion can be described by the construct hypothesized to influence it (exogenous / predictor). Adjusted R-squared only exists for endogenous variables (Sholihin and Ratmono, 2013: 62).

The results of the Adjusted R-squared value can be seen as follows:

Table 3: Result of Determination Coefficient Test

<table>
<thead>
<tr>
<th>Structure</th>
<th>R-squared</th>
<th>Adjusted R-squared</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitor satisfaction</td>
<td>0.734</td>
<td>0.721</td>
</tr>
<tr>
<td>Visitor loyalty</td>
<td>0.373</td>
<td>0.368</td>
</tr>
</tbody>
</table>

Source: Processed Data, 2020

Hypothesis testing

In this case the bootstrapping method is carried out on the sample, testing with bootstrapping is also intended to minimize problems with the research data. The test results with bootstrapping from the PLS analysis can be seen as follows:

The PLS or Partial Least Square test is a variant-based approach to structural equations (Structural Equation Modeling / SEM). This approach is used to perform path analysis which is widely used in behavioral studies, so that PLS becomes a statistical technique used in models with more than one dependent variable and an independent variable.
### Table 4
Hypothesis Testing Results

<table>
<thead>
<tr>
<th>No.</th>
<th>Influence</th>
<th>Path Coefficient</th>
<th>T Statistics</th>
<th>P Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Product -&gt; Visitor satisfaction</td>
<td>0.143</td>
<td>2.517</td>
<td>0.012</td>
</tr>
<tr>
<td>2</td>
<td>Price -&gt; Visitor satisfaction</td>
<td>0.344</td>
<td>5.474</td>
<td>0.000</td>
</tr>
<tr>
<td>3</td>
<td>Place -&gt; Visitor satisfaction</td>
<td>0.160</td>
<td>2.310</td>
<td>0.021</td>
</tr>
<tr>
<td>4</td>
<td>Promotion -&gt; Visitor satisfaction</td>
<td>0.235</td>
<td>3.702</td>
<td>0.000</td>
</tr>
<tr>
<td>5</td>
<td>People -&gt; Visitor satisfaction</td>
<td>0.127</td>
<td>2.132</td>
<td>0.034</td>
</tr>
<tr>
<td>6</td>
<td>Process -&gt; Visitor satisfaction</td>
<td>0.182</td>
<td>2.830</td>
<td>0.005</td>
</tr>
<tr>
<td>7</td>
<td>Physical Evidence -&gt; Visitor satisfaction</td>
<td>0.280</td>
<td>4.341</td>
<td>0.000</td>
</tr>
<tr>
<td>8</td>
<td>Visitor satisfaction -&gt; Visitor loyalty</td>
<td>0.610</td>
<td>9.530</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Source: Processed Data, 2020

From Table 4 it can be seen that the results of hypothesis testing are as follows:

1. **Product -> Visitor satisfaction**
   
   Obtained the value of $t$-statistics calculated is 2.517 and $P$ value is 0.012. These results indicate that the $t$-statistic (2.517) is greater than the $t$-table (1.96) or the $P$ value (0.012) is less than 0.05. Thus, it means that the product has a significant effect on satisfaction. Obtained a path efficiency value of 0.143, which means that each increase in perception of the product is 1 unit, it will increase satisfaction by 0.143 and vice versa assuming other variables are constant.

2. **Price -> Visitor satisfaction**

   Obtained the value of $t$-statistics calculated is 5.474 and a $P$ value of 0.000. These results indicate that the $t$-statistic (5.474) is greater than the $t$-table (1.96) or the $P$ value (0.000) is less than 0.05. Thus, it means that price has a significant effect on satisfaction. Obtained a path efficiency value of 0.344, which means that each increase in perception of price by 1 unit, it will increase satisfaction by 0.344 and vice versa assuming other variables are constant.

3. **Place -> Visitor satisfaction**

   Obtained the value of $t$-statistics arithmetic 2.310 and $P$ value 0.021. These results indicate that the $t$-statistic (2.310) is greater than the $t$ table (1.96) or the $P$ value (0.021) is less than 0.05. Thus, it means that place has a significant effect on satisfaction. Obtained a path efficiency value of 0.160, which means that each increase in perception of place by 1 unit, it will increase satisfaction by 0.160 and vice versa assuming other variables are constant.

4. **Promotion -> Visitor satisfaction**

   Obtained the value of $t$-statistics count 3.702 and $P$ value 0.000. These results indicate that the $t$-statistic (3.702) is greater than the $t$ table (1.96) or the $P$ value (0.000) is less than 0.05. Thus, it means that promotion has a significant effect on satisfaction. Obtained a path coefficient value of 0.235, which means that each increase in perception of promotion is 1 unit, it will increase satisfaction by 0.235 and vice versa assuming other variables are constant.

5. **People -> Visitor satisfaction**

   Obtained the value of $t$-statistics calculated is 2.132 and $P$ value is 0.034. These results indicate that the $t$-statistic (2.132) is greater than the $T$ table (1.96) or the $P$ value
(0.034) is less than 0.05. Thus, it means that people have a significant effect on satisfaction. Obtained a path efficiency value of 0.127, which means that each increase in perception of people by 1 unit, it will increase satisfaction by 0.127 and vice versa assuming other variables are constant.

6. **Process** -> **Visitor satisfaction**
   Obtained the value of t-statistics count 2.830 and P value 0.005. These results indicate that the t-statistic (2.830) is greater than the t table (1.96) or the P value (0.005) is less than 0.05. Thus, it means that the process has a significant effect on satisfaction. Obtained a path coefficient value of 0.182, which means that each increase in perception of the process of 1 unit, it will increase satisfaction by 0.182 and vice versa assuming other variables are constant.

7. **Psysical evidence** -> **Visitor satisfaction**
   Obtained the value of t-statistics count 4.341 and P value 0.000. These results indicate that the t-statistic (4.341) is greater than the T table (1.96) or the P value (0.000) is less than 0.05. Thus, it means that physical evidence has a significant effect on satisfaction. Obtained a path coefficient value of 0.280, which means that each increase in perception of physical evidence is 1 unit, it will increase satisfaction by 0.280 and vice versa assuming other variables are constant.

8. **Visitor satisfaction** -> **Visitor loyalty**
   Obtained the value of t-statistics count 9.530 and P value 0.000. These results indicate that the t-statistic (9.530) is greater than the t table (1.96) or the P value (0.000) is less than 0.05. Thus it can be interpreted that satisfaction visitors has a significant effect on loyalty visitors. Obtained a path coefficient value of 0.610, which means that each increase in perception of satisfaction by 1 unit, it will increase loyalty by 0.610 and vice versa assuming other variables are constant.

**Conclusions and suggestions**

**Conclusion**

From the research results that have been described in the previous chapter, the conclusions of this study can be drawn as follows:

1. **Product** affect the satisfaction of visitors to the tourist area of Bono. The better the product, the visitor satisfaction will increase and vice versa, the less good the product, the visitor satisfaction will decrease, but the effect is not significant.

2. **Price** affect the satisfaction of visitors to the tourist area of Bono. The better the price, the visitor satisfaction will increase and vice versa, the less good the price, the visitor satisfaction will decrease, but the effect is not significant.

3. **Place** affect the satisfaction of visitors to the tourist area of Bono. The better the arrangement of the places offered by the Bono tourist area, the more visitor satisfaction will be and vice versa, the less good the arrangement of the places offered by the Bono tourist area, the less visitor satisfaction will be.

4. **Promotion** affect the satisfaction of visitors to the tourist area of Bono. The better the Promotion carried out by the Bono tourist area, the visitor satisfaction will increase and vice versa, the less good the Promotion is carried out, the visitor satisfaction will decrease.

5. **People** affect the satisfaction of visitors to the tourist area of Bono. The better the image of the People that is given by the tourist area of Bono, the visitor satisfaction will increase and vice versa, the less good the image of the People given by the tourist area of Bono, the visitor satisfaction will decrease.
6. **Process** affect the satisfaction of visitors to the tourist area of Bono. The better the Process given by the Bono tourist area, the more visitor satisfaction will increase and vice versa, the less good the Process given by the Bono tourist area, the visitor satisfaction will decrease, but the effect is not significant.

7. **Physical evidence** affect the satisfaction of visitors to the tourist area of Bono. The better the psychological evidence provided by the Bono tourist area, the more visitor satisfaction will be and vice versa, the less good the psychological evidence provided by the Bono tourist area, the visitor satisfaction will decrease, but the effect is insignificant.

8. Visitor satisfaction affects the loyalty of visitors to the Bono tourist area. The more visitor satisfaction increases in the tourist area of Bono, the visitor loyalty will increase and vice versa, the decreasing visitor satisfaction, the visitor loyalty will decrease, but the effect is not significant.

**Suggestion**

From the research results and conclusions previously described, the authors provide the following suggestions:

1. **Product** This is something that becomes an attraction for tourists, this must be understood by the manager of the Bono tourist area so that they always maintain the cleanliness and beauty of the Bono tourist area by increasing public facilities such as trash bins and public toilets. Complete public facilities will increase interest in visiting again in the future.

2. **Price** it's also something that becomes a visitor satisfaction factor. Existing fees must always be adjusted to existing facilities and keep them below market prices such as fees for entering children's playgrounds, banana boats.

3. **Place** it's also something that becomes a visitor satisfaction factor. Managers must provide a more adequate parking location so that visitors no longer have difficulty finding a parking location.

4. **Promotion** it's also something that becomes a visitor satisfaction factor. The media used for promotion must be more up-to-date, such as the use of Instagram, Twitter and YouTube.

5. **People** is the next thing that becomes a visitor satisfaction factor. The number of buskers and traders makes visitors a little uncomfortable, this must be done by the manager of the Bono tourism area so that the comfort of visitors is not disturbed.

6. To support a better process, managers must provide payments using a debit card or credit card, so that the payment system is even faster and easier.

7. Managers must hold more events on a national and international scale, considering that there are also tourists from abroad.

8. It is hoped that the next researcher will use interview methods and open questionnaires in research, so that the data obtained is in accordance with the actual situation. Besides, it is also necessary to add other factors that affect visitor satisfaction and visitor loyalty to the tourist area of Bono based on different characteristics and analysis tools.

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