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Research Article

Antecedents of Tourist Satisfaction With Marine Tourism in West Sumatra

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Abstract. Tourist satisfaction can lead to positive word of mouth communication about a destination, which can bring in more business. The current study aimed to identify the role of the 7Ps of marketing mix on tourist satisfaction. A cross-sectional study design was employed to collect data from local tourists visiting West Sumatra. A total of 300 respondents participated. Data were analyzed by SmartPLS 3.3.7 by evaluating structural equational modelling. Findings revealed that all of the elements of the marketing mix had a strong relationship with tourist satisfaction, except for the place. The results suggested that the tourists in West Sumatra are somewhat satisfied but satisfaction can be upgraded to a higher level if proper management with respect to place is improved.

Keywords: marketing mix, West Sumatra, tourist, marine tourism, satisfaction

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1. INTRODUCTION

One of the acknowledged sources of wealth across the world is the tourism sector. A large number of jobs and self-employment are generated each year by tourism, and then they will spend money while on vacation is considerable [1]. The determination to develop and promote tourism dynamically is occurring at the destination and government stage, while efforts to inspire visits and enjoyment are instead being waged on a person-to-person level. An increase in travel inclination led to strong growth in tourism that benefits all the stakeholders [2]. The number of tourists depends on the level of customer satisfaction with the travel i.e facilities and services they receive, and in turn, that affects the country's economy. An increase in the number of tourists means a greater number of funds that can be invested to promote the manufacturing and consumption industries [3].

Studies have shown a strong relationship between consumer satisfaction and the overall marketing mix [4]. With regard to service to consumers, it has been suggested that the 7Ps of marketing mix have a notable effect on consumer satisfaction [5]. West

TOURISTS IN SUMATRA 2019

Local Foreign

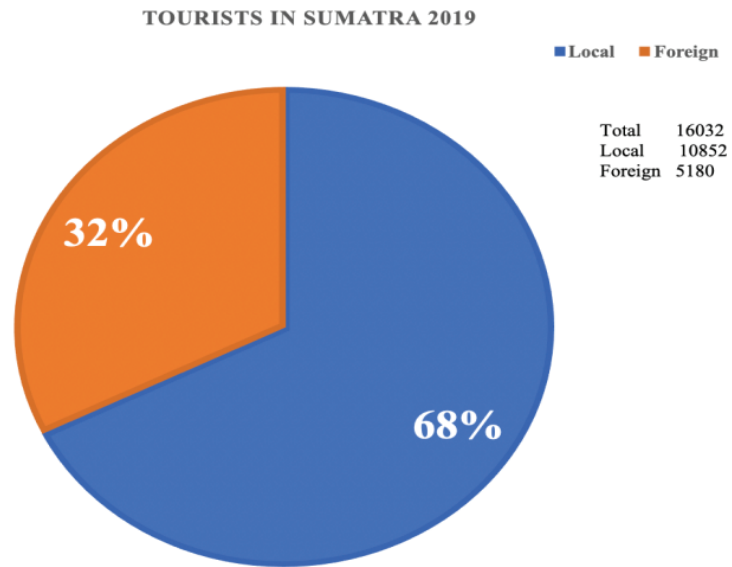|	
Total	16032
Local	10852
Foreign	5180

32%

68%

Figure 1: The number of local and foreign tourists, 2017-2019.

Sumatra territory which is located in Sumatra island, Indonesia bordered by the Indian Ocean, which covers 20% of the entire surface of Earth. West Sumatra Province, known as Minangkabau to the locals, has the would be turned into a maritime tourist hot spot [6]. Most of the beaches in West Sumatra have both beauty and culture that attract tourists[7]. Customer satisfaction is determined based on customers' feedback on how goods and services are performed [6] notes that satisfaction may be defined as tourists' perception of pleasure from a product's expectations and perceived performance. Marketing Mix is a critical component of any firm in developing marketing plans. It is something that the consumer evaluates and considers as a top priority before considering a product. The 7Ps, which were originally developed by[8]

[9] A product is anything that is presented to a market in order to get attention, acquire something, make use of something, or obtain something to satisfy a need.

Base on the Figure 1, the number of domestic visitors that used Minangkabau International Airport in West Sumatra to go to the province during the month of December of 2019 was 10,852 a drop of roughly 13.73% compared to the prior year. Despite an increase in visitors over the previous year, the number of foreign tourists visiting West Sumatra through Minangkabau International Airport in December 2019 was significantly lower than it was in 2017, contradicting greater than the number of foreign tourists in 2018. This shows the inconsistent pattern of the foreign tourists traveling to West Sumatra. It is evident in the prior literature that the satisfaction level of foreign tourists stimulates re-visit intention foreign tourists. Therefore, measuring the satisfaction of

foreign visitors based on the marketing mix, is essential to assess how to attract new tourists.

Marketing Mix is a precarious asset of any business in developing marketing plans [9]. It is something that the consumer evaluates and considers as a top priority before considering a product. The 7Ps, which were originally developed by [10] and known as the 7Ps of marketing mix are comprised of seven components, including service, product, pricing, promotion, location, people, and process. To maintain or acquire a competitive advantage, every firm must utilize an effective marketing mix strategy. [11] claim that marketing mix affects the characteristics of consumers and their varying requirements, desires, and preferences and helps with marketing communications by developing a marketing strategy that incorporates different groups of customers with varying characteristics.

2. METHODOLOGY/ MATERIALS

This research inquiry approach incorporates the seven important marketing mix Ps known as "price, product, place, process, promotion, physical evidence, and people" (often referred to as Ps). Satisfaction is treated as a dependent variable, whereas all of these seven characteristics are considered independent factors.

This inquiry approach incorporates the classic marketing mix models to better examine how satisfaction . Local tourists were chosen as respondents that visit West Sumatra, Pariaman beach, Padang beach, and Painan beach, with the objective of learning more about their demographics.

This research employed convenience sampling to collect information from travellers from other countries. They were approached at the Pariaman, Padang, and Painan beaches on their way to the West Coast. A total of 300 participants took part in the survey and the data was evaluated using linear regression (PLS). Informed consent was taken from the respondents before conducting the data collection. In the current study, the reflective modelling technique selected better matches the components examined.

3. RESULTS AND DISCUSSIONS

The current study used PLS as the foundation for findings and analysis. There were two phases required in using the PLS technique for analysis. The first phase in the process is known as the measurement model, which was developed to see if the test items were appropriate and reliable[12]. The study's hypothesis was evaluated using a

structural model in the second phase. To determine the current hypothesis's relevance, the bootstrapping approach was used. Figure 3 and table 1 each list the factor loading of the items studied. Items to be retained should have a factor loading of at least 0.7, according to [13].

From the findings shown below, all scales are considered completely fulfilled by the following criterion. Calculating the reliability and validity is crucial in comprehending the implications and value of the obtained data from respondents. Discriminant validity and convergent validity are quite beneficial in this regard. In the current study, composite reliability and Cronbach Alpha are used to calculate the consistency of the constructs. Cronbach Alpha coefficient must be greater than 0.7[13]. It is clear from table 1 that CR is valued at higher than 0.7 in the current study. For the purposes of this investigation, AVE was employed, hence to test the convergent validity. In order to prove convergent validity, the value of the AVE coefficient must be larger than 0.5. It can be seen from the data shown in table 1 that all of these values satisfy the criteria given by [13].

For distinct types of constructs, the only way to determine if they are different is through discriminant validity. One way to get discriminant validity is to utilize two different methods. To calculate square root of AVE, the value of square root of AVE must be greater than the value of all correlations. Table 2 includes this analysis.

4. CONCLUSION AND RECOMMENDATION

The current study aimed to identify the role of 7Ps of marketing mix on tourist satisfaction. Also, the study examined the indirect relationship between the study 7Ps of marketing mix and tourist revisit intention in West Sumatra.

According to the majority of visitors, Sumatra has a plethora of tourism attractions [15]. Visiting different spots in Sumatra is not unreasonably expensive or difficult, but the Sumatra tourism administration must improve services to provide tourists with accurate information about various places. Sumatra's promotional operations are effective, although they might be improved further. While the people of Sumatra are genuinely kind to tourists, there is still a need for professional tour guides at tourist hotspots. Additionally, Sumatra's tourism procedure has to be overhauled. Physical evidence associated with visit destinations indicates that transportation, lodging, food, and retail facilities are not nearly enough, however, there is room for improvement. These are the actions that tour operators and government agencies may do to ensure tourist satisfaction

TABLE 1: Convergent Validity

Construct	Item	Loadings	Cronbach's Alpha	Composite Reliability	AVE
PD	PD1	0.753	0.775	0.856	0.597
	PD2	0.77			
	PD3	0.783			
	PD4	0.784			
PR	PR1	0.81	0.784	0.874	0.699
	PR2	0.849			
	PR3	0.848			
PM	PM1	0.788	0.795	0.831	0.623
	PM2	0.86			
	PM3	0.713			
PL	PL1	0.739	0.767	0.863	0.679
	PL2	0.865			
	PL3	0.862			
PO	PO1	0.76	0.841	0.887	0.611
	PO2	0.786			
	PO3	0.776			
	PO4	0.789			
	PO5	0.796			
PC	PC1	0.74	0.806	0.872	0.631
	PC2	0.82			
	PC3	0.798			
	PC4	0.818			
PE	PE1	0.846	0.875	0.914	0.726
	PE2	0.877			
	PE3	0.847			
	PE4	0.838			
SF	SF1	0.796	0.842	0.894	0.679
	SF2	0.836			
	SF3	0.853			
	SF4	0.81			
RI	RI1	0.866	0.825	0.895	0.74
	RI2	0.856			
	RI3	0.859			

Note: PD = Product, PR= Price, PM = Promotion, PL = Place, PO = People, PC = Process, PE = Physical Evidence, SF = Satisfaction, RI = Revisit Intention

The findings of this study theoretically support the idea that the 7ps of marketing mix influence the intention of returning tourists through the indirect role of satisfaction, and the model developed in this study demonstrates that satisfaction also acts as a

<p style="text-align:center">TABLE 2: Discriminant Validity</p>

Construct	1	2	3	4	5	5	6	7	8
PC	0.795								
PD	0.553	0.773							
PE	0.697	0.497	0.852						
PL	0.571	0.480	0.546	0.824					
PM	0.523	0.570	0.561	0.478	0.789				
PO	0.777	0.539	0.667	0.591	0.565	0.782			
PR	0.473	0.481	0.441	0.476	0.491	0.493	0.836		
RI	0.602	0.495	0.599	0.457	0.493	0.568	0.469	0.860	
SF	0.669	0.538	0.709	0.510	0.570	0.687	0.531	0.717	0.824

Note: PD = Product, PR= Price, PM = Promotion, PL = Place, PO = People, PC = Process, PE = Physical Evidence, SF = Satisfaction, RI = Revisit Intention

<p style="text-align:center">TABLE 3</p>

HYP	Path	Beta	STD Error	T Values	P Values	Decision
H1	PD -> SF	0.075	0.043	1.739	0.083	Accepted
H2	PR -> SF	0.149	0.040	3.698	0.000	Accepted
H3	PM -> SF	0.090	0.038	2.352	0.019	Accepted
H4	PL -> SF	-0.020	0.047	0.425	0.671	Rejected
H5	PO -> SF	0.217	0.053	4.132	0.000	Accepted
H6	PC -> SF	0.114	0.055	2.071	0.039	Accepted
H7	PE -> SF	0.342	0.054	6.328	0.000	Accepted

Note: PD = Product, PR= Price, PM = Promotion, PL = Place, PO = People, PC = Process, PE = Physical Evidence, SF = Satisfaction, RI = Revisit Intention

mediator between price, promotion, people, and physical evidence for the intention of returning visitors.

Every stakeholder involved in the tourism sector should focus more on improving the quality of the place that tourists go through and achieving visitor satisfaction. The research findings for the variables above imply that revisit intention has the potential to be increased because these variables have a direct and indirect positive effect on tourist revisit intention. Tourism sector actors must be aware of the specifics in this field of tourism. As a service sector, this sector must be able to provide a level of satisfaction that is able to impress tourists and intend to turn back and become promotional agents for other potential tourists. All stakeholders involved in this sector must be able to realize their respective roles and the magnitude of their meaning. their positive contribution to the sustainability of the tourism sector. In addition, we also suggest that the West Sumatra tourism office coordinate with the tourism business in Pariaman beach, Padang beach and Painan beach in order to jointly manage these tourism destinations and professionally implement a good tourism marketing strategy in the future.

At present, the tourist satisfaction with Sumatra is 'somewhat satisfied'; it can be upgraded to the next 'high' level if proper management with respect to the place is improved. Similarly, it can be expected that in the other areas of tourism- such as restaurants, transportation, recreation and amusement – if adequate care is taken especially with respect to service quality, the growth in the tourism industry of Sumatra would simply be a matter of time. Future research is expected to involve elements of culture for example local wisdom in the aspect of service quality of tourism objects. Cultural differences in social study to be interesting to analyze deeply to enrich research in the field of tourism preferring for tourist revisit.

ACKNOWLEDGEMENTS

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