

## The Effect of Service Marketing Mix and Service Quality on Domestic Tourist Satisfaction and Loyalty in South Sulawesi

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### ABSTRACT

The purpose of the study was to determine (1) the influence of the marketing mix positively and significantly on tourist satisfaction. (2) the influence of service quality positively and significantly on tourist satisfaction (3) the influence of the marketing mix positively and significantly on tourist loyalty. (4) the effect of service quality positively and significantly on tourist loyalty. The data were analyzed by going through the simultaneous modelling stages using the analysis method (*Structural Equation Model*) / *SEM* with SPSS and Amos tools. The results showed that (2) the influence given from the service marketing mix variable was 0.264 or 26.4% the contribution to tourist satisfaction in visiting tourist areas in South Sulawesi. (2) the service quality variable has a positive and significant effect on the tourist satisfaction variable. (3) "service quality has a positive and significant effect on tourist satisfaction. The marketing mix on the tourist loyalty variable (X1 Y2) is 0.262 with a regression coefficient of 0.283. (4) the service quality variable has a positive and significant influence on the tourist loyalty variable

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### I. INTRODUCTION

South Sulawesi has a variety of tourist destinations that are almost spread throughout the City District, these tourist destinations make the province of South Sulawesi carry out many promotions in the sector, to attract domestic tourists and foreign tourists by making many events in the annual calendar such as Lovely December in Tana Toraja Regency and North Toraja and the annual Fihinisi Festival.

Currently, the tourism industry is one of the largest industries and is the service sector with the fastest growth rate in the world today. Even today the tourism sector occupies the second position in the country's foreign exchange earnings after oil and gas. In the last four years, the number of domestic and foreign tourists in South Sulawesi has continued to increase.

**Table 1.** Number of International and Domestic Tourists in South Sulawesi Province, 2015–2018

Year	Tourism		
	Overseas	Archipelago	Total
2015	124,823	5,963,312	6,088,135
2016	161,523	7,490,937	7,652,460
2017	201,822	9,042,073	9,243,895
2018	162,354	8,489,689	8,652,043

Source: BPS South Sulawesi Province in 2019

The table above shows that the development of the number of domestic tourist visits in South Sulawesi in 2015 increased by 5,499,333,3712 million, in 2017 it increased by 9,042,073 million, in 2018 it decreased by 8,489,689 million. This shows that the development of the number of tourist visits from year to year has increased, which means that the satisfaction of domestic tourists continues to increase.

While the number of domestic tourist visits based on city districts in South Sulawesi, Makassar City became the most tourist destination city in 2017 namely 4,967,551 while in 2018 it was 5,461,677 visitors, then Maros Regency in 2017 as many as 331,515 in 2018 as many as 406.421, Tana Toraja Regency in 2017 as many as 296,136, Bulukumba Regency as many as 144 thousand and in 2018 as many as 262,731, as shown in the table below

**Table 2.**  
**Distribution of Archipelago Tourist Visits by Regency/City in South Sulawesi, 2017 and 2018**

Kabupaten/Kota	Distribution of Archipelago Tourist	
	Tahun 2017	Tahun 2018
Kepulauan Selayar	9,209	43,696
Bulukumba	144,063	262,731
Bantaeng	226,850	90,779
Jeneponto	3,632	18,875
Takalar	31,363	40,103
Gowa	125,625	130,337
Sinjai	28,828	84,606
Maros	331,515	406,421
Pangkep	39,114	19,823
Barru	9,479	19,485
Bone	25,195	65,422
Soppeng	54,462	168,852
Wajo	34,447	65,617
Sidrap	4,587	486,964
Pinrang	8,020	-
Enrekang	101,767	62,030
Luwu	11,117	-
Tana Toraja	296,136	296,136
Luwu Utara	17,395	-
Luwu Timur	23,364	-
Toraja Utara	286,669	241,224
Makassar	4,967,551	5,461,677
Pare Pare	295,028	750,153
Palopo	18,923	105,381

Based on the table above, it can be seen that the number of domestic tourist visits in Makassar City is the most visited. Meanwhile, eight other regencies/cities such as Maros Regency, Toraja Regency, Pare-Pare City, North Toraja, Bantaeng Regency, Bulukumba Regency, Gowa Regency, and Enrekang Regency had less than 500 thousand visitors in 2017. increased visits, Pare-Pare City, Sidrap Regency, Bulukumba Regency, and Maros Regency also experienced an increase in the number of domestic tourists visiting.

Thus, other regencies/cities require a marketing strategy through the use of the marketing mix, while also paying more attention to service quality. According to Griffin (2005:110), good service quality will improve consumer purchasing decisions in the company concerned. Meanwhile, Mattila (2003) in Ismail (2013:16) argues that improving the quality of services provided to customers is possible to reduce service failures and provide satisfaction for customers.

## **II. RESEARCH METHODS**

The location of this research is in South Sulawesi Province, which consists of 24 regencies/cities, however the researchers only made special observations in 4 regencies/cities namely Bulukumba, Tana Toraja, North Toraja and Makassar City. With an observation period of 2016-2018. The research period was carried out for 3 months starting from October 2019 to January 2020.

The population in this study were all domestic tourists who visited and had visited tourist objects in the tourist area of Bulukumba Regency as many as 262,731, Tana Toraja as many as 296,136, North Toraja as many as 241,224 and Makassar City as many as 5,461,677 the total number of visits from the object of this research is 6,261,768, the number of samples according to the slovin formula is  $n = N/1+Ne^2$ . From the above calculation, the number of samples to be studied is 210 respondents with a margin of error of 6.9 percent. With each representative from four regencies/cities, namely Makassar as many as 75 respondents, Kab. Bulukumba as many as 45 respondents, Kab. Tana Toraja as many as 55 respondents, and North Toraja as many as 35 respondents.

This study was analyzed through simultaneous modeling stages using the analysis method (*Structure Equation Model*) / SEM with SPSS and Amos tools.

### III. RESULTS

#### Significance

The significance test aims to test whether there is a significant effect of exogenous variables on endogenous variables. The hypotheses built in this submission are as follows:

Ho: There is no significant effect of exogenous variables on endogenous variables

Ha: There is a significant effect of exogenous variables on endogenous variables

With a significance level of 0.05, then Who will be rejected if the significant value (P) < 0.05 and cr > 1.96. Meanwhile, if the significance value (P) > 0.05 and cr < 1.96 then Ho is not rejected. Based on the test results in this study related to the significance test, the following results were obtained:

**Table 3.**  
Significance Test Results *Regression Weights: (Group Number 1 – Default Model)*

			Estimate	S.E.	C.R.	P	Label	Standardized Regression Weights
Satisfaction Tourist	<---	Quality Pelayanan	,411	,059	6,963	***	par_15	,492
Satisfaction Tourist	<---	Mix Marketing	,259	,069	3,834	***	par_16	,264
Loyalty Tourist	<---	Mix Marketing	,262	,053	4,916	***	par_18	,283
Loyalty T Tourist	<---	Satisfaction Travelers	,589	,072	8,215	***	par_19	,625
Loyalty Tourist	<---	Quality Service	,153	,050	3,072	,002	par_17	,193

#### ed Results

Based on the table above, the detailed test data results are obtained as follows:

1) The estimated value for the marketing mix variable on the tourist satisfaction variable (X1 Y1) is 0.259 with a regression coefficient of 0.264. Meanwhile, the p-value is (\*\*\*) or 0.000 with cr with a positive sign of 3.834. Because the estimated value is 0.259 with a positive regression coefficient, while the p-value obtained is <0.05 and cr is positive > 1.96, Ho is rejected and Ha is accepted. Thus, the marketing mix variable has a positive and significant influence on the tourist satisfaction variable. This shows that if the marketing mix variable increases by one unit, it will contribute to an increase in tourist satisfaction of 0.264 times.

2) The estimated value for the service quality variable on the tourist satisfaction variable (X1 Y1) is 0.441 with a regression coefficient of 0.492. Meanwhile, the p-value is (\*\*\*) or 0.000 with cr with a positive sign of 6.963. Because the estimated value is 0.441 with a positive regression coefficient, while the p-value obtained is <0.05 and cr is positive > 1.96, then Ho is rejected and Ha is accepted. Thus, the service quality variable has a positive and significant effect on the tourist satisfaction variable. This shows that if the service quality variable increases by one unit, it will contribute to an increase in tourist satisfaction of 0.492 times.

3) The estimated value for the marketing mix variable for the tourist loyalty variable (X1 Y2) is 0.262 with a regression coefficient of 0.283. Meanwhile, the p-value is (\*\*\*) or 0.000 with cr with a positive sign of 4.916. Because the estimated value is 0.474 with a positive regression coefficient, while the p-value obtained is <0.05 and cr is positive > 1.96, Ho is rejected and Ha is accepted. Thus, the marketing mix variable has a positive and significant influence on the tourist loyalty variable. This shows that if the marketing mix variable increases by one unit, it will contribute to an increase in tourist loyalty by 0.283 times.

4) The estimated value for the service quality variable on the loyalty variable (X<sub>2</sub> Y<sub>2</sub>) is 0.153 with a regression coefficient of 0.193. Meanwhile, the p-value is (0.002) with cr being positive at 3.072. Because the estimated value is 0.153 with a positive regression coefficient, while the p-value obtained is <0.05 and cr is positive > 1.96, H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. Thus, the service quality variable has a positive and significant effect on the tourist loyalty variable. This shows that if the service quality variable increases by one unit, it will contribute to an increase in tourist loyalty by 0.193 times.

5) The estimated value for the tourist satisfaction variable on the tourist loyalty variable (Y<sub>1</sub> Y<sub>2</sub>) is 0.589 with a regression coefficient of 0.625. Meanwhile, the p-value is (\*\*\*) or (0.000) with cr being positive at 8.215. Because the estimate value is 0.589 with a positive regression coefficient, while the p-value obtained is <0.05 and cr is positive > 1.96, H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. Thus, the variable of tourist satisfaction has a positive and significant influence on the variable of tourist loyalty. This shows that if the variable of tourist satisfaction increases by one unit, it will contribute to increasing tourist loyalty by 0.625 times.

In this study, the tourist satisfaction variable acts as an intervening variable that mediates the indirect effect of marketing mix variables and service quality variables on tourist loyalty. The results of testing the direct and indirect effects in this study are as follows:

**Table 4**  
Direct Impact Standardized Direct Effects: (Group Number 1 - Default Model)

	Quality of Services	Marketing Mix	Traveler Satisfaction	Loyalty Travelers
<b>Satisfaction Tourist</b>	,492	,264	,000	,000
<b>Loyalty Tourist</b>	,193	,283	,625	,000

Source: Processed Amos

**Table 5**  
Effect of Indirect Standardized Indirect Effects: (Group Number 1 - Default Model)

	Service Quality	Service Marketing Mix	Tourist Satisfaction	Tourist Loyalty
<b>Tourist Satisfaction</b>	,000	,000	,000	,000
<b>Tourist Loyalty</b>	,308	,165	,000	,000

Source: Amos Processed Product

Based on the results of the analysis above, several things were obtained as follows:

1) The direct effect of the marketing mix (X<sub>1</sub>) of the traveler loyalty (Z) is equal to 0.283, while the value of its indirect effect on loyalty rating mediated by traveler satisfaction variable is (0.264 \* 0.625) 0.165 results are obtained. This indicates the positive role of tourist satisfaction variables in mediating the influence of the marketing mix on tourist loyalty. To test the level of significance of the role of tourist satisfaction in mediating the influence of the marketing mix on tourist loyalty, it can be done through the Sobel test. In this test, the tourist satisfaction variable is stated to be significant in mediating the influence of the marketing mix on tourist loyalty if the p-value on the Sobel test is <0.05. The results of the p-value on the Sobel test are as follows:

**Table 6**  
Sobel Test Results Marketing Mix Tourist Satisfaction Tourist Loyalty

Input:		Test statistic:	Std. Error:	p-value:
a	.264	Sobel test: 3.54404294	0.046557	0.00039404
b	.625	Aroian test: 3.52460734	0.04681373	0.00042411
s <sub>a</sub>	.068	Goodman test: 3.56380364	0.04629885	0.00036552
s <sub>b</sub>	.072	Reset all	Calculate	

Based on the results of the Sobel test above, the p-value for the tourist satisfaction variable which acts as the intervening variable is 0.000 with a standard smaller than the standard p-value, which is 0.05. It can be concluded that the role of tourist satisfaction variable as an intervening variable is significant in mediating the indirect effect of marketing mix variables on visiting tourist loyalty variables.

2) The direct effect of service quality ( $X_2$ ) on tourist loyalty ( $Z$ ) is 0.193, while the value of the indirect effect on tourist loyalty mediated by the tourist satisfaction variable is  $(0.492 * 0.625)$  and the value is 0.308. This indicates that there is a positive role given to the satisfaction variable in mediating the influence of service quality on tourist loyalty. To test the significance level of the role of service satisfaction in mediating the effect of service quality on tourist loyalty, it can be done through the Sobel test. In this test, the satisfaction variable was declared significant in mediating the effect of service quality on loyalty if the p-value on the Sobel test  $< 0.05$ . The results of the p-value on the Sobel test are as follows:

**Table. 7**  
**Sobel Test Results Service Quality SatisfactionLoyalty**

Input:		Test statistic:	Std. Error:	p-value:
a	.492	Sobel test: 6.01368093	0.05113341	0
b	.625	Aroian test: 5.99303526	0.05130956	0
$s_a$	.059	Goodman test: 6.03454145	0.05095665	0
$s_b$	.072	Reset all	Calculate	

Based on the results of the Sobel test above, the *p-value* for the tourist satisfaction variable which acts as the intervening variable is 0.000 with a standard smaller than the standard p-value, which is 0.05. It can be concluded that the role of the satisfaction variable as an intervening variable is significant in mediating the indirect effect between the service quality variables on the tourist loyalty variable to come to tourist attractions.

a. Hypothesis testing Hypothesis testing is carried out to know the relationship between the hypothesized variables and the level of causality significance between the variables in the following table:

**Table 8**  
Hypothesis Testing and Path Coefficient Values of Direct and Indirect Effects Between Variables Service Marketing Mix( $X_1$ ), Service Quality ( $X_2$ ), Tourist Satisfaction (Y), Tourist Loyalty (Z)

Hi	Variable			Effect			Val ue	Ket.
	Independent	Intervening	Dependent	Dire ct	Indire ct	Tot al		
1	Mix Marketing Services	-	Kepuasan Wisatawan	0,26 4	-	0,26 4	0.00 0	Positif Signifikan
2	Quality of Service	-	Kepuasan Wisatawan	0,49 2	-	0,49 2	0.00 0	Positif Signifikan
3	Service Marketing Mix	-	Loyalitas Wisatawan	0,28 3	-	0,28 3	0.00 0	Positif Signifikan
4	Service Quality	-	Loyalitas Wisatawan	0,19 3	-	0,19 3	0.00 2	Positif Signifikan
5	Kepuasan Wisatawan	-	Loyalitas Wisatawan	0,62 5	-	0,62 5	0.00 0	Positif Signifikan
6	Tourist Satisfaction	Kepuasan Wisatawan	Loyalitas Wisatawan	0,28 3	0.165	0,44 8	0.00 0	Positif Signifikan
7	Service Quality	Kepuasan Wisatawan	Loyalitas Wisatawan	0,19 3	0.308	0,50 0	0.00 0	Positif Signifikan

Processed Results Source: Amos

Based on the table above which shows the results of hypothesis testing by looking at the p-value, that is, if the p-value is less than 0.05 then the influence between variables is significant. From the whole model, there are 7 (seven) hypotheses consisting of 5 (five) hypotheses with a direct path model and 2 (two) hypotheses with an indirect path. From the 7 available hypotheses, the test results showed that the model with direct or indirect paths, all of the hypotheses were answered, showed that both direct and indirect had a positive and significant effect. The interpretation of these results can be explained as follows:

- 1) The coefficient value of the service marketing mix variable on the tourist satisfaction variable is 0.264 with  $p = (0.000) < 0.05$ . These results indicate that the service marketing mix variable has a positive and significant effect on the tourist satisfaction variable in doing tourism at the destination. Thus the hypothesis which states that "service marketing output has a positive and significant effect on tourist satisfaction" is **accepted**.
- 2) The coefficient value of the service quality variable on the tourist satisfaction variable is 0.492 with  $p = (0.000) < 0.05$ . These results indicate that the service quality variable has a positive and significant effect on the tourist satisfaction variable. Thus the hypothesis which states that "service quality has a positive and significant effect on tourist satisfaction" is **accepted**.
- 3) The coefficient value of the service marketing mix variable on the loyalty variable is 0.283 with  $p = (0.000) < 0.05$ . These results indicate that the marketing mix variable has a positive and significant effect on the tourist loyalty variable in traveling. Thus the hypothesis which states that "the marketing mix has a positive and significant effect on tourist loyalty" is **accepted**.
- 4) The coefficient value of the service quality variable on the loyalty variable is 0.193 with  $p = (0.002) < 0.05$ . These results indicate that the service quality variable has a positive and significant effect on the tourist loyalty variable. Thus the hypothesis which states that "service quality has a positive and significant effect on tourist loyalty" is **accepted**.
- 5) The coefficient value of the satisfaction variable on the loyalty variable is 0.625 with  $p = 0.000 < 0.05$ . These results indicate that the satisfaction variable has a positive and significant effect on the loyalty variable. Thus the hypothesis which states that "tourist satisfaction has a positive and significant effect on tourist loyalty in making tourist visits" is **accepted**.
- 6) The coefficient value of the marketing mix variable on the loyalty variable through the satisfaction variable is 0.165 with  $p = 0.000 < 0.05$ . These results indicate that the marketing mix variable has a significant positive effect on the loyalty variable mediated by the tourist satisfaction variable. Thus the hypothesis which states that "the marketing mix has a positive and significant effect on loyalty through tourist satisfaction" is **accepted**.
- 7) The coefficient value of the service quality variable on the loyalty variable through the satisfaction variable is 0.308 with  $p = 0.000 < 0.05$ . These results indicate that the service quality variable has a positive and significant effect on the tourist loyalty variable which is mediated by satisfaction. Thus the hypothesis which states that "service quality has a positive and significant effect on tourist loyalty through satisfaction" is **accepted**.

#### IV. DISCUSSION

##### 1. The Effect of Service Marketing Mix on Tourist Satisfaction

The findings of this study indicate that the influence of the service marketing mix variable is 0.264 or 26.4% contribution to tourist satisfaction in visiting tourist areas in South Sulawesi, where this value provides a significant impact on the marketing mix of the product. prices, places, promotions and *people* tested with a *p-value* of  $0.000 < 0.5$ , which can be said that the indicators of the service marketing mix carried out by tourism managers are still relevant and still provide a level of satisfaction to tourists in carrying out their vacations.

##### 2. The Effect of Service Quality on Tourist Satisfaction

The coefficient value of the service quality variable on the tourist satisfaction variable is 0.492 with  $p = (0.000) < 0.05$ . These results indicate that the service quality variable has a positive and significant effect on the tourist satisfaction variable. Thus the hypothesis states that "service quality has a positive and significant effect on tourist satisfaction".

These results can be given the view that the quality of service from each prime destination location will result in satisfaction for every tourist in carrying out their holiday activities. In other words, it can be said that the higher the quality of service provided to tourists, the higher the satisfaction caused by the excellent quality.

##### 3. Effect of Marketing Mix on Loyalty

The results of this study describe the marketing mix on the variable of tourist loyalty ( $X_1 Y_2$ ) is 0.262 with a regression coefficient of 0.283. Meanwhile, the *p-value* is (\*\*\*) or 0.000 with *cr* being positive at 4.916. Because the estimated value is 0.474 with a positive regression coefficient, while the *p-value* obtained is  $< 0.05$  and *cr* is positive  $> 1.96$ ,  $H_0$  is rejected and  $H_a$  is accepted. Thus, the marketing mix variable has a positive and significant influence on the tourist loyalty variable. This shows that if the marketing mix variable increases by one unit, it will contribute to an increase in tourist loyalty by 0.283 times.

##### 4. The Effect of Service Quality on Tourist Loyalty

The value estimate for the service quality variable on the loyalty variable ( $X_2 Y_2$ ) is 0.153 with a regression coefficient of 0.193. Meanwhile, the *p-value* is (0.002) with *cr* being positive at 3.072. Because the estimated value is 0.153 with a positive regression coefficient, while the *p-value* obtained is  $< 0.05$  and *cr* is positive  $>$

1.96,  $H_0$  is rejected and  $H_a$  is accepted. Thus, the service quality variable has a positive and significant effect on the tourist loyalty variable. This shows that if the service quality variable increases by one unit, it will contribute to an increase in tourist loyalty by 0.193 times.

#### **5. The Effect of Tourist Satisfaction on Loyalty The**

the value estimate for the variable of tourist satisfaction on the variable of tourist loyalty ( $Y_1$   $Y_2$ ) is 0.589 with a regression coefficient of 0.625. Meanwhile, the p-value is (\*\*\*) or (0.000) with cr being positive at 8.215. Because the estimated value is 0.589 with a positive regression coefficient, while the p-value obtained is  $<0.05$  and cr is positive  $> 1.96$ ,  $H_0$  is rejected and  $H_a$  is accepted. Thus, the variable of tourist satisfaction has a positive and significant influence on the variable of tourist loyalty. This shows that if the variable of tourist satisfaction increases by one unit, it will contribute to increasing tourist loyalty by 0.625 times.

#### **6. The Effect of Service Marketing Outcome on Tourist Loyalty Through Satisfaction**

The direct effect of the marketing mix ( $X_1$ ) on tourist loyalty ( $Y_2$ ) is 0.283, while the value of its indirect influence on tourist loyalty mediated by the tourist satisfaction variable is  $(0.264 \times 0.625)$  then the result is 0.165. Where the test results with the Sobel test show a significance level of  $0.000 < 0.5$  which can be said or can indicate that the research findings have a positive role for tourist satisfaction variables in mediating the influence of the marketing mix on tourist loyalty.

#### **7. The Effect of Service Quality on Loyalty Through Satisfaction**

The coefficient value of the service quality variable on the loyalty variable through the satisfaction variable is 0.308 with  $p = 0.000 < 0.05$ . These results indicate that the service quality variable has a positive and significant effect on the tourist loyalty variable which is mediated by satisfaction. Thus the hypothesis states that "service quality has a positive and significant effect on tourist loyalty through satisfaction".

The relationship from the statistical description provides an overview of the statement items described above that from 210 tourists, it is obtained for item 2.1. with the statement (destination facilities both in the break room, supporting facilities and cleanliness provided have met the standard and have been proven) showing the average (*mean*) respondent's answer is 3.53, which can be said that the supporting facilities and lodging facilities and cleanliness can be proven by the manager in providing comfort on vacation.

### **V. CONCLUSION**

The description of the research results and discussion arrived at the researcher drawing conclusions on the research that had been carried out, where the conclusions drawn in order to answer the hypotheses proposed in this study, including the following:

1. There is a positive and significant influence of the marketing mix on tourist satisfaction.
2. There is a positive and significant influence of service quality on tourist satisfaction
3. There is a positive and significant influence of the marketing mix on tourist loyalty.
4. There is a positive and significant influence of service quality on tourist loyalty.
5. It was found that loyalty is influenced by the presence of satisfaction positively and significantly.
6. It was found that there was a role of tourist satisfaction in improving relationships or the influence of the marketing mix on tourist loyalty.
7. It was found that there was a role of tourist satisfaction in improving the relationship or the influence of service quality on tourist loyalty.

### **VI. SUGGESTIONS**

Researchers provide input in the form of constructive suggestions to develop tourist destinations in South Sulawesi, including the following:

1. In the midst of this pandemic, of course, the number of tourists is decreasing, but not to the degree that tourists are disloyal to existing tourist attractions, but rather the ability of managers to create new *models* in responding to the challenges of changing tourists. Of course, by innovating and embedding local wisdom and implementing Health protocols for tourists to keep visiting the destinations that have been offered.
2. Service quality and the marketing mix are the main elements in how every manager gets satisfaction to be able to form tourist loyalty to continue visiting these tourist attractions, but it is also important for managers to develop tourism innovation, by using virtual tourism so that what tourists want can remain. provided through the technological capabilities of the destination.
3. The role of satisfaction as a supporting model is not a taboo subject anymore so that to achieve tourist satisfaction in terms of tourist visits to an object, every manager should pay attention to continue to increase the number of tourists who want to visit the destinations that have been prepared. This is evidenced in this study that the role of tourist satisfaction, it can add to the relationship and influence given by the quality of service and the marketing mix on loyalty.

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