



The Role of Marketing Mix on Tourist Satisfaction and Tourist Revisit Intention in West Sumatra

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Abstract

The present study examines the role of marketing mix on tourist satisfaction and revisit intention in West Sumatra, Indonesia. Addition, this study also examined the mediating impact of satisfaction between marketing mix and tourist revisit intention. Purposive sampling technique are applied and data collected from foreign tourists in three maritime tourism in West Sumatera through survey questionnaires and thus estimates using SmartPLS. This study consists of 15 direct-effect hypotheses and 8 indirect-effect hypotheses. The result of direct effect model shows that process has significant effect to satisfaction and revisit intention; satisfaction has a direct effect to revisit intention; while price, promotion, people, and physical evidence only have a significant effect on satisfaction. Furthermore, the result of indirect effect model shows that satisfaction mediate the effect of price, promotion, people and physical evidence toward tourist revisit intention. Based on these findings, we recommend the West Sumatra tourism official to improve coordinate with three maritime officials in West Sumatra in order to manage maritime tourism objects professionally by implementing appropriate maritime tourism strategy in West Sumatera, Indonesia.

Keywords: Satisfaction, Marketing Mix, Revisit Intention, Indonesia.

Paper type: Research paper.

Introduction

The tourism industry is a strategic sector that integrates multi-sector development such as infrastructure, transportation and culinary. Therefore, the tourism industry is designated as a superior development program in the framework of driving the national economy. In Indonesia, the tourism industry has an important role as the second largest contributor to foreign exchange after palm oil and also absorbs 5.6% of total employment (BPS-Statistics Indonesia, 2020). At the regional level, the tourism industry is also a major sector to support regional economic development (Aini, 2020; Nguyen et al., 2019). Indonesia's tourism industry shows a promising future as it generates more tourists every year. Maximizing tourism potential can be done in various ways.



Some of them are destination development, marketing improvement, and other operational optimization (Hermawan et al., 2019). Collaboration between private and public in the tourism industry is very important to increase the competitiveness of Indonesian tourism at global level. This collaboration needs to start from strategic planning to produce appropriate and sustainable tourism development plans (Alamsyah & Friscintia, 2019).

West Sumatra is one of the best halal tourist destinations in Indonesia and has a variety of attractive natural tourist destinations (Aini, 2020; Hidayat et al., 2017; Wreksono, 2016). West Sumatra territory is geographically bordered by the Indian Ocean which is the third largest body of water in the world, which covering 20% of total earth's water surface. West Sumatra Province, familiar called as Minang or Minangkabau, has marine tourism potential that has the potential to be developed. Most of beaches in West Sumatra are tourist destinations that have beauty and culture so that they encourage intention revisit tourists (Arianti, 2020). Several maritime tourism destinations in West Sumatra are Pariaman Beach, Padang Beach and South Coast Beach (Hermon, 2019; Munaf et al., 2020; Wimeina & Wahyuni, 2017). These maritime tourism destination places offer beautiful beach and panoramic sea views that are very enchanting. The following is the number of Nunsantara tourists and foreign tourists visiting West Sumatra through Minangkabau International Airport from 2017 to 2019.

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

Year	Local	Foreign	Total
2017	12,978	8,568	21,546
2018	13,814	4,801	18,615
2019	10,852	5,180	16,032

Source : *West Sumatra Statistics Yearbook* (2019)

Based on table 1, it can be seen that the number of domestic tourists visiting West Sumatra province via Minangkabau International Airport in December 2019 reached 10,852 people, decrease approximately 13.73% compared to the end of previous years. The number of foreign tourists visiting West Sumatra province through Minangkabau International Airport in December 2019 reached 5,180 people, less than the number of foreign tourists in 2017 but slight increase than the number of foreign tourists in 2018. Over time, the satisfaction level of foreign tourists stimulates re-visit intention foreign tourists. Therefore, it is necessary to measure the level of foreign tourist satisfaction based on the tourism marketing strategies in order to know how to stimulate intention foreign tourists to revisit.

In developing a tourism area, it is necessary to study tourist demand. Therefore, the related unit can respond appropriately to the request. However, these areas have never been studied in terms of tourism marketing and tourism demand by applying these aspects as guidelines for promoting tourism in West Sumatra. The marketing tool that is often used in studying consumer demand is the 7P marketing mix (Ghazi, 2018). It is the main factor that is often applied to respond to requests from local and foreign tourists in a country. At the same time, the demand for new generations of tourists in the future will rely more on new technology and innovations. At present, the tourism group which consists of a large population that will greatly affect tourism is millennials (Lin, 2013).



The marketing mix is one of the factors that influence the intention to visit again (Mahfuzur Rahman et al., 2019; Watjanasootorn et al., 2019). If tourists feel a sense of satisfaction with a tourist attraction, they will repeat their visit to the tourist attraction (Yan et al., 2015). Revisit intention is defined as the possibility of tourists to repeat activities to come back to a destination (Lin, 2013). The revisit intention to a tourism destination will be influenced by the marketing mix and the level of satisfaction with the first visit. Therefore, the aim of this study is to examine the effect of the marketing mix on satisfaction and revisit intention of foreign maritime tourists in West Sumatra. In addition, this study also examines the mediating effect of tourism satisfaction on marketing mix and revisit intention.

Literature Review and Hypotheses Development

Marketing Mix and Satisfaction

Customer satisfaction is defined as a summary of the responses made based on the customer's experience when trying a product or service. Kotler (2009) describes the meaning of satisfaction as an individual's feeling, standing for pleasure or discomfort generated by the perceived performance of the product (or result) in relation to its expectations. Kim dan Richardson (2003) argued that customer satisfaction is a form of post-purchase attitude that shows a comparison of product quality and customer service. Customer satisfaction and culture play an important role in the survival and growth of tourism products and services (Gursoy et al., 2002; Mawa, 2018). Studi Yan et al. (2015) revealed that customer satisfaction can also be referred to as a combination of customer feelings about service in different dimensions whereas customers will compare the actual benefits and costs of customers with the level of benefits expected by customers to determine their satisfaction.

According to Eid and El-Gohary (2015), there are two types of satisfaction. First, certain transaction satisfaction, this satisfaction refers to the results of evaluating activities or behavior after consuming a product or service. Second, overall satisfaction, which is the evaluation of the product or service compared to overall customer expectations. Furthermore, Rahman (2014) argues that tourist satisfaction is an essential factor in the management of the tourism industry. Battour et al. (2014) also stated that tourist satisfaction will provide valuable information to tourism authorities, such as the government and tourism companies, on how to improve the quality of products and services according to the needs and desires of tourists. So, in measuring tourist satisfaction, transactional-specific satisfaction and overall satisfaction are used (Battour et al., 2014; Battour & Ismail, 2016; Eid & El-Gohary, 2015).

The marketing mix focuses on the influence of several different elements in attracting consumers and achieving business goals. Most of the past research studies on tourism marketing applied a mixed 7Ps marketing strategy to analyze the market through a measure of consumer satisfaction (Nonthapot & Thomya, 2020). 7Ps marketing mix consists of product, price, place, promotion, people, process and physical evidence. Products are everything that can be offered to the market



to meet wants or needs (Kotler et al., 2018). In tourism, products are anything that can be used by service providers to meet market needs or desires. Meanwhile, products resulting from services must offer comprehensive products to meet the needs of visiting tourists. Price is a determining factor in purchasing and is an important element in tourism. According to Kotler (2009) price is the amount billed for a product and service, or the sum of all values provided by customers to benefit from owning or using a product or service. It cannot be denied that price is one of the important things that can affect consumer satisfaction with a product or service.

Promotion is an effort made by marketers to communicate with target markets (Kotler et al., 2018). Promotion helps merchants and salespeople to show products to customers in an effective way and encourages them to buy (Thabit & Raewf, 2018). Promotion determines the position of the product in the target market, hence promotion has been one of importing marketing tools on tourism business (Singh, 2012). Tourists will find out about a service through promotional advertisements carried out by the management of tourist attractions so that it can affect their level of satisfaction with the information obtained from the promotion (Anas et al., 2018). The impression of a destination is an interactive composition of thoughts, opinions, feelings, visualizations, and intentions about a place (Tasci, 2007). Image of tourist destination place is the most important element when tourists choose a place to visit because the impression of satisfaction with tourist destinations is influenced by personal feelings, perceptions and visual elements (Lu et al., 2020). Easy access to tourist place, the safety and availability of public facilities on tourism place certainly provide satisfaction for local and foreign tourists.

People, process and physical evidence play a role in service delivery so that they can influence buyers' perceptions (Adrian, 2001). Psychological behavior of people that provide services will give a good impression and of course increase consumer satisfaction with the products offered. The process refers to the actual mechanism and flow of service delivery procedures that aim to provide satisfaction with the tourists to the products offered (Zeithaml et al., 2006). Meanwhile, physical evidence refers to the convenience for tourists in ensuring efficient service consumption. In other words, these three elements of the marketing mix are treated as an environment in which tourism businesses interact with tourists regarding services (Thabit & Raewf, 2018; Wu & Li, 2018). The better the value of the influence of people, processes and physical evidence on tourists, the level of tourist satisfaction with the product will increase.

H1 : Product has a significant effect on the satisfaction of tourist

H2 : Price has a significant effect on the satisfaction of tourist

H3 : Promotion has a significant effect on the satisfaction of tourist

H4 : Place has a significant effect on the satisfaction of tourist

H5 : People has a significant effect on the satisfaction of tourist

H6 : Process has a significant effect on the satisfaction of tourist

H7 : Physical Evidencw has a significant effect on the satisfaction of tourist



Marketing Mix, Satisfaction and revisit intention

Revisit intention has become a major focus in tourism research because it is very important in marketing tourist destinations. Over the past decade, the intention of revisiting has been extensively studied in the tourism literature. The intention to behave like the intention to visit again can be a good proxy for future behavior. So, if behavioral intention can be measured sufficiently, then the behavior of tourists in the future can be predicted effectively (Lin, 2013). Baker and Crompton (2000) define return visit intention as the possibility of tourists to repeat the activity or revisit the facility destination. The value of a return visit is a positive action by tourists as a response after visiting a certain place which might increase the intention to revisit that place (Anas et al., 2018; Shavanddasht & Allan, 2019). The revisit intention is a positive effect that may be generated by creating a good destination image, it means that the expectations and interests of visitors to the place are fulfilled and provide satisfaction and the intention to revisit the place (Cakici et al., 2019; Muskat et al., 2019). Meanwhile the definition of intention is a tourist rating related to suitability to return to the same place or tourists are willing to recommend a destination to others (Chen & Tsai, 2007).

Marketing mix elements can be used as an indicator that can describe the intention to visit again. A good understanding of the elements of the marketing mix will help the company to identify customer needs and wants which indirectly stimulate their intention to visit again. Previous studies have proven a positive relationship between the 7Ps marketing mix and intention to visit again (Rahman, 2019; Watjanasontorn et al., 2019). The relationship of the marketing mix to the interest in returning to visit refers to consumer interest or the impression they get when they first visit products, prices, promotions, places, people, processes and physical evidence (Aini, 2020). The impression of the first visit experience psychologically will stimulate the desire of tourists to visit again in the hope of getting the same good service from their first experience. Study of Kozak (2001) shows that the level of satisfaction is one of the most dominant variables in explaining the intention to visit again. Previous studies have proven a positive relationship between satisfaction and revisit intention (Nguyen et al., 2019; Yan et al., 2015). The empirical study by Kim et al. (Kim et al., 2013) found that tourist satisfaction is positively influenced by perceptions of service quality and perceived value, which in turn affects destination loyalty. Likewise, tourist satisfaction mediates the relationship between perceived value and perceived quality with the intention of visiting again (Allameh et al., 2015; Ranjbarian & Pool, 2015). The value and quality of perceived satisfaction can be reflected in the views of tourists on products, prices, promotions, locations, people, processes and physical evidence related to tourism services. The level of satisfaction is considered to have an important role in influencing the relationship between marketing mix and revisit intention because the satisfaction experience obtained by tourists indirectly stimulates revisit intention.

H8 : Product has a significant effect on tourist revisit intention

H9 : Price has a significant effect on tourist revisit intention

H10: Promostion has a significant effect on tourist revisit intention

H11: Place has a significant effect on tourist revisit intention

H12: People has a significant effect on tourist revisit intention



- H13: Process has a significant effect on tourist revisit intention
- H14: Physical Evidence has a significant effect on tourist revisit intention
- H15: Satisfaction has a significant effect on tourist revisit intention
- H16: Satisfaction mediates the impact of product on tourist revisit intention
- H17: Satisfaction mediates the impact of price on tourist revisit intention
- H18: Satisfaction mediates the impact of promotion on tourist revisit intention
- H19: Satisfaction mediates the impact of place on tourist revisit intention
- H20: Satisfaction mediates the impact of people on tourist revisit intention
- H21: Satisfaction mediates the impact of place on tourist revisit intention
- H22: Satisfaction mediates the impact of physical evidence on tourist revisit intention

Methodology

Modified questionnaires were distributed among the respondents in order to find the direct as well as mediating relationship of the variables. The data was gathered directly from the foreign tourist that come to West Sumatra and who visiting Pariaman beach, Padang beach, and South Coast beach. Total of 416 questionnaires was distributed among the respondents, and 300 usable questionnaires were received, which were further used for data analysis. The purposive sampling technique was adopted to distribute the questionnaires among respondents. In order to analyse the collected data, Smart PLS 3.0 was used.

Analysis and Result

Partial least square (PLS) is the basis of findings and analysis in the present study. Two steps were involved in performing analysis through the PLS method. The first step is called the measurement model, which was calculated in order to check the validity and reliability of the items. In the second phase, the test was run for a structural model, so the hypothesis of the study can be tested. In order to check the significance present research's hypothesis, the bootstrapping method was adopted. The factor loading of the items involved in the study is mentioned in figure 1 and table 2, respectively. According to Hair et al. (2014), the factor loading of the items to be retained must be more than 0.7.

Tabel 2. Outer Loading

Item	PD	PR	PM	PL	PP	PC	PE	SF	RI
PD1	0.753								
PD2	0.770								
PD3	0.783								
PD4	0.784								



PR1		0.810							
PR2		0.849							
PR3		0.848							
PM1			0.788						
PM2			0.860						
PM3			0.713						
PL1				0.739					
PL2				0.865					
PL3				0.862					
PO1					0.760				
PO2					0.786				
PO3					0.776				
PO4					0.789				
PO5					0.796				
PC1						0.740			
PC2						0.820			
PC3						0.798			
PC4						0.818			
PE1							0.846		
PE2							0.877		
PE3							0.847		
PE4							0.838		
SF1								0.796	
SF2								0.836	
SF3								0.853	
SF4								0.810	
RI1									0.866
RI2									0.856
RI3									0.859

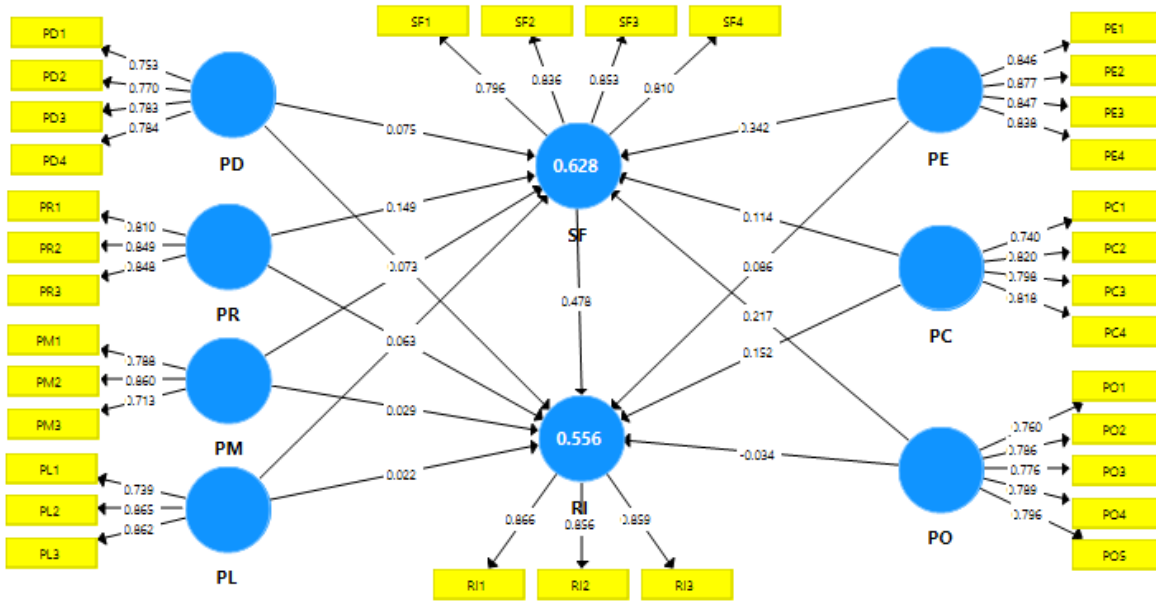


Figure 1. Measurement Model

From the results mentioned above, all scales are satisfied with the next condition. In order to understand the implication and worth of the collected data from the respondents, it is very important to calculate the reliability and validity. In order to find the validity, discriminant validity and convergent validity are very useful. In the present study, the reliability of the constructs is calculated through composite reliability and Cronbach Alpha. Researchers have mentioned that the value of composite reliability and Cronbach Alpha coefficient must be more than 0.7 (Fornell & Larcker, 1981). In the present study, the value of CR is more than 0.7, as evident from the table 3. AVE was used in the present study, so the convergent validity can be established. The value of AVE coefficient must be greater than 0.5 in order to establish the convergent validity of the data collected (Sarstedt et al., 2014). According to table 3 below, all these values meet the condition mentioned by Sarstedt et al. (2014).

Tabel 3. Reliability and Validity

Construct	Cronbach's Alpha	rho_A	Composite Reliability	AVE
PD	0.775	0.777	0.856	0.597
PR	0.784	0.786	0.874	0.699
PM	0.795	0.713	0.831	0.623
PL	0.767	0.803	0.863	0.679
PO	0.841	0.841	0.887	0.611
PC	0.806	0.812	0.872	0.631



PE	0.875	0.878	0.914	0.726
SF	0.842	0.845	0.894	0.679
RI	0.825	0.826	0.895	0.740

The difference of one construct from other is shown through discriminant validity. In order to find Discriminant validity, there are two approaches involved. One of the approaches is according to which the value of AVE must be above the construct and other constructs (Fornell & Larcker, 1981). This analysis is done in table 4 below.

Table 4. Discriminant Validity

	PC	PD	PE	PL	PM	PO	PR	RI	SF
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

After the measurement model, the next step is to measure the relationship between the observed and latent variables. Through the structural model, the impact of each dimension of the variables can be assessed as well. Moreover, the indirect, as well as direct relationship among the variables, is assessed in this step as well. In the present research, path coefficient, indirect effect, total effect and R square are calculated. Figure 2 below depicts the structural model of the present study.

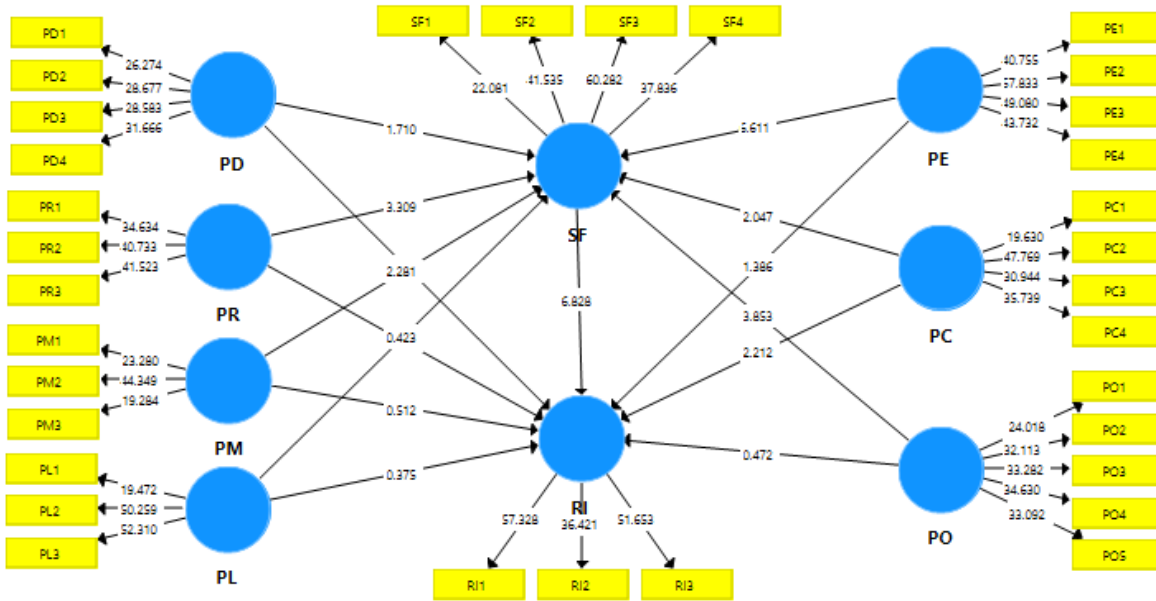


Figure 2: Structural Model

Table 5 shows the direct association between the variables. In order to determine the significance, P values and t values are calculated. The P-value of all direct effect are significant at 5% level. Moreover, t-value is more than 1.96 as well. Table 4 shows the results from direct effect model. It can be seen that product, price, promotion, place, people and physical evidence did not significantly influence revisit intention. In contrast, process has a positive impact on revisit intention. Product and place did not have a significant effect on satisfaction, whereas price, promotion, people, process, and physical evidence have a positive impact on satisfaction. Furthermore, satisfaction has a positive and significant effect on revisit intention.

Table 5. Direct Effect

Hipoteses	Direction	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
H1	PD -> SF	0.075	0.076	0.043	1.739	0.083
H2	PR -> SF	0.149	0.150	0.040	3.698	0.000
H3	PM -> SF	0.090	0.091	0.038	2.352	0.019
H4	PL -> SF	-0.020	-0.021	0.047	0.425	0.671
H5	PO -> SF	0.217	0.221	0.053	4.132	0.000
H6	PC -> SF	0.114	0.112	0.055	2.071	0.039
H7	PE -> SF	0.342	0.341	0.054	6.328	0.000
H8	PD -> RI	0.073	0.077	0.057	1.275	0.203
H9	PR -> RI	0.063	0.060	0.052	1.217	0.224
H10	PM -> RI	0.029	0.033	0.057	0.515	0.607



H11	PL -> RI	0.022	0.025	0.058	0.370	0.711
H12	PO -> RI	-0.034	-0.032	0.074	0.469	0.639
H13	PC -> RI	0.152	0.151	0.066	2.282	0.023
H14	PE -> RI	0.086	0.081	0.061	1.402	0.162
H15	SF -> RI	0.478	0.475	0.067	7.125	0.000

Table 6 below depicts the mediating results of the study. The results shows that hypothesis H17, H18, H20 and H22 proposed in the present study are supported, while the rest hypotheses are rejected. According to these findings, we found that satisfaction significantly mediates the relationship between price, promotion, people and physical evidence with revisit intention. In contrary, satisfaction did not significant mediates the relationship between product, place and process with revisit intention.

Tabel 6. Indirect Effect Model

Hipotesis	Direction	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
H16	PD -> SF -> RI	0.036	0.036	0.022	1.668	0.096
H17	PR -> SF -> RI	0.071	0.071	0.022	3.258	0.001
H18	PM -> SF -> RI	0.043	0.043	0.019	2.268	0.024
H19	PL -> SF -> RI	-0.010	-0.010	0.023	0.411	0.682
H20	PO -> SF -> RI	0.104	0.105	0.028	3.748	0.000
H21	PC -> SF -> RI	0.054	0.054	0.029	1.906	0.057
H22	PE -> SF -> RI	0.164	0.162	0.036	4.605	0.000

In order to determine the impact of the IV's on mediator and DV, R-square and R-square are calculated. According to the table 7 below, satisfaction impacted approximately 62.8%, whereas revisit intention impacted around 55.6% by the variables of the present study.

Tabel 7. R-square

Dependent Variables	R Square	Adjusted R Square
SF	0,628	0.622
RI	0,556	0.547

Conclusion

Based on the results of our research, we conclude that process and satisfaction directly have a positive impact and have the potential to generate interest in returning tourists. However, satisfaction cannot mediate the relationship between processes and revisit intention. Furthermore, our results also suggest that satisfaction can mediate the relationship between price, promotion, people and physical evidence on revisiting intentions. The results obtained in this study theoretically support the study that process and satisfaction are variables that affect the intention of returning



tourists, and the model developed in this study proves that satisfaction also mediates between price, promotion, people and physical evidence for the intention of returning visitors. The results of this study show a model by including the satisfaction mediation variable and it was found that satisfaction does not only directly affect the return intention of visitors but also as a mediating variable on several variables in the intention of returning visitors. It is also important to see how the characteristics of these visitors are determined by the satisfaction score as intervening, whether this condition is evenly distributed among all visitors or different in certain groups and types of tourism in specific tourism place, This is a recommendation for further study that study the impact of marketing mix and revisit intention.

Satisfaction is unable to mediate the relationship from product and place on revisiting intentions. Based on these findings, it is advisable for marine tourism managers both in Pariaman Beach, Padang Beach and South Coast to improve understanding of the marketing mix because only processes have a significant effect on the intention of returning visits. Every stakeholder involved in the tourism sector should focus more on improving the quality of the processes that tourists go through and achieving visitor satisfaction. The research findings for the two variables above imply that revisit intention have the potential to be increased, because these two 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. The awareness that the tourism sector cannot be developed partially but as a unity of all the sectors involved will make this sector able to give satisfaction to the end and the intention to visit again. In addition, we also suggest that the West Sumatra tourism office coordinate with the tourism business in Pariaman beach, Padang beach and South Coast beach in order to jointly manage these tourism destination and professionally implementing a good tourism marketing strategy in future.

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