



The Effect Of Marketing Mix, Image And Service Quality Toward The Domestic Tourism Satisfaction in Bone District

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ABSTRACT: *This study aims to analyze the influence of marketing mix, image and Service quality toward the satisfaction of domestic tourists in Bone district. The research method used is descriptive survey and explanatory survey. The technique used is cross section, on domestic tourists spread in 5 (five) research location. The population in this study is all domestic tourists who are located at the time of the research. The sample size is 200 domestic tourists, determined by accidental sampling technique. Data analysis using Structural Equation Modeling (SEM). The result of the research shows that the marketing mix has positive significant effect to the satisfaction directly and indirectly through the mediation of service quality, the image has positive significant effect to the satisfaction directly and indirectly through the mediation of service quality, the image does not directly influence the service quality.*

Keywords: *Marketing mix, image, Service quality, satisfaction of domestic tourists*

I. INTRODUCTION

The tourism sector plays an important role in the development of a nation, especially the state economy because tourism is one of the potential sources of income. Acceleration of globalization that occurred since the 1980s increasingly open opportunities for countries to actualize the potential of tourism as a source of foreign exchange and employment. Tourism sector is one sector that is multi-dimensional, that is not only referring to one internal factor, but also external that is more macro because it is associated with many parties.

Bone Regency is one of 27 (twenty seven) tourist destination districts in South Sulawesi. Bone district is rich and very potential in the tourism sector such as nature tourism, cultural tourism and historical tourism. In addition, Bone Regency also has supporting indicators of tourism such as the availability of accommodation and other tourism facilities that are ready to welcome tourist visits in this area. Nevertheless, the tourism potential has not guaranteed an increase in tourist arrivals, especially domestic tourists from year to year. This is evident from the data of domestic tourists who visit less encouraging because of the decline. In 2012, the number of domestic tourists visiting as many as 52,721 people, then in 2013 had a sharp decline up to 29,245 people then increased again but not significant as many as 30,135 people and declined again as many as 24,741. Based on data from BPS Bone Regency, it is known that tourists who visit most (57%) aimed at vacation and 38% business purpose.

The management of tourism activities is necessary in order to keep tourists from staying longer in tourist destinations and how tourists spend as much money as they travel. The longer tourists are in a tourist destination will increase their spending, which will raise the company's transportation, entertainment, accommodation and other services or in other words increase the loyalty of tourists. Based on that, the manager should pay more attention to the needs and desires of tourists by knowing what kind of service that tourists want. All that is done in order to get the satisfaction of tourists, if the services received by tourists better or equal to what tourists imagine, then tourists will likely try again. Yoety, (2000: 45), Many benefits received by the company with the creation of high visitor satisfaction, namely increasing visitor loyalty, preventing visitor turnover and reduce operating costs caused by increasing the number of visitors Lupiyoadi, (2006: 192). The higher the customer the higher the profit earned

In general, based on the results of research Ginting (2005) note that the performance of Indonesia's tourism marketing of the last few decades is still far from being expected. The ongoing measures are limited to

tourism promotion and strengthening the tourism marketing network as a tool for disseminating tourism information in Indonesia. Therefore, in the results of the research, Ginting advises the government to think about grand strategy marketing by focusing on tourism satisfaction approach and tourism loyalty approach as an integrated effort to reach global market.

Today, consumers are more critical, smarter, more price-conscious, more demanding and also approached by many competitors with the same or even better offerings. So, to produce loyal customers, the company must pay more attention to customers through increased customer ratings and satisfaction (superior customer value and satisfaction). As Griffin (2004), Jones and Sasser (1994: 745), Oliver (1996), Pawitra (2000)

Reviewing the concept of marketing mix means that it has accumulated marketing activities of products and services. The marketing mix concept according to Soegoto (2007: 8) is built on seven elements: product, price, promotion, place, people, physical evidence and process. These seven elements are an important element of the marketing concept. The Service quality marketed depends on the marketing mix of Gronross (2000); Lovelock, Zeithaml and Bitner in Astuti (2001). In the service company, the implementation of marketing strategy "4Ps is extended to 7Ps (product, price, promotion, place, people, physical evidence and process") Zeithaml and Bitner, (2004: 24)

The results of Parasuraman (1999), Cronin et al., (2000), Caruana et al. (2002), Gordon Fullerton et al. (2002) study, that service quality has a significant and positive effect on customer satisfaction and loyalty. Fullerton and Taylor (2002) and Caruana (2002) suggest that customer satisfaction has a significant effect on loyalty. Customers who earn satisfaction after evaluating product purchases will have an impact on their loyalty to the product / service. From here it can be concluded that the higher the level of satisfaction obtained by customers from the purchase of products / services, the higher the level of loyalty.

Gronross (1990) argues that the corporate image is made by the technical quality of what the customer receives from the service experience. This component can be translated into three types: search quality: can be evaluated before purchase, experience quality: can only be evaluated after consumed and credence quality: difficult to evaluate once it has been consumed by the customer while the functional quality is the way when the service is given

II. METHODOLOGY

This research uses quantitative approach. This research was designed using descriptive verification research type. Technique used in this research is cross section, that is research data collecting conducted at certain period of time that is on domestic tourists spread in 5 (five) research location. The population in this study were all domestic tourists located at the time of the research. A sample of 200 domestic tourists, determined by accidental sampling technique. The data analysis technique used Structural Equation Modeling (SEM) application program AMOS 20.00 and Statistical Package for Social Science (SPSS 15.00).

III. RESEARCH RESULT

Based on the way of determining the value in the model, the first model testing variable is grouped into exogenous variables (endogenous variables) and endogenous variables. Exogenous variable is a variable whose value is determined outside the model. While the endogenous variable is a variable whose value is determined through the equation or from the established relationship model. Included in the group of exogenous variables is the measurement of marketing mix and image, while the endogenous variable is the Service quality and satisfaction of tourists. The model is said to be good when the hypothetical model development is theoretically supported by empirical data. The result of SEM analysis can be seen in the following figure:

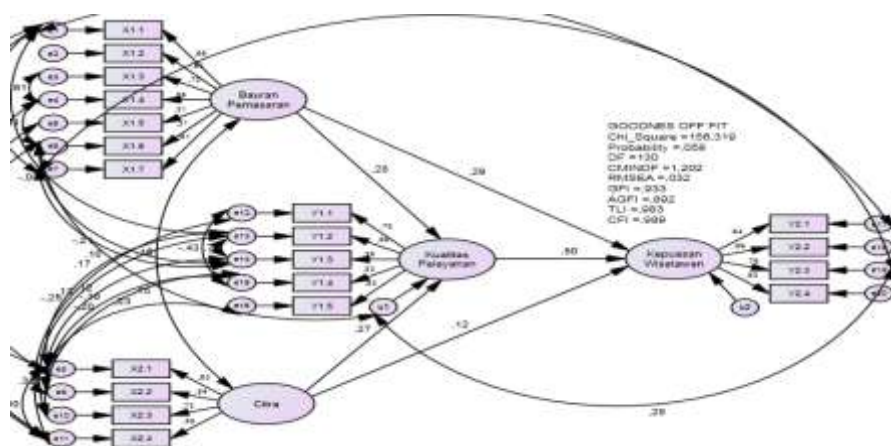


Figure 1. Measurement of variable relation model

The model test results shown in Figure 1 above are evaluated based on goodness of fit indices. From the evaluation model indicated from the eight criteria of goodness of fit indices only AGFI that has not met the criteria, but is close to critical value, so that the overall model can be said to have been in accordance with the data and can be analyzed further.

Based on the empirical model proposed in this study can be tested against the hypothesis proposed through the testing of path coefficients in the model of structural equations. Table 1. is a hypothesis testing by looking at the value of p value, if the value of p value is less than 0.05 then the influence between the significant variables. Test results are presented in the following table:

Tabel 1. Hypothesis testing

HIP	Variabel Independen	Variabel Dependen	Direct Effect			Description
			Standardize	CR	p-value	
H1	Marketing Mix	Service Quality	0,276	3,806	0,000	Signifikan
H2	Image	Service Quality	0,275	3,689	0,000	Signifikan
H3	Marketing Mix	Tourist Satisfaction	0,290	4,399	0,000	Signifikan
H4	Image	Tourist Satisfaction	0,117	1,935	0,053	Not signifikan
H5	Service Quality	Tourist Satisfaction	0,503	6,778	0,000	Signifikan
Indirect Effect						
V Independen		V Dependen	V Intrvening	Standardize	P-Value	Description
H6	Marketing Mix	Tourist Satisfaction	Kual Plynan	0,139	0,000	Signifikan
H7	Image	Tourist Satisfaction	Kual Plynan	0,138	0,000	Signifikan

IV. DISCUSSION

1. Effect of Marketing Mix on Service Quality

The results show that the marketing mix has a significant positive effect on service quality. This shows that the existence of a good marketing mix and planned will make the better service quality. This finding is in accordance with the results of Khatimah's (2016) research which reported that there is influence of marketing mix on health service quality in Ibnu Sina Hospital with the influence of product 57.7%, price 46.7%, promotion 46.7% , place equal to 44,4%, people equal to 53,8%, process equal to 43,5%, and physical eves equal to 45,8%. Also in line with the research conducted by Kesuma (2010) who found that the marketing mix of promotion dimension influenced the value of the consequences of inpatients at RSU Kota Banjarmasin and also the research conducted by Srenivas (2013) who said that the Service quality given is a contribution from promotion, so that increased or decreased promotion given will affect the Service qualitys provided.

2. The Impact of Image on Service Quality

The test results show that the image does not significantly affect the Service quality. This shows that the image of tourist attraction in Bone Regency is not the determinant variable of service quality, or in other words, the bad Service quality is not solely determined by the image. This finding is not in line with the theory put forward by Jefkins in Soemirat and Ardianto, (2007: 114), defines the image of the company as the image of an organization as a whole, not just the image of products and services alone. Corporate image is formed from many things. Positive things that can improve the image of a company for example: a glorious history or resume of a company, its accomplishments in finance, good industry relations, reputation as a creator of large amounts of employment, the success of social responsibility, research, and more. This is different from the result of research of Darlina (2016) which found that company image variable have positive effect to service quality and service quality giving significant influence to customer loyalty and there is significant influence between company image and service quality to customer loyalty.

3. Influence of Marketing mix to Tourist Satisfaction

The test results show that the marketing mix has a significant positive effect on the satisfaction of tourists. This shows that the application of the optimal marketing mix will increase the satisfaction of tourists. This is in accordance with the opinion of Yazid (2003), which states that the marketing mix consists of all variables that can be controlled by the company in its communication with and will be used to satisfy the target consumers. The service marketing mix consists of 7p's: product, price, distribution, promotion, person, direct proof, and process. Payne (2000) further states that service products, service availability and location, services, promotions, people, processes, customer service can be utilized, to satisfy the consumer, in this case tourist domestic. Thus, the factors that exist in the service marketing mix are the variables that are expected to create

consumer satisfaction, or in other words these variables will affect the satisfaction of domestic tourists to the overall indicator that refers to the existence of attractions in the District of Bone.

4. The Influence of Image on Tourist Satisfaction

The test results showed that the image has a significant positive effect on the satisfaction of tourists. This shows that the effort to maintain and improve the positive image will increase the satisfaction of tourists. The results of this study are in accordance with the opinions of Stephen et al., (2007), and Khan (2012) that there is a positive influence between image and customer satisfaction. Image is indispensable in marketing strategies that will stimulate buying behavior. Tourists who constantly hold good image in the community will get a better position in the eyes of tourists and will increase sustainable competitive advantage. Similarly, Reynolds and Beatty (1999) explained that customers are satisfied with the seller when they feel that social and functional benefits are high. This research is not in line with Sabri's (2009) study which states that image does not affect satisfaction, with hospital object, this is because image is formed by advertisement, communication, word of mouth and experience, while satisfaction is comparison between expectation and reality acceptable to consumers, although the image of the hospital is positive but if the patient has never felt the service then the patient has not been able to feel satisfaction. So the higher the image is expected to have a positive impact on customer satisfaction

5. Effect of Service Quality on Tourists Satisfaction

Test results indicate that service quality has a significant positive effect on the satisfaction of tourists. This shows that the Service quality based on the needs and expectations of consumers will increase the satisfaction of tourists. Assessment of service quality in this research is based on observe tangibel, empathy, responsiveness, reliability and assurance. The Service quality provided by the managers of tourism objects, which are in the good category and give influence to the satisfaction of tourists implies that the improvement of service quality, whether in the form of tangible, empathy, responsiveness, reliability and assurance will increase the satisfaction of tourists. Vice versa, if the Service qualitys provided is lower than the expectations and desires of consumers, will cause dissatisfaction and will reduce the loyalty of tourists. This is in line with Richins's (1983) opinion that consumers who perceive service quality inferiorly and exhibit certain dissatisfaction behaviors will sever relationships, reduce spending and complain which is a form of intention behavior that signals whether consumers are loyal or migratory. And in line with empirical study by Palilati (2007) who reported a significant positive influence of customer valuation variables and satisfaction with loyalty, where the observe variable that has the largest factor load is the professional variable of staff in performing its duty which is the observe variable of the desired satisfaction.

The above findings also support the results of research summarized by Kawet (2008) ie Wakefield and Blodgett (1996) statement that perceived quality has an effect on satisfaction. Similarly, Riel, et al (2004) that perceived serviced quality positively affects customer satisfaction.

6. Effect of Marketing Mix Against Tour Satisfaction Through Service quality

The test results show that the Service quality becomes a variable that mediates positively the influence of marketing mix to the satisfaction of tourists. This shows that the implementation of appropriate marketing mix and synergize with the improvement of service quality, will increase the satisfaction of tourists. This is in line with the opinion of Lupiyoadi (2006) which states that in addition to marketing mix factors other things that are not less important is to pay attention to the Service qualitys. In relation to tourism in Bone District, of course by assessing the service marketing mix and improving the Service qualitys is expected to grow the tourist satisfaction. Managers, both government and private can win the market competition that increasingly focus on the satisfaction of tourists. The satisfaction of tourists is a very important thing related to business development. Travelers who have a high loyalty will always make a return visit and willing to tell positive things to other travelers and will not be affected services offered by others. Service quality is very important in relation to the existence and development of tourism object management success. Service quality will affect the satisfaction of tourists

7. The Influence Of The Image To The Satisfaction Of Tourists Through Service quality

The test results show that the Service quality becomes a variable that mediates positively the impact of image on the satisfaction of tourists. This indicates that the positive use of the image of tourism objects together with efforts to improve the Service quality, will increase the satisfaction of tourists. The results of this study are in line with the opinion of Djanas (2016) which states that today's tourists are increasingly difficult to satisfy, because many competitors offer the same facilities with better quality and imaging, so that tourists will easily turn to the more satisfactory, therefore should be thought of by the tourist actors not only how happy customers are, but how to keep those customers loyal. This is very important to note, because tourism as one of the businesses engaged in services, visitors are the most important benchmarks in the continuity of his business. The research findings show that the image has a positive and significant contribution to the high low satisfaction of

tourists through the improvement of the Service quality. This means that the high level of customer satisfaction is explained by the image synergized with the Service quality. Therefore, to optimize the satisfaction of tourists should be attempted how the image in the eyes of tourists. This is in line with the opinion of LeBlanc and Nguyen (1998) who said there are five factors that can affect the company's image on the service company that is identity, reputation, physical environment, interaction and employees. According Sutojo (2004) identity is one important factor that affects the success of corporate image formation in society. Good and strong corporate identity is a pre-requisite to build a good corporate image in the future

V. CONCLUSION

1. Marketing mix has a significant positive effect on the Service quality, this means that the existence of a good marketing mix and planned will make the better service quality. 2. Image has a significant positive effect on service quality, this means that the existence of a good image will encourage better service quality as well. 3. Marketing mix has a significant positive effect on the satisfaction of tourists, this means that the presence of a good marketing mix and planned will make the satisfaction of tourists the better. 4. The image has a positive influence is not significant to the satisfaction of tourists, this means that the existence of a good image does not directly form the satisfaction of tourists 5. Service quality has a significant positive effect on the satisfaction of tourists, this means that the existence of good service quality will increase the satisfaction of tourists, 6. Marketing mix has an influence on the satisfaction of tourists through the Service quality, this means that the presence of a good marketing mix and planned will encourage the better Service quality that will impact on the satisfaction of tourists the better. 7. Image has a significant positive effect on the satisfaction of tourists through the Service quality, this means that with the image will encourage the better Service quality that impact on the satisfaction of tourists

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