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Determinants of Lake Toba Tourism Selling Value

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Abstract: The scholarly literature review article titled Determining the Sales Value of Lake Toba Tourism is under the domain of marketing management science. The objective of this article is to formulate a hypothesis concerning the correlation between various aspects, with the intention of subsequently utilizing it as a foundation for further investigations within the realm of human resource management. The research employed a descriptive qualitative research methodology. The data utilized in this study is derived from prior research that remains pertinent to the present inquiry. Information was gathered from prominent scholarly online platforms, such as Publish or Perish, Google Scholar, digital reference books, and Sprout journals. The results obtained from this study are presented below: 1) Silangit airport service quality on the selling value of Lake Toba tourism; 2) Promotion of tourist attractions on the selling value of Lake Toba tourism; and 3) Accommodation facilities on the selling value of Lake Toba tourism.

Keyword: Sales Value, Silangit Airport Service Quality, Promotion of Tourist Attractions, Accommodation Facilities.

INTRODUCTION

As a prominent tourist attraction in Indonesia, Lake Toba possesses significant potential for fostering economic development and showcasing the cultural and ecological assets of North Sumatra. Nevertheless, in order to fully exploit this potential, it is crucial to comprehensively comprehend the impact of service quality, advertising of tourist attractions, and housing facilities on the perception and appeal of Lake Toba for both local and international travellers. The assessment of service quality plays a pivotal role in shaping the overall tourist experience at Lake Toba. Providing amiable, effective, and prompt service not only enhances the overall satisfaction of tourists, but also fosters customer loyalty and establishes a lasting positive perception of a tourist location. Hence, conducting an evaluation of the service quality offered by different service providers in the vicinity of Lake Toba might yield significant insights into the requirements and anticipations of visitors, while also pinpointing potential areas for enhancement.

In addition to this, the promotion of tourist attractions plays a crucial role in enticing people to journey to Lake Toba. Efficient promotion can enhance understanding of the splendour and distinctiveness of Lake Toba and sway tourists' choices to select this resort

over alternative options. Hence, it is imperative to conduct an analysis of the promotional techniques implemented and ascertain the potential for enhancing the prominence of Lake Toba through the implementation of novel and focused marketing approaches. In addition, the provision of housing facilities plays a significant role in enhancing the overall visitor experience at Lake Toba. The presence and standard of suitable lodging can significantly influence travellers' choices to visit and reside at a particular location. Hence, conducting an examination of the categorization, calibre, and accessibility of lodging establishments in the vicinity of Lake Toba can offer valuable perspectives on the degree to which tourism infrastructure facilitates the advancement of this particular tourist locale.

The objective of this study is to examine the correlation between service quality, promotion of tourist attractions, and accommodation facilities with visitors' perceptions and evaluations of the Lake Toba tourism journal, with a focus on these factors. This research aims to enhance comprehension of the requirements and inclinations of tourists that visit Lake Toba. Additionally, it will offer significant perspectives for stakeholders engaged in the administration and promotion of this tourist site. Within the scope of this study, it is imperative to take into account a conceptual framework that encompasses many ideas, including visitor happiness, destination image, and customer loyalty. The measurement of visitor satisfaction at Lake Toba is based on their subjective evaluations of the quality of services, promotions, and accommodation amenities they encounter throughout their visit. The concept of destination image pertains to the overall perception that Lake Toba holds in the minds of travellers, which is shaped by a multitude of elements such as individual encounters, promotional activities, and endorsements from others. In the context of tourism, customer loyalty pertains to the inclination of tourists to revisit Lake Toba in subsequent visits and endorse this place to others, primarily driven by their favourable encounters.

When examining the factors that influence the worth of Lake Toba tourist journals, it is crucial to take into account the suitable study approach. This study may entail conducting direct surveys among tourists to Lake Toba in order to gather data pertaining to their perceptions of service quality, promotional activities, and hotel amenities. In addition, this research can be supplemented by employing secondary data analysis techniques, including the examination of tourist visit data, hotel booking data, and promotional and marketing data. Multiple regression and path analysis are statistical analytic approaches that can be employed to examine the association between the variables under investigation and ascertain the primary factors that exert the greatest influence on tourists' evaluations of Lake Toba.

Through the examination of the factors influencing the worth of Lake Toba tourism journals, this study aims to offer significant perspectives for stakeholders engaged in the administration and promotion of this particular tourist locale. The findings of this study can be utilised to identify potential areas for enhancement in order to improve the overall visitor experience and augment the appeal of Lake Toba as a prominent tourist destination in Indonesia. In addition, this study has the potential to provide a theoretical contribution to the comprehension of the determinants that impact the worth of tourist journals and their implications for the expansion of the tourism sector in Indonesia. Therefore, it is anticipated that this study will yield substantial advantages for the advancement and administration of tourism in Indonesia, particularly in the vicinity of Lake Toba.

Based on the background of the problem that has been written by the researcher, the problem formulation is determined as follows: 1) Does service quality affect sales value?; 2) Does promotion of tourist attractions affect sales value?; and 3) Do accommodation facilities affect the selling value?.

METHOD

Literature Examination In preparing the article, methodologies such as systematic literature review (SLR) and library research were used. The methods underwent qualitative

evaluation, and their accessibility was verified through scientific web sources including Mendeley and Google Scholar. A systematic literature review (SLR) is a rigorous and methodical process that involves identifying, assessing, and examining all related research literature with the goal of answering a specific research question. When conducting qualitative analysis, it is important to apply the literature review consistently according to methodological assumptions. Investigative in nature, qualitative analysis is carried out primarily for this reason, (Ali, H., & Limakrisna, 2013).

RESULTS AND DISCUSSION

Results

Sales Value

Tourism selling value refers to the allure or distinctiveness of a tourist site, which might impact travelers' choices to come and stay there. The key attributes of tourism encompass a range of factors, such as scenic splendor, cultural abundance, tourist destinations, service excellence, and distinctive encounters. This statement elucidates the distinctive attributes of the destination and the reasons why tourists should opt for it over alternative destinations. In addition to the aforementioned characteristics, tourism selling features may encompass elements such as security measures, the presence of amenities, ease of access, and pricing that aligns with the perceived value provided. Through a comprehensive comprehension and effective promotion of the unique attributes that make tourism appealing, tourist locations can enhance their appeal, draw in a larger number of tourists, and foster the expansion of the tourism sector in the area (Abdan & Mustafa, 2022).

The indicators contained in the selling value are as follows: 1) Natural Beauty: This metric encompasses the distinctiveness of the natural environment, such as breathtaking landscapes, a wide range of ecological species, and abundant plant and animal life. Destinations characterised by captivating natural landscapes sometimes possess significant tourism appeal due to their ability to captivate and astonish travellers through their inherent beauty; 2) Cultural Wealth: This metric encompasses distinctive cultural legacy, historical background, customs, and indigenous culture. Tourists with a keen interest in exploring and experiencing local culture are often drawn to destinations that boast abundant traditional culture, historic architecture, cultural events, and local crafts; and 3) Tourist attractions encompass a diverse range of captivating and widely frequented sites within the destination, including historical landmarks, national parks, monuments, museums, and other notable tourist destinations. Destinations characterised by a diverse array of captivating tourist attractions possess the capacity to captivate the interest of a wide spectrum of tourists with varying interests and preferences (Agus Sifa' et al., 2022).

The sales value variable has been studied by previous researchers, among others: (Abdan & Mustafa, 2022), (Suryawan et al., 2024), (Agus Sifa' et al., 2022).

Service Quality

Service quality is a multifaceted and intricate notion that encompasses the manner in which service providers satisfy client expectations and requirements through tangible offerings, dependability, promptness, confidence, empathy, integrity, honesty, and ethical conduct. The comprehension and effective management of service quality play a pivotal role in establishing robust customer relationships, enhancing customer satisfaction, and cultivating a favorable reputation for service providers, particularly within the tourism sector where the success of a destination or company is heavily contingent upon the customer experience (Novianty et al., 2021).

The indicators for service quality are as follows: 1) The indicator of friendliness and warmth encompasses the amicable and hospitable demeanour exhibited by service providers, such as hotel personnel, tour guides, or restaurant workers. Genuine and affable hospitality

has the potential to engender a favourable perception among tourists, fostering a sense of acceptance and inclusion at the chosen location; 2) The indication of responsiveness and availability encompasses the capacity of service providers to promptly and effectively address the demands and requests of guests. This entails being accessible to offer aid or information as required and delivering sufficient attention to the unique requirements of guests; and 3) The Social and Environmental Responsibility indicator pertains to the level of awareness and dedication exhibited by service providers towards engaging in business operations that are socially and ecologically responsible. This include considerations for the well-being of local populations, the conservation of the environment, and the promotion of sustainable practices in tourism locations (Simarmata, Keke, et al., 2017).

Service quality variables have been studied by previous researchers, among others: (Susanto et al., 2024), (Sihombing et al., 2023), (Yuliantini et al., 2022), (Ulfah et al., 2020), (Susanto et al., 2023), (Susanto & Jumawan, 2022), (Setyawati et al., 2020), (Susanto et al., 2021), (Susanto & Keke, 2020), (Ali et al., 2024), (Agarwal & Gowda, 2020), (Ansell & Graham, 2016), (Zuniga & Boosten, 2020), (Sipone, 2024), (Ayodeji et al., 2023), (Widiyanto et al., 2023), (Widiyanto et al., 2023), (Supardi et al., 2023), (Susanto et al., 2024).

Tourist Attraction Promotion

Tourist attraction promotion refers to a set of communication strategies aimed at enhancing travelers' knowledge, interest, and engagement in visiting a specific tourist site. Within the tourism sector, the promotion of tourist attractions assumes a significant role in the introduction and dissemination of the appeal of destinations to prospective tourists, encompassing both local, national, and international audiences. Promoting activities encompass a diverse array of techniques and communication platforms, spanning from print and electronic media advertising to digital marketing campaigns, direct promotions, tourism exhibitions, as well as the utilization of social media and influencers (Manuhutu & Otniel, 2021).

The indicators contained in the promotion of tourist attractions are as follows: 1) Awareness: This metric measures the level of familiarity that potential tourists have with a tourism destination. Effective marketing through several communication channels, including advertising, social media, websites, and magazines, can enhance awareness of a destination; 2) Appeal: This metric measures the level of allure and allure that the promotion of a tourist destination holds for prospective travellers. Promotions often showcase a range of destination attractions, encompassing elements such as natural beauty, cultural abundance, tourism destinations, and distinctive experiences; and 3) Reach: This metric measures the extent to which tourist attractions are promoted, considering both their geographical and demographic scope. Promotions that effectively target a broad and pertinent audience have the potential to enhance the likelihood of tourist visits (Mawadah & Solihat, 2021).

Promotion variables for tourist attractions have been studied by previous researchers, among others: (Azliansyah et al., 2018), (Soehardi et al., 2021), (Tolinggi et al., 2021), (Susanto, 2021).

Accommodation Facilities

In order to satisfy the needs and ensure the comfort of guests or visitors during their stay, accommodation providers, including hotels, resorts, villas, hostels, inns, and other lodging establishments, provide a variety of amenities, services, and infrastructure. A hotel's amenities range from rooms with beds, toilets, and living areas to common areas with dining areas, exercise centres, parking lots, and room service. In addition, accommodations may include food and beverage consumption services, cleaning services, reception services, accessibility for individuals with disabilities, and a range of entertainment and activities to

make visitors' stays more enjoyable. In addition to providing for visitors' fundamental necessities, well-designed lodging facilities also foster a fulfilling and unforgettable stay. As a result, in the tourism and hospitality sectors, the creation and administration of lodging facilities play a crucial role that can impact the viability and standing of a travel destination or lodging brand (Wulandari et al., 2022).

The indicators found in accommodation facilities are as follows: 1) The Technology and Connectivity indication encompasses the presence of contemporary technological amenities, such as complimentary Wi-Fi, flat-screen televisions, intelligent room management systems, and sufficient connectivity to cater to the communication requirements of visitors. Technological advancements and robust connectivity have the potential to enhance guest comfort and pleasure; 2) The Public Facilities indication encompasses a range of amenities provided to visitors, including dining establishments, swimming pools, fitness facilities, spas, lounges, and recreational spaces. The provision of comprehensive and superior public amenities has the potential to enhance the comfort and satisfaction of guests throughout their sojourn; and 3) The indicator of room comfort and cleanliness assesses the degree of comfort and cleanliness offered to guests within the room. The presence of clean, comfortable, and well-equipped rooms, including comfy beds, toiletries, and storage facilities, has the potential to enhance client satisfaction (Sulistiyana et al., 2015).

The accommodation facility variable has been studied by previous researchers, among others: (Soehardi et al., 2021), (Supraptini, 2020), (Annishia & Prastiyo, 2019), (Kumaji et al., 2021)

Previous Research

Based on the findings above and previous research, the research discussion is formulated as follows:

Table 1. Relevant Previous Research Results

No	Author (Year)	Research Results	Similarities with this article	Differences with this article	Basic Hypothesis
1.	(Yulianto arinugroho & Fahlefi, 2022)	Kualitas pelayanan dan kehandalan terhadap kepuasan pengunjung dan nilai jual	Pengaruh kualitas pelayanan terhadap nilai jual	Pengaruh kehandalan terhadap nilai jual	H1
2.	(Azliansyah et al., 2018)	Promosi tempat wisata dan kualitas pelayanan berpengaruh terhadap kepuasan wisatawan dan nilai jual	Pengaruh promosi tempat wisata terhadap nilai jual	Pengaruh kualitas pelayanan terhadap kepuasan wisatawan	H2
3.	(Supraptini, 2020)	Fasilitas akomodasi dan transportasi berpengaruh terhadap kepuasan wisatawan dan nilai jual	Pengaruh fasilitas akomodasi terhadap nilai jual	Pengaruh transportasi terhadap nilai jual	H3

Discussion

The influence of Silangit Airport Service Quality on the sales value of Lake Toba tourism

The impact of service quality at Silangit Airport on the sales value of Lake Toba tourism is both substantial and intricate. Silangit Airport serves as the primary entry point for tourists seeking to experience the scenic splendor and cultural abundance of Lake Toba, a prominent tourist hotspot in Indonesia. The impressions and experiences of tourists, as well as the total selling value of Lake Toba tourism, are significantly influenced by service quality elements exhibited by Silangit Airport. These factors include friendliness and warmth, responsiveness and availability, and the demonstration of social and environmental

responsibility. The service quality of Silangit Airport is primarily characterized by friendliness and warmth. Upon travelers' arrival at the airport, a kind and hospitable reception from airport personnel can create a favorable initial perception. This phenomenon not only enhances the level of satisfaction among tourists but also fosters a congenial and welcoming ambiance that encourages further exploration of the adjacent tourist attractions. The amicable demeanor exhibited by airport personnel fosters a sense of warm reception and gratitude among travelers, thus bolstering their assurance in venturing into Lake Toba.

The quality of services provided by Silangit Airport is significantly influenced by the factors of responsiveness and availability. Enhancing the capacity to promptly address the requirements and inquiries of tourists, alongside ensuring the provision of sufficient amenities and information, will augment the degree of contentment and convenience experienced by tourists throughout their journey. For instance, the provision of sufficient transportation services connecting the airport to diverse places in the vicinity of Lake Toba will facilitate tourists' exploration of the region, thus augmenting the entire economic worth of Lake Toba tourism. In addition, the quality of Silangit Airport's services is also influenced by social and environmental responsibility. In a contemporary period characterized by a growing emphasis on environmental awareness, tourists exhibit a preference for tourism locations that exhibit a steadfast dedication to the preservation of the environment and the empowerment of local people. Tourists will commend and endorse Silangit Airport for its adoption of eco-friendly measures and its contribution to the social progress of its local community. Enhancing the airport's reputation not only enhances its public perception but also augments the appeal of Lake Toba as a socially and environmentally conscious tourism destination.

The high quality of service provided by Silangit Airport will lead to a substantial increase in the entire sales value of Lake Toba tourism. The captivating natural landscapes, abundant cultural legacy, and wide array of tourism destinations in Lake Toba are poised to garner growing appeal among tourists, particularly when coupled with the favorable encounters facilitated by Silangit Airport. Therefore, Silangit Airport serves as both a gateway to Lake Toba and a crucial factor in enhancing the appeal and market value of this tourist destination. Nevertheless, it is crucial to bear in mind that the caliber of service provided by Silangit Airport is merely one among several aspects that impact the market worth of Lake Toba tourism.

The overall appeal and success of Lake Toba tourism are influenced by various elements, including accessibility, hotel facilities, tourism promotion, and government legislation. Hence, it is crucial for relevant stakeholders, such as airport authorities, local governments, and tourism stakeholders, to persistently enhance the caliber of services provided by Silangit Airport and collaborate in order to foster and advance Lake Toba tourism in a sustainable fashion. The sales value of Lake Toba tourism is significantly impacted by the level of service provided by Silangit Airport. Silangit Airport has the potential to enhance the visitor experience and bolster the appeal of Lake Toba as a prominent tourist destination in Indonesia through the provision of amicable, prompt, and accountable service.

Silangit airport service quality influences the sales value of Lake Toba tourism, this is in line with previous research including: (Susanto et al., 2024), (Jaya Sakti et al., 2021), (Fibriany et al., 2022).

The influence of promotion of tourist attractions on the sales value of Lake Toba tourism

The impact of tourist attraction promotion on the market value of Lake Toba tourism, encompassing its natural beauty, cultural richness, and tourist attractions, holds considerable importance and shapes tourists' opinions and inclination towards visiting this particular place.

The promotional efforts aimed at enhancing tourist knowledge of Lake Toba as a desirable tourist destination play a significant influence. By implementing a successful promotional campaign across several communication channels, including advertising, social media, websites, and periodicals, tourists will gain a greater understanding of Lake Toba's existence and its captivating opportunities. Establishing a strong familiarity with tourism locations is a crucial initial measure in enticing travellers to visit Lake Toba.

In addition, the advertising of tourist attractions plays a significant role in shaping the appeal of Lake Toba as a tourist destination. Promotions can enhance the image of Lake Toba as a captivating and remarkable destination by emphasising its remarkable natural beauty, including the breathtaking panorama of the world's largest volcanic lake, as well as the captivating natural charm of its surroundings, such as mountains, plantations, and tropical forests. Furthermore, the use of promotional strategies that highlight the cultural abundance of Lake Toba, particularly the diversified and vibrant Batak cultural legacy, has the potential to enhance the attractiveness of the location to tourists in search of genuine and unforgettable cultural encounters.

The marketing and promotion of tourist attractions also contribute to the expansion of Lake Toba's appeal as a tourist destination. Tourist locations can effectively engage a diverse and pertinent audience by employing a range of promotional channels, including advertising, tourism exhibitions, and partnerships with travel brokers. This approach enables them to effectively target potential tourists from a wide array of backgrounds and tastes. An extensive promotional campaign has the potential to enhance the influx of tourists to Lake Toba, thereby amplifying the favourable influence of tourism on the local economy and regional progress.

Hence, the impact of promoting tourist attractions on the market value of Lake Toba tourism, encompassing its natural splendour, cultural abundance, and tourist offerings, is substantial. Enhanced awareness, compelling allure, and extensive promotional efforts can amplify travellers' curiosity and inclination to visit Lake Toba, while also fostering the expansion of the tourism sector in the area. Efficient promotion has the capacity to establish a favourable perception of Lake Toba as an appealing, unique, and varied tourist spot, hence enhancing Lake Toba's status as a prominent tourist destination in Indonesia and globally.

In summary, the influence of promoting tourist attractions on the sales value of Lake Toba tourism is substantial. Through the implementation of efficient promotional strategies, Lake Toba has the potential to enhance its visibility, appeal, and accessibility, thereby enticing tourists from many regions across the globe to explore and appreciate its abundant natural landscapes, cultural heritage, and numerous tourist attractions. Hence, the development of tourist attractions serves as both a means to augment tourist visits and a crucial investment in enhancing and fortifying the reputation of Lake Toba as a prominent and captivating tourist destination.

Promotion of tourist attractions influences the sales value of Lake Toba tourism, this is in line with previous research including: (Tolinggi et al., 2021), (Manuhutu & Otniel, 2021), (Mawadah & Solihat, 2021).

The influence of accommodation facilities on the sales value of Lake Toba tourism

The impact of various aspects of accommodation facilities, such as technology and connectivity, public amenities and comfort, and room cleanliness, on the market value of Lake Toba tourism, encompassing its natural beauty, cultural richness, and tourist attractions, holds considerable importance. These factors significantly shape tourists' perceptions and overall satisfaction when visiting this particular destination. The technological advancements and connections within hotel facilities significantly influence the overall tourist experience during their stay at Lake Toba. Accommodations that offer amenities such as complimentary Wi-Fi, flat screen televisions, intelligent room management systems, and sufficient

connectivity for guest communication can enhance guest comfort and pleasure during their stay. This technology enables guests to maintain connectivity with the external environment, obtain relevant information, and partake in desired entertainment, so enhancing the overall satisfaction and memorability of their stay.

In addition to this, the provision of public facilities at accommodations significantly impacts the market value of Lake Toba tourism. The presence of various public amenities, including restaurants, swimming pools, fitness centres, spas, and recreation spaces, can significantly influence the decision-making process of guests while selecting accommodations in Lake Toba. Comprehensive and high-quality amenities not only enhance the comfort of guests, but also augment their overall happiness throughout their sojourn. The presence of sufficient public amenities is a significant factor that attracts tourists to Lake Toba as their vacation spot. This enhances the attractiveness of Lake Toba tourism as a location that provides a comprehensive and diverse lodging experience.

In addition, the selling value of Lake Toba tourism is significantly influenced by the comfort and cleanliness of the rooms. The whole experience of guests staying in accommodation near Lake Toba can be significantly influenced by the variables of room comfort and cleanliness. The provision of clean, comfortable, and well-equipped rooms, including comfy beds, toiletries, and storage facilities, has the potential to enhance guest pleasure and foster a sense of appreciation throughout their sojourn. When tourists perceive a high level of care and treatment, it has the potential to generate a favourable perception of the Lake Toba destination in its whole. Consequently, they may be inclined to endorse the destination to others and exhibit a propensity to revisit in subsequent visits.

The influence of this lodging establishment on the market value of Lake Toba tourism, encompassing its natural splendour, cultural abundance, and tourist attractions, is evident through the rise in tourist arrivals, the degree of tourist contentment and encounter, as well as the perception and standing of the destination among tourists and the broader community. When there are high-quality and sufficient lodging options, tourists are more likely to have a pleasant and gratifying experience, hence enhancing their probability of revisiting Lake Toba in the future. In addition to this, the provision of high-quality housing facilities can play a significant role in cultivating a favourable perception of Lake Toba as a welcoming, pleasant, and sophisticated tourist destination. This, in turn, can have a beneficial impact on the development of the tourism sector within the region.

Hence, it is crucial to acknowledge the significance of lodging amenities encompassing technological advancements, connectivity, public amenities, comfort, and room cleanliness in augmenting the market appeal of Lake Toba tourism. High-quality housing facilities have the potential to enhance the overall experience of tourists during their sojourn, augment their level of contentment, and cultivate a favourable perception of Lake Toba as an appealing tourist destination deserving of visitation. Therefore, allocating resources towards enhancing the calibre of lodging establishments in the vicinity of Lake Toba can serve as a strategic measure to augment the competitiveness and appeal of this locale within a progressively competitive tourism industry.

Accommodation facilities influence the sales value of Lake Toba tourism, this is in line with previous research including: (Simarmata, Yuliantini, et al., 2017), (Indrawati, 2009), (Supraptini, 2020).

Conceptual Framework

A conceptual framework has been established based on research findings, previous investigations, and the above-mentioned discourse:

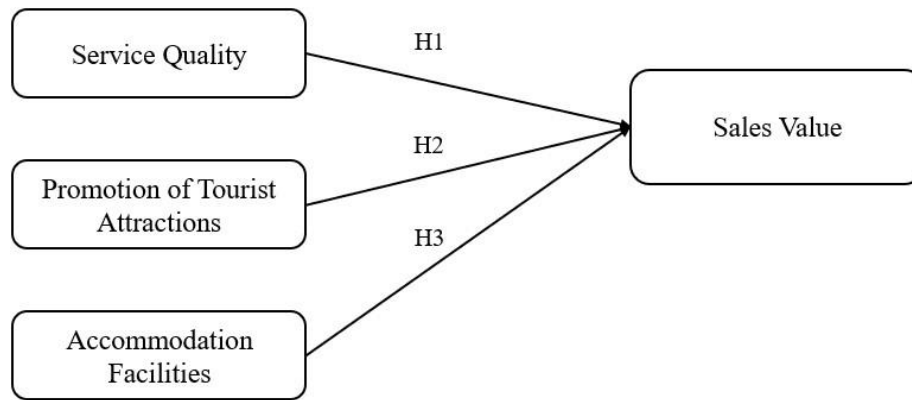


Figure 1. Conceptual Framework

Based on Figure 1 above, silangit airport service quality, promotion of tourist attractions and accommodation facilities influence the sales value of Lake Toba tourism. However, apart from the variables of service quality, promotion of tourist attractions and accommodation facilities which influence the sales value of Lake Toba tourism, there are other variables which influence it, including:

1. Natural beauty: (Suyadi, 2016), (Ferawati, 2023), (Sinaga & Syaifullah, 2019).
2. Word of mouth: (Mahaputra & Saputra, 2021), (Nursal et al., 2023), (Zulkarnain, 2021).
3. Entrance ticket: (Setyani et al., 2022), (Noftaruli & Winata, 2021), (Isnan, 2016).

CONCLUSION

Based on the problem formulation, results and discussion above, the conclusions of this research are:

1. Silangit airport service quality influences the selling value of Lake Toba tourism.
2. Promotion of tourist attractions influences the sales value of Lake Toba tourism.
3. Accommodation facilities influence the selling value of Lake Toba tourism.

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