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## The Effect of Marketing Mix on Satisfaction and Its Implications for Visitor Loyalty

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**Abstract:** The purpose of this study was to determine and analyze: Marketing Mix on Satisfaction and its implications on Visitor Loyalty a survey of visitors at Alamendah Tourism Village, Rancabali District, Bandung Regency), both simultaneously and partially. The research method used in this research is descriptive and verification method, the unit of analysis in this research is the visitors in Alamendah Tourism Village, Rancabali District, Bandung Regency with a sample of 30 people. And the analysis method used is quantitative analysis and path analysis. Based on the results of the study, it was found that the marketing mix on satisfaction and its implications on visitor loyalty visitor surveys at Alamendah Tourism Village, Bandung Regency can generally be said to be good, the marketing mix at Alamendah Tourism Village, Bandung Regency is currently considered good. The marketing mix simultaneously affects visitor satisfaction at Alamendah Tourism Village, Bandung Regency. However, partially visitor satisfaction dominantly affects visitor loyalty than the marketing mix. Because satisfaction dominantly affects visitor loyalty, the first priority in improving the marketing mix at Alamendah Tourism Village, Bandung Regency is expected to remain consistent in maintaining existing conditions, thereby increasing the quality of comprehensive visits/tourists.

**Keywords:** Marketing Mix, Visitor Satisfaction, Loyalty.

### INTRODUCTION

The Bandung Regency Government has a regulation that regulates the management and development of tourist villages in the Bandung Regency area, namely Bandung Regency Regional Regulation Number 7 of 2020 concerning the Management and Development of Tourism Villages. Alamendah Village is located in Bandung Regency, West Java. It was designated as a Tourism Village through Bandung Regent Decree No. 556.42/kep.71-DISBUDPAR/2011 on February 2, 2011. In its early days, Desa Wisata Alamendah (DWA) did not have a marketing mix and tour packages to offer to potential tourists. As a result, during the first eight years, the DWA received few tourist visits.

As a tourism destination, Alamendah Tourism Village in Bandung Regency is a regional development concept that makes tourist villages a tourist destination. Proper

management of all tourist attractions is expected to empower the village community itself. In accordance with the main principle in the tourist village, which is to build a village.

Tourism village community empowerment is part of a tourism village system developed by Alamendah tourism village, Bandung Regency. Tourism village community development through the Marketing Mix is carried out with the aim of increasing visitor satisfaction and visitor / tourist loyalty.

Alamendah Tourism Area has cultural diversity and local community expertise in farming in the form of a superior marketing mix, namely strawberry farming, vegetables and tea plantations and there is a civet coffee making industry. The superior marketing mix in this village is a variety of strawberry processed foods such as dodol, jam, candy made from strawberries and other handicrafts. To improve the quality and competitiveness of tourism destinations that can increase the number and quality of tourist visits.

The marketing mix and tour packages that are actually the habits and activities of the local community are able to become a tourist attraction that creates an unforgettable experience for tourists. As a result, in the second semester of 2019 Alamendah Tourism Village was able to attract more than 30 visiting groups from various institutions, such as government institutions, schools, family groups or the public. In that period, the total number of tourists who visited reached more than 2500 people. Tourists who visit generally follow the Alamendah Trip package which offers farming activities, milking, MSMEs, workshops, and arts. Supporting facilities and tourist infrastructure in Alamendah Village are ATMs, Homestays, Meeting Halls, Shared Bathrooms, Private Bathrooms, Public Bathrooms, Public Bathrooms, Souvenir Stalls, Musholla,

Toiletries, Tool Rental, Breakfast, Selfie Area, Dining Area, Wifi Area. For transportation access, the route to Alamendah Tourism Village can be reached using a private vehicle  $\pm$  2 hours or using public transportation at Leuwi Panjang Terminal Bandung, take an elf or L300 public car to Ciwidey - Bandung, get off at the final stop or Ciwidey market.

The development of tourism areas is the same as developing other businesses, which requires a demand to be able to see and observe market demand. Therefore, to develop tourism requires foresight to know and consider the desired market taste. Quality improvement is also very important in tourism development. One of the commonly used marketing strategies is called the Marketing Mix. The Marketing Mix is a device that will determine the level of marketing success for a tourist village and it is intended that market segments get satisfaction. According to Kotler and Armstrong (2019: 58) define the Marketing Mix as follows: "*Marketing mix is the set of controllable tactical marketing tools products, price, place, and promotion that the firm blends to produce the response it wants in the target market*". Which means that the Marketing Mix is a set of tactical tools that can be controlled by the marketing mix, price, place, and promotion that the tourist village combines to produce the desired response. The Marketing Mix consists of 7Ps, namely the marketing mix (product), Price, place, promotion, people, process and physical evidence. The seven elements of the Marketing Mix can be used to provide satisfaction to tourists.

Based on the explanation of the *theory* above, Alamendah Tourism Village, Bandung Regency, in a tourism business strategy with the aim of bringing in tourist visits, namely through the application of the Marketing Mix offer or marketing *method*. Alamendah Tourism Village in marketing the marketing mix of tour packages is divided into 3 *segments*, namely the argonomy package (science and technology in marketing mix and utilizing plants for food, fuel, fiber, and environmental applications such as reclamation), nature tourism (attractions such as Kawah Putih, Rancaupas, Punceling, Valley Hot Spring, Batu Tulis Sinapeul, Pick-your-own Strawberry, Javanese Deer and Oa Conservation, & Alamendah Tourism Village) and agro-industry. To market its marketing mix and services, Alamendah Tourism Village optimizes social media such as *web, Instagram, Facebook, YouTube* and

WhatsApp. Reposting of interesting content owned by followers creates good interaction and will certainly help get more new visits.

**Table 1 Results of Preliminary Observation of Visitor/Tourist Data to Alamendah Tourism Village, Bandung Regency**

Year	Visit	Target	Percentage
2019	1500	90%	68.0%
2020	1000	75%	66.7%
2021	1200	75%	69.3%
2022	1500	95%	66.7%
Average			67.7%

From Table 1 above, it can be seen that the average data of visitors/tourists to Alamendah Tourism Village, Bandung Regency is 67.7%, worth 4 and in the category of less, thus there are still 32.3% of visitors who are not satisfied with the quality of the Marketing Mix at Alamendah Tourism Village, Bandung Regency.

The Marketing Mix questionnaire distributed to visitors/tourists was answered directly by visitors. The Marketing Mix Questionnaire for visitors/tourists of Alamendah Tourism Village in Bandung Regency has received answers to 7 questions with 30 visitors for the Visitor Satisfaction Questionnaire and 3 questions with 30 people for Visitor Loyalty. Many questions were submitted, among others, about the 7P Marketing Mix, namely the marketing mix (product), price (price), place (place), promotion (promotion), people (people), process (process) and physical evidence (physical evidence), strategy, ability and quality owned by Alamendah Tourism Village Bandung Regency.

According to Solomon (in Priansa, 2017) states that customer satisfaction is a customer's overall feeling about the marketing mix or services that the customer has purchased. According to Normasari et al (in Worodiyanti, 2016) Customer satisfaction is the customer's assessment or response to the performance of goods or services. Then visitor satisfaction is based on the difference between what the visitor gets and what he gives. Marketing can increase visitor satisfaction and visitor loyalty through some combination of increasing the benefits obtained, functional or emotional and or reducing one or more types of costs. Visitors will estimate which offers will deliver With the better management of the optimal Marketing Mix, it is predicted that the higher the visitor satisfaction which has implications for Visitor Loyalty at Alamendah Tourism Village, Bandung Regency.

To achieve visitor satisfaction so that it has implications for visitor loyalty, Alamendah Tourism Village implements a 7P Marketing Mix strategy, namely a good marketing mix (product), price (price), place (place), promotion (promotion), people (people), process (process) and physical evidence (physical evidence). One of the Marketing Mix strategies used by Alamendah Tourism Village is the Marketing Mix. According to Kotler and Armstrong (2016) Marketing Mix is "a series of marketing tools (marketing mix) used by companies to achieve company goals in target markets".

## **METHOD**

The research method used in conducting this research uses quantitative methods with descriptive research approaches and verification analysis, because there are variables that will be examined for their relationship and the aim is to describe in a structured, factual manner, regarding the facts of the relationship between the variables studied. (In Sinambela 2020) according to him quantitative research is a type of research that uses numbers in processing data to produce structured information.

The research conducted is a quantitative research method, because the data needed from the objects in this study are data expressed in numerical form, which is the result of calculating and measuring the value of each variable. The descriptive research approach

according to Sugiyono (2020: 64) is research conducted to determine the existence of independent variables, either only one variable or more (stand-alone variables) without making comparisons of the variables themselves and looking for relationships with other variables. Based on the above understanding, the use of descriptive research in this study aims to answer problem formulations number 1 (one) to number 3 (three) that have been determined previously, namely to find out how the conditions of prices, online consumer reviews, and purchasing decisions. The results of these observations will then be arranged systematically and analyzed to draw conclusions. The verification research method according to Sugiyono (2020: 65) is a formulation of research problems that asks about the relationship between two or more variables. The purpose of this approach is to determine whether a variable has an influence on other variables, in this study 87 will test problem formulation number 4 (Four), namely to determine and examine how much influence price, online consumer reviews, and visitor purchasing decisions. Descriptive statistics to find out how the Marketing Mix, Satisfaction and Loyalty of Visitors at Alamendah Tourism Village, Rancabali District, Bandung Regency.

### **Sources and Methods Data/Information**

The data source used in research for describing variables and testing hypotheses is primary data obtained from the results of questionnaires distributed to respondents. The population in this study were visitors/tourists who contacted Alamendah Tourism Village, Bandung Regency. From the above calculations, a minimum sample of 30 visitors/tourists of Alamendah Tourism Village in Bandung Regency was obtained and the sampling was carried out randomly or random sampling. From the annual report data, it is found that an average of 67.7% of visitors / tourists who come to Alamendah Tourism Village, while the rest are 37.7%. In this research, a questionnaire will be distributed to 30 respondents with a ratio of 30 respondents from visitors/tourists.

### **Analysis Design and Hypothesis Test**

#### **Validity Test**

The research validity test was carried out by distributing questionnaires to 30 respondents, and testing them using the product moment correlation technique, namely by correlating the scores and total scores of each factor. The results of the calculation of the correlation value which is  $r_{count}$ , are then compared with the critical  $r$  value which refers to the  $r$  table value. If the  $r_{count}$  value of each item is greater than  $r$  table or the significance probability value is greater than 0.05 then the item is said to be valid.

#### **Reliability Test**

The instrument test analysis was carried out using the *Cronbach* method which was calculated using the help of SPSS v.17 software. The measure used to show the questions of each variable is called reliable, if the *Cronbach Alpha* value is  $> 0.6$  (Arikunto, 2002: 171).

#### **Design Analysis**

The data analysis method used in this study is *Path Analysis* or path analysis to see the effect of independent variables on independent variables. Path analysis is used to explain the direct and indirect effects of a set of variables. As a cause variable to a set of other variables which are effect variables. In this study, the variables are independent variables, namely personal variables (X1), physical evidence (X2), process (X3), intermediate variables, namely Visitor Satisfaction (Y) and the dependent variable or effect variable, namely Visitor / tourist satisfaction (variable Z).

## RESULTS AND DISCUSSION

### Validity Test

From the results of data processing using SPSS, the following r counts can be generated:

**Table 2 Instrument Validity**

Variable	Item	rcount	rtable	Description
Marketing Mix (X)	X.1	0,6126	0,374	valid
	X.2	0,7300	0,374	valid
	X.3	0,8896	0,374	valid
	X.4	0,5298	0,374	valid
	X.5	0,6706	0,374	valid
	X.6	0,8370	0,374	valid
	X.7	0,8697	0,374	valid
Satisfaction (Y)	Y.1	0,6213	0,374	valid
	Y.2	0,6448	0,374	valid
	Y.3	0,5557	0,374	valid
	Y.4	0,7060	0,374	valid
	Y.5	0,6420	0,374	valid
	Y.6	0,5383	0,374	valid
	Y.7	0,5987	0,374	valid
Visitor Loyalty (Z)	Z.1	0,7195	0,374	valid
	Z.2	0,5434	0,374	valid
	Z.3	0,5205	0,374	valid
	Z.4	0,8036	0,374	valid
	Z.5	0,6504	0,374	valid
	Z.6	0,5798	0,374	valid
	Z.7	0,5292	0,374	valid

From table 1 it can be seen, of the seven questions representing the seven indicators of the marketing mix variable (X) it turns out that all the questions asked are valid, this is indicated by the value of r count which is greater than r table. So the seven questions on the marketing mix variable can be used in this study.

### Reliability Test

**Table 3 Instrument Reliability**

Variables	Cronbach Alpha	Description
Marketing Mix (X)	0.873	Reliable
Satisfaction (Y)	0,711	Reliable
Visitor Loyalty (Z)	0.720	Reliable

All instruments in this research variable are reliable, this can be seen in table 2 where the Cronbach Alpha value for :

1. Marketing Mix (X) of 0.873, classified as very high instrument reliability;
2. Satisfaction (Y) of 0.711 is classified as high instrument reliability and
3. Visitor Loyalty (Z) of 0.720, classified as high instrument reliability.

From these three values, it can be concluded that the instruments in this research variable are very high, so that all instruments in this study can be used.

**Table 4 Distribution of Answers Based on Questions from Marketing Mix Variable Indicators (X)**

No.	Question Material	Frequency of Answer					Score	Ideal Score	Value (%)	Criteria
		STS	TS	RR	S	SS				
1	Visitors choose to visit Alamendah Tourism Village because of the quality of the	4	5	9	10	2	91	150	60,6	Agree



	marketing mix.										
2	Visitors choose Alamendah Tourism Village because of the affordable tour package prices.	0	1	1	16	12	129	150	86	Strongly Agree	
3	Visitors choose Alamendah Tourism Village because of promotion/marketing delivered to visitors	3	7	8	8	4	93	150	62	Agree	
4	Visitors choose Alamendah Tourism Village because it is a comfortable place for tourists.	1	0	2	15	12	127	150	84,6	Strongly Agree	
5.	Visitors choose Alamendah Tourism Village because of the behavior of the people. friendly/unpretentious.	1	0	2	15	12	131	150	87,3	Strongly Agree	
6.	Visitors choose Alamendah Tourism Village because it is fast in processing mechanisms activity.	3	7	8	8	4	93	150	62	Agree	
7.	Visitors choose Alamendah Tourist Village because of its complete facilities and convenient.	5	4	9	9	3	91	150	60,6	Agree	
Total Marketing Mix		17	24	39	81	49	755	1050	72,0		
Average Marketing Mix Score (X)							108,0	High			

From the results of data processing of marketing mix variables, the resulting score for all question items or the cumulative score is 755, while the expected ideal score is  $5 \times 7 \times 30 = 1,050$  is the ideal score is the score set assuming that each respondent on each question gives the highest score and  $1 \times 7 \times 30 = 210$  is the lowest score.

$$\text{Formula: } (1050 - 210) = 1685$$

Thus the value or weight of the marketing mix in the Bandung Regency Tourism Village is 72.0%, meaning that the marketing mix at Alamendah Tourism Village, Bandung Regency is categorized as "high" for visitors/tourists visiting the Alamendah Tourism Village, Bandung Regency.

**Table 5 Distribution of Answers Based on Questions from the Satisfaction Variable Indicator (Y)**

No.	Statement	Frequency of Answer					Score	Ideal Score	Value (%)	Criteria	
		STS	KS	R	S	SS					
1.	Products at Alamendah Tourism Village	3	1	5	11	10	114	150	76	Strongly Agree	
2.	Prices of Tour Packages offered at Alamendah Tourism Village	0	1	1	16	12	129	150	86	Strongly Agree	
3.	Marketing/Promotion of Alamendah Village	3	7	8	8	4	93	150	62	Agree	
4.	A cozy place Alamendah Tourism Village	1	0	2	15	12	127	150	84,6	Strongly Agree	
5.	Friendly/pretentious behavior of the people in Alamendah Tourism Village	1	0	2	15	12	131	150	87,3	Strongly Agree	
6.	Activity mechanism process at Alamendah Tourism Village	3	7	8	8	4	93	150	62	Agree	
7.	Complete and comfortable facilities at Alamendah Tourism Village	5	4	9	9	3	91	150	60,6	Agree	
Total Marketing Mix		16	20	35	82	57	778	1.050	74,0		
Average Satisfaction Score (X)							111,1	High			

From the results of data processing on satisfaction variables, the score for all question items or the cumulative score is 935, while the expected ideal score is  $5 \times 7 \times 30 = 1,050$  is the ideal score is the score set assuming that each respondent on each question gives the highest score and  $1 \times 7 \times 30 = 210$  is the lowest score.

$$\text{Formula: } (1050 - 210) = 1685$$

Thus the value or weight of satisfaction at Alamendah Tourism Village, Bandung Regency is 778, meaning that the level of satisfaction of visitors to Alamendah Tourism Village, Bandung Regency is high. This means that satisfaction is a determining factor in whether or not someone is successful in doing a job or in a certain situation McClelland (in Moheriono, 2014: 6).

**Table 6 Distribution of Answers Based on Questions from the Visitor Loyalty Variable Indicator (Z)**

No.	Statement	Frequency of Answer					Score	Ideal Score	Value (%)	Criteria	
		STS	KS	R	S	SS					
1.	I choose to visit Alamendah Tourism Village because the products offered are interesting	3	1	5	11	10	114	150	76	Strongly Agree	
2.	I chose to visit Alamendah Tourism Village because the price of the tour package offered is affordable.	0	1	1	16	12	129	150	86	Strongly Agree	
3.	I chose to visit Alamendah Tourism Village because of its marketing/promotion.	0	0	1	17	12	131	150	87,3	Strongly Agree	
4.	I chose to visit Alamendah Tourism Village because it is a comfortable and complete place.	1	0	2	15	12	127	150	84,6	Strongly Agree	
5.	I choose to visit Alamendah Tourism Village because of the friendly behavior of the people.	1	0	2	15	12	131	150	87,3	Strongly Agree	
6.	I chose to visit Alamendah Tourism Village because of the good activity mechanism process	3	7	8	8	4	93	150	62	Agree	
7.	I choose to visit Alamendah Tourism Village because the facilities are complete and comfortable.	5	4	9	9	3	91	150	60,6	Agree	
Total Visitor Loyalty		13	13	28	91	65	816	1050	77,7	Agree	
Average Visitor Loyalty Score							125,9	High			

From the results of data processing of visitor loyalty variables, the resulting score for all question items or a cumulative score of 816, while the expected ideal score is  $5 \times 7 \times 30 = 1,050$  is the ideal score is the score set assuming that each respondent on each question gives the highest score and  $1 \times 7 \times 30 = 210$  is the lowest score.

$$\text{Formula: } (1050 - 210) = 1685$$

Thus the value or weight of visitor loyalty in the Tourism Village of Bandung Regency is 168, meaning that visitor loyalty at Alamendah Tourism Village, Bandung Regency is categorized as "high", so that based on the weight value of visitor loyalty, there is a great expectation / tourists to visit again to Alamendah Tourism Village, Bandung Regency, due to the marketing mix factor which has an impact on visitor satisfaction and loyalty.

**Verificative Analysis**

Before analyzing the data using SPSS software, the measurement level of all variables must be changed first from the ordinal measurement level to the interval measurement level using the *method of successive intervals* (MSI). To find out whether the independent variables, namely the marketing mix (X) on satisfaction (Y) together affect and have implications for visitor loyalty (Z), it will be analyzed using *path* analysis.

**Pathway Analyst**

Path Analysis is used to test whether the residual values that have been carried out in the regression model are normally or abnormally distributed. To perform a normality test, it can be used using the Kolmogorov- Smirnov Test with the condition that if  $asympt.sig. (2-tailed) > 0.05$  then the data is declared normally distributed, otherwise if the  $asympt.sig (2-tailed) < 0.05$ , then the data is not normally distributed.

**Table 7 Normality Test Results  
One-Sample Kolmogorov-Smirnov Test**

Marketing Mix		Satisfaction	Visitor Loyalty
N		30	30
Normal Parameters <sup>a,b</sup>	Mean	26.83	23.90
	Std. Deviation	5.808	5.579
Most Extreme Differences	Absolute	.213	.174
	Positive	.144	.114
	Negative	-.213	-.174
Test Statistic		.213	.174
Asymp. Sig. (2-tailed)		.001c	.021c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Based on the *One-Sample* Kolmogorov-Smirnov Test table, the *Asymp.sig (2-tailed)* number is obtained. This value is then compared with 0.05 (using a significant level or  $\alpha = 5\%$ ) to make a decision. From the results of the normality test using the *One-Sample* Kolmogorov-Smirnov Test, the value of 0.030 is more than 0.05, so the decision result states that the data distribution is normal.

**The Effect of Marketing Mix (X) on Satisfaction (Y) and Visitor Loyalty (Z) at Alamendah Tourism Village, Bandung Regency  
Model Significance Test (F-test)**

To determine the correlation between variables, *Pearson* correlation analysis was used.

**Table 8 Correlation Criteria**

Value of r	Relationship Criteria
0	No Correlation
0 - 0,5	Weak Correlation
0,5 - 0,8	Medium Correlation
0,8 - 1	Strong Correlation
1	Perfect Correlation

Based on the results of data processing, the following correlation matrix is obtained:

**Table 9 Correlation between Variables  
Correlations**

Marketing Mix		Satisfaction	Visitor Loyalty
Marketing Mix	Pearson Correlation	1	.589**
			.610**



	Sig. (2-tailed)		.001	.000
	N	30	30	30
Satisfaction	Pearson Correlation	.589**	1	.983**
	Sig. (2-tailed)	.001		.000
	N	30	30	30
Visitor Loyalty	Pearson Correlation	.610**	.983**	1
	Sig. (2-tailed)	.000	.000	
	N	30	30	30

\*\* . Correlation is significant at the 0.01 level (2-tailed).

From the table above, it is known that there is a positive correlation between the service marketing mix and satisfaction, namely 0.589 with a moderate correlation. The correlation between marketing mix support and visitor loyalty is 0.610 with the correlation also being positive with strong criteria. While the correlation between satisfaction and visitor loyalty is 0.983 which is positive with a strong category.

**Table 10 Summary of Path Coefficient Results of the Marketing Mix Effect (X) on Satisfaction (Y) and Loyalty (Z) of Visitors at Alamendah Tourism Village, Bandung Regency.**

Influence between Variables	Path Coefficient (Beta)	F value	Coefficient of Determination (R-square)	Coefficient of Other Variables Pye
X to Y	0,589	14.876	0,347	0,324
X against Z	0,047			
Y against Z	0,955	415.379	0,969	0,966

Path structure equation  $Z = 0.589 X + 0.955 Y + \epsilon$  Hypothesis formulation

1. Reject  $H_0$  if  $F_{count} > F_{table}$  → there is an influence of the marketing mix on visitor satisfaction and loyalty.
2. Accept  $H_0$  if  $F_{count} < F_{table}$  → there is no effect of the marketing mix on visitor satisfaction and loyalty.

**Table 11 Model of the Effect of X on Y ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	313.200	1	313.200	14.876	.001b
	Residuals	589.500	28	21.054		
	Total	902.700	29			

a. Dependent Variable: Satisfaction

b. Predictors: (Constant), Marketing Mix

From the anova model table, the  $F_{count}$  is 14.876 while the  $F_{table}$  with  $df1 = k-1 = 3-1 = 2$  and  $df2 = n - k = 30 - 3 = 27$  is 0.374, thus  $F_{count} > F_{table}$ , namely  $14.876 > 0.374$  so it can be concluded that  $H_0$  is rejected, this means that there is an influence of the marketing mix on visitor satisfaction and loyalty at Alamendah Tourism Village, Bandung Regency.

**Table 12 Model of the Effect of X Through Y on Z and Y on Z ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	883.163	2	441.582	415.379	.000b
	Residuals	28.703	27	1.063		
	Total	911.867	29			

a. Dependent Variable: Visitor Loyalty

b. Predictors: (Constant), Satisfaction, Marketing Mix

From the anova model table, the Fcount is 441.582 while the Ftable with  $df1 = k-1 = 3-1 = 2$  and  $df2 = n - k = 30 - 3 = 27$  is 0.374, thus  $F_{count} > F_{table}$  is  $441.582 > 0.374$  so it can be concluded that  $H_0$  is rejected, this means that there is an influence of the marketing mix on visitor satisfaction and loyalty at Alamendah Tourism Village, Bandung Regency.

**Partial Significance Test (t-test)**

After testing the general hypothesis (simultaneous) and proving significant, the next test will be carried out for the sub-hypothesis (partial).

**Table 13 Output of X against Y**

Model Summary				
Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	.589a	.347	.324	4.588

a. Predictors: (Constant), Marketing Mix

**Coefficients<sup>a</sup>**

Unstandardized Coefficients		Standardized Coefficients		t	Sig.
Model	B	Std. Error	Beta		
1	(Constant)	8.716		2.166	.039
	Marketing Mix	.566	.147	.589	3.857

a. Dependent Variable: Satisfaction

**Table 14 Output of X and Y to Z and Output of X through Y to Z**

Model Summary				
Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	.984a	.969	.966	1.031

a. Predictors: (Constant), Satisfaction, Marketing Mix

**Coefficients<sup>a</sup>**

Unstandardized Coefficients		Standardized Coefficients		t	Sig.	
Model	B	Std. Error	Beta			
1	(Constant)	-.113	.977	-.116	.908	
	Marketing Mix	.046	.041	.047	1.123	.271
	Satisfaction	.960	.042	.955	22.613	.000

a. Dependent Variable: Visitor Loyalty

The indirect effect is 0.562 and this is greater than the direct effect of 0.047, meaning that indirectly X through Y has a significant effect on Z.

Immediate Conclusion:

1. Effect of X on Y sig  $0.01 \leq 0.05$  (Affected) Effect of X and Y on Z sig  $0.000 \leq 0.05$  (Affected)
2. Effect of X through Y on Z sig  $0.027 \leq 0.05$  (Affected)

**The Effect of Marketing Mix (X) on Satisfaction (Y)**

Based on the results of testing the Partial Test (t-test) hypothesis X, it is obtained that the marketing mix has a positive and significant effect on satisfaction. Testing the direct effect of marketing mix variables on visitor satisfaction can be seen by looking at the value of 0.589 and the indirect effect of 0.822 with a significance of 0.000. With the calculated t value greater than the t table and a significance value that is below 0.05, which indicates a

significant effect of the marketing mix variable has a positive and significant effect on satisfaction.

Meanwhile, to see the magnitude of the direct influence of the marketing mix on visitor satisfaction is 0.589. This means that it can be concluded that the direct effect of the marketing mix on the satisfaction of Alamendah Tourism Village, Bandung Regency is 58.9 percent.

While the indirect effect caused by the marketing mix on visitor loyalty at Alamendah Tourism Village, Bandung Regency is 0.822. It can be concluded that the indirect effect of marketing mix (X) on satisfaction (Y) is 82.2 percent.

For the total effect of the marketing mix on satisfaction and implications for visitor loyalty at Alamendah Tourism Village, Bandung Regency is a total direct + indirect effect of 0.609. It can be concluded that the total effect of the marketing mix on satisfaction and implications for visitor loyalty at Alamendah Tourism Village, Bandung Regency is 60.9 percent. If the indirect value (0.562)  $\geq$  the direct value, (0.047), then this shows that indirectly X through Y has a significant effect on Z, and vice versa.

The marketing mix is defined as variables that can be controlled and can be manipulated by organizations to meet customer needs profitably in both the short and long term (Amofah, 2015; Susanti et al., 2018). Meanwhile, Azhar et al. (2019) state that the components of the marketing mix must be changed holistically in meeting changes to customer needs without special emphasis on one or two elements. Therefore, the marketing mix is considered one of the main principles of marketing which is the basis of any marketing strategy. Kotler & Opresnik (2019) categorized the four elements in the marketing mix strategy as product, price, promotion and place. He further suggested that changes in the marketing mix are necessary when the characteristics of the target market change. Sengkan Meesala & Paul (2018) categorize the marketing mix in 12 categories namely product, price, branding, distribution channels, sales, advertising, promotion, packaging, display, service, physical handling, and fact finding and analysis. Therefore, in this study, the marketing mix will be seen in terms of product, price, location/place and customer service.

### **Effect of Satisfaction (Y) on Visitor Loyalty (Z).**

Based on the results of testing the Partial Test (t-test) hypothesis Y, it is obtained that the marketing mix has a positive and significant effect on visitor loyalty. Testing the effect of satisfaction variables on visitor loyalty can be seen by looking at the direct effect value of 0.955 and the indirect value of 0.184 with a significance of 0.001. With a calculated t value greater than the t table and a significance value that is below 0.05, which indicates a significant effect of the satisfaction variable on visitor loyalty.

Meanwhile, to see the magnitude of the indirect effect of satisfaction on visitor loyalty is 0.184. This means that it can be concluded that the direct effect of satisfaction on visitor loyalty at Alamendah Tourism Village, Bandung Regency is 18.4 percent.

The total effect of satisfaction on visitor loyalty is the sum of the direct effect and indirect effect, which is  $0.955 + 0.184 = 1.139$ . This means there is 113.9 percent. The effect of satisfaction on the loyalty of visitors to the Alamendah Tourism Village, Bandung Regency, is very high.

### **The Effect of Marketing Mix (X) Through Satisfaction (Y) on Visitor Loyalty (Z).**

The indirect effect of marketing mix (X) through satisfaction (Y) on visitor loyalty (Z) is 0.562. This means that it can be concluded that the direct effect of the marketing mix on the satisfaction of Alamendah Tourism Village, Bandung Regency is 56.2 percent.

While the direct effect caused by the influence of the marketing mix (X) through satisfaction (Y) on visitor loyalty (Z) is 0.047. It can be concluded that the direct effect of the

influence of the marketing mix (X) through satisfaction (Y) on visitor loyalty (Z) is 4.7 percent.

The total effect of the effect of the marketing mix (X) through satisfaction (Y) on visitor loyalty (Z) is the sum of the direct effect and indirect effect, which is  $0.562 + 0.047 = 0.609$ . This means that there is 60.9 percent. The influence of the marketing mix (X) through satisfaction (Y) on visitor loyalty (Z) Alamendah Tourism Village, Bandung Regency, is included in the high level of influence category.

Research by Wahab, et al (2016) from MARA Technology University, Shah Alam, Selangor, Malaysia. This study aims to determine the relationship between marketing mix and hijab industry customer loyalty, as well as the mediating effect of customer satisfaction. This research is a correlational study, which answers questions about the relationship between variables.

For this study, convenience sampling technique was used to obtain data from respondents with data collection based on questionnaires distributed to around 250 female customers. Based on the research results, the correlation between the marketing mix consisting of product, price, location/distribution channel, and promotion has a positive and significant relationship with customer satisfaction. While also the results show that there is a positive relationship between customer satisfaction and consumer loyalty. So it can be concluded that all existing variables are interrelated with each other.

## CONCLUSION

The response to the marketing mix at Alamendah Tourism Village in Bandung Regency is relatively good, based on the results of the distribution of the krusiener showing a high value or average agreement. The marketing mix offered to visitors includes product, price, promotion, place, process, people and physical evidence. Satisfaction in Alamendah Tourism Village, Bandung Regency is relatively good. Based on the opinion of the krusiener results, the average level of visitor satisfaction from the marketing mix strategy is quite high in response to visitor satisfaction. Visitor loyalty at Alamendah Tourism Village, Bandung Regency is relatively good based on the weighted score of the krusiener distribution response, the influence of the level of visitor satisfaction and the indirect influence by the marketing mix variable of Alamendah Tourism Village. The influence of the marketing mix on satisfaction is very significant based on the results of the calculation of the average response and processed SPSS statistics. Broadly speaking, the role of marketing mix variables on satisfaction has an influence value. The magnitude of the effect of satisfaction on visitor loyalty is very large, the impact of visitor satisfaction on visitor interest in coming back / re-visiting is very large. The magnitude of the influence of the marketing mix on visitor / tourist loyalty through satisfaction, based on the test results of the response value directly or indirectly the value of the effect. But partially the level of satisfaction has a dominant influence on visitor loyalty.

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